

STONE 6000 . . . Is The New Telephone Number of Shopping News!

# ROCHESTER SHOPPING NEWS

Delivered Free Each Thursday To 75,200 Homes  
In Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

The Rochester Sun

Buy War Stamps and Bonds

FIFTH YEAR—No. 35

ROCHESTER, N. Y. WEDNESDAY, JULY 1, 1942

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

## HELP! for Your Vacation Planning

No matter what plans you have made for a much-needed vacation this year, you'll find Rochester stores are ready to help you. Merchants began planning your vacation months ago. They found out what clothes you'd want to wear and what services you'd need to start you on your carefree way. Best of all, they knew that you thrifty-minded vacationers would want prices as low as possible, so they combed the markets until they found "money-saving buys."

That's why today, the stores are ready to help you. They have everything you need in the way of vacation togs, picnic supplies, luggage, and all the other items so necessary to a real holiday.

Read through the pages of this paper today and see for yourself all the good things that await you at the stores this week-end. Not only vacationer's specials, but everyday household necessities as well.

### 2 Full Shopping Days

For your convenience, Shopping News is delivered to your home today to give you two full shopping days before the Saturday holiday. All stores will be closed on Saturday, July 4th.



CHAMPION OPEN THURSDAY NITE TIL 9 P. M.

### LET'S RELAX OVER THE HOLIDAY IN SPORTSWEAR

FROM CHAMPION WHERE YOU CAN CHOOSE FROM LARGE ASSORTMENTS OF COOL, COMFORTABLE MERCHANDISE—HUNDREDS AND HUNDREDS OF WOOL AND LASTEX

### SWIM TRUNKS

For Men Who Take Their Relaxation Swimming or Sun Bathing

**\$1.49 - \$2.98 - \$3.50 - \$4.50**

FOR THE LADIES!

New, Alluring, Conservative or Daring

### SWIM SUITS

**\$2.98 AND \$3.98**

A SPECIAL VALUE!  
Regular \$1.95 Men's Long  
Sleeve Gabardine Clipper  
**POLO SHIRTS**

TAN GREEN **\$1.69** Small Medium

No Wardrobe Is Complete Without  
a Pair of Good-Looking  
Comfortable

### SPORT SLACKS

**\$2.98**

Up to \$6.50

SPECIAL SALE  
Fred Perry Cushion Foot  
**SWEAT SOX**

Seconds **39¢** — 3 for **\$1.00**

**Champion**  
KNITWEAR CO. 71 ST. PAUL ST.

1 1/2 Hour Free Parking Bill's and Strand Station

DARLING SHOP'S Air Conditioned Street Floor

### PLAY CLOTHES

For That Great American Week-End



2 and 3 PIECE PLAY SUITS

Holiday special! Guaranteed  
washable printed cotton play-  
suits in a wide variety of pat-  
terns. All colors and sizes.

**88¢**



BATHING SUITS

One and two piece styles.  
Lastex and lastex-com-  
binations. Plenty of  
styles to choose from in  
prints and solid colors.  
Sizes 32 to 44.

**\$1.88**

### New, Smart, White Leather HANDBAGS



Guaranteed washable.  
Very latest styles, fin-  
ishes. Whites and all  
summer colors and  
fabrics. Mother and  
daughter styles  
included.

**\$1.49**

### SLACK SUITS

Red, White & Blue em-  
blem on pockets. Full cut  
cut and well made in  
sizes 12 to 20. Blue,  
Aqua, Rose and Beige. —  
Street Floor.

**\$1**

Both  
Shirt  
and  
Slax



OPEN TOMORROW, THURSDAY, 'TIL 9 P. M.



Old-fashioned buns from the kitchen or bakeshop have been picnic celebrants for years and years. Fresh from the oven and packed in a napkin-lined basket, these rolls are excellent carriers of slices of clove-studded baked ham.

### CHILDREN'S TOG SPECIALS FOR THE 4th

#### GIRLS' 2-PC. SLACK SUITS

Cool cottons and rayons that would be sensational at nearly twice this price! Stripes, solids and two-tone combinations. Sizes 8 to 16. Your Child's Photo Included FREE!

#### GIRLS' 2-PC. PLAY SUITS

One-piece play suit with separate matching skirt. Stripes. Gay Mexican and flower prints. Guaranteed sun and tub-fast color. Sizes 7-14. Value to \$1.50.

#### Boys' and Girls' Swim Suits

Gay prints and stripes—adorable flared skirts! Lots of colors in All-wools, wool-rayons, wool-cottons, rayon, etc. Sizes 1 to 6. LARGER SIZES 7 to 14 PRICED AT \$1.79. Val. to \$2.29.

#### FREE PHOTOS WITH ABOVE ITEMS

Free portraits enlarged 8x10 size of your youngsters or "yourself" with any of the above purchases of this ad. Also free photo with any other purchases amounting to \$2.00 or more. No strings. Choice of 6 proofs, you MUST bring this ad.

#### EXTRA SPECIAL!

#### TOTS' OVERALLS

Sturdy, with cute appliques. All colors. Sizes 1-6. While they last only \$1.00. Value to \$1.00.

Left's 59c

126-128 CLINTON AVE. S.

OPEN 'TIL 9 P. M. WEDNESDAY, THURSDAY AND FRIDAY THIS WEEK

Mrs. Viola Scott, 176 Shelter St.

BUY WAR SAVINGS STAMPS AT

## Edwards

### New Store Hours Begin Monday July 6th

Store Hours MONDAY:

12 Noon 'til 9 P.M.

Tuesday Thru Friday:

9:45 A.M. 'til 5:30 P.M.

Saturday:

9:45 A.M. 'til 1 P.M.

## DIARY Of a Famous Beauty Authority

By HELENA RUBINSTEIN

LOS ANGELES, Calif. — I have been in Los Angeles for over a week now, renewing acquaintances in Hollywood, visiting with the movie stars and observing the changes in the life of the city since I was last here.

I have observed that in this city, men and women alike, trim, energetic, slim of figure, handsome, are living today under tremendous pressure and tension. For added to their daily work at the studio, they are all busily engaged in war activities, and of course, no movie star can afford to relax in her program of good grooming. The Hollywood star really belongs to her public, which expects her to conform to ideal standards. She must always be a model of slenderness. The camera has a tendency to add a few pounds, so the star must keep her weight low enough to counteract this illusion. Hollywood, therefore, has always been a mecca for diets. Meals must be scientifically planned so that the star doesn't lose her strength while she keeps slim. With added energy required for war activities, diet is one of the favorite topics of discussion here on the coast.

Vitamins, all are agreed, are necessary in any healthful slenderizing diet. For good eyesight, sparkling eyes, for energy and good spirits, for lustrous hair, a daily quota of vitamins is necessary. Movie stars incorporate vitamins in their diets in two ways. First, they eat them in vegetables — as many raw as possible, for cooking destroys a great deal of the benefits. But the newer and surer method which movie stars are enthusiastically adopting is to augment daily meals with small vitamin-mineral wafers. These help keep up the stars' energy, and at the same time keep down poundage. Each wafer contains only 23 calories, yet they are high in satiety value. One wafer three times a day will supply the minimum adult vitamin requirements, and a full supply of iron, and half of calcium and phosphorus requisites. By insuring a plentiful supply

of vitamins and minerals in the same time. Vegetables, particularly.

1. A physician must make the diagnosis as to whether you should lose weight, and how much.

2. Don't starve yourself.

3. Cut your calories down step by step.

4. Do eat plenty of food that is poor in calories and high in bulk. It helps elimination at

5. Walk or exercise moderately.

6. Have enough sleep.

7. Have a face treatment regularly as your face is the first place you show your droopiness or sagging when you lose weight.

8. Control your weight. Reduce slowly and maintain your weight once you have reached the right weight.

9. Eat regularly and adhere to a prescribed diet.

10. Cultivate will power.

We may not all be movie stars, but in these days of accelerated programs for everyone, it is a good idea to follow a diet schedule that energizes as it slenderizes.

(If you have any personal beauty problems, Madame Rubinstein will be happy to solve them for you. Simply address Helena Rubinstein, care of this paper.)



### A PLEDGE FOR AMERICANS

I am a citizen of the oldest republic in existence. I am proud of it.

I take pride in being a free citizen in a free society, but I know that the priceless blessing of liberty is not a heritage, but is won afresh or lost by each generation.

I therefore pledge myself to all those Americans who have gone before me and to all those who will come after me to do my part and to pass on this Freedom.

I will listen to no idle rumors. I will repeat no destructive gossip.

I will support loyally and in friendship all the United Nations who are joined with us in this righteous compact to defeat the Axis powers.

I know my country must win this war, and I will conduct myself as if I alone bore the responsibility for the victory of Democracy. In the words of a soldier of other days, "I will work, I will save, I will sacrifice. I will endure, I will fight cheerfully and do my utmost as if the issue of the whole struggle depended on me alone."

I dedicate my self to this cause. I swear that to win it, I will make any sacrifice, however great, and perform any task, however humble.

So help me, God!

### Try This Routine For Tired Feet

Wear the right size shoe and you'll prevent many an aching back and that too-tired-to-go-out-tonight feeling. These days when everyone is doing so much volunteer defense work in addition to running a household or holding down a regular job, particular attention should be paid to wearing the most comfortable clothes—especially shoes.

One authority claims that most people should wear a size larger and two sizes wider than they do. If you can insert your forefinger between your heel and the back of your shoe, then you may be sure your shoes are large enough to allow your feet to stretch.

Walking correctly is as important as wearing the proper shoes, says actress Joan Blaine, who walks at least two miles a day to keep fit. But, as she points out, unless one walks correctly no benefit at all is derived from the effort. When walking, most of your weight should be borne on the forward part of the foot. When standing, allow most of your weight to rest on the heels.

We'll bet if you follow these methods, there'll be no more leg cramps, back pains, short temper or fagged-out feeling.

New ironware should be greased with mutton tallow and heated slowly.

### DRESS UP in COOL

Practical COTTON for the FOURTH!

Washable • Colorful • Stylish

\$2.95 UP

See C. B. Thomas' cotton charmers to really appreciate their fresh, crisp ZIP. Open Mon. and Thurs. Eve. till 9 P.M.

C. B. THOMAS DRESSES 723 SENECA HOTEL at the elevator

Tinware can also be cleaned by applying common soda with wet paper or a cloth and polishing with a dry cloth.

To clean rust and stains from tin, rub the object well with the cut surface of a raw potato dipped in fine cleaning powder.

## Sibley, Lindsay & Curr. Co.



You Can Move Back in ONE HOUR After You Paint a Room With Our Amazing

### Magicolor Casein Finish

Fast-Drying!

Odorless!

Gives a Beautiful Finish!

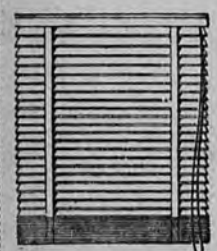
## 2.98 Gallon

One Gallon of Casein Finish is enough to cover an average room. To use, you mix paint with water, so you actually get 1½ gallons of paint... actual cost then, 1.98 gallon!

It's no trick at all to repaint and redecorate your home with marvelous Magicolor Casein Finish! You can use it on wallboard, brick, cement, even wallpaper, as well as wood and plaster. Anyone can use Casein successfully... you just thin it with water and apply. IN ONE HOUR, it'll be dry enough for you to move the furniture in! It leaves no odor... gives a beautiful, rich, velvety finish. Lovely soft color range.

PAINT CENTER, FOURTH FLOOR

### STEEL SLAT VENETIAN BLINDS



The Federal government has curtailed the use of steel for civilian use. However, we still have a limited supply of these blinds. Order yours now—avoid disappointment.

## 39c

INSTALLATION FREE

—Choice of Colored Slats  
—Choice of Colored Tapes  
—Guaranteed Rustproof  
—Custom-Made to Your Order

Wood Slat Blinds Also Available at \$2.75 Up  
Call Stone 5616 or Write for Free Estimate

### ROCHESTER CURTAIN SHOP

134 CLINTON AVE. SO. LOEW'S THEATER BLDG.

OPEN MONDAY AND THURSDAY EVENINGS

### EXTRA COMFORT AND ECONOMY

Discover for yourself the homey comforts of this most popular hotel.

Individually controlled radio in each room  
Santized Service

Fine Room With Private Bath  
One Person—\$2.50 to \$4.00  
Two Persons—\$3.50 to \$6.00

3 ATTRACTIVE DINING ROOMS  
Breakfast from 25c • Lunch 50c • Dinner \$1.10

## BRISTOL

120 WEST 48th STREET, NEW YORK CITY  
Joseph E. Bath  
Theodore E. Tolson, Jr. Alfred B. Tolson

ALL-EXPENSE TOURS IN NEW YORK  
2 DAYS (1 night) \$5.50  
3 DAYS (2 nights) \$9.75  
Write for Descriptive Folder

## CANADA

### STEAMSHIP LINES

#### SPECIAL BOAT TRIPS

MONTREAL AND RETURN  
Allows 3 nights and 2 days stop-  
over in Montreal, 3-day limit. Meals  
and berth included on steamer.  
Special All Expense Tours  
To Montreal  
3 DAYS—Includes meals and berth  
on steamer, 2 nights hotel, 3 meals  
in Montreal. \$32.00  
4 DAYS—Includes meals and berth  
on steamer, 3 nights hotel, 3 meals  
in Montreal. \$37.00

U. S. TAX EXTRA!  
For further information, reservation, etc., apply  
Hotel Sagamore Bldg., Rochester. Tel. Stone 5485



### Shop McFarlin's Thursday Nite For These Grand Values for



Famous Jantzen and Gantner

### SWIM TRUNKS

\$2.50 TO \$6.50

New elastic-top boxer models. Wikies, Mi-Boys, Half-hitchers, Streamliners, all the top favorites! Wool, wool-and-laxtex, gabardine, poplin, all weaves, all colors!

The Popular Pullover

### BASQUE SHIRTS

89c TO \$2.50

Cotton knit, cotton mesh, and terry cloth selections. Plain whites, tans, blues, and stripes in a wide selection of white or colored grounds.

For Beach or Play

### SPORT SHORTS

\$3.95 TO \$6

Full cut fashionably made shorts in gabardine, cord, and other fine weaves. Solid deep-tones and light pastels. Contrasting belt.



Cool! Washable! Dressy!

### PALM BEACH SLACKS

\$5.95

The genuine cloth... featured in finely-tailored, smooth-fitting sport slacks. All the wanted plain colors and stripes.



Everything in

### SPORT COATS

\$9.75 TO \$38.50

Cool, softly-patterned cotton seersuckers, \$9.75. Palm Beach coats, \$13.75. Tweeds, chevies, flannels, and Shetlands in a wide range! A "must" item in your wardrobe!

### SHIRT-SLACK SETS

\$5 UP

Cool-spuns, twills, gabardines, a nice choice of finer grade fabrics. Solid shade and 2-tone combinations.



### 2-Way SPORT SHIRTS

\$2 TO \$6.50

Worn in or out of trouser waist. Cut for comfortable ease. Quality-woven and finished for ultimate satisfaction. White, blues, tans, grays, buff, canary, all shades!

## McFARLIN'S

195 MAIN STREET EAST

"WHERE THE GOOD CLOTHES COME FROM"



## Helps Uncle Sam



Framing Jane Nicholl's pretty face as she poses on Atlantic City's famous Boardwalk is one of the old tires she collected for rubber reclaiming purposes. Jane's one of a group of resort girls spending their spare hours salvaging tires and tubes to help solve America's rubber shortage problem.

## Draft Boards Issue Physical Fitness Manual

As a part of its program to promote the physical fitness of the men and boys of New York, the State War Council has issued a manual for registrants—"Can You Take It?"—which will be distributed by the local boards of Selective Service, Brigadier General Ames T. Brown, New York State Director of Selective Service, said this week.

Sometime ago, Dr. Hiram A. Jones, Director of the Division of Physical Fitness of the New York State War Council, announced the introduction of a program of physical fitness to embrace pre-registered youth. Selective Service registrants prior to induction, workers in war industries, and civilian pro-

tection workers. The Division has published "Four for Victory," a manual for young men between the ages of 14 and 19. "Can You Take It?" for registrants is the second of a series of manuals to be published for the four groups.

The manual for registrants, said General Brown, is a 12-page pamphlet, of pocket size, with a foreword by Lt. Gov. Poletti and a message to registrants of New York State by the State Director of Selective Service. There are eight pages of advice and instructions to registrants. Any registrant may secure a copy without charge by calling upon any local board.

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.

## Sonja Heinie Ice Show Performance Included In 4th of July N. Y. Tour

Sonja Heinie brings her New Summer Ice Show to New York's Center Theatre in Rockefeller Center, opening Saturday, July 4th. Acclaimed the world over as the greatest skater of her time, Miss Heinie's new show promises to surpass anything ever before attempted.

Return to Rochester will be made on Sunday, with a choice of twelve trains, leaving New York frequently. Tourists may choose an afternoon train for a daylight ride back to Rochester, or they may stay in New York as late as midnight, arriving here Monday morning in time for work.

Reservations will be accepted at The Sun office, 420 Burke Bldg., 5 St. Paul St. until noon Friday. A phone call to Stone 6000 will hold your reservations until called for.

Blackened pan bottoms can also be cleaned with lemon juice and warm water.

**NOTICE**  
To Sun N. Y. Tourists  
Because of a change in schedule, the Sun Tour party will leave the New York Central Station on Friday night at 11:30 p.m. instead of 10:25 p.m., as originally announced.

A fine reserved seat for this mammoth show is one of the attractions on the Rochester Sun Fourth of July New York tour which leaves the New York Central Station here at 11:32 p. m. Friday, July 3rd.

Two days remain in which to make reservations for this exciting vacation tour sponsored by the Travel Department of this paper. The tour cost of \$20.65 per person covers round trip railroad transportation, as well as a room with private bath at the famous Vanderbilt Hotel on Park Avenue in New York and a host of entertainment attractions while in the metropolis.

Another feature of the tour is the boat cruise around Manhattan Island. The trip takes three hours and gives one a breathtaking view of the city's skyline as well as passing the ship piers and all the other waterfront sights in the world's biggest city.

A visit to the "Village Barn," Greenwich Village's most popular night club, is also listed as a tour attraction.

"ROCHESTER'S LEADING MILLINERS"

**Sale**

Large Group of Smart  
**SUMMER  
HATS**

**\$1.98**

From Our Stock Of  
Regularly Up to \$3.98  
Values



Timed for the Fourth! Get a Head Start on your holiday fun. TO-DAY! Cartwheels, Bonnets, Pill Boxes, Scoop Brims, Berets, Toast, Natural and Coconut. In all popular summer materials. Whites, Pastels, Bright Hues.

**Joels**  
MILLINERS  
215 E. MAIN ST.

OPEN THURSDAY EVENING UNTIL 9 P. M.

Mrs. Dorothy Granning, 485 Garson Ave.

in the Nationals Basement

Open Thursday 'Til 9 . . . Closed All Day Saturday

## Holiday Specials In All The Summer Wearables You Need

The National's Basement Says "Happy Holiday" With Values!



## Men's Wash Slacks

Broken sets from our regular this-season's stocks. Stripes and plain colors. All are sanforized shrunk and guaranteed washable. Get the pairs you need now, at a real saving.

**\$1.59**

## Shirt 'N Slack Sets

Broken groups that have accumulated from our active selling of the past few weeks. Ones and twos of a kind, but wonderful values at this exceptionally low price.

**\$2.89**

## Men's Sport Shirts

All fine, cool-weave fabrics, including poplins, slubs and mesh types. All are made with yoke-back, two pockets with button-down flap and sport collar. Stock up now at this low money-saving price. Small, medium, large.

**95c**

**MEN'S SUMMER SOX**  
**5 PAIRS \$1.00**

Regular length and ankle socks in a huge variety of this-season's best-selling colors and patterns.

**MEN'S KNIT BRIEFS**  
**4 FOR \$1.00**

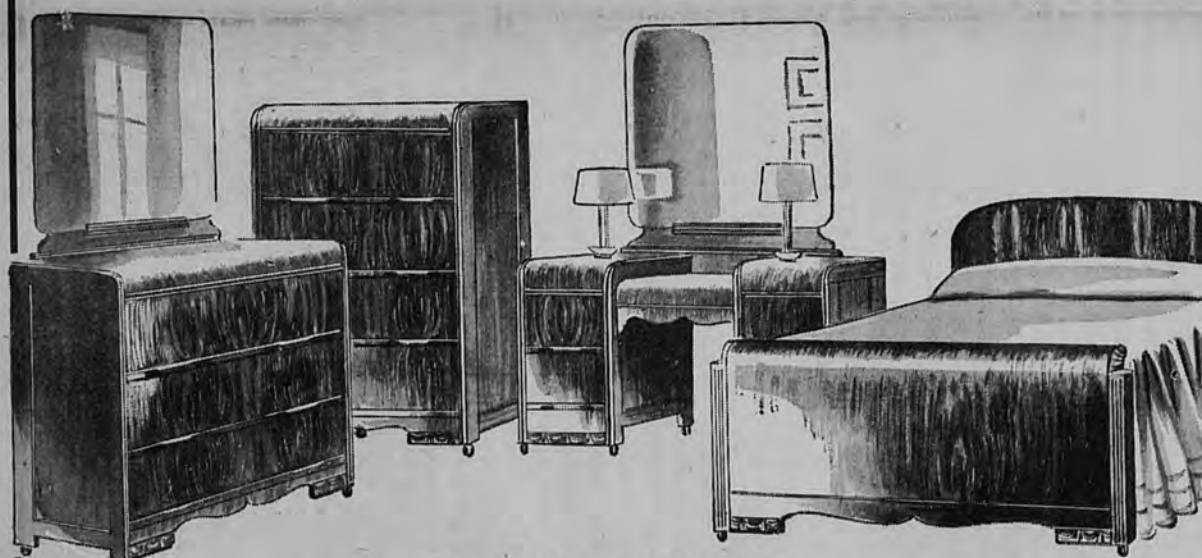
Made of fine combed yarn with elastic waistband. Cool and comfortable. Real worth-while values.

Charge It  
During July



You Don't Have  
To Pay Until  
Sept. 10th

## This Brand New Bedroom Suite Is Sale Priced '67 In Lauer's Basement!



**Beautiful Modern  
BED, CHEST, VANITY or DRESSER**

**\$67**

**3 PIECES**

Talk about smash value! Here is one in Lauer's Basement that tops anything we have seen for many a moon! We've just received a full carload (more than 200 pieces) of this attractive bedroom furniture. We're placing it on sale at a price that will bring Rochester bargain hunters a-running to Lauer's. The dresser, chest and vanity have full dust proofed top drawers. Note the attractive bevel edge landscape style mirrors . . . See the size of the chest — its drawers are big and deep . . . And we've taken great pains to illustrate the beautifully grained walnut finish. Immediate delivery with full or single size beds. Examine the picture above . . . Then come to Lauer's basement and inspect the suite itself. It's a whale of a value at a price the most careful budgeteer can afford!

Pay \$13.50 Down — \$5 Monthly

**Lauer's Entire Store Open Thursday Night**

**LAUER'S BASEMENT ★ 50 STATE**



## Casualty—1,000 miles from the enemy

ALMOST as fatal as a bullet or a shell is the breakdown in the spirit of a sailor or a soldier.

Our men have the finest spirit in the world. But it must be maintained in the American way.

They must not be made to feel that they are mere automatons, fighting machines, as the armed forces of the dictators have been made to feel.

Life in our navy and army is hard. Discipline is tough. It must be. But there also must be moments when the sailor or soldier is treated as Mr. Somebody-or-other.

That's where the USO comes in. For the USO is the banding together of six great agencies to serve one great purpose—to see that our boys in the camps

and naval stations have a place to go, to turn to, a "home away from home."

The duties of the USO have more than doubled during the year. Its field of operations has enlarged to include almost the entire face of the globe.

To carry on its all-important work, it needs funds. It needs your contribution. No matter how small you make that contribution, it needs it. Now.

You are beset by requests for help on all sides. By all means, try to meet those requests. But among them, don't neglect the USO.

Send your contribution to your local USO committee, or to USO, National Headquarters, Empire State Building, New York.

This Space Contributed By  
Rochester Sun, Shopping News

**Give to the USO**



# 'Miss Rochester' To Be Chosen By Local Theatre

A search for "Miss Rochester of 1942" is now being conducted in this city by Loew's Theatre and Royal Crown Cola.

Preliminaries in the city-wide Bathing Beauty contest will be staged at Loew's Theatre on Tuesday, July 21, at 8:30 p. m. with a cash award of \$125 for the winner of the finals. Other cash and merchandise prizes will be awarded winners of second, third, fourth

and honorable mention places. Entries for the contest, which are now being accepted, should be made to The Contest Supervisor, Loew's Theatre. Like nuts all in one piece? Soak them in salt water overnight before cracking.

## NOETH'S

Spectacular Value!  
MADE BY SCHENLEY  
**BELMONT**  
Kentucky Straight Bourbon  
**WHISKEY**  
EVERY DROP 7 Yrs. Old  
Aged 7 long yrs. in temperature controlled warehouses. A whiskey Schenley is proud to own. Compare with any other nationally known brand selling at \$5 or more!  
**\$2.79**  
Full Quart

STOCK UP FOR THE 4th AND FOR THE FUTURE AT THESE ROCK-BOTTOM PRICES

Your chance to save—and to save without sacrificing quality

One of the Biggest Gin Values Ever Offered!  
The Original **OLD COLLINS** DISTILLED  
**DRY GIN** **\$1.99**  
As quantities are limited we can't promise to repeat this sale after present stocks are gone; therefore, due to scarcity of Gin we advise you to stock up NOW. The quality of this famous Gin is as hard to beat as the sensational low price. 80 Proof.  
Today's Value... \$2.75

One of Our Outstanding Values!  
Poques Famous  
**OLD TIME** BLENDED WHISKEY  
10% 6 yrs. old — 30% 4 yrs. old. Balance finest neutral spirits. — No Free Delivery at this price.  
Reg. \$3.35 Value  
**\$1.99**  
Quart Full

FAMOUS HOUSE OF LORDS  
**SCOTCH**  
Reg. \$4.50 Value!  
Bottled by Whiteley & Co. Glasgow, Scotland  
**\$3.19**  
4/5 Quart

SPECIAL! MOUQUIN'S  
**SLOE GIN** **99c**  
Regular \$1.45 Value  
1/2 Pt.

Clinton Private Stock  
WINE 25c PINT  
**50c Qt.**  
Half gallons only 80c — 6 varieties

IMPORTED  
**RICORD RUM** **\$1.89**  
86 Proof  
1/2 Quart

# PAUL NOETH

DELIVERY • 19 CLINTON AVENUE SOUTH • MAIN 874  
Just a Step off Main St., Opposite Hotel Seneca—Open Every Night Till Midnight  
**LOWEST CASE LOT PRICES**

## your Sunday Dinner

Another appetizing, nutritional economical "Sunday Dinner." These recipes, which appear each Thursday, are prepared exclusively for ROCHESTER SHOPPING NEWS readers and are kitchen-tested by the Household Science Institute.



How to keep jolly in July? Here's how—prepare your Sunday meal so that it can go where your lap goes. That's just the kind of a meal this one is. It's good eating and easily served whether your fancy takes you out to the porch, into the back yard, or into the family bus to travel to the popular picnic grounds. Look it over—and you'll agree. Baked beans in a crock with brown bread—assorted cold meats—cole slaw—all kinds of rolls or buns—pickles, radishes and olives—and crumb cake.

- \*Baked Beans and Brown Bread
  - Assorted Cold Meats
  - Radishes, Pickles and Green Onions
  - Buns and Rolls
  - \*Cole Slaw with Olives
  - \*Picnic Crumb Cake
  - \*Iced Tea—Coffee or Lemonade
  - (Recipes Included)
- This menu is properly balanced for nutritional value. It supplies: Baked Beans and Brown Bread: Proteins, Vitamins A, B, B-1, C and G, Carbohydrates, and minerals.
- Meats: Proteins, phosphorus, Vitamins B, B-1, A, C, G; fats.
- Relishes: Minerals, Vitamins A, B, C and G.
- Buns, Rolls: Carbohydrates, fats, Vitamins A, B, C and G.
- Cole Slaw: Vitamins A, B, C, G; Minerals, carbohydrates.
- Dessert: Carbohydrates, Vitamins A, B, C, D and G; Fats, some minerals.
- To Serve 6 You Need:  
2 cans baked beans

Rub flour, sugar and shortening together until crumbly. Reserve 1/2 cup crumbs to sprinkle over top of cake. To remainder of crumbs add ingredients below:

1 egg, beaten  
1/2 cup sifted cake flour

### NEW THRILL IN SEASHORE VACATIONS

Make it a delightful vacation at Colton Manor. More luxury—but NO MORE in cost! 250 sea-cooled rooms, seawater baths, "Ship's Gun" hotel. Fine food. Booklet.

WEEKLY AS LOW AS \$35 per person, double room and bath, with meals, 2 persons in room.

**Colton Manor**  
Perryville, Pa.  
SEE IT AT ATLANTIC CITY'S FINEST HOTELS  
Paul Hunter, Mgr.

2 teaspoons baking powder (Continued on Page 8)

## GET OUT OF DEBT

With a CENTRAL TRUST LOAN Compare the Cost:

Amount	6	9	12
\$100	17.77	11.69	8.80
\$200	34.54	23.37	17.70
\$300	51.81	35.06	26.66
\$400	69.07	46.74	35.58
\$500	86.34	58.43	44.47

The Above Payments Provide Life Insurance to Protect Your Loan

25 E. MAIN  
1806 EAST AVE.  
**CENTRAL TRUST CO.**  
Phone MAIN 1625  
Member F.D.I.C.

## Sibley, Lindsay & Curr Co.

Announces a  
**NEW SCHEDULE OF SHOPPING HOURS**  
Effective Monday, July 6  
And Continuing Until Further Notice

**MONDAYS—We Will Be Open From 12 Noon To 9 At Night**

These new Monday shopping hours are for the convenience of you who are engaged in industry and war work... for the busy men and women who find it inconvenient to shop during the daytime.

**TUESDAYS THROUGH FRIDAYS**  
Open From 9:45 to 5:30 P. M.

**SATURDAYS—Open at 9:45 A. M.**  
Summer Closing Time at 1 P. M.

Mrs. Vera Hubbard, 202 Rustic St.

## The Big Basement SIBLEY, LINDSAY & CURR CO.

Planning a Picnic for the 4th? Shop Sibley's Big Basement for **PICNIC SUPPLIES**

Whether it's an "all-out" to your own back yard or for the wide open spaces right 'round Rochester you'll want to do your picnicking up brown. Why not prepare now with adequate equipment for a season of outdoor eating for the whole family?

**SMART PICNIC BASKET**  
**69c**

Fulsome size to carry the family rations for a gala outdoor meal.

**FITTED PICNIC BASKET**  
**1.00**

Sturdy maple slat basket already fitted with 4 spoons, 4 forks.

**OPEN END PICNIC BASKET**  
**1.39**

Deep, deep maple slat basket that opens at both ends to remove supplies.

**HOT DOG ROASTER**  
**15c**

Holds 3 hot dogs or sausages for roasting. Double frame; long handles.

**9" STEAK BROILER**  
**89c**

With long handles! Double metal frame to broil both sides evenly.

**HAMBURGER ROASTER**  
**25c**

Long handled pan to catch the juice! Use for marshmallows, etc.

**PORTABLE GRILL**  
**69c**

Folds flat! Stores in small space! Metal fire bed on stand and grill.

**ICY HOT VACUUM BOTTLES**  
Pr. **89c** Qt. **1.59**

To keep your lemonade cool—your coffee hot! Complete with metal cup.

## A Few Small Drops...

A few small drops of gasoline—if not used by you and millions like you—will grow into a mighty store of fighting fuel for this great Nation at war.

A few small gallons of gasoline—if you do not demand them—will release, for vitally needed war production and transportation, vast manpower and busy transportation facilities now required to bring you motor fuel.

Do your part. Drive your car only when necessary and conserve both rubber and gasoline. Help your Nation by demanding less gasoline than usual, and thereby release men, trucks, tankers and equipment for the greater task of war production. Help your Nation to conserve its supply of gasoline—the gasoline which will carry our fighting planes, tanks and military equipment to ultimate Victory.

In the Interest of America's Victory Program  
this space has been donated to the

## WAR PRODUCTION BOARD

Washington, by the

ROCHESTER SUN—SHOPPING NEWS



BUY WAR SAVINGS STAMPS AT  
**Edwards**

**Week End  
Candy Sale**  
Symphony Sweets

Made Fresh Daily in Our  
Own Candy Kitchen

at **29<sup>c</sup> lb.**

- Chocolate Coated Butter Creams (Vanilla, coconut, chocolate, maple)
- Chocolate Coated Jellies (Raspberry, Mint, Orange, Apricot, Fig)
- Chocolate Raisin Clusters
- Chocolate Coated Fudge Squares
- Pure Pectin Jellies

at **29<sup>c</sup> lb.**

- Pure Cream Nut Fudge (Chocolate or Vanilla)
- Coconut Cream Kisses (Vanilla, Chocolate, Maple, Strawberry)

EDWARDS—Street Floor



**French Crepe Print DRESSES**

Regular 3.29  
Value **2.79**

SIZES:  
14 to 20  
38 to 44  
16 1/2 to 24 1/2

You'll find cool comfort in these dresses on hot, sultry days when everything else feels hot and sticky. There are styles to suit every type. You'll delight in wearing them straight through the Summer and early Fall. Made of printed French Crepe.

EDWARDS—Street Floor Square

**Shop All Day Thursday And Friday!**  
**Store Closed Saturday, July 4th**

**Store Opens Monday At 12 Noon**  
**And Remains Open 'Til 9 P.M.**

**JUMBO VALUE**

Every Jumbo Value is an outstanding bargain . . . specially bought and specially priced for one days selling only . . . watch the paper every day during July for a new Jumbo Value.

**600 Rayon Slips Or Rayon Crepe SLIPS**

On Sale One Day  
Thursday Only

**97<sup>c</sup>**

You'll be sure to find the slips you want in this great event! Slickly tailored slips. Frothy lacy slips. Slips with intricate embroidery work. Even slips with ruffles. You'll get change from a \$5 bill even if you buy 5 of them. Sizes 32 to 44. Tailored styles only in 46 to 52.

EDWARDS—Street Floor



**New 1942 Emerson  
3 Way PORTABLE RADIO**

Plays on own power, no outside wires whatsoever. Plays on either AC or DC current. An advance style portable, smaller, lighter, smarter. Automatic volume control. Shock resistant cabinet.

**24.95**  
BUDGET TERMS

EDWARDS—Sixth Floor

**ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT**  
**SPARKLING FASHIONS YOU'LL NEED ALL SUMMER LONG! SPECIALLY PRICED!**

**COOL WHITE KID  
ARCH SHOES**

Smartly Designed

**3.95**

Orthopedically  
Constructed

Summer comfort and smart style in perforated oxfords. Built-up arch for maximum support. Scientifically constructed combination lasts. Snug ankle fit. Flexible leather soles. Glove-like fitting insteps.

Sizes 4 to 10  
Widths AA to E

Edwards-Basement



**Perfect For Loafing, Working, Playing!**  
**MISSES and WOMEN'S SHOES**

**1.59 up to 1.99**

Good news! Step-in styles, open back sandals, lace-up fronts, open toes. Multi colors, solids, two-tones.

**WOMEN'S SADDLE OXFORDS**

With Red  
Rubber Soles

**3.15**

Wear all summer with your washable cottons. White elk uppers with tan saddles. Sizes 4 to 9, widths AA to D.

Edwards-Basement



Pastel  
**COTTON  
CARDIGANS**  
**1.39**

Your favorite pastel sweater. Novelty button trim, pockets. White, maize, blue, peach. Small, medium, large.

Edwards-Basement



New! Glamorous  
**SWIM  
SUITS**  
Great Buys

**2.19**

Gay print cotton dress-maker suits. Full jersey lined. Sizes 34 to 40.

Edwards-Basement





These Stores Open Monday  
Nights for Your  
**SHOPPING  
CONVENIENCE**  
Starting Monday, July 6th

The following representative merchants of Rochester will remain open every Monday evening, starting next week, for the added convenience of shoppers. Defense workers, particularly, will benefit by this new, modern arrangement. Evening shopping hours are more convenient; evening shopping hours are cooler during the warm summer months.

Shop during the day if you can. Shop in the evening if you prefer.

THE FOLLOWING MERCHANTS COOPERATE

**Champion Knitwear Co.**  
71 St. Paul Street

**David's**  
211 Main St. East

**A. R. Goodrich, Inc. Furniture**  
453 Main St., West

**Goodyear House of Coats**  
75 Main St., East

**W. T. Grant Co.**  
293 Main St. East

**H. L. Green Co., Inc.**  
134 Main St. East

**S. S. Kresge Co.**  
176 Main St. East

**Lauer Furniture Co.**  
50 State Street

**Likly's**  
271 Main St. East

**Lincoln Stores, Inc.**  
118 Main St. East

**Metzger Style Shops**  
32-34 Main St., East

**McFarlin Clothing Co.**  
195 Main St. East

**National Clothing Co.**  
159 Main St. East

**Neisner Bros., Inc.**  
200 Main St. East

**Paul's Curtain Shop**  
76 Clinton Ave. South

**Projansky**  
39 East Avenue

**Reliable Furniture Co.**  
80 State Street

**Rudolph's**  
Main St. East cor. South Ave.

**Small's, Inc.**  
28 Main St. East

**C. B. Thomas Dresses**  
723 Seneca Hotel

**Weis & Fisher**  
84 Clinton Ave. South

\*Also Open Thursday Evening

Picnic Patter

A spreadable mixture of peanut butter and honey on butter and honey on buttered triangles of bread satisfies any sweet appetite found hanging around the picnic table.

Slices of cold meat loaf wedged between slices of bread and spread with racy chili sauce just before eating make sandwiches destined to please.

Be sure to include some raisin

**SPEED!**

Is what you want in a medicine when you're miserable because of pain due to rheumatism, simple neuralgia, simple headache, cramps of menstruation, tooth extraction.

And Speed is what you get in Pandyn Tablets. Their pain-relieving ingredients dissolve faster in your stomach—go to work faster to bring you relief. Pandyn Tablets are recommended by many doctors and dentists. Try them as directed on money back guarantee.

**PANDYNE** For Foster Pain Relief

bread sandwiches spread with honey and cream cheese mixture if the picnic is to be a festive success.

**SAFER St. Joseph ASPIRIN**

**Facts No Married Woman Should Be Denied**

It is every wife's right to know certain facts. Her greatest happiness, her physical and mental well-being, may be at stake. Yet thousands unknowingly use over-strong solutions of acids for the douche which can burn, scar and desensitize delicate tissue.

Today such doubts and unhappiness, such risks are needless. Science has given womankind Zonite. So powerful, it kills instantly all germs and bacteria with which it comes in contact. Deodorizes by actually destroying odors. Protects personal cleanliness. Yet Zonite is non-caustic, non-poisonous, safe for delicate tissues. Over 20,000,000 bottles bought. Get Zonite at your druggist today.

**Free Book Tells Intimate Facts**  
Frankly written booklet "Feminine Hygiene Today," mailed FREE, in plain wrapper. Write: Zonite, Dept. 6940, 370 Lexington Ave., New York, N. Y.

**KEY COUPON**  
**DUZ** Washing Powder  
Large Box Limit 1 **18c**

**KEY COUPON**  
**PYROGEN TOOTH PASTE**  
Reg. 30c Size Limit 2 **11c**

**KEY COUPON**  
**FITCH, ROSE HAIR OIL**  
3-Oz. Bottle Limit 2 **6c**

**KEY COUPON**  
**WILLIAMS Apple Blossom Soap**  
3 for **11c**  
Limit 6

**EPSOM SALTS**  
U. S. P. Lb. Box **6c**

**Borden Chocolate MALTED MILK**  
LB. CAN **23c**

**SODA MINT TABLETS**  
Bottle 100 **4c**

**Phillip's Milk of Magnesia**  
Reg. 25c Size **12c**

**FLASHLIGHT BATTERIES**  
**4c ea.**

**SQUIBB Milk of Magnesia**  
Large 24-Oz. Bottle **49c**

**MODESS NAPKINS**  
Box of 56 2 for **89c**

**MEN'S FINE Handkerchief**  
Individually Boxed, Reg. 10c **2 FOR 11c**

**KEY**  
ROCHESTER'S MODERN CUT RATE DRUG STORES

**PERFECT VACATION REMINDERS**  
Snapshots With a **KODAK**

On picnics, week-ends, vacations you'll find a Kodak or Brownie a handy companion. You'll always find the latest models featured here. Tell us your picture needs. We'll show you the camera that meets them at your price.

**FILMS DEVELOPED & PRINTED 23c**  
Any 6 or 8 Exposure Roll

**TRY Alka-Seltzer**  
Lge. Bottle **49c**  
For relief from HEADACHES, COLIC, STOMACH ACID, STOMACH, ACID, INDIGESTION AND WORKING MISERY

**Luckies, Camels, Chesterfields, Raleighs, Pall Mall, Herbert Tarryton, Philip Morris Old Golds 2 PKGS. 29c**

**LADY ESTHER Cream**  
All Purpose Cream Reg. 55c Size **39c**

**EVENING IN PARIS Bath Powder and Soap**  
BOTH FOR \$1.00 PLUS TAX

**YES WE'VE MOVED**

In order to render BETTER service at a minimum cost to you, we've increased our space by moving to this new location.

**WIN THIS OPENING GIFT!**

**59.95 G-E RADIO**  
Beautiful 8 tube set on display in our store. Free Drawing Ticket with every order for service work July 1st to 15th.

**Expert Service**  
**All Work Guaranteed 90 Days**

We want you to get acquainted with our first class servicing and repair work. We're proud of the experts we employ and we're sure they'll please you.

**Sound Equipment Co.**

Now Located At  
**114 ST. PAUL STREET MAIN 6440**

**KEY COUPON**  
**CARBONA**  
Shoe White 25c Bottle or Tube Limit 1 **9c**

**KEY COUPON**  
**Paper Cups**  
Reg. 10c Pkg. — Limit 4 **2 pkgs. 13c**

**KEY COUPON**  
**Picnic Plates**  
REGULAR 10c **2 Pkgs. Limit 4 11c**

**KEY COUPON**  
**RAT-TAIL COMBS**  
Regular 10c — Limit 2 **2 for 11c**

**PREP**  
35c Size **16c**

**Milk of Magnesia**  
U. S. P. Pint Bottle **14c**

**AMPHOJEL**  
\$1.50 Size **\$1.29**

**GRIFFIN SHOE WHITE**  
Reg. 25c Bottle or Tube **19c**

**Vacuum Bottle**  
Pint Size \$1 Value **79c**

**HEN'S Honey & Almond Lotion**  
\$1.00 Size **49c**

**SHOE POLISH**  
Black or Brown Giant 15c Size **7c**

**MOLESKIN**  
1 Foot By 7 Inches **19c**

Rochester Sun  
Published every Thursday  
Rochester, N. Y.  
Davis, Sec. Virginia  
Orville H. Allen, Editor  
New York Office  
Chicago Office  
Date Set For  
Women's Club  
July 19 is the  
annual breakfast  
The VANDERBILT  
OFFERS THE NEW  
SO MANY EX  
YET COSTS YOU  
The EXTRA gracious  
Avenue address, the  
most of more airy  
rooms and suites; a  
convenience of being  
just from Grand Ca  
stations are amon  
advantages of stayin  
and Outside Room, D  
SINGLE from \$1.00  
SUITES from \$1.50  
The VANDERBILT  
HOTEL  
PARK AVENUE  
AT EAST 34TH ST  
NEW YORK  
Oscar F. Banse, Manag  
OTHER MANGER HOTELS  
Rochester, N.Y., Rochester, Wis  
Boston, Mass., ... Manger Was  
Chicago, Ill., ... Place Was  
Grand Rapids, Mich  
Never  
3 DAY  
100  
CRO  
Prem  
Any S  
Summer grad  
in your own  
the same Pr  
sold in Ser  
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barrels at sp  
Use our easy  
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On sale at l  
Super Service  
Monroe at S  
ends Friday  
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Day Satu  
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Closed  
Sears



1942

Rochester Sun, Wednesday, July 1, 1942

DO YOUR PART—BUY WAR STAMPS

PAGE SEVEN

## ROCHESTER'S SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 3 St. Paul St., Rochester, N. Y. — G. C. Gerling, Pres.; Wm. A. Pratt, Vice-Pres.; Eugene Davis, Sec.; Virginia A. Moran, Treas.

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NATIONAL REPRESENTATIVES,  
James A. Coveney Co.

New York Office  
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444 Madison Ave.  
39 South State St.

### Date Set For Women's Club Fete

July 19 is the date set for the annual breakfast of the Business

and Professional Women's Club which will take place at Willow Point Park, Bay Rd., Webster.

Plans are also being made by members of the group, for the annual Inter-City dinner to be held in August. It is expected that guests from many central and western New York cities and towns will be entertained at the August affair.



**The VANDERBILT HOTEL**  
OFFERS THE NEW YORK VISITOR  
SO MANY EXTRAS,  
YET COSTS YOU NO MORE

The EXTRA graciousness of a Park Avenue address, the EXTRA enjoyment of more elegantly furnished rooms and suites, and the EXTRA convenience of being just five minutes from Grand Central and Penn stations are among the many advantages of staying here.

400 Outside Rooms, Each with Bath  
SINGLE from \$11 DOUBLES from \$15  
SUITES from \$20

**The VANDERBILT HOTEL**  
PARK AVENUE  
AT EAST 34TH ST.  
NEW YORK  
Oscar F. Danze, Manager

OTHER MANAGER HOTELS  
Rochester, N. Y. — Rochester Washington, D. C., Hay-Adams  
Boston, Mass. — Manager Washington, D. C., Annapolis  
Chicago, Ill. — Plaza Washington, D. C., Hamilton  
Grand Rapids, Mich. — Rome

### Minute Make-Ups

Liquid powder is a joy in sticky weather, when you simply must manage to look all sleekly groomed. After washing your face, pat the liquid evenly over it, and let it dry. Then brush off the excess with your usual powder brush. It does stay on so smoothly, without streaking.

### Cards To Be Played At Lodge Party

Venus Rebekah Lodge will hold a friendly party on Thursday, July 9th, at the I. O. O. F. Temple, 11 Clinton ave. No. Progressive cards will be played. There will be a prize for every player, door prizes and refreshments. All friends are welcome.

### BORDER PRINT



**SMART WOMEN** choose dark sheers for lunching and dining in town. Peggy Knudsen, heard on many CBS "Life Can Be Beautiful" shows, wears an especially effective black sheer tunic model with white floral pattern bordering the surplice front, sleeves and tunic.

To give cut glass a high polish, wash it in hot water and then dip it in cold water in which has been dissolved a handful of starch. Let it dry partially by itself and then polish with dry linen. A solution of one teaspoonful of turpentine to one quart of water is also effective.

### Etiquette

It is not good manners to permit a casual man acquaintance whom you happen to meet in a restaurant to pay for your meal unless he has specially invited you to join him.

All social cards should bear the appropriate Miss, Mr., or Mrs. before the name. Nicknames should never be used nor should initials alone be used, though one initial with a first or second Christian name is permissible. Mrs. Edward Steve Jones or Mrs. Edward S. Jones, but not Mrs. E. S. Jones.

### Festival Planned At Polish Parish

The Parish of St. Casimir's Polish National Catholic Church will hold their annual summer lawn festival Friday, Saturday and Sunday, July 3rd, 4th and 5th on the parish lawn.

John T. Skalny is general chairman. Egg Salad Sandwiches have an extra share of good flavor when a few chopped green olives are added. Two tablespoons of chopped olives for each hard cooked egg used in making of this nutritious filling will make the flavorful difference.

**How We Can Lick the U-Boat Menace**  
The story of the Civil Air Patrol, Navy Blimps and the Coast Guard, the weapons, men and machines to do the job.

**My Escape From Singapore**  
The memorable true story of one woman's flight from the horrors of war.

**Are You Safe With Sulfa Drugs?**  
Here are straight-from-the-shoulder facts about the benefits — and dangers — of a great modern discovery. By Morris Markey.

10c JULY 11 ISSUE LIBERTY WEEKLY NOW ON SALE 10c

**WINDOW SHADE SPECIAL**

Limited Time Only!  
Metal Venetian Blinds sq. ft. 38c  
Custom Made, Minimum 10 sq. ft.

Selection of colors New Rollers Included Size 6x36 39c

Complete Line of Armstrong's Quaker Made, and Standard Felt Base Rugs

**LUCAS PAINT STORE**  
Paints — Wallpaper — Linoleum  
80 ST. PAUL ST. WINDOW SHADE HEADQUARTERS MAIN 2090  
Mrs. Esther, 312 Wilkins St.

**JULY SPECIAL . . . WITH THIS AD ONLY**

Fountain Pen & Pencil  
Save a dollar with this ad — set regularly sells for 2.95. Guaranteed \$1.95

Eversharp Pencil . . . 95c

**ROYAL JEWELRY & WATCH CO.**  
48 MAIN ST. E.

**Save What You Can**

**SALE! COLD PACK CANNERS**

★ Complete with rack!  
★ On Sale Both Stores!  
★ Holds 7 Quart Jars!

**\$1.29**

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.

20 1/2-QUART CANNER Holds 10 pints, 8 quarts . . . \$1.49  
18-QUART CANNER Holds 7 quarts . . . \$1.19  
BLUE ENAMEL COLLANDER Four and one half quart size . . . 34c  
KERR CANNING BOOKS . . . 10c

**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.

**Vegetable Ricer 79c**  
Limited quantity. Complete with wooden ricer and stand. On sale Both Stores.

**Wooden Chop Bowl 19c**  
And up, smoothly sanded hardwood bowls. Others 39c to \$1.29. On sale Both Stores.

**Bottle Capper 79c**  
Sturdy steel capper, adjustable to quart size bottles. Caps 25c gross. On sale Both Stores.

**Mason Kerr Caps 25c**  
Dozen Mason lids 12c dozen, wide mouth caps 39c dozen, on sale Both Stores.

**Jelly Glasses 39c**  
For dozen, equal or tall glasses, heavy, every use perfect. On sale Both Stores.

**34c**  
5 piece bowl cover, crs., graduated sizes. Both Stores.

**16c**  
Fine or coarse mesh, screen strainer. Both Stores.

**29c**  
Screw on jar stops fit standard size jars. Both Stores.

**6c**  
Jar rings, wax resistant, standard size. Both Stores.

**10c**  
Wooden handle kitchen gadgets. Both Stores.

**5c**  
Tinned jar funnel for standard size jars. Both Stores.

**10c**  
1/2 Pint enameled Ladle. Both Stores.

**16c**  
One pound Paraffin wax, highest quality. Both Stores.

**\$1.49**  
Household scale, weighs in ounces to 24 pounds. Both Stores.

**5c**  
Jar funnel for standard size jars. Both Stores.

**10c**  
Jar rings, wax resistant, standard size. Both Stores.

**6c**  
Jar rings, wax resistant, standard size. Both Stores.

**29c**  
Screw on jar stops fit standard size jars. Both Stores.

**16c**  
Fine or coarse mesh, screen strainer. Both Stores.

**34c**  
5 piece bowl cover, crs., graduated sizes. Both Stores.

Never before — and perhaps never again at this low price!  
**3 DAY SALE — at Both Sears Roebuck and Co's. Stores**

**100% Pure Pennsylvania CROSS COUNTRY MOTOR OIL**

Premium Grade  
Any Summer SAE

Summer grades! Any quantity, in your own container! This is the same Premium Grade Oil sold in Service Station (in your crank case) at 22c per quart, including tax! Fleet owners or private operators are urged to buy in 30 gallon barrels at special sale prices. Use our easy budget payment plan for drum lot purchases. On sale at Both Stores, and Super Service Station (corner Monroe at S. Union). Sale ends Friday Night at 10.



**LOWEST PRICE OF THE YEAR**

**15¢**  
TAX PAID

Special Sale prices on all other Cross Country greases and lubricants. — Get details and prices at Both Stores, or Super Service Station.

Monroe Avenue Store Open Thursday and Friday Till 9:30. Closed All Day Saturday.

Service Station Open Thursday And Friday Till 10 P. M. Closed All Day Saturday And Sunday

Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.

**KERR MASON AND WIDE MOUTH JARS**

**59c** For 1/2 pints, Pints 69c per dozen, Kerr Mason jars. Wide mouth Pints 85c. On sale Both Stores.

**79c** For dozen Mason quart size jars. Wide mouth jars \$1.05. On sale Both Stores.

**\$1.09** For 1/2 gallon size Mason Jars. Wide mouth 1/2 gallon, \$1.29. On sale Both Stores.

★ Monroe Avenue Store Open Thursday and Friday 'til 9:30 P. M. — Closed Saturday, July 4th. — Ridge Road Store Open Friday, Closed Thursday and Saturday Nights.

**Jar Rack Insert 39c**  
Holds eight quarts, fits any wash boiler, Both Stores.

**Food Chopper 98c**  
Grinds coarse, medium or fine. Table screw type. Both Stores.

**Rhino Jar Caps 33c**  
For dozen, fit Presto jars. Pint and quart size. Both Stores.

**Captite Tightener 29c**  
Makes Cap Tightening easy. Strong, Sturdy. Fits all standard jars. Both Stores.

Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.











OPEN ALL DAY  
★ FOURTH OF JULY ★

**LIVADAS**  
ROCHESTER'S VALUE LIQUOR STORE

OUR DEEP CUT PRICES... Bring you the best quality and the lowest prices

★ **Specials** ★

This Value Cannot Be Duplicated! Our Lowest Price

**5 Years Old STRAIGHT RYE**  
Whitney Club  
**\$1.90** Full Quart  
Guaranteed \$2.65 Value!

**SCOTCH KING GEO. IV**  
Superb Scottish Blend with an enchanting matchless bouquet 100% Scotch whiskey, distilled by one of Scotland's greatest distillers. Remarkably low price.  
**\$3.19** FIFTH Full Quart  
86.6 Proof \$4.25 Value

Our Case-Lot Prices Are As Low Or Lower Than Anywhere In New York State!

Famous **LIVBRO** Kentucky Straight **BOURBON WHISKEY**  
Bottled for us by "Beam" famous Kentucky distillers. Made from a formula 146 years old! The product of 3 generations of distilling skill. Supremely smooth. Compare—\$3.50 value.  
**\$2.49** Full Quart  
Bottled in Bond—100 Proof Every Drop Over 4 Years Old

**LIVBRO—Finest Quality RYE WHISKEY**  
\$3.75 Value  
The straight whiskey in this fine product is 31% mellow 4 year old to give it a distinctive flavor, the remaining 69% 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.  
**\$2.50** Full Quart

\*\*\*\*\*  
Ron Caray **RUM** Light or Dark **\$1.65** Fifth  
Finest Puerto Rican Rum. Exceptionally mellow. 86.6 proof. — Compare with \$2.50 Rums.  
\*\*\*\*\*  
College Inn **CORDIALS** **\$1.49** Very Low Priced  
Rock 'n Rye (Qt.). Creme de Menthe, Cherry Liqueur, Creme de Cacao, Anisette, Kummel. Fifties.  
\*\*\*\*\*  
Pete Hagen's **SLOE GIN** **\$1.49** Fifth  
Creamy Top. A very fine quality at an exceptionally low price. Makes a superior fix or mixer. — 48 proof.  
\*\*\*\*\*

COMPARE THESE PRICES FOR FINEST CALIFORNIA WINE.

**BALBOA WINES**  
**DRY** **\$1.10** Gallon  
Burgundy, Chianti, Zinfandel, Rhine, Claret, Sauterne, Barbera.  
Please—Don't compare Balboa with ordinary wines. Balboa quality ordinarily sells for \$1.75 a gallon.  
**SWEET** **\$1.49** Full Gallon  
Muscatel, Sherry, Tokay, Port, White Port.  
3 Full Quarts \$1.25  
This quality sells at most places at \$2.35 a gallon.

**LIVADAS**  
A NAME YOU CAN TRUST  
**183 MONROE AVE.**  
N. Y. STATE LICENSE L-4229  
Open Nitely 'Til 12  
STONE 5549

For Your Outdoor Summer

3502 3400 3290 2614 2899

No. 3502. Sizes 14 to 20. Size 36, 3 1/2 yds. 35-in. fabric. No. 3400. Sizes 14 to 20. Size 16, 3 1/2 yds. 35-in. fabric for dress and 1 yd. 35-in. for bolero. No. 3290. Sizes 14 to 20. Size 36, 3 1/2 yds. 35-in. fabric with 1/4-yd. ruffling. No. 2614. Sizes 12 to 40. Size 16, 3 yds. 35-in. fabric. No. 2899. Sizes 2 to 6. Size 4, 2 1/4 yds. 35-in. fabric for pinafore and 1/4 yd. 35-in. for panties. Send 15c (plus 1 cent for mailing cost) for EACH pattern. Write plainly YOUR NAME, ADDRESS AND STYLE NUMBER. BE SURE TO STATE SIZE YOU WANT. Address PATTERN DEPT., Rochester Sun, 420 Burke Bldg., Rochester, N. Y.

**Sunday Dinner**  
(Continued from page 1)  
1 teaspoon cinnamon  
1/2 teaspoon nutmeg  
1/2 teaspoon cloves  
3/4 cup milk  
Mix thoroughly. Spread in greased cake pan, sprinkle crumbs over the top and bake in 350 degree oven 30-40 minutes.  
Serving Hints  
If it's a porch or back yard picnic—arrange the cole slaw in the center of a large chop plate. Place the cold sliced meats in alternating fashion around the cole slaw. You can serve sliced corned beef, vienna sausages, spiced luncheon meat, and boiled ham. Place the beans in the center of another large chop plate or tray and lay the sliced brown bread around the crock, for easy buffet service.  
Pile the rolls in a bread basket. And arrange plenty of pickles and relishes, crispy and cold on another tray or large dish. The crumb cake can be cut in wedges or sliced crosswise to serve.  
Use of Leftovers  
Leftover beans make elegant sandwich fillings. Mix them with a bit of mayonnaise and mustard. If there are any stray pieces of the cold meats, dice them and put them in with the vegetable salad. This always adds zest to luncheon salads. The crumb cake can be reheated and tastes even better the second day.  
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.

**DAVIS BAKING POWDER**  
NOW  
8 oz 10c  
12 oz 15c  
24 oz 25c

**TO MAKE GOOD FOOD EVEN BETTER**  
**Trynoski's SNAPPY MUSTARD**  
Choice of Food Connoisseurs  
Generous 5-oz. jar... 10c  
Also Pints — Half Pints Quarts and Gallons

**WALKERS Chicken Pies**  
ARE STRICTLY ALL CHICKEN — NO VEGETABLES  
ALSO BEEFSTEAK PIES  
We are equipped to fill your order regardless of the amount. Ideal for: Banquets, Catering, large Banquets, even small Parties. Special prices for large quantities. NO DISHES TO RETURN.  
**GLENWOOD 3783**  
26 VELOX ST.

**S-G Sani-Garb**  
KEEP YOUR GARBAGE CAN Fresh and Sanitary with Sani-Garb deodorant  
Even though it's 100 in the shade—just a sprinkle of Sani-Garb keeps your indoor or outside refuse containers sweet and clean!  
LARGE 2-LB. BOX FOR 20c at Wegman's, Star Super Markets, Red & White Stores, Sibley's, Edwards, McCurdy's and 382 neighborhood grocers and hardware stores.  
20c  
Mrs. Lottie Walter, 25 Werner Plk.

**CAIN'S SANDWICH SPREAD**  
IS GRAND FOR PICNICS. IT SPREADS IN A JIFFY AND GOES FURTHER!  
ITS ZESTFUL, TANGY FLAVOR DOESN'T FADE. CAIN'S SPREAD SANDWICHES STAY FRESH AND DELICIOUS. THEY DON'T GET SOGGY.  
AND BOY, DO THEY TASTE SWEET! I COULD EAT A MILLION SANDWICHES MADE WITH CAIN'S SANDWICH SPREAD!

SHOP TOMORROW AND FRIDAY  
★ ALL WEGMANS MARKETS CLOSED SATURDAY THE FOURTH ★  
STORE HOURS FRIDAY 8 TO 6:30

**Wegmans PICNIC VALUES**

Pound Package Crisp **Educator Crax ... 17c**  
Pound Package **Ritz Crackers .... 21c**  
Wegmans Creamy Fresh **Mayonnaise ..... Qt. 41c**  
Non-Fattening Salad Dressing **Salonaise ..... Pint 33c**

Wegmans Tender Sweet  
**Cooked HAMs 37c Lb.**  
So Easy To Serve! Just Heat and Eat!  
Whole Ham or Shank Half  
**TENDER SKINLESS STEAMERS 1b. 29c**  
**PAR BOILED HOTS 1b. 29c**

Delicious Green Gables  
**Salad Dressing Qt. 31c**  
Quart Can **Lion Beer ..... 21c**  
12 oz. Can Lion Brand **Beer or Ale ... 3 Cans 25c**  
Simon Pure Beer or **Old Abbey Ale ... Qt. 18c**  
80 Count White or Assorted **Paper Napkins 2 Pkg. 15c**  
14 oz. Bottle Tasty **Heinz Ketchup Bottle 19c**

**LAND O' LAKES**  
The Sweet Cream Butter  
No matter what price you are accustomed to paying... you can't find a finer butter than Land O'Lakes!  
Sm-o-o-th and Fresh Reminds you of Spring in the Country

**Wegmans HOME OWNED SUPER MARKETS**  
FREE PARKING FOR CUSTOMERS

PAGE TEN

For BRAND UNPACKED Slack Belts leatherette pouch attached to belt, and or

TR Egg—S Roches Lincoln-At

Th Edge Snow Gulf, upon

Invi A noted ec to let it.

A sack of can't change 10c JUL 1942

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SLA Val

Rochester 159-161 Open 'til 9

25c OFF When Buying Triple Board and Book of Specials Thurs. July 2

2c Tri Board

Frid

HOLLY

The New PA

Friday Matinee

CASH DISCOUNT CO

WORTH 50c FOR YOU Thurs. July 2 New Park Mall

WORTH 50c For Fri Thurs. July 2 New Park Mall

WORTH 50c For Fri Thurs. July 2 New Park Mall

WORTH 50c For Fri Thurs. July 2 New Park Mall



## For Your Information

BRAND NEW AND JUST off without loosening the belt UNPACKED! Wide, leatherette Slack Belts for ladies with a leatherette cosmetic and change pouch attached. The pouch is slotted to slide on or off the belt, and once on, it can't come

ine leather at 48c. As nearly as we can learn, this Slack Belt is first available at Rochester Jobbing House on Joseph Avenue. Now you can have your hands entirely free for sports and recreation — yet your change and cosmetics are safely and conveniently at your side always.

THE CRADLE GYM FOR BABIES we saw at Sibley's ought to be just the thing for developing healthy Americans of Tomorrow! We almost wish we were small enough to try it out — it looks like so much fun! The main bar of this exerciser clamps firmly to the side bars of baby's crib, and stays put, from it dangle two wooden rings on ropes and a shorter bar fitted with enameled wooden rattles. All very gay and exciting to baby!

FOR YOUR INFORMATION we checked into the claims made by C. B. Thomas Dress Shop. Their exclusive styles include some dresses by Marjorie Montgomery of Hollywood, and start at \$5.50. The same dress exactly is priced at 11 dollars and up in a local fashion store. The very inexpensive Wash Dresses they advertise start at \$2.95 and retail at \$3.95 and up elsewhere. All in all, we'd say C. B. Thomas' advertising claims are accurate; i. e. — better dresses at about half price.

FREE CH GRAPHS hi week — th Left's Child chases am- items in then ting you to- and \$3.00

DICKIE-BR COMBINED! ness catering can be worn your suit, or a with shorts 'n' is reinforced in places to elimin a brassiere. Must Fall dollar at Edwar

SAVE! SHIP- at costs, at Edwar

IF you haven deodorants ver- 80c, at Edwar do so now — one called SAG- GARB not only removes the objectionable odors, but PRE- VENTS RUST; thus preserving more of the precious metal we need in our war. SAG-GARB is manufactured locally by Rochester capital and labor — is sold at most grocers in a two pound box for 20c. We buy it at Wegman's.

## Win "Sergeant York" Movie Tickets!



HERO OF SAN JUAN HILL: He was born in New York City in 1858. President McKinley appointed him assistant Secretary of the Navy. At the outbreak of the Spanish American War in 1898, he resigned to organize a cavalry troop of which he became colonel and beat the Spaniards in the battle of San Juan Hill in Cuba.

His name is .....

PIENIN VACUUM STORES 30 SOUTH AVE. STONE 6747 OPEN 'TIL 7 P. M. TUESDAYS AND THURSDAYS 'TIL 9 Buy From Vacuum Cleaner Specialists! We Sell Nothing Else!

**TROPIC COAL \$11.85**  
Egg—Stove—Nut . Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Alliance Bank Bldg.  
Stone 7080

**The Most Valuable Ground On Earth**  
Edgar Snow, Near Eastern Authority, writes of the struggle for the Persian Gulf, upon which the outcome of the whole Asiatic war may depend.  
**Invisible Greenbacks—by Harry Scherman**  
A noted economist tells how inflation will come if we're fools enough to let it.  
**Tanker Men Don't Get Medals**  
A saga of the unsung heroes of the tankers who bet their lives Hitler can't chase them off the seas.  
10c JULY 4 The Saturday Evening Post NOW ON SALE 10c

**THE SPORT SHOP SCOOPS THE SEASON**  
All-Out, Mid-Summer  
**SPORTSWEAR**  
**Sale!**  
WOVEN STRIPE  
PLAY SUITS \$2.98  
Values to \$3.95

**SLACK SUITS**  
REG. \$6 VALUE  
\$4.65  
REG. \$7.95  
\$5.65  
REG. \$8.95  
\$6.85  
REG. \$10.95  
\$7.65

Odd Lots, Men's  
**Polo \$1**  
Shirts  
Reg. \$2.00

Odd Lots, Men's  
**WASH \$1.69**  
SLACKS  
Values to \$2.95

**LADIES' RAYON-COTTON SPORT ENSEMBLES \$1.79**  
In-n-out style shirts with slacks to match. Light weight, cool and comfortable. An outstanding buy!  
Others to \$5.98 Sizes to 46.

**JUNIOR SLACK SETS \$1.98**  
Size 6-10.

Men's — Boys' — Ladies'  
**MOCCASINS \$1.79**  
Real Indian type. Genuine leather moccasins that you will practically live in for their "Guns comfort! Ideal for vacation! Men's 6 to 12; ladies 2 to 7; boys' 2 to 5.

Every Snip of Your Scissors Is Money In Your Pocket

**COUPON Specials**

Like clipping coupons from Government Bonds, clipping the coupons in DAW'S ads you save money in big, generous chunks. Use your scissors . . . cut yourself a slice of the savings that brings thousands of thrifty shoppers to DAW'S.

**WAX PAPER 13c**  
Extra Heavy, 125 Ft. Rolls . . . . .

**SACCHARIN 48c**  
TABLETS, 1/4 or 1/2 Gr., 1000's . . . . .

**OLIVE TABS 12c**  
EDWARD'S, 30c Size . . . . .

**HINKLE'S 6c**  
LAXATIVE PILLS, 100's . . . . .

DAW'S COUPON  
FRESH JELLIED  
**ORANGE SLICES**  
America's favorite candy—soft and tender, deliciously flavored Orange Slices. Purchased especially for this sale—absolutely FRESH!  
1-Lb. Pkg. **13c**  
(Limit 2 Lbs.)

**Stationery**  
LINEN FABRIC  
**ALL GAMES \$7**  
AT TOWNER'S

Ticket Worth 45c  
For You  
Ticket Worth 25c  
For You  
Ticket Worth 25c  
For You

Ticket Worth 45c  
For A Friend  
Ticket Worth 25c  
For A Friend  
Ticket Worth 25c  
For A Friend

**DAW'S**  
ORIGINAL CITRATE PILLS

Men's hearts ought not to be set against one another, but set with one another, and all against evil only—Carlyle.

**Beeley's Bingo**  
SUNDAY at 2:30 and 8 P. M.  
WED. at 1:30 P. M.  
Mon., Tues., Wed., Fri., Sat. at 8:15  
EXTRA BOARD FREE  
WITH TRIPLE BOARD  
142 GENESEE ST. in REAR

**ABC PARTIES**  
2011 E. MAIN  
Tuesday Nite 8:30 P. M.  
No Game Sat. July 4th

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

**HOLLYWOOD BINGO**  
WED. - THURS. - FRI. NITES  
25c OFF  
When Buying Triple Board and Book of Specials  
Thurs. July 2  
Friday, July 3

**NO GAME SATURDAY NITE, JULY 4th**  
**2 JACKPOTS**

**HOLLYWOOD** 35 Pullman Ave. off Lake and Ridge

**CAPITOL HALL**  
85 W. MAIN ST.  
Mon.—Tues.—Thurs., 1:30 P. M.  
Sun. 2:30 P. M.  
Wed.—Fri. 8:30 P. M.

**THURSDAY AFTERNOON GAMES \$5**  
23 EACH

**FRIDAY NITE 20 GAMES \$10**  
20 EACH

30 Games Monday and Wed.

**BINGO EVERY TUESDAY NIGHT BINGO**  
**OVER \$1200 IN PRIZES**  
— ALL GAMES \$30.00 OR MORE —  
THREE \$200.00 JACKPOTS  
**NEW ROLLER RINK**  
Between Monroe Ave., and Court St. — Three Bus Lines  
**155 CHESTNUT ST.**  
Admission \$1.00 Plus Tax

**PARK HALL** 928 JEFFERSON AV. NEAR PLYMOUTH  
Friday Matinee 1:30 P. M. to 4 P. M. EVERY GAME \$3  
CASH DISCOUNT COUPONS ON TRIPLE BOARD & BOOK SPECIALS

**WORTH 50c FOR YOU**  
Thurs. July 2 New Park Hall

**WORTH 50c For Friend**  
Thurs. July 2 New Park Hall

**WORTH 50c For You**  
Fri. July 3 New Park Hall

**WORTH 50c For Friend**  
Fri. July 3 New Park Hall

**No Games Sat. July 4th**  
**At New Park Hall**

**SUN. NITE \$7**  
8:15

**Special Bingo Monday Nite!**  
Thursday Friday Saturday  
1:45 P. M. 1:45 P. M. 8:15 P. M.  
8:15 P. M. 8:15 P. M.  
19th Ward Clubhouse 257 Hawley St.  
**19th WARD BINGO** CLUBHOUSE, 257 HAWLEY STREET  
Originators of Baby Bingo

• 6 BOARDS  
• BOOK SPECIALS 75c  
Plus 7 Additional Door Prizes — IN CASH —

**At PARK BINGO HALL**  
— ADMIT TWO —  
**Friday Matinee, July 3rd Only**

At the request of many of our patrons we are making our complimentary ticket good for TWO this week — This ticket good for admission and single board Friday, July 3rd, 1:30 P. M. — Game out at 4 P. M. Subject to Government Tax—You pay only 3c.

**\$3 EVERY GAME** Limit 3 Boards Per Person Authorized by Earl

**UNION LEAGUE HALL**  
GREGORY ST., CORNER SOUTH AVE.

**SUN. NITE** 8:15 P. M.  
ADMISSION PRICE 28c—3 BOARDS FOR 58c

**MON. NITE** 8:30 P. M.  
**2 Jack Pots Each Nite**  
MATINEE GAMES EVERY

**WED. FRI. SAT.—1:30 P. M.**  
**COOLEST AFTERNOON GAMES IN TOWN**  
Friday and Saturday, 4th of July Special—Adm. 3c Tax

**BERCHASH**  
WINE & LIQUORS for the 4TH

**KERRIGAN'S**  
Private Stock  
This mellow blended whiskey is as fine and flavorful as a lifetime of experience can make it! Bottled under the personal supervision of J. P. Kerrigan, one of America's famous old-time whiskey men. Easily worth a dollar more.

**UNIT PARTS**  
ROCHESTER CORPORATION  
1223 Main St. E. Lake Ave. & Ridge Rd.

**DAW'S**  
ORIGINAL CITRATE PILLS

**"GLOBE"**  
**BOTTLED IN BOND**  
100 Proof Whiskey  
6 Years Old  
**Straight Bourbon**

Here's a Bourbon to delight the fussiest connoisseur! Perfect straight! It's mild mellowness and pleasing bouquet make it our most popular and fastest selling Bourbon.

Compare 2.99 Value! **\$2.29**

**Green Label BAR SPECIAL \$1.99**  
This brand new blended whiskey is a big advance in FINE QUALITY at exceptionally low price. 80 proof. Full quart. 2 and 4-year-old blend.

**'ENGLISH PEER' GIN \$1.99**  
80 proof. Full quart. An exceptionally smooth Gin—100% grain neutral spirits. Compare with Gins selling at \$2.50.

Thursday, Friday and Saturday Only  
**'Chateau Martin' Grape Brandy \$1.75**  
Pure California brandy. 86 proof. No fishing trip complete without it! Fifth.

Other Specials:  
California Sweet Wines . . . . . Gallon \$1.49  
Creamy Head Sloe Gin . . . . . Fifth \$1.65  
Martini & Manhattan Cocktails . . . . . Fifth \$1.59  
Applejack Brandy . . . . . Quart \$1.99  
Large Variety of Minatures . . . . . 25c

**SHOP IN COOL COMFORT BY PHONE!**  
**BERCHASH**  
Main 786  
124 S. Clinton Ave. Next To Loews Theatre



OPEN ALL DAY

★ FOURTH OF JULY ★

**LIVADAS**  
ROCHESTER'S VALUE LIQUOR STORE

OUR DEEP CUT  
PRICES... Bring  
you the best quality  
and the lowest prices

★ **Specials** ★

EXTRA LARGE SUITS  
SIZES TO 56 \$3.95 — \$4.29

Men's  
**SWIM TRUNKS**

• Lastex • Wool Lastex • Satin  
• Gabardine • Poplin • Covert  
• Sizes 30-50 • Choice of 7 colors

**\$1.19 - \$1.79 - \$2.98**

BOYS SIZES 98c to \$1.39

LITTLE GIRLS'  
WOOL LASTEX  
SWIM SUITS

**89c**

JUVENILE  
SWIM TRUNKS

**59c**

MEN'S SANFORIZED GABARDINE  
**ENSEMBLES**

**\$2.98**

OTHERS TO \$10.95

Men's Washable, Sanforized  
Compare—\$2.50 value.

Bottled in Bond—100 Proof  
Every Drop Over 4 Years Old

LIVBRO—Finest Quality  
**RYE WHISKEY**

\$3.75 Value

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 exceptionally fine quality and  
outstanding low price.

**\$2.50**



Ron Caray  
**RUM**  
Light or Dark  
**\$1.65**  
Fifth

College Inn  
**CORDIALS**  
**\$1.49**  
Very Low  
Priced

Pete Hagen's  
**SLOE  
GIN**  
**\$1.49**  
Fifth

COMPARE THESE PRICES FOR FINEST CALIFORNIA WINE.  
**BALBOA WINES**  
**DRY SWEET**



• Burgundy • Chianti  
• Zinfandel • Rhine  
• Cabernet • Sauterne

**\$1.10**  
Gallon

Please—Don't compare Balboa  
with ordinary wines. Balboa  
quality ordinarily sells for  
\$1.75 a gallon.

Muscadel, Sherry, Tokay,  
Port, White Port  
**\$1.49**  
FULL GALLON

3 Full Quarts \$1.25  
This quality sells at most  
places at \$2.35 a gallon.

For Your Outdoor

"Sergeant York" Movie Tickets!



JUAN HILL: He was born in New York City  
McKinley appointed him assistant Secretary  
of the outbreak of the Spanish American War in  
and to organize a cavalry troop of which he be-  
came the Spaniards in the battle of San  
Juan.

CLIFFORD FUR CO.  
1283 Clifford Ave., Block off Portland  
Clifford Fur Sells For Less!

Add to America's long list of  
heroes the name of "Sergeant  
York," whose amazing feats  
have earned for him the name

"greatest hero of the World  
War."

Where to Play Bingo

**SPECIAL TOWNER-REXY  
PARTY**  
**Saturday July 4th**

It's Explosive - It's Fun! It Pays Off!



EVERY GAME **\$10** SOME GAMES **\$15**

UNIVERSITY AVE. COR. ATLANTIC

**Trynoski's  
SNAPPY MUSTARD**  
Choice of Food Connoisseurs  
Generous 5-oz. jar... 10c  
Also Pint — Half Pint  
Quarts and Gallons

**WALKERS  
Chicken Pies**  
ARE STRICTLY ALL  
CHICKEN — NO  
VEGETABLES  
ALSO BEEFSTEAK PIES  
We are equipped to fill your  
order regardless of the amount.  
Ideal for factory, cafeteria,  
large Banquets, even small  
Parties. Special prices for large  
quantities. NO DISHES TO  
RETURN.  
**GLENWOOD 3783**  
26 VELOX ST.

**S-G  
SANI-GARB**  
KEEP YOUR GARBAGE CAN  
Fresh and Sanitary  
with Sani-Garb deodorant  
Even though it's 100 in the shade—just a  
sprinkle of Sani-Garb keeps your indoor or  
outside refuse containers sweet and clean!  
LARGE 3-LB. BOX FOR 20c at Wegman's,  
Star Super Markets, Red & White  
Stores, Sibley's, Edwards, Mc-  
Curry's and 322 neighborhood  
grocers and hardware stores.  
**20c**  
Mrs. Lottie Walter, 25 Werner Plk.

**CAIN'S  
SANDWICH SPREAD**  
IS GRAND FOR PICNICS.  
IT SPREADS IN A JIFFY  
AND GOES FURTHER!  
ITS ZESTFUL, TANGY FLAVOR  
DOESN'T FADE. CAIN SPREAD  
SANDWICHES STAY FRESH  
AND DELICIOUS. THEY DON'T  
GET SOGGY.  
AND BOY, DO THEY TASTE SWEET!  
I COULD EAT A MILLION  
SANDWICHES MADE  
WITH  
CAIN'S SANDWICH SPREAD!

**BERCHASH**  
WINES &  
**LIQUORS**  
for the

WHERE  
ALL SPECIALS  
ARE DELIVERED  
FREE

**4TH**



**KERRIGAN'S**  
Private Stock

This mellow blended whiskey is as fine  
and flavorful as a lifetime of experience  
can make it! Bottled under the personal  
supervision of J. P. Kerrigan, one of  
America's famous old-time whiskey men.  
Easily worth a dollar more.

**\$2.29** Full Quart  
90 Proof

Famous "John Beggs"

**SCOTCH**

Blue Cap. Acclaimed by Consumer Survey  
as the FINEST SCOTCH AT ANY PRICE!  
All the mild, mellow goodness of this time  
honored drink is skillfully highlighted in  
the famous John Beggs brand. Scarce.

4/5 Quart  
86.6 Proof  
\$4.50 Value  
**\$3.69**



IMPORTED  
**WEST INDIES RUM**

A rich, Gold Label Rum. Manufactur-  
er's name withheld. A perfect mixer  
for a cooling, delicious Rum Collins  
and other summer Rum drinks. Our  
case prices are as low or LOWER  
than anywhere else in New York  
State! Try this Rum for that Fourth  
of July party.

**\$1.89** 86 Proof  
1.5 Quart

**TENDER SKINLESS STEAMERS** 1b. 29c  
**PAR BOILED HOTS** 1b. 29c

Delicious Green Gables  
**Salad Dressing** Qt. **31c**  
Quart Can  
**Lion Beer** ..... **21c**  
12 oz. Can Lion Brand  
**Beer or Ale ... 3 Cans** **25c**  
Simon Pure Beer or  
**Old Abbey Ale ... Qt.** **18c**  
80 Count White or Assorted  
**Paper Napkins 2 Pkg.** **15c**  
14 oz. Bottle Tasty  
**Heinz Ketchup** Bottle **19c**

**LAND O' LAKES**  
The Sweet Cream Butter  
No matter what price you  
are accustomed to paying  
... you can't find a finer  
butter than Land O'Lakes!  
Sm-o-o-th and Fresh  
Reminds you of Spring  
in the Country

**Wegmans**  
HOME OWNED SUPER MARKETS  
FREE PARKING FOR  
CUSTOMERS

**LIVADAS**  
A NAME YOU CAN TRUST  
**183 MONROE AVE.**  
N. Y. STATE LICENSE L-4229  
Open Nitely  
Til 12

Rochester Sun, We  
A SAVING on  
SWIM  
OPEN  
EVERY  
EVENING  
Buy Di  
LITTLE GIRL  
WOOL LAST  
SWIM  
Rochester  
159-161 J  
Open til 9 P  
25c OFF  
When Buying  
Triple Brand and  
Block of Specials  
Thurs. July 2  
Frida  
HOLLY  
The New PA  
Friday Matinee I  
ASH DISCOUNT COU  
WORTH  
50c  
FOR YOU  
Fri. July 2  
New Park  
Hall  
WORTH  
50c  
FOR FRIEN  
Fri. July 2  
New Park  
Hall  
WORTH  
50c  
FOR YOU  
Fri. July 2  
New Park  
Hall  
WORTH  
50c  
FOR FRIEN  
Fri. July 2  
New Park  
Hall



Rochester Sun, Wednesday, July 1, 1942

DO YOUR PART—BUY WAR STAMPS

PAGE NINE

SAVING on Every Purchase or Your Money Back

## SWIM SUITS - SPORTSWEAR

OPEN  
EVERY  
EVENING

FOR THE ENTIRE FAMILY

- ROCHESTER'S LARGEST SELECTIONS
- LOW JOBBING HOUSE PRICES
- FREE PARKING

Store Closed  
Monday  
Morning During  
July and  
August. Open  
At 12 Noon.

Buy Direct From The Jobbing House & Save!



### Ladies' SWIM SUITS

Beautiful floral patterns with jersey trunks and lining. Typical Jobbing House value!

Also large choice of wool-laxtex and novelty bathing suits.

\$1.98 to \$4.98

EXTRA LARGE SUITS  
SIZES TO 56 \$3.95 — \$4.29

### Men's SWIM TRUNKS

- Lastex ● Wool Lastex ● Satin
  - Gabardine ● Poplin ● Covert
  - Sizes 30-50 ● Choice of 7 colors
- \$1.19 - \$1.79 - \$2.98

BOYS SIZES 98c to \$1.39

LITTLE GIRLS' WOOL LASTEX SWIM SUITS 89c JUVENILE SWIM TRUNKS 59c



MEN'S SANFORIZED GABARDINE ENSEMBLES \$2.98

These cool, lightweight ensembles are just the thing for leisure hours at home or out of doors. Shirt and slacks as illustrated. Worth twice the price.

OTHERS TO \$10.95

Men's Washable, Sanforized SPORT SHIRTS 79c Others to 3.99  
SPORT SLACKS \$1.59 Others to 7.98

LADIES' RAYON-COTTON SPORT ENSEMBLES \$1.79

In-n-out style shirts with slacks to match. Light weight, cool and comfortable. An outstanding buy!

Others to \$5.98 Sizes to 46.

JUNIOR SLACK SETS \$1.98

Men's — Boys' — Ladies' MOCCASINS \$1.79

Real Indian type. Genuine leather. Moccasins that you will practically live in for their sheer comfort! Ideal for vacation! Men's 6 to 12; ladies 2 to 7; boys' 2 to 3. Others \$2.98

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

To make your glassware sparkle, add a small amount of washing blue plus a few drops of ammonia to a dishpan of warm soapsuds.

RUGS 9x12 \$1.00  
CLEANED and STEAMED  
Rugs, Stained, Cleaned, Washed,  
Sized, Moth, Damp and  
Germ-proofed \$3.99  
ELTER CO. Est. 1872  
Glenwood 3486 — 44 Arthur St.

NOTICE!  
NOTICE is hereby given that license No. 08-18879 has been issued to the undersigned to sell beer at retail in a grocery store under the Alcoholic Beverage Control Law at 680 North Street, Rochester, Monroe County, N. Y., for off-premises consumption. Michael, Richard and John Picarella dba M. Picarella and sons, 680 North Street, Rochester, N. Y.

BUY NOW AND SAVE!  
Select from COMPLETE NEW SHIPMENTS just received. Newest coats, jackets, scarfs and pelis. Heat Fall prices by buying NOW.

Many Fur Coats From 30% To 40% Savings  
On Suits & Jackets  
SAVE TO 40%  
STORE FURS NOW!  
Repairing — Restyling  
Re-lining — Cleaning  
and Glazing  
CLIFFORD FUR CO.  
123 Clifford Ave., Block off Portland  
Clifford Fur Sales For Less!

## Win "Sergeant York" Movie Tickets!



HERO OF SAN JUAN HILL: He was born in New York City in 1858. President McKinley appointed him assistant Secretary of the Navy. At the outbreak of the Spanish American War in 1898, he resigned to organize a cavalry troop of which he became colonel and beat the Spaniards in the battle of San Juan Hill in Cuba.

His name is ...  
Add to America's long list of heroes the name of "Sergeant York," whose amazing feats have earned for him the name

## Where to Play Bingo

SPECIAL TOWNER-REXY PARTY  
Saturday July 4th

It's Explosive - It's Fun! It Pays Off!



FREE!!  
Special Door Prizes!!  
A Laugh Riot for Every-one—Come Early!

EVERY GAME \$10 SOME GAMES \$15  
UNIVERSITY AVE., COR. ATLANTIC  
FRIDAY NITE  
Ticket Worth 45c ALL GAMES \$7  
For You—Fri., July 3, only at Towner's  
AT TOWNER'S  
Ticket Worth 45c For You—Sat., July 4, Towner-Rexy For You 25c  
Ticket Worth 45c For You—Sun., July 5, Towner-Rexy For You 25c  
Ticket Worth 45c For A Friend—Fri., July 3, only at Towner's  
Ticket Worth 25c For A Friend—Sat., July 4, Towner-Rexy For A Friend 25c  
Ticket Worth 25c For A Friend—Sun., July 5, Towner-Rexy For A Friend 25c

\$ ROCHESTER'S TOP SPOTS  
MONDAY NITE \$5  
BINGO  
TUESDAY AFTERNOON AND  
THURS. NITE — Adm. 3c With Ticket  
CHILI RECREATION HALL  
509 CHILI AVE.—GENESEE PK. BLVD. BUS

## BINGO EVERY TUESDAY NIGHT BINGO

OVER \$1200 IN PRIZES  
— ALL GAMES \$30.00 OR MORE —  
THREE \$200.00 JACKPOTS  
NEW ROLLER RINK  
Between Monroe Ave., and Court St. — Three Bus Lines  
155 CHESTNUT ST.  
Admission \$1.00 Plus Tax

## Special Bingo Monday Nite!

Thursday Friday Saturday  
1:45 P.M. 1:45 P.M. 8:15 P.M.  
8:15 P.M. 8:15 P.M.  
19th Ward Clubhouse  
257 Hawley St.  
19th WARD BINGO CLUBHOUSE, 257 HAWLEY STREET  
Originators of Baby Bingo

## At PARK BINGO HALL

— ADMIT TWO —  
Friday Matinee, July 3rd Only  
At the request of many of our patrons we are making our complimentary ticket good for TWO this week — This ticket good for admission and single board Friday, July 3rd, 1:30 P. M. — Game out at 4 P. M. Subject to Government Tax—You pay only 3c.  
\$3 EVERY GAME Limit 3 Boards Per Person Authorized by Earl

## UNION LEAGUE HALL

GREGORY ST., CORNER SOUTH AVE.  
SUN. NITE 8:15 P. M.  
ADMISSION PRICE 28c—3 BOARDS FOR 58c

## MON. NITE

2 Jack Pots Each Nite  
MATINEE GAMES EVERY  
WED. FRI. SAT.—1:30 P. M.  
COOLEST AFTERNOON GAMES IN TOWN  
Friday and Saturday, 4th of July Special—Adm. 3c Tax

BERCHASH

WHERE  
ALL SPECIALS  
ARE DELIVERED  
FREE

WINES &  
LIQUORS  
for the



## KERRIGAN'S

Private Stock

This mellow blended whiskey is as fine and flavorful as a lifetime of experience can make it! Bottled under the personal supervision of J. P. Kerrigan, one of America's famous old-time whiskey men. Easily worth a dollar more.

\$2.29 Full Quart 90 Proof



Famous "John Beggs"

## SCOTCH

Blue Cap. Acclaimed by Consumer Survey as the FINEST SCOTCH AT ANY PRICE! All the mild, mellow goodness of this time honored drink is skillfully highlighted in the famous John Beggs brand. Scarce.

4/5 Quart 86.6 Proof \$3.69 \$4.50 Value



IMPORTED

## WEST INDIES RUM

A rich, Gold Label Rum. Manufacturer's name withheld. A perfect mixer for a cooling, delicious Rum Collins and other summer Rum drinks. Our case prices are as low or LOWER than anywhere else in New York State! Try this Rum for that Fourth or July party.

\$1.89 86 Proof 4/5 Quart Value \$2.45



## "GLOBE" BOTTLED IN BOND

100 Proof Whiskey  
6 Years Old  
Straight Bourbon

Here's a Bourbon to delight the fussiest connoisseur! Perfect straight! It's mild mellowness and pleasing bouquet make it our most popular and fastest selling Bourbon.

Compare 2.99 Value! \$2.29



## Green Label BAR SPECIAL

\$1.99

This brand new blended whiskey is a big advance in FINE QUALITY at exceptionally low price. 80 proof. Full quart. 2 and 4-year-old blend.

## 'ENGLISH PEER' GIN \$1.99

90 proof. Full quart. An exceptionally smooth Gin—100% grain neutral spirits. Compare with Gins selling at \$2.50.

## Thursday, Friday and Saturday Only 'Chateau Martin' Grape Brandy

\$1.75

Pure California brandy, 86 proof. No fishing trip complete without it! Fifth.

Other California Sweet Wines ..... Gallon \$1.49  
Creamy Head Sloe Gin ..... Fifth \$1.65  
Martini & Manhattan Cocktails ..... Fifth \$1.59  
Applejack Brandy ..... Quart \$1.99  
Large Variety of Minatures ..... 25c



SHOP IN COOL COMFORT BY PHONE!

Main 786

124 S. Clinton Ave. Next To Loews Theatre

BERCHASH

## HOLLYWOOD BINGO

WED. - THURS. - FRI. NITES  
25c OFF When Buying Triple Board and Book of Specials  
Thurs. July 2 Friday, July 3  
NO GAME SATURDAY NITE, JULY 4th  
2 JACKPOTS

HOLLYWOOD 35 Pullman Ave. off Lake and Ridge

## the New PARK HALL

928 JEFFERSON AV. NEAR PLYMOUTH  
Friday Matinee 1:30 P. M. to 4 P. M. EVERY GAME \$3  
ASH DISCOUNT COUPONS ON TRIPLE BOARD & BOOK SPECIALS

WORTH 50c FOR YOU Thurs. July 2 New Park Hall  
WORTH 50c For Friend Fri. July 3 New Park Hall  
No Games Sat. July 4th  
At New Park Hall  
WORTH 50c FOR YOU Fri. July 3 New Park Hall  
WORTH 50c For Friend Sat. July 4 New Park Hall  
SUN. NITE 8:15 \$7



## For Your Information

BRAND NEW AND JUST UNPACKED! Wide, leatherette Slacks Belts for Ladies with leatherette cosmetic and change pouch attached. The pouch is slotted to slide on or off the belt, and once on, it can't come

off without loosening the belt buckle. Its flap opening is fitted with a sturdy snap. Colors — Bright Turkey Red, Navy, and Light and Dark Natural Leather. Surprisingly priced at 29¢! Or the same thing in genu-

ine leather at 48¢. As nearly as we can learn, this Slacks Belt is first available at Rochester Jobbing House on Joseph Avenue. Now you can have your hands entirely free for sports and recreation — yet your change and cosmetics are safely and conveniently at your side always.

**THE CRADLE GYM FOR BABIES** we saw at Sibley's ought to be just the thing for developing healthy Americans of Tomorrow! We almost wish we were small enough to try it out — it looks like so much fun! The main bar of this exerciser clamps firmly to the side bars of baby's crib, and stays put, from it dangle two wooden rings on ropes and a shorter bar fitted with enameled wooden rattles. All very gay and exciting to baby!

**FOR YOUR INFORMATION** we checked into the claims made by C. B. Thomas Dress Shop. Their exclusive styles include some dresses by Marjorie Montgomery of Hollywood, and start at \$5.50. The same dress exactly is priced at 11 dollars and up in a local fashion store. The very inexpensive Wash Dresses they advertise start at \$2.95 and retail at \$3.95 and up elsewhere. All in all, we'd say C. B. Thomas' advertising claims are accurate; i. e., better dresses at about half price.

**FREE CHILDREN'S PHOTOGRAPHS** highlight the ads this week — the offer is made by Left's Children's Store on purchases amounting to \$2, or items in their current ad, entitling you to a full 8x10 size. Left's prices compare favorably with Stephen's and are lower than Lobel's. We didn't put anything under a microscope, but comparisons were made on same quality throughout. The photos don't look bad — and we're inclined to give this offer a favorable nod.

**DICKIE-BRA and HALTER COMBINED!** This newest harness catering to your comfort can be worn as a blouse with your suit, or as a regular halter with shorts 'n' slacks. The front is reinforced in just the right places to eliminate the need for a brassiere. MUCH cooler! A dollar at Edwards in lots of colors.

If you haven't taken garbage deodorants very seriously before, there's added incentive to do so now — one called SANI-GARB not only removes the objectionable odors, but PREVENTS RUST; thus preserving more of the precious metal we need in our war. SANI-GARB is manufactured locally by Rochester capital and labor — is sold at most grocers in a two pound box for 20¢. We buy it at Wegman's.

## TROPIC COAL \$11.85

Egg—Stove—Nut . . . Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Alliance Bank Bldg.  
Stone 7080

**The Most Valuable Ground on Earth**  
Edgar Snow, Near Eastern Authority, writes of the struggle for the Persian Gulf, upon which the outcome of the whole Asiatic war may depend.

**Invisible Greenbacks—by Harry Scherman**  
A noted economist tells how inflation will come if we're fools enough to let it.

**Tanker Men Don't Get Medals**  
A saga of the unsung heroes of the tankers who bet their lives Hitler can't chase them off the seas.

10c JULY 4 The Saturday Evening Post NOW ON SALE 10c

## THE SPORT SHOP SCOOPS THE SEASON All-Out, Mid-Summer SPORTSWEAR Sale!

WOVEN STRIPE  
PLAY SUITS \$2.98  
Values to \$3.95

SLACK SUITS  
REG. \$6 VALUE  
\$4.65  
REG. \$7.95  
\$5.65  
REG. \$8.95  
\$6.85  
REG. \$10.95  
\$7.65

Odd Lots, Men's  
Polo \$1  
Shirts  
Reg. \$2.00

Odd Lots, Men's  
WASH SLACKS \$1.69  
Values to \$2.95

MEN'S  
SWIM TRUNKS  
\$1.00 to \$2.95

MEN'S GABARDINE  
SLACK SUITS \$4.95  
Values to \$2.95

LADIES'  
SUMMER SUITS  
Gabardine, Shark Skins, Long Sleeves, Values to \$14.50

Shark Skins, Glenghams, Seersuckers, Percalines and Linens, Values to \$9.00

ALL MERCHANDISE FROM OUR REGULAR STOCK  
STORE OPEN Mon. & Thurs. 'Til 9  
Other Nites 'Til 8

**The SPORT SHOP**  
23 Clinton Avenue S.  
OPPOSITE HOTEL SENECA

## HAVE YOU RECEIVED YOUR FREE WAR STAMPS?

If you are a regular reader of this paper you are entitled to a Dollar's worth of War Stamps... Free!

### Here's How To Get Your Free War Stamps

Each week the names and addresses of five people (selected at random from the city and suburban directories) is published between the ads of Shopping News. When you see your name, come to Shopping News Office, 420 State St., and receive a dollar's worth of War Stamps. (Free! Read this paper regularly!) Watch for your name, call them up, and tell them about it... or drop them a postcard.

More Than \$1200  
Has Already  
Been Given by  
Shopping News  
to Its Readers!  
Read This Paper  
Regularly and  
You, Too, May Win  
War Stamps!

Every Snip  
of Your  
Scissors  
Is  
Money  
In  
Your  
Pocket



## COUPON Specials

Like clipping coupons from Government Bonds, clipping the coupons in DAW'S ads you save money in big, generous chunks. Use your scissors... cut yourself a slice of the savings that brings thousands of thrifty shoppers to DAW'S.

**DAW'S COUPON**  
**Stationery**  
LINEN FABRIC  
• 24 - Double Sheets  
• 24 - Envelopes  
35c Box  
19c  
(Limit 2 Boxes)

**DAW'S COUPON**  
**FITCH'S**  
AFTER-SHAVE  
LOTION  
Regular  
35c Size  
13c  
(Limit of 2)

**DAW'S COUPON**  
**BLADES**  
DOUBLE-EDGE  
5 Pkgs.  
for  
11c  
(Limit of 4 Pkgs.)

**DAW'S COUPON**  
**ROOT BEER**  
Concentrated  
EXTRACT  
Makes 40 pints of  
delicious Root Beer  
Reg. 25c  
Size  
9c  
(Limit of 2)

**DAW'S COUPON**  
**Carbena**  
Shoe White  
PASTE OR LIQUID  
Large  
25c  
Size  
11c  
(Limit of 2)

**DAW'S COUPON**  
**TALCUM POWDERS**  
Choice of: GARDENIA,  
WHITE ROSE, SWEET PEA  
Giant  
25c  
Size  
9c  
(Limit 2)

**DAW'S COUPON**  
**SANITARY NAPKINS**  
BOX OF 12 PADS  
25c  
Value  
12c  
(Limit of 2 boxes)

**WAX PAPER** 13c  
Extra Heavy, 125 Ft. Rolls

**SACCHARIN** 48c  
TABLETS, 1/4 or 1/2 Gr., 1000's

**OLIVE TABS** 12c  
EDWARD'S, 30c Size

**HINKLE'S** 6c  
LAXATIVE PILLS, 100's

**DAW'S**  
ORIGINAL CUT-RATE DRUGS

**PREP FOR SHAVING** 17c  
Brushless or Lather  
DENTAL FLOSS 8c  
12 Yards  
ZINC STERILATE 13c  
Powder, 25c Size  
GLOVES MANGE 37c  
Medicine  
CASCARA 23c  
Aromatic, 2-Oz.  
SANI-TAB 3 for 27c  
Nipples  
STORK CASTLE 9c  
Soap, Reg. Size Bar  
BAY RUM 26c  
For After Shave, 50c Size  
STAR BLADES 25c  
Single-Edge, Pkg. of 12  
25c TOOTH 2 for 25c  
Brushes

**DAW'S COUPON**  
**PICNIC SET**  
SERVICE FOR SIX  
Contains:  
• 6 Spoons  
• 6 Forks  
• 6 Dinner Plates  
• 6 Napkins  
• 6 Cups  
• 6 Salad Plates  
• 1 Table Cover  
No dishes to wash.  
No silver to lose.  
Nothing to carry home.  
COMPLETE BOX  
18c

**DAW'S COUPON**  
**KODAK FILM**  
AT LOWEST PRICES  
PLAIN VERICHROME  
#120 21c #120 32c  
#116 26c #116 37c  
#620 21c #620 32c  
#127 18c #127 26c  
#616 26c #616 37c  
#122 47c #122 58c  
ANY 6 OR 8 EXPOSURE ROLL  
DEVELOPED & PRINTED 23c  
THERMIC JUGS

**DAW'S COUPON**  
**DIXIE CUPS**  
gaily decorated paper  
cups. HOT OR COLD TYPES.  
Hot cups—right in package.  
Cold cups—twelve in package.  
Reg. 10c  
Pkgs. 8c 3 For 23c

**DAW'S COUPON**  
**PAPER PLATES** 9-Inch  
Box of 12  
SPOONS—FORKS  
WOODEN—ASSORTED  
DRINK STRAWS  
Box of 100  
YOUR CHOICE 8c for 23c

**DAW'S COUPON**  
FRESH JELLIED  
**ORANGE SLICES**  
America's favorite candy—soft  
and tender, deliciously flavo-  
red Orange Slices. Purchased  
especially for this sale—absol-  
utely FRESH!  
1-Lb.  
Pkg. 13c  
(Limit 2 Lbs.)

PRICES GOOD THRU  
ALL THIS WEEK  
Right Reserved in Limit Quantities

**KREML**  
HAIR TONIC  
60c  
Size 28c

**CORN**  
PLASTERS  
With Medicated Discs  
25c Pkgs.  
of 12 16c

**ZINC**  
OINTMENT  
PURE U. S. P.  
25c  
Size 11c

**CITRATE**  
of MAG.  
25c  
Size 8c

**1-lb Size**  
**TODDY**  
"The Original Chocolate  
Malted Milk"  
50c  
Value 26c

**FITCH'S**  
HAIR TONIC  
35c  
Size 17c

**LOVALON**  
HAIR RINSE  
28c  
Size 16c

**Woodbury's**  
SHAVE CREAM  
35c  
Size 14c

**FALSE TEETH**  
FIT LIKE NEW! Dentur-Eze, the new  
cushion plastic, makes loose plates fit  
comfortably for weeks. Not a powder—  
a paste. Economical. Thousands of satis-  
fied users. Get a tube of Dentur-Eze today!  
Hand-size tube 50¢—New Large size 95¢.  
DENTUR-EZE

ROCHESTER  
FIFTH YEAR

JUNIOR  
BOYS'  
BOYS'  
BOYS'  
BOYS'  
CHILD



# ROCHESTER SHOPPING NEWS

Delivered Free Each Thursday To 75,200 Homes  
In Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

## The Rochester Sun

Buy War Stamps and Bonds

FIFTH YEAR—No. 36

ROCHESTER, N. Y., THURSDAY, JULY 9, 1942

PHONE, STONE 6000 If You Do Not Receive Your Copy Regularly

## Shop With Confidence From This Paper!

### SHOPPING NEWS ADVERTISERS TELL THE TRUTH



When you pick up the paper, do you believe you read? Shopping News advertisers merit your confidence. That's a big part of our job here at shopping News office. Most merchants are truthful in their advertising messages without any urging on our part. They know that it pays in increased business. An honest man doesn't mislead the public and most merchants, we believe you'll agree are honest men. There is a minority who will violate some principles if they are given the opportunity. **BUT THEY DON'T GET THAT OPPORTUNITY IN THIS PAPER.** All advertising messages

are scanned by Shopping News Committee On Publications before the are printed in this paper. Then if there is any question as to their truthfulness, the advertisement is submitted to a group of five impartial merchants and their word is final.

Sometimes, this means that we refuse to run an advertisement unless the advertiser agrees to abide by the regulations. But, we too, have found that it pays to tell the truth. So when you pick up your copy of Shopping News, remember — we're continually working at our job to save your money.

#### PHONE STONE 6000

If, at any time, you find a misrepresentation in the column of Shopping News, you'll be doing us a distinct favor if you call it to our attention. Don't hesitate to phone us. We'll investigate your complaint fully and promptly.

## SALE—BATHING SUITS & SPORTSWEAR

Buy Direct From The Jobbing House and SAVE MORE!

Better Values • More Shopping Convenience  
— Wider Varieties —  
For The Entire Family



#### MEN'S SWIM TRUNKS

Lastex, wool lastex, gabardines, poplin. Sizes 30 to 50.

\$1.19 - \$1.79 - \$2.98

Boys' 98c-\$1.39

Men's—Ladies—Boys Indian Type

#### MOCCASINS \$1.79

Genuine leather. Exceptionally comfortable. Men's sizes 6 to 12; ladies 2-7; boys 2-5.

OTHERS TO \$2.89

MEN'S

#### SPORT SLACKS

\$1.59

2000 pairs to choose from in washable cottons, rayons and gabardines. Also whippoorwill, covers and iridescent. Many with zipper pleats and cuffs.

Sizes 29 to 54

To \$7.98

- |                               |           |
|-------------------------------|-----------|
| JUNIOR SLACK SETS             | 1.98 up   |
| BOYS' SANFORIZED SLACKS       | \$1.59 up |
| BOYS' BROADCLOTH SPORT SHIRTS | 79c up    |
| BOYS' CREW SHIRTS             | 3 for \$1 |
| BOYS' KHAKI CAMP SHORTS       | \$1.19    |
| BOYS' PLAY SHORTS             | 79c up    |
| CHILDS' PLAY OVERALLS         | 59c up    |



MEN'S

#### SPORT SHIRTS

- Popular Models
- Novelty Styles
- Wide Selection
- Extra Large Sizes

\$1.00 TO \$3.98



Men's White

#### CREW SHIRTS

Quarter sleeves — 35c  
Fine combed yarn — 35c  
Sizes S. M. L.

3 for \$1.00

MEN'S

#### Leisure COATS

\$6.98

Smart, two-tone coats of comfortable, soft flannel. Suitable for dress or sport.

Reg. 8.98 Val.

Men's Long and Short Sleeved

#### SPORT ENSEMBLES

1000 TO CHOOSE FROM! A variety of Sport Ensembles such as you've never seen before! Washable cotton suits for knocking around smart Rayon, Sharkskin, Gabardine and Covert suits for sportswear.

\$2.69 .. TO .. \$10.95

Sizes 29 to 50

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

Men's Washable Sanforized

#### SPORT SHIRTS

Short sleeves—convertible collar—choice of white, tan, blue, green—several cool materials to pick from. Sizes S. M. L. Regular \$1.00.

69c

LADIES' WASHABLE

#### Sport Ensembles

\$1.19

In-n-outer models in a choice of popular colors. Light weight, cool and comfortable. A superb value. Sizes 12 to 18. Reg. \$1.85 value.

#### OTHER SPORT ENSEMBLES

Choice of rayons, gabardines, sharkskins.

\$1.79 to \$5.98

Sizes 12-46

LADIES' COTTON DRESSMAKER

#### BATHING SUITS

Beautiful floral patterns with jersey trunks and lining. Typical Jobbing House values! OTHERS — 1 and 2 piece WOOL LASTEX AND NOVELTIES FROM 1.98 to 4.98.

EXTRA LARGE SUITS \$3.95-\$4.29

Sizes To 56

- |                               |            |
|-------------------------------|------------|
| Striped CREW SHIRTS           | 95c        |
| Cotton Gabardine SPORT BLOUSE | 79c        |
| Washable Cotton SHORTS        | 55c        |
| Mannish Tailored SLACKS       | 95c - 4.98 |
| Girls' Wool Lastex SWIM SUITS | 89c        |
| Juvenile SWIM SUITS           | 59c        |





**First Choice FOR EXTRA VACATION VALUE**

More Enjoyment—Lower Cost  
No car needed! All amusements conveniently near 250 rooms, swimming baths, bathing direct from hotel, "Ship's Sun Deck", exceptional food, bookies. Weekly from \$35.00 per person, with meals, double.

**Colton Manor**  
ONE OF ATLANTIC CITY'S NEWEST FIREPROOF HOTELS  
PENNSYLVANIA AVE. PAUL ROCHTER, MGR.

**Edwards**  
JULY SPECIAL  
From Our Photo Studio

**FREE PORTRAIT SITTING**

During the month of July we make this sensational free offer to acquaint you with our superior Portrait work. We know we can please you and are willing to prove it to you without one cent of cost or obligation to you. Stop in anytime, and let our expert photographer make our regular 12 pose sitting of you. When you see the proofs you may order as many or as few pictures as you want, or none at all. You don't have to spend a penny unless you are fully satisfied. And your word is final.

**ALWAYS 12 PROOFS**

Our marvelous new cinematograph camera offers you 12 proofs, assuring you the most natural, life-like and real portrait you've ever seen.

**PHOTO STUDIO**  
Main Floor—In The Green Room

**Fashion Flash: "Hearts and Flowers"** has been set to rhinestones in a pin worn by Julie Stevens. The large jeweled heart of red brilliants is outlined with white rhinestones and topped by a sprig of enamel flowers.

**GET OUT OF DEBT**  
With a  
**CENTRAL TRUST LOAN**  
Compare the Cost:

Amount	6	9	12
\$100	17.27	11.69	8.99
\$200	34.54	23.37	17.97
\$300	51.81	35.06	26.96
\$400	69.07	46.74	35.95
\$500	86.34	58.43	44.94

The Above Payments Provide Life Insurance to Protect Your Loan

**CENTRAL TRUST CO.**  
25 E. MAIN  
1806 EAST AVE.  
Phone MAIN 1625  
Member F. I. C.

**Sale! SLACK SUITS**

Value To \$6.95  
**\$4.65**

Value To \$8.95  
**\$6.85**

Value To \$12.95  
**\$7.65**

OPEN MON. & THURS. EVES. 'TIL 9

**The SPORT SHOP**  
23 CLINTON AVE. S.  
Opposite Hotel Seneca

### Comedy Acts Scheduled For Grotto Rodeo

There is plenty of comedy to be seen at the Grotto Rodeo scheduled for Edgerton Park for one week starting Monday, July 20. These laugh-producing acts are put on for the purpose of relieving the tension brought on by the competitions in what has been termed the most dangerous sport in the world. They also give contestants who are entered in more than one contest a breathing spell, while the chutes are being refilled.

Funmakers this year will include Jack Knapp, diminutive cowboy—four feet five inches tall—who presents a burlesque Mexican bull fight which never fails to keep the audience in gales of laughter. Naturally, because of Jack's size, a dwarf bull is used, but this only adds to the amusement.

Other western clowns on the program include Hardpan Hank, the Brahma Twins, Marvin Hoover, his bucking ford and his family.

### Banker Group To Stage Dinner Dance At Bay

A dinner dance at Newport House on Irondequoit Bay has been arranged by members of the Rochester Chapter, American Institute of Banking for Saturday, July 18.

A southern-fried chicken dinner will be served at 6:30 p. m. to be followed by dancing beginning at 9 p. m. Frank Skultety's orchestra will play for dancing and also for a floor show which will be put on during the dancing period.

Richard T. Brairton, chairman of the social and entertainment committee is in charge of arrangements for this affair.

### Fashion Shop Features Semi-Annual Dress Sale

One of Rochester's most popular sales events begins today, at Darling Shop, 190 Main St. E. "Every convenience is assured the public for our semi-annual dress sale. We will provide extra sales people and additional fitting rooms on all three floors. We have always boasted one of the largest stocks of dresses in Rochester and for this event they are larger than ever. Values offered the discriminating shopper will make sales history," states the management.

The Darling Shop, air conditioned on all selling floors, will be open tonight until nine o'clock and all day Saturday.

### Church Youth Group To Have Festival

Young people of the Lakeside Presbyterian Church will stage a summer festival at the church, Lake Ave. at Stutson St. on Saturday afternoon and evening.

A picnic supper will be served. Entertainment will be provided by "The Tophatters."

### D. U. V. Tent To Plan Card Party

Plans for a summer card party will be discussed at a meeting of the Clara Barton Tent No. 22, D. U. V., tomorrow evening in Odd Fellows Temple, 11 Clinton Ave. N.

Gifts to be sent to the boys in service will be received at tomorrow's meeting.

**Why not a SMART ADDRESS**

When you visit NEW YORK

It costs no more to stay at the Vanderbilt Hotel... to enjoy the prestige of a Park Avenue address and the comfort of luxuriously furnished, more spacious rooms and suites. The Vanderbilt Hotel is near main railroad terminals, airport, shops and all else of importance.

**The VANDERBILT HOTEL**  
PARK AVENUE  
AT EAST 34TH ST.  
NEW YORK  
Oscar F. Bannor, Manager

OTHER MANAGER HOTELS  
Rochester, N.Y., Rochester, Washington, D.C., Hay-Adams  
Boston, Mass., Manager Washington, D.C., Americana  
Chicago, Ill., Plaza Washington, D.C., Hamilton  
Grand Rapids, Mich., Pines

### War Stamp Box Office



Scores of Rochester merchants have devised unique ways and means to promote the sale of War Bonds and Stamps, but the most original reported to date is the stamp and bond "box office" at E. W. Edwards. This organization has cut holes in one of their plate glass show windows, through which a young lady sells stamps and bonds to passersby.

### Book-Length Novel Featured In True Story

The August issue of True Story magazine features a book-length novel entitled "Tonight and Forever." It is the tale of a beautiful woman who discovers that love is infinite, a romantic recital of a perfect marriage, the beginning of a new life of smiles and tears, and heartbreaking experiences.

Lum and Abner of radio fame contribute an illuminating article proving that two clever young men aren't too clever to learn a few valuable lessons from the characters they created.

August True Story also contains two complete novelettes, several complete true stories, special features and the True Story Homemaker.

### OPEN TONIGHT 'TILL 9 P. M. AT SMALLS

**Vacation Special**  
NEW 1942  
**Emerson**  
"MIRACLE TONE"  
"3-WAY" PORTABLE  
PLAYS ON:  
(1) OWN POWER (2) AC (3) DC

**MODEL 424**  
SMALLER, LIGHTER, SMARTER!

Streamlined styling... Cabinet in stippled brown bakelite with polished bands. Large "Luclosed" "Superbands." Lower Operating Cost... Loop... Completely Automatic Error-Proof Power Shift—As New as Tomorrow, but Priced for Today at

**\$24.95**

**NO DOWN PAYMENT**  
Use Our Charge Account Plan!

**Smalls**  
28 MAIN STREET, East

A good method of removing brown stains from baking dishes is to let them stand overnight in a fairly strong solution of borax and water.

**Special! Ladies' Plain DRESSES**  
Dry Cleaned and Hand-Finished  
**79c**  
**SPEEDY'S**  
212-216 Court St.  
Park Free at Chimes Station  
We will pay your money parking on cleaning hats, dresses, coats, etc.

**RBE**  
Evening Classes  
Brush-up and Advanced Typing and Shorthand  
Classes are in session Tuesday and Thursday Evenings.  
Call Main 3869  
**ROCHESTER BUSINESS INSTITUTE**

**EXTRA COMFORT AND ECONOMY**  
Discover for yourself the homey comforts of this most popular hotel.  
Individually controlled radio in each room  
Savitzky Service  
Fine Room With Private Bath  
One Person—\$2.50 to \$4.00  
Two Persons—\$3.50 to \$6.00  
3 ATTRACTIVE DINING ROOMS  
Breakfast from 25c • Lunch 50c • Dinner \$1.10

**BRISTOL**  
129 WEST 48th STREET, NEW YORK CITY  
Joseph E. Bath  
Theodore E. Tolson, Jr. Alfred B. Tolson  
Catherine R. Fox, 222 Goodman St. S.

**CANADA STEAMSHIP LINES**

**SPECIAL BOAT TRIPS**  
MONTREAL AND RETURN  
Allows 3 nights and 2 days stop-over in Montreal, 5-day limit. Meals and berth included on steamer.  
Special All Expense Tours  
To Montreal  
3 DAYS—Includes meals and berth on steamer, 2 nights hotel, 3 meals in Montreal. **\$21.00**  
4 DAYS—Includes meals and berth on steamer, 3 nights hotel, 3 meals in Montreal. **\$32.00**  
U. S. TAX EXTRA!  
For further information, reservation, etc., apply to J. J. Plaster, Canada Steamship Lines, Ltd., Hotel Sagamore Bldg., Rochester, Tel. Stone 5680.

**Right When You Want 'em—at Season's Start!**  
**CLEARANCE SALE! SAVE TO \$28!**  
(on some models)  
**BOATS-MARINE SUPPLIES**

**12 FOOT "V" BOTTOM RUNABOUT BOAT**  
**82.88**  
Was 89.95  
Marine glued and felted. Permanently water tight. Salt water screw construction. Takes up to 10 H. P. motor. Same boat 14 foot, regularly 104.95, sale price 98.88. Both Stores.

**14 FOOT MAHOGANY DELUXE RUNABOUT**  
**174.95**  
Was 199.95  
Every plank is solid genuine Philippine mahogany. Pin oak frame. V bottom construction. Takes up to 32 H. P. motor. 16 foot boat regularly \$219.95, sale price \$187.95. Monroe Store Only.

**BOTH STORES OPEN TILL 9:30 FRIDAY AND SATURDAY NIGHTS**

**12 FOOT WELDWOOD STANDARD ROWBOAT**  
**52.95**  
Was 69.95  
Marine glued and felted, weighs 98 pounds, can be used as car top boat. Silver fir frame, western cedar seats, 14 foot boat, \$62.95. Monroe Store, Rear.

Pair 6-foot Sassafras Oars ... 2.59  
Pair Oar locks wit Pins ... 34c  
Pair side mounting sockets ... 29c  
Box type life preserver cushion ... 1.49  
Chrome lite for boat bow ... 4.19  
Chrome lite for boat stern ... 3.59

5 3/4 horsepower outboard motor ... 99.50  
Outboard motor grease, tube ... 29c  
Galvanized strainer gas funnel ... 89c  
Fisherman's Anchor ... 1.49  
Gov't approved boat whistle ... 69c

Marine Supplies on Sale Both Stores

**Cantilever Tackle Box**  
**2.49** Both Stores  
All steel, stippled finish, top tray cork lined, complete with lock. Others to \$10.95.

**All Steel Cast Rod**  
**4.29** Both Stores  
Finely balanced, tempered steel, with plenty of whip, easy glass cast guides, cork handle. Others to \$9.95.

**Sears Roebuck and Co.** MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.

**Weed's**  
"Rochester's Most Interesting Store"

**STAINLESS STEEL SAUCE PANS**

Qt. Size **\$1.00**  
2 Qt. Size **\$1.50**

More healthful, better tasting foods with stainless steel cooking. Conserves food, saves time and shortening.

**THE Utilo ROLLMASTER HIDE-AWAY CHEST ON WHEELS**  
**\$1.29**  
Reg. \$1.75

Wood reinforced Woodtone finish. Fibre board. Ball bearing casters. 44 in. long, 19 in. wide by 9 in. high.

**Advance Sale 8-Piece FIRE PLACE SET \$15.95**

Set consists of three fold, full bound screen; full fashioned ball top andirons and 5-piece tool set (tongs, brush, shovel and poker).

Burnt Antique Brass or Swedish Finish

**MAIN 7900**

**Weed's**  
15 EXCHANGE ST.  
Free City Deliveries  
FREE PARKING OPPOSITE



Rochester Sun, Thursday, July 9, 1942

DO YOUR PART—BUY WAR STAMPS

PAGE THREE

## DARLING SHOP SEMI-ANNUAL

# SALE DRESSES

# 577

SECOND FLOOR

# 377

FASHION CENTER, DOWNSTAIRS

# 277

FASHION CENTER, DOWNSTAIRS

# 177

FASHION CENTER, DOWNSTAIRS

New and Greater  
**Darling Shop**  
190 MAIN ST. EAST

SHOP IN AIR CONDITIONED COMFORT  
3 TREMENDOUS FLOORS OF FASHION!

## FETCHING



White satin and pink roses are combined to make this fetching feminine hat, worn by lovely CBS actress Marjorie Bell. A little black velvet bow with a perfectly simple frock.

There is Always Somebody on Your  
Gift List to be Remembered



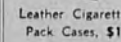
Leather Fitted  
Case of handy  
size; snap closing.  
\$3.95



Leather Correspondence Case;  
zipper closing.  
\$3.95



Photograph  
Holders in Assorted  
Leathers, from \$1.00



Leather Cigarette  
Pack Cases, \$1



Leather Tobacco  
Pouches, \$1 to \$5



Leather Bill Folds  
and Key Cases,  
\$1 to \$6



Cigarette Cases  
and Lighters,  
\$1 to \$5

Genuine Split  
Walrus  
Travel Bag \$7.95

A handsome bag whose real  
Walrus leather insures durability. Opens and closes with a locking zip.

Charge Accounts—Mail Orders—Telephone, Stone 915

**LIKLY'S Gift**  
Est'd 1844 271 Main St. E.



I wonder if you know what a whale of a job the USO is doing for the boys in the army camps and naval stations? Many of us in Hollywood have had a chance to see it ourselves, and I can't tell you how strong we are for it.

The gang out here has been mighty glad to be able to help—some with money, others by giving shows at the camps—most all of us in some way or another.

So I'd like to put in my plea for everyone, everywhere, to pitch in and make sure the USO gets the funds it needs. They're doing up the swell job of keeping up the spirit of our fighting men. So—dig a little deeper, won't you, and give everything you can?

*Signature*

Send your contribution to your local USO chairman or to National Headquarters, USO, Empire State Building New York City.

This Space Contributed By  
Rochester Sun Shopping News

## DIARY Of a Famous Beauty Authority

By HELENA RUBINSTEIN  
New York—There are certain beauty "extras" which are as important to your loveliness as a gala evening dress is important to your wardrobe.

During the day, present a bright, alert, well-groomed appearance, but for those special occasions which mean so much to a woman (the "highlights" in one's life to be long remembered), create a special radiance which makes everyone aware of your beauty.

If you learn how to give yourself successfully a "masque" treatment, you can make a spectacularly beautiful entrance. There are masques for three ages of beauty: a special cream masque for the very young; a herbal masque with local stimulating and quick pick-up qualities for those from 25 to 39; and a silky beautifit for women past 40.

The special cream masque, in addition to giving your skin incredible smoothness, has an effective mechanical action on blackheads and accumulated grime, which makes it particularly good for the very young. The herbal masque, on the other hand, is infinitely refreshing and imparts a glow that lasts through the whole evening.

The technique of using either is the same: apply a thin layer of the masque over face and neck, upward and outward massage movements, and pat it into the skin for a few minutes. Apply a second and thicker application in the opposite direction so that it forms a perfect covering. In twenty minutes, remove the masque with warm water followed by dashing of cold — and your complexion emerges sparkling, fresh, eager for a special party make-up.

The beautifit masque treatment consists of a specially treated silk jersey masque which is wet with an astringent lotion and then adjusted to the contour of your face. Leave it on for a half hour while you rest, then rinse your face with cold water.

Here is a gala make-up for under-thirty complexions: if your skin has any blemishes or flaws, use a "conceal" cream foundation to cover them and give your skin a warm tone. If your skin is blemish-free, use a foundation lotion, a velvety liquid which flows over your complexion like silk and leaves it feeling like silk. Over this use a LIGHT powder (like

peachbloom) and paint on a DARK lipstick (like red velvet or orchid red). You may have been advised to use a dark powder and light lipstick, but I

assure you that the light-powder, dark-lipstick technique is doubly effective for evening. Add a touch of waterproof mascara and light lipstick, but I

(Continued on Page 9)

EASTWOOD'S

JULY CLEARANCE

# Sale

Hundreds of Pairs

White and Dark

Shoes For The

## SUB-DEB

REGULARLY \$4.45 and \$4.95

Drastically Reduced to

# \$3.45



Whites, blacks, browns, blues, reds. Eastwood quality shoes at real savings. All heel heights. Shoes for sport, school and for dress. It's the value event of a lifetime. Take advantage of this low price—this week!

ALL SALES FINAL!

## EASTWOOD'S

29 EAST AVE.

Anna E. Dean, 478 Lexington Ave.

in the Nationals Basement



Mothers!  
Here Are  
Savings  
You'll Want

Annual July

# Clearance

## BASEMENT Boys' Wear

Broken Groups Of Our This Season's  
Stocks . . . At Greatly Reduced Prices

STUDENT SPORT COATS . . . \$10  
GABARDINE SLACKS . . . \$3.95  
SHIRT 'N SLACK SETS . . . \$2.49  
BOYS' SPORT SHIRTS . . . 73c  
BOYS' BASQUE SHIRTS . . . 39c  
BOYS' WASH SLACKS . . . \$1.59  
BOYS' SUMMER SOX . . . 19c  
BATHING TRUNKS . . . 95c

The  
**NATIONAL**  
EAST MAIN AT STONE

Projansky's is Air-Cooled for Comfort



## Buy War Bonds

Everything to Gain  
Nothing to Lose

First-and-Best  
Full-Week-End of  
After the Fourth  
Close-Outs

Continuously necessary re-grouping and reducing brings ever greater values into ever lower price groups. Shopping interest, consequently, becomes more enthusiastic with each succeeding day.

Dresses  
Coats  
Suits

1/4 to 1/2 OFF

Hats--Blouses--Skirts

New Charge Accounts Invited

## Projansky

Center of Things Fashionable 39 East Ave.



PAGE TWO

First Choice  
VAC  
Mor  
No  
con  
THIS YEAR IS  
ATLANTIC  
CITY  
AND THAT  
MEANS  
Colto  
PENNSYLVANIA

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natural  
trait y  
Main F

## Designed for YOU . . .

In Smith Ceramic's display of fine glass-ware, china and pottery you're certain to find some things matching your fondest wishes — articles that seem actually MADE FOR YOU.

**SMITH CERAMIC STUDIOS**  
903 MONROE AVE.



Set of 8 . . . 75c to \$1.50

Virginia C. Chapman, 409 Caroline St.

**SALE**

BAGS AND ACCESSORIES ALSO REDUCED!

**Red Cross Shoes**

**\$5.45**

Regularly **\$6.95**

★ Priced way below our low ceiling  
★ Stock up for wear now and later  
★ Thousands of pairs on sale  
★ Most styles included! All sizes

**Arthur Kent**  
Rochester's Only Exclusive Red Cross Shoe Store  
**23 EAST AVENUE**  
Rochester

**KEEP YOUR GARBAGE CAN FRESH**  
AS A SEA BREEZE!

**SANI GARB**

with **20c**

EVEN when it's 100 degrees in the shade—your garbage can keeps fresh and sanitary with this efficient deodorant!

... And don't forget—Sani-Garb's companion

**Trig**

**25c**

TO KEEP YOUR HOME SHIP-SHAPE AND CLEAN IN HALF THE TIME!

Both Trig & Sani-Garb sold at: Wegmans, Bibles, Edwards, McCurdy's, Red & White Stores, Star Super Markets and 383 neighborhood grocers and hardware stores.

## YOUR SUNDAY DINNER



Here's an idea that's worth investigating for next Sunday's dinner July 12. It's summer meat pie with carrots, peas and potatoes included in it. You know what built up the appetite for this dish—an appetizer of cool, luscious melon balls. Lettuce with Russian dressing, cloverleaf rolls and nut brittle ice cream complete this meal.

**Melon Balls**  
\*Summer Meat Pie  
\*Lettuce with Russian Dressing  
\*Cloverleaf Rolls  
\*Nut Brittle Ice Cream  
Beverage

**Summer Meat Pie**  
1 lb. beef chuck  
1 lb. lamb shoulder  
Flour for dredging  
Lard for browning  
12 small onions  
4 carrots  
4 potatoes  
1 cup string beans  
1 teaspoon Worcestershire sauce  
2 cups meat stock

Have meat cut in 1-inch cubes. Dredge with flour and brown in hot lard. Season with salt and pepper and place in casserole. Also pile in casserole, whole small onions, sliced car-

**TONIGHT AND FOREVER**  
A complete book-length novel. The story of a beautiful woman who discovered that love is indefinite.  
**AS WE BECAME MAN AND WIFE**  
The true story of people who love each other and can just about tear each other's hearts to bits.  
**SKY ROCKETS IN MY HEART**  
A complete novelette of young love.

**TRUE STORY MAGAZINE**  
10c AUGUST ISSUE NOW ON SALE 10c

**TO SERVE 6 YOU NEED:**  
2 cantaloupes  
1 lb. beef chuck  
1 pound lamb shoulder  
12 small onions  
4 carrots  
4 potatoes  
1 small can string beans

**TRYNOSKI'S SNAPPY MUSTARD**  
Full of Zip and Flavor  
Generous 5-ounce trial size at your favorite grocers. **10c**

**Give Your Grocer A Break!**

His job, since the Price Control program went into effect, is a tough one! Remember, he has hundreds of items in his store that are affected by this order.

The very job of cataloging them and checking back on his prices is tremendous, let alone the complexities of the controlled and noncontrolled items.

He is doing everything in his power to help the Government work out this wartime measure, so don't be hard on him—don't be critical—where and when necessary the Government will do the enforcing.

This advertising space has been donated to the **OFFICE OF PRICE ADMINISTRATION, WASHINGTON, D.C.**

The Rochester Sun-Shopping News

**SERVE These Foods EVERY DAY!**

## Does YOUR Family Eat These Essential Foods EACH DAY?

**BEEF ROASTS** 25c lb.  
**COOKED HAMS** 38c lb.  
**VEAL ROASTS** 33c lb.

Tender Juice—Filled Shoulder  
Whole or Shank Half-Tender Sweet  
Boneless Rolled

Quality, Variety and Price Make Wegmans Rochester's Largest Meat Retailers!

**GROCERY BARGAINS!**

Delicious Green Gables  
**Salad Dressing** qt. **31c**  
Salad Dressing  
**Miracle Whip** qt. **37c**  
Wegmans Creamy Fresh  
**Mayonnaise** qt. **41c**  
125 Foot Roll Cut Rite  
**Wax Paper** 2 rolls **29c**  
Tall Can Wholesome  
**Pet Milk** 3 cans **25c**  
Delicious Gelatin Desserts  
**Knox Jell** pkg. **5c**  
Large Bottle, Imperial  
**Soft Drinks** 3 bot. **25c**  
Quart Can  
**Lion Beer** qt. **21c**  
Old Abbey Ale or  
**Simon Pure Beer** qt. **18c**

**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 SUPER MARKETS  
**FREE** PARKING FOR CUSTOMERS

**HOW TO STRETCH A TIN OF TUNA**

**BREAST-O'-CHICKEN BRAND TUNA FISH**

A little Breast-O'-Chicken Brand Tuna adds a lot to your menus... makes main-course dishes go further, makes leftovers taste new and different! And every ounce you pay for you can use. Breast-O'-Chicken Tuna is flavorful and tasty, grand for hearty, hot dishes... or cool, nourishing summer salads.

**NUTRITION CASSEROLE**  
Melt 4 tbsp. butter, stir in 3 tbsp. flour, 1 1/2 tsp. salt, 1/2 tsp. paprika, 2 1/2 c. milk, cook until thickened, stirring constantly. Remove from heat, stir in 1 c. grated cheese, 1 tin Breast-O'-Chicken Tuna and oil. Add 1 9-oz. pkg. cooked macaroni, bake in oiled casserole in moderate oven (400°) F. 30 min.

**VICTORY SALAD**  
Arrange crisp lettuce leaves in bowl, mix together lightly: chopped head of lettuce, 3 sliced tomatoes, 3 sliced hard-cooked eggs, 6 chopped radishes, 1 sliced cucumber, 2 diced green onions, 1 tin Breast-O'-Chicken Tuna. Season with salt, pepper and 2 tbsp. vinegar. Add 6 tbsp. mayonnaise and garnish with parsley.

**EVERY PAYDAY BUY A BOND**

**WESTGATE SEA PRODUCTS CO**  
San Diego, California

**BREAST-O'-CHICKEN Brand FANCY TUNA FISH**



**Sibley, Lindsay & Curr Co.**

**NEW STORE HOURS**  
MONDAYS — Open from 12 Noon to 9 P. M.  
TUESDAYS thru FRIDAYS — Open from 9:45 A. M. to 5:30 P. M.  
SATURDAYS — Open from 9:45 A. M. to 1 P. M.  
Telephone Order Board Open at 8 A. M.  
PHONE Stone 6500

# 1½ MORE DAYS TO SAVE IN OUR GREAT OPPORTUNITY SALE

## BARGAINS FOR YOU, YOUR FAMILY, YOUR HOME

TUNE IN  
On Our  
POWER CLOCK PROGRAM  
8:45 to 10 P. M.  
WHEN  
Mondays Through Fridays

**Plump, Gay Summer  
Reg. \$1.00  
Pillows**

**77c**

Great selections of styles — needlepoint prints, figured crash, stripes. Get a lot, to give your porch, cottage, living room color and comfort!

ART GOODS,  
THIRD FLOOR



**\$6.20 Open Stock!**

**20-Pc.  
Vernon  
Dinner Set**

**3.99**

Beloved Vernon "Ultra" design — simple, smart, streamlined. Service for 4 in fern, aster, gardenia, carnation or buttercup. You save \$2.21!

CHINA, FOURTH FLOOR



**All \$1.25 Values!  
Girls' 1-Pc.  
Playsuit**

**97c**

Pert striped seersuckers and dotted cotton prints in bright blues and reds. All easily laundered. Sizes 7 to 14.

GIRLS' SHOP,  
THIRD FLOOR



**\$2.00 Values  
Pompadour  
Berets**

**1.69**

One of the most exciting Sibley hat values in the Sale! Rayon belting beret, to dramatize your pomp! Black, brown, navy, white.

HAT BAR, MAIN FLOOR



**Reg. \$3.99! Warm  
Pepperell  
Blankets**

**3.19**

Extra long (72x90"), extra sturdy blankets of 5% wool, 25% rayon, 70% cotton. Deep spongy weave with rayon satin binding.

BEDDING, THIRD FLOOR



**Reg. 69c! Embossed  
Leatherette  
Scrap Books**

**49c**

Ivory or brown embossed leatherette scrap books to file your clippings and photos.

STATIONERY,  
AISLE N



**With Folding Legs!  
Infants'  
Carrying  
Basket**

**3.49**

A portable bed for indoors, outdoors or the car! Enameled in ivory. Equipped with casters and carrying handles. 32½x18x30.

BABY SHOP,  
THIRD FLOOR



**\$2.50 to \$3.99 Val.  
Cool Cotton  
Dresses**

**1.69**

Lawns, piques, voiles, broadcloths! — All washable, fast color prints, in a wide variety of colors! 12-20, 18½-26½, 38-52.

DAYTIME DRESSES,  
THIRD FLOOR

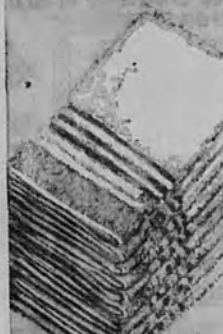


**49c Heavy, Bath-Size  
Turkish  
Towels**

**39c**

Generously big, fluffy, thick towels, 22x44 inches. White with smart colored borders. Stock up for your home and your cottage!

LINENS, MAIN FLOOR



**Lovely \$1.69  
Floral  
Pictures**

**99c**

Choose from a wide variety of charming subjects to add new interest to your home! Unusually large pictures, nicely framed, amazingly low — priced!

PICTURES,  
FOURTH FLOOR



**Regularly \$1.25  
Boys' Shorts  
and Shirts**

**Each 97c**

In - and - outer sports shirts of broadcloth, crash, spun rayon or gabardine, 8-20. Self-belted shorts of denim, crash, Gab-lex. Sizes 6 to 16.

BOYS' SHOP,  
THIRD FLOOR



**Reg. \$6.95 and \$7.95  
McKetrick  
Classics**

**4.99**

Well designed, well tailored! At nearly \$2.00 and \$3.00 savings! Sketched, 2-pc. spun rayon polka dot. Others, including Bemberg sheers! — Sizes 12 to 20.

THRIFT SHOP,  
SECOND FLOOR

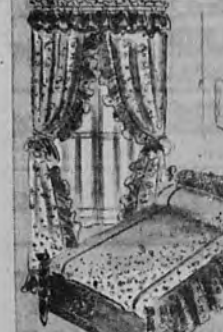


**Close-Out! Matched  
Bedspreads  
and Drapes**

**1.39**

Pretty, rose-printed percale spreads (single and double bed sizes) with draperies to match. Regularly \$1.98, sensationally reduced for clearance!

CURTAINS,  
THIRD FLOOR



**Regular 50c  
Silco Water  
Softener**

**5-Lb. Bag 39c**

**3 Bags 1.00**

Silco will soften the hardest water, make the skin feel smooth. Choice of Pine, Bouquet, Apple Blossom, Lavender or Lilac.

TOILETRIES,  
MAIN FLOOR



**25c to 29c Men's  
and Women's  
Smart  
Handkerchiefs**

**19c**

Women's prints, color-on-whites, initials and pastels of linen and cotton. Men's sheer cotton cords and smart woven colored borders.

ESCALATOR COUNTER,  
MAIN FLOOR



**Sensational Kayser's  
"Victory"  
Rayon Hose**

**Regularly \$1.00 89c**

Beautiful, clear, flattering. Service and chiffon, with cotton reinforced toes, regular or Fit-All tops. Summertime, beige-tone, 8½-11.

HOSIERY, MAIN FLOOR



**\$2.98 Value! Handy  
Nok-About  
Case**

**1.99**

The kind of case you'll find indispensable in the car, at hotels, the beach. Washable lining, removable tray, choice of colors.

LUGGAGE,  
FOURTH FLOOR



**Regular \$4.95  
Cinderella  
Shoes**

**3.90**

Spectator, dressy shoes, sports shoes! Calf, patent, gabardine, buckskin! White, black, tan, blue, wheat and combinations! Save \$1.05 a pair!

CINDERELLA SHOES,  
MAIN FLOOR

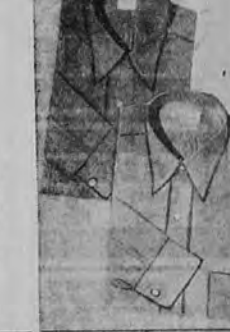


**\$1.75 Values  
Men's Fine  
Shirts**

**1.39**

Famous brands. Favorite quality shirts in a splendid selection of collar - attached styles. Broadcloths, piques, Plain colors, patterns, and whites.

STORE FOR MEN, MAIN



**85c to \$1.00 Values.  
Fabric  
Gloves**

**59c**

Smart pull-ons and shorties . . . rayons, cool meshes and novelty fabrics! Plenty of white, grand summer colors! All washable, all worth more! Sizes 6 to 7½.

GLOVES, MAIN FLOOR



**Regularly \$5.49  
50-Foot  
Hose**

**3.99**

Government approved "Victory" hose to keep your lawn and garden well-watered and green. 50 - foot length, complete with couplings.

HOUSEWARE,  
THIRD FLOOR



**Beautiful White Rayon  
Sharkskin  
Dickies**

**62c**

A real Opportunity Sale value to add new life and freshness to your summer suits. Very special at just 62c each.

NECKWEAR,  
MAIN FLOOR



**Regularly \$15  
Men's Sports  
Coats**

**11.95**

Favorite plain-back, 3-button models, superbly tailored in luxurious Shetlands and tweeds in plaid, plain, check or heringbone patterns.

STORE FOR MEN, MAIN



**Fabrics! Leathers!  
Beautiful  
Handbags**

**Regularly \$2.00 1.69**

Wonderful variety! White pig-grained leather, capeskin, wheat linen with turftan trim. Tophandles, envelopes, dressmaker or tailored.

HANDBAGS, MAIN FLOOR



Family Eat  
Foods

**25c**  
lb.

**38c**  
lb.

**33c**  
lb.

Rochester's

qt. **31c**

qt. **37c**

qt. **41c**

**29c**

**25c**

pkg. **5c**

**25c**

**21c**

**18c**

PETITES

LAND LAKES

ETS

MARKING FOR  
CUSTOMERS











**A B C PARTIES**  
**2011 E. MAIN**  
**TUES. and SAT. NITES**  
**8:30 P. M.**  
**SAT. NITE**  
**JACKPOT**

**\$40**

**Beeley's Bingo**

SUNDAY at 2:30 and 5 P. M.  
WED. at 1:30 P. M.

Mon., Tues., Wed., Fri., Sat. at 8:15

**EXTRA BOARD FREE**  
**WITH TRIPLE BOARD**

**142 GENESEE ST. in REAR**

**HOLLYWOOD BINGO**

Open Every Wednesday, Thursday, Friday  
Saturday Nites

**25c**  
OFF

**25c**  
OFF

2 JACK POTS

When buying  
Triple Board  
and Book of  
Specials.

When buying  
Triple Board  
and Book of  
Specials.

Thursday  
July 9th

Friday  
July 10

**ALWAYS A GOOD TIME  
AT THE**

**35 PULLMAN AVE.**  
**Off Lake & Ridge**

**HOLLYWOOD**



July 9, 1942

Rochester Sun, Thursday, July 9, 1942

DO YOUR PART—BUY WAR STAMPS

PAGE NINE

## Sunday Dinner

(Continued from Page 4)  
cups meat stock and let cook until thickened. Season with Worcestershire sauce. Pour this over meat and vegetables and cook in a moderate oven 350 degrees F. for 20 minutes. Remove from oven and top with a biscuit crust. Return to 400 degree oven for another 5-20 minutes and bake until crust is brown and done. If you want a nice brown glaze on crust brush with beaten egg before baking.

**Russian Dressing**  
1 cup olive or salad oil  
1/4 cup vinegar  
Few grains cayenne  
1/4 teaspoon white pepper  
2 tablespoons chopped parsley  
2 tablespoons prepared horseradish  
Combine and beat or shake thoroughly before using. Makes 1 1/4 cups. Pour over crisp wedges of lettuce.

**Nut Brittle Ice Cream**  
1 pint milk  
2 tablespoons flour  
2 tablespoons water  
1/2 cup sugar  
2 egg yolks  
1 cup heavy cream  
1 teaspoon vanilla  
1 cup crushed peanut brittle

Scald the milk, stirring constantly. Mix the flour and cold water to a smooth paste and add to it slowly the scalded milk, continuing the stirring. When thickened, cook over hot water for about 15 minutes. Add sugar and beaten egg-yolks and cook 2 minutes. Strain the custard through a fine sieve and when cold, add the cream, vanilla and nut brittle folding them in carefully. Freeze until firm. Makes a smooth, rich ice cream.

**Serving Hints**  
Bring the meat pie to the table in an attractive holder, serving it right at the table with all its appetizing appeal. But before we serve the meat pie we must get the appetizer ready—arrange the colorful melon balls on a tiny leaf of crisp lettuce. Pour a tablespoon of lemon juice over each cup just before serving.

Top the ice cream with a few finely chopped cherries after putting it in dessert dishes. It's the beginning of July so there ought to be a nice array of flowers in your garden. Make an attractive center piece for your table with these, being careful to arrange them in a pleasing color combination.

To lessen the danger of chipping of breaking expensive china while washing it, place a thick Turkish towel at the bottom of the dishpan.

## DIARY

(Continued from Page 3)

cara to eyelashes and spray on your special fragrance.

And here is a gala make-up for over thirty complexion: you will never know how amazingly luscious your complexion

can look until you have tried the double foundation technique. First, apply town and country make-up film, blending it smoothly over your skin. Then apply your rouge, bringing it up high over your cheeks near your eyes. Over this apply spotlight foundation, a special lotion compounded to make blue; smoldering blue-green

for brown eyes; startling jade-green for green eyes. Over the shadow spread a bit of herbal eyelid oil to make your eyes glisten like stars in the dark. Waterproof mascara, of course, for your eyelashes, to make them look luxurious and silky. If you have any personal beauty problems, Madame

Rubinstein will be happy to answer them for you. Simply address Helena Rubinstein, care of this paper.)

When ferns turn yellow, slice a raw potato and put it on top of the soil. This will draw out the worms, which are usually responsible for such condition.

## Health Hints

If you have rough, unsightly elbows, use the cuticle remover or cuticle softener from your manicure set to remove the dead skin scales. Moisten a bit of cotton with the liquid cuticle remover, and saturate the skin of your elbow with this. Let it

soak into the skin for a couple of minutes. Then rub the elbows gently to rub off the dead skin which has been loosened by the action of the liquid. Rinse the elbows and dry with a rough towel. Rub skin food cream into the elbows at night. Scrub your elbows with a handbrush when taking your daily bath.

## GROCER

### SCO

.....72c

.....24c

.....15c

.....5c

.....24c

.....7c

**LUX SOAP**

3 for 21c

**Lifebuoy Soap**

3 for 21c

**SWAN SOAP, 1 lb.**

10c

**airy Soap, 5c**

**KITE**

**A MILLION**

**INGS**

gs. 23c

**VAN CAMP MILK**

3 for 25c

.....15c

.....2 for 39c

.....9c

**TH'S**

Peas pkg. 15c

.....pkg. 15c

ley .. pkg. 9c

ans, pkg. 15c

**HEALTH**

3 rolls 22c

4 rolls 19c

1 roll 10c

**K Co., Inc.**

**RECREATION HALL**

99 CHILI AVE.

**THURS. NITE**

**GAMES**

**SION 10c**

**BOARD GAME 2**

**es On Special!**

**50 GAMES**

**5 \$5**

**WITH 3c TAX**

**ard and book of**

**ame.**

**BINGO**

**IN PRIZES**

**JACKPOTS!**

**NK**

**y's Bingo**

**at 138 and 8 P. M.**

**at 138 P. M.**

**Wed, Fri, Sat, at 8:15**

**BOARD FREE**

**TRIPLE BOARD**

**EESE ST. in REAR**

**NGO**

**day, Friday**

**K POTS**

**GOOD TIME**

**PULLMAN AVE.**

**Lake & Ridge**

**CAIN'S REALLY DOES MAKE SALADS WONDERFUL!**



USE PLENTY OF CAIN'S FOR EXTRA FLAVOR!

**CAIN'S Mastermist MAYONNAISE**

**WALKERS**

**Chicken Pies**

ARE STRICTLY ALL CHICKEN—NO VEGETABLES

ALSO BEEFSTEAK PIES

We are equipped to fill your order regardless of the amount. Ideal for Victory, Calistonia, large banquets, even small parties. Special prices for large quantities. NO DISHES TO RETURN.

**GLENWOOD 3783**

**26 VELOX ST.**



# Let me tell you about LOBLAWS

**YOUR COUNTRY NEEDS FATS AND OILS**  
WE WILL PAY YOU FOR THEM  
Fats for automobiles are needed for our armed forces. Pour your fat and pan drippings in a can and bring them regularly to Loblaws.

**Swift's CIRCLE "S"**  
**HOCKLESS SMOKED PICNICS** 31c  
Mild brown, sugar cure. Freshly smoked lb.  
Over hickory embers. 5 to 6 pounds.

**Stuffed Olives** 25c  
**Stokely's Pickles** 25c  
**Heinz Vinegar** 19c  
**Kraft's Mayonnaise** 31c  
**Cream Cheese** 17c

**BONELESS ROLLED BEEF POT ROAST** 29c  
Smoked Liver Sausage 35c  
Rindless Sliced BACON 33c

**Recommended**  
4789  
**Good Housekeeping Bureau**  
Conducted by  
GOOD HOUSEKEEPING MAGAZINE

**Get "MOR" FOR YOUR MONEY** 31c  
A delicious luncheon meat. Serve hot or cold. Specially developed by Wilson chefs. An Ideal Summer meat. 12 OZ. TIN

**Swift's Premium Whole or Shank Half COOKED HAM** 37c  
**SHORT CUT STANDING RIB ROAST** 27c  
SMALL END ROAST 35c  
FIRST TO FIFTH RIB 35c  
6-7-8th Rib 1 lb.

**"NATURALLY TENDER" Chuck ROAST** 25c  
Build your Sunday Dinner around one of these tender roasts. Cut from U. S. Govt. inspected steer beef.

**PURE C and E GRAPE JUICE** 26c  
Made from Chautauque and Erie County Concord grapes. No water added. Quart Btl.

**Royal Gelatin and Puddings** pkg. 6c  
**Quaker Puffed Wheat** pkg. 9c  
**Blended Juice** 27c  
**Kellogg's Pep** 12c  
**Pineapple Juice** 33c  
**Jersey Corn Flakes** 7c  
**Fruit Cocktail** 27c  
**Rosedale Corn** 23c  
**Sliced Beets** 19c  
**Davis Flaked Fish** 25c  
**Cocktail Spreads** 23c  
**Kraft Dinner** 19c

**Pillsbury Sno-sheen CAKE FLOUR** 25c  
**Burnett's Pure Vanilla Extract** 33c  
**DON'T HOARD Scott and Waldorf Tissues**  
Hoarding of bathroom tissues is unpatriotic and needless. As much as ever is being made; there is enough if all will share by keeping only normal supply on hand.

**Morrell's Liver Loaf** 23c  
92 Score—U. S. Government Certified  
**CHERRY VALLEY BUTTER** 40c  
Apple Grove Country Roll Butter 39c  
**Spring Lake Milk** 47c  
**Prido Shortening** 17c  
**All-Purpose Flour** 89c  
**Spry or Crisco** 67c  
**Cake Flour** 17c  
**Cheese Spread** 49c  
**Spaghetti Dinner** 16c  
**Egg Noodles** 25c  
**Sunshine Krispy Crackers** 17c

**Gold Medal Flour** 24-lb. sack \$1.15

**Morrell's Liver Loaf** 12-oz. tin 23c  
**CHERRY VALLEY BUTTER** 40c  
**Spring Lake Milk** 6 tall cans 47c  
**Prido Shortening** 17c  
**All-Purpose Flour** 89c  
**Spry or Crisco** 67c  
**Cake Flour** 17c  
**Cheese Spread** 49c  
**Spaghetti Dinner** 16c  
**Egg Noodles** 25c  
**Sunshine Krispy Crackers** 17c

**KRAFT Cheese Food SPREAD** 13c  
**AMERICAN OR PIMENTO** 5-oz. jar

**Golden Yellow Ripe Bananas** 3 lbs. 27c  
**Solid Heads New Cabbage** doz. 33c  
**California Lemons, Jumbo Size** 2 doz. 27c  
**Santa Rosa Red Plums** 4 for 10c  
**Large Bunches Red Radishes** 2 lbs. 9c  
**Fancy Texas Cooking Onions** 2 for 9c  
**Yellow Summer Squash, fine quality** each 59c  
**Large Watermelons** 26 lb. avg. 2 large bunches 9c  
**Home Grown Carrots** 2 for 13c  
**Fancy Graded Cucumbers**

**Large Size 150's—California VALENCIA ORANGES** Doz. 39c  
**"Victory Food Special"—Fancy RED BEETS** 2 Bunches 9c  
**"Victory Food Special"—Home Grown WAX BEANS** Or Green 2 Lbs. 19c

**Peanut Butter** 2 lb. jar 39c  
**Baker-Maid Crackers** 15c  
**Sugared Donuts** doz. 12c  
**Pork & Beans** 3 1-lb. cans 17c  
**Libby's Tomato Juice** 3 cans 20c  
**Pabulum** 18-oz. pkg. 39c  
**Orchard Park Catsup** 2 14-oz. btl. 25c  
**V-B Apple Sauce** 2 No. 305 cans 19c  
**Clapp's Rennet Desserts** pkg. 5c

**Honey Jumbo Size 27's CANTALOUPE** 15c EACH  
Cantaloupes at their best—every one a good one—Jumbo size.

**Potato Salad** 16-oz. jar 18c  
**Molasses** No. 2 25c  
**Margarine** 1-lb. can 19c  
**Washburn** 1-lb. can 10c  
**Molasses** No. 2 33c  
**Astor Rice** 2 bags 18c  
**Tea Rusk** 3 bags 10c  
**Flavor-Aid** 3 bags 10c  
**Occident Flour** 35-lb. sack \$1.10  
**Chocolates** 1-lb. box 17c  
**Smae** 12-oz. can 21c  
**Mayonnaise** Park Club 8-oz. jar 16c

**Libby's HOME STYLE PICKLES** 15-oz. jar 14c  
**SALERNO De Luxe KRAKERS** 2 pkgs. 21c

**DOG RATION** 5 lb. bag 39c  
**Gauze Linenized TISSUE** 3 rolls 11c  
**Soap Powder SPIC & SPAN** large pkg. 21c  
**New Velvet Suds IVORY SOAP** 2 large bars 19c  
**SOAP FLAKES** 2 16-oz. pkgs. 35c  
**Lady Fair Facial TISSUES** pkg. of 500 17c  
**Toilet Soap LUX** 3 bars 20c

**Octagon TOILET SOAP** bar 5c  
**Octagon Cleanser** 3 cans 14c  
**Super Suds** 3 cans 22c  
**Fairy Oval Soap** 3 bars 13c  
**Presto PIPE OPENER** 14-oz. can 17c  
**Rinso** 3 8-oz. pkgs. 30c  
**Octagon SOAP FLAKES** 2 bars 9c  
**Kirkman's SOAP** 2 1-lb. bars 43c  
**Octagon SOAP POWDER** pkg. 5c  
**Kirkman's CLEANSER** 3 cans 14c  
**Klek** 8-oz. can 11c  
**Silver Dust** 22-oz. pkg. 24c

**CLAPP'S STRAINED FOODS** 3 cans 20c  
**JUNIOR FOODS** 3 cans 25c  
**Cereal Food** 1-lb. 15c



# Thrifty Furniture Buyers— FURNITURE BARGAINS OF A LIFETIME 10 DAY CASH RAISING SALE

## MESSAGE TO THE PUBLIC:

Circumstances beyond our control have forced us to take this drastic step. It is imperative that we dispose of our gigantic stock of Bedroom, Living Room and Dining Room Sets, Rugs, Lamps, Tables, Mattresses, etc. immediately, to raise the cash we desperately need right now. That's why we've marked the prices without a thought of original cost or present loss. Our loss is your gain. If you can't bring the cash with you, pay a small deposit and we'll hold any item for 15 days. Whatever you do . . . don't miss this opportunity to save! Save! Save! All sales final!

**3-Pc.  
LIVING  
ROOM SUITE**  
**\$34**  
Cash Price

**4-Pc.  
BEDROOM  
SUITE**  
**\$44**  
Cash Price

**Innerspring  
MATTRESSES**  
**\$12**  
Cash Price

### Best Buy No. 1

**2 Pc. LIVING ROOM SUITE**  
Vermont Rock Maple  
**\$33**  
CASH PRICE

### Best Buy No. 2

**BRAND NEW ROYAL  
VACUUM CLEANERS**  
Original Price \$44.50  
**\$25**

### Best Buy No. 3

**7 PIECE DINETTE SET**  
Walnut buffet, china cabinet, table with extension leaf and 4 sturdy chairs.  
**\$66**  
CASH PRICE

### Best Buy No. 4

**5 Piece BREAKFAST SET**  
Side-leaf porcelain top table and four sturdy ladderback chairs in a set  
**\$29**  
CASH PRICE

**SORRY!** We can't offer our usual credit terms at these advertised prices. However, you can use your credit if you want to. But all sale items are "cash only" at the sale prices.

**MAJESTIC Furniture Company**  
**204 COURT ST.**  
A SMALL DEPOSIT WILL HOLD ANY ARTICLE FOR 15 DAYS

Free  
Delivery  
Free  
Parking

### Pay Cash and Save Plenty

**LIVING ROOM SUITES**  
\$105 2 Piece Rust Velour Suite .....\$60  
\$149 3 Piece Davenport, matching  
and contrasting Chairs .....\$85  
\$159 2 Piece Angora 100% Mohair .....\$90  
\$269 3 Piece Large Davenport and  
2 matching Chairs .....\$165

### Pay Cash — Save More Than You Spend For One of These

**BED ROOM SUITES**  
\$115 3 Piece Walnut Suite .....\$65  
\$99 3 Piece Waterfall Design  
(Bed, Dresser, Chest) .....\$47  
\$149 Walnut Bed, Chest, Dresser  
or Vanity and Bench .....\$89  
\$225 Jamestown Mahogany Suite  
(7 Beautiful Pieces) .....\$150

### ODD PIECES

#### At Giveaway Cash Prices

75 lb. Capacity Ice Boxes .....\$4  
Odd Unpainted Kitchen Chairs .....75c up  
Easy Sitting Chairs .....\$5  
Floor Sample Innerspring Mattress .....\$7  
Odd Dressers .....\$15  
Odd Vanities .....\$10  
4 Poster Beds .....\$7  
Odd Davenport (Taupe Velour) .....\$7.50  
3 Piece Living Room Set (good condition) .....\$15  
Odd Living Room Table (all sizes) .....75c up  
Odd Table, Junior, Floor and  
Bridge Lamps .....\$1.50 up

## CHAMPION OPEN TONITE 'TIL 9 P. M. TWO SUPER COUPON EVENTS FOR TONITE, FRIDAY & SATURDAY 'TIL 1 P. M.

WITH COUPON ONLY  
AN UNSURPASSED EVENT FOR THE LADIES!  
**LADIES' HOODED**  
FLEECE LINED CARDIGAN STYLE  
COTTON  
**SWEATER COATS**  
Excellent for Beach,  
Garden,  
Around the  
Cottage,  
Fishing, Etc.  
**\$1.00** EACH  
This Is Our  
Actual Cost.  
Buy Several  
At This Low  
Price

WITH COUPON ONLY  
A COMPANION VALUE FOR THE MEN  
A LIGHTWEIGHT POPLIN CLOTH BODY  
WITH SWEATER SLEEVES AND INSERT  
DOWN SIDES FOR GREATER FREEDOM  
AND COMFORT  
**SPORT JACKETS**  
Slightly Count-  
er Soiled  
Which Is Our  
Reason For  
Disposing of at  
This Low Price  
**\$1.98**  
SIZES  
SMALL  
MEDIUM  
LARGE  
A Bonafide  
2.98  
Value  
AT LESS THAN COST

CHAMPION  
OPEN MONDAY  
AND THURSDAY  
NITES 'TIL 9 P. M.

**Champion**  
KNITWEAR CO. 171 ST. PAUL ST.

CLOSED SATURDAY  
AT 1 O'CLOCK  
DURING JULY  
AND AUGUST

1/2 Hour Free Parking Bill's and Strand Station

TODAY THRU NEXT WEDNESDAY

KEY COUPON  
**Sweetheart SOAP**  
**3 for 11c**  
Limit 2

470 N. GOODMAN  
NEAR MAIN  
1861 MONROE  
NEAR WINTON  
**KEY**  
ROCHESTER'S MODERN  
CUT RATE  
DRUG STORES  
724 WINTON  
ROAD NO. 10  
NEAR WINTON  
457 RIDGE RD. W.  
NEAR OLNEY

KEY COUPON  
**JERGEN'S TOILET SOAP**  
**3 for 11c**  
Limit 2

KEY COUPON  
**BANDAGE**  
1/2" x 10 yds.  
Reg. 15c  
**2 for 13c**  
Limit 2

NEW! NEW! NEW!  
**SUNNY**  
THE PERFECTED LEG-MAKE-UP  
• Easily applied with cloth or  
make-up sponge.  
• Dries at once into beautiful  
summer hosiery shade.  
• Washes off easily with soap  
& water.  
**49c**  
Big 6 Ounce  
Bottle!

KEY COUPON  
**ADHESIVE Tape**  
1/2" x 35 yds. Reg. 10c  
**2 for 11c**  
Limit 2

KEY COUPON  
**SANITARY  
NAPKINS**  
Box of 12  
Limit 2  
**12c**

KEY COUPON  
**ROOT BEER  
EXTRACT**  
Reg. 25c  
Concentrated  
Makes 40 Fla.  
of Root Beer  
Limit 2  
**9c**

KEY COUPON  
**CLOTHES LINE**  
50 Feet  
Limit 2  
**14c**

KEY COUPON  
**BOOK MATCHES**  
Box of 15  
Limit 2  
**2 for 7c**

KEY COUPON  
**ANACIN  
TABLETS**  
Bottle 50  
Reg. 75c  
**59c**

KEY COUPON  
**Zinc OINTMENT**  
1 ounce tube  
Regular 25c  
**11c**

KEY COUPON  
**IPANA  
TOOTH PASTE**  
50c Size  
Tube  
**39c**

KEY COUPON  
**GILLETTE  
BLUE BLADES**  
Package  
of 25  
**98c**

KEY COUPON  
**GABY SUN-TAN  
LOTION**  
Small Med.  
**25c\* 47c**

KEY COUPON  
**DR. WEST  
TOOTH PASTE**  
Giant  
40c Tube  
**25c**

KEY COUPON  
**SQUIBB  
Milk of Magnesia**  
Large 24-Oz. Bottle  
**49c**

KEY COUPON  
**BRIDGE or  
PINOCLE  
PLAYING CARDS**  
Regular 30c  
**26c**

KEY COUPON  
**Aspirin  
TABLETS**  
5 Grain  
Bottle 100  
**9c**

KEY COUPON  
**CLAPP'S  
BABY FOOD**  
STRAINED  
**3 for 19c**

KEY COUPON  
**SACCHARIN  
TABLETS**  
Bottle  
of 1000  
1/2 oz. or 1/4 gr.  
**49c**

KEY COUPON  
**BEECHNUT  
BABY FOOD**  
Complete Assortment  
**3 for 23c**

KEY COUPON  
**POLAROID  
SUN GLASSES**  
All Sizes  
and Shades  
Light or  
Dark  
Frames  
**\$1.95**

KEY COUPON  
**MEAD  
Dextri Maltose**  
Pound  
Can  
**63c**

KEY COUPON  
**PICNIC SUPPLIES**  
Plates, Forks,  
Spoons, Straws,  
Etc.  
Reg. 10c  
3 for 23c  
**8c**

**Sale**  
**KODAKS — BROWNIES  
EASTMAN CAMERAS**  
**SIX-20 FLASH BROWNIE**  
Gets the picture regardless of light  
conditions. Uses 2 No. AA flashlight  
batteries good for many shots, and  
inexpensive No. 11A Photoflash  
lamps. If you haven't tried flash  
photography, there's a thrill in store  
for you with this inexpensive camera.  
Price, \$6.35 including Flashholder,  
but without lamps and batteries.  
**Our Price \$5.88**

**SIX-20 SPECIAL  
BROWNIE**  
Spyglass finder — OUR  
Dial lens — PRICE  
Plunger shutter re-  
lease — Near & Far  
focus — Snap of  
Time exposures.  
**\$3.40**

**A Different Miniature  
KODAK DUEX**  
Here's the latest arrival at our  
camera counter. Gives you more  
pictures for your money; the  
latest in miniature-type cameras.  
Makes 16 1 1/2 x 2 1/4 inch album size  
pictures on 820 Kodak film.  
Compact—a simple twist of the  
mount extends lens into picture  
taking position.  
**Our Low Price \$6.50**

**BABY  
BROWNIE**  
Easy to use.  
Fixed focus. Dol-  
lar value.  
**69c**

**Six-16 Brownie Junior**  
Easy to load — simple  
to use. Has two finders  
for vertical and hori-  
zontal pictures.  
**\$2.38**

**FRESH EASTMAN FILMS:**  
Regular Verichrome:  
#120 ... 21c #120V ... 32c  
#116 ... 26c #116V ... 37c  
#127 ... 18c #127V ... 26c  
#620 ... 21c #620V ... 32c  
#616 ... 26c #122V ... 58c  
**FILMS DEVELOPED  
and PRINTED**  
Any 6 or  
8 Exposures  
Roll  
**23c**

KEY COUPON  
**MEAD'S  
PABLUM**  
Large  
50c  
Size  
**39c**



PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

**Bronco Busting! — Bull Riding! — Steer Wrestling! — Calf Roping!**

Special  
Men's  
Broadcloth  
Underwear  
Shorts  
**16c**

SHOP IN  
AIR  
CONDITIONED  
COMFORT!

Closed  
Saturday  
At 1 P. M.  
During  
July and  
August



## Montreal-Quebec, 1000 Islands Cruises Planned for Shopping News Readers

Announcement of plans for three deluxe vacation cruise tours were announced this week by The Travel Department of Shopping News.

The very successful Montreal-Quebec cruise which took place at the Fourth of July holiday will be repeated during August and September. Date of the sailings are August 5 and September 2.

The third cruise offers readers of Shopping News their first opportunity to visit the lovely Thousand Islands in the St. Lawrence River, under auspices of this paper's Travel Department. Date of the Thousand Island Vacation Cruise is Monday, July 27, returning to Rochester the following Thursday.

Cost per person of the Montreal-Quebec tour, including every necessary expense (including baggage transfer and even tips) is \$49.95. The only additional expense for this cruise is for three meals while in Montreal.

Included as outstanding features of the lovely lake and river cruise are outside staterooms on the huge lake steamers of the Canada Steamship Lines for the entire cruise; a side trip to the Shrine of Ste. Anne de Beupre in Quebec;

luncheon at the Chateau Frontenac, world-famous Canadian hotel; a stay at the Mt. Royal Hotel in Montreal, largest and finest hotel in the entire British Empire; all meals while aboard ship in the main dining salon; entertainment and dancing on board ship.

The Thousand Islands tour, which leaves the municipal docks at Charlotte on Monday, July 27 at 9:50 p. m., is one which is expected to live long in the memory of the party's members. Cost of the all-expense tour is only \$32.40 per person and includes every last penny of expense for the individual.

The party will leave here on Monday night with staterooms provided for each member. Arrival at Alexandria Bay, heart of the Thousand Island playground, will be made early Thursday morning. The party will transfer directly to the Hotel Crossman on the riverfront. The Crossman is considered the finest hotel in the entire area. Members of the tour will have outside rooms, each with private bath for their stay at the islands. All meals will be served in the hotel dining room where a deserved reputation for an exceptional cuisine is maintained.

During their island stay members of the party will have the use of one of the palatial yachts docking directly at the Hotel, for a three-hour cruise through the myriad islands dotting the river.

In addition to the deluxe daylight cruise a beautiful evening motor launch tour through the estates of the millionaire Island Colony will be made.

Each tour party member will be provided with a reserved seat at the Hotel's famous "Rock Terrace" room, carved from solid rock. Here the party will witness a metropolitan night club show and participate in dancing to the music of a well-known dance orchestra.

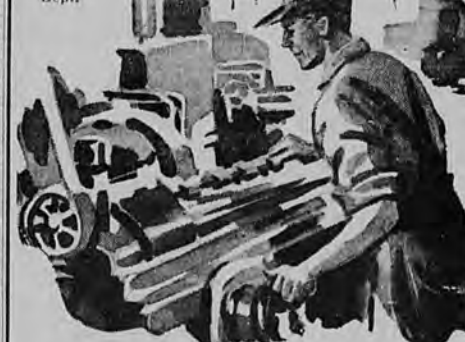
If you play tennis be sure to

take your equipment with you. Free tennis privileges will be provided for members of Shopping News party. A sporty golf course is nearby and may be used for a nominal fee.

Returning, the party will leave Alexandria Bay Thursday afternoon, July 30, for a daylight cruise in Lake Ontario. Dinner will be served in the ship's main dining room during the early evening. After dinner, enjoy dancing in the ship's ballroom. The boat will dock at Rochester at 10:30 p. m.

The tour is expected to prove exceptionally popular, as it offers so much for so little money. Further information concerning these delightful all-expense cruises, as well as reservations, may be had only at The Rochester Sun, 420 Burke Bldg., 5

**SMALLS**  
Optical  
Dept.



### GOOD EYES Help Uncle Sam

If you're part of the vast home army fighting to step up factory production, you need good eyesight! You can get a thorough check-up on your eyes at Smalls.

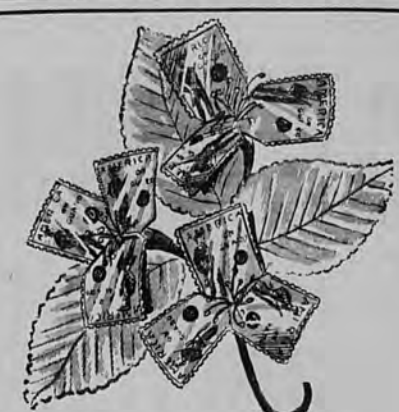
EYES EXAMINED  
GLASSES FITTED  
With  
Bausch & Lomb  
and Shuron Lenses  
EASY TERMS

Don G. Albert, Registered Optometrist

## Smalls

28 MAIN STREET, East

Open Tonight and Monday Till 9 P. M.



## Wear Your WARSAGE

as a symbol

Like the Minute Man—proudly flying atop our Flag Pole—it tells the world that you too, are regularly making purchases of War Stamps and Bonds!

Buy your Flower of Freedom! Wear it proudly. It is your Badge of Honor—and the Axis Badge of Ruin!

Warsages—at Sears \$1 each

Each Warsage has nine War Stamps

Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.

Mrs. Mildred Alger, 137 1/2 Shelter St.

**SUMMERTIME**  
BRINGS HOT WEATHER SPECIALS TO LIGGETT'S

**Liggett's**  
THE REXALL DRUG STORES

**Bourjois' Annual Summertime Special**

**Luxurious Cake of The New EVENING in PARIS BATH SOAP**  
With Regular \$1 Box of BATH POWDER

Both For **1.00**

You'll love this new bath soap perfumed with Evening in Paris (retails at 2 for \$1). Get your gift cake with purchase of bath powder.

**Talcs, Colognes, Toilet Waters**

COTY TALCS.....50¢	YARDLEY TALCUM.....55¢
BOURJOIS TALC.....50¢	HOUBIGANT TALC.....60¢
EARLY AMERICAN TALC.....50¢	H. H. AYER TALCS.....65¢

**There's Nothing Cooler, Lovelier, Than A Mist of CARA NOME COLOGNE**

You can afford to use it lavishly; to spray yourself from head to foot with a fragrant mist of Cara Nome. You get 4 ounces in this spray top bottle for

4 oz. with Atomizer **1.25**

**HELENA RUBINSTEIN** Apple Blossom Cologne.....1.00

**BLUE BONNET** or Camellia Cologne.....1.00

**AYER PINK CLOVER** or Honeysuckle Cologne.....1.15

**WRISLEY COLOGNE** 8 oz. with Atomizer.....79¢

**4711 COLOGNE** Two Sizes, 85¢ and.....1.35

**YARDLEY Lotus** Lavender Cologne.....1.50

**3 Days Only—At Liggett's—3 Days Only**

WITH THIS COUPON

**FIRST AID BOOK**

Every Home Should Have One

Tells You What To Do — Shows You How To Do It! Thousands sold in Rochester stores at 10¢ per copy—thru the mails at 15¢. Profusely and clearly illustrated—easy to read and understand.

**3¢**

**YANKY CLOVER Meadow Sweet Fragrance**

Famous Hudnut scent. Gay! Effervescent! Spicy field-flower fragrance of an American summer. Cologne 1.10 Talc 50¢; Perfume, Toilet Water, Bath Powder, each... **1.00**

COTY L'Aimant, L'Origan, Paris and Emerald Toilet Water, each.....1.25

YARDLEY'S LOVELY LAVENDER.....1.00

EARLY American Old Spice Toilet Water.....1.00

**VRAY**

The Modern Dental Cream For Whole Mouth Hygiene

Formerly 47¢ **39¢**

Not liquid or paste. A cream that pours! No old tube required to purchase Vray

**ALKA SELTZER**

helps America to keep "on the job"

60¢ size (25's) **49¢**

Quick relief from headache, acid indigestion. Try it!

**MEN—SAVE TIN**

by buying

**COLGATE or PALMOLIVE** Brushless Shave Cream in victory jars

5 oz. **39¢**

No empty tube required

**TAMPAX**

No pins  
No pad  
No belt

The Sanitary Protection That's Worn Internally

MONTH'S SUPPLY **10 for 31¢**

# SEARS MID-SUMMER PAINT SALE

Prices Reduced as much as 52¢ per gallon

## MASTER MIX PAINT

Master Mix carefully blended formula contains just enough of the proper ingredient recognized as the perfect foundation for all house paints, White Lead, Zinc Oxide, Titanium Pigments, and only the best refined Linseed Oil. Master Mix paints provide long lasting, tough wearing protective film that defies weather elements.

Master Mix House Paint, Was 3.19, Now 2.98 Gallon  
Master Mix Floor Enamel, Was 3.49, Now 3.25 Gallon  
Master Mix One Coat Flat, Was 2.69, Now 2.49 Gallon  
Master Mix Semi Gloss, Was 3.59, Now 3.39 Gallon  
Master Mix Flat Undercoat, Was 2.69, Now 2.49 Gal.  
Master Mix Trim Varnish, Was 1.29, Now 1.15 Quart  
Master Mix Spar Varnish, Was 1.49, Now 1.39 Quart  
Master Mix Color Varnish, Was 1.29, Now 1.15 Quart

**PAINT ON SALE AT THESE  
PRICES AT BOTH STORES**

## QUALITY MIXED PAINTS

Quality Mixed long life house paint is made on a formula comparable to many other nationally advertised house paints, selling at much higher prices. Full bodied, excellent hiding and coverage easy to brush, it fills the needs of those who want a real quality product at a distinct savings.

Quality Mixed House Paint, Was, 2.69, Now 2.59 Gal.  
Quality Mixed Flat Paint, Was 2.29, Now 1.77 Gallon  
Quality Mixed Semi Gloss, Was 2.98, Now 2.89 Gallon  
Quality Mix 4-Hour Enamel, Was 1.09, Now 98¢ Qt.

Both Stores Open Friday-Saturday 'til 9:30



Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.



Rochester Sun, Thursday, July 16, 1942

DO YOUR PART—BUY WAR STAMPS

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.

## DO YOU NEED MONEY?

Come to the "Bank of Personal Service"—get the money you need to meet your obligations—easily, conveniently.

No collateral, no co-maker, no red tape, prompt Service!

Personal Loan Department  
2nd Floor

If you borrow	You receive	You make 12 monthly payments of
\$ 50	\$ 50.00	\$ 4.17
100	100.00	8.33
150	150.00	12.50
200	200.00	16.67
250	250.00	20.83
300	300.00	25.00
350	350.00	29.17
400	400.00	33.33

GENESEE VALLEY TRUST COMPANY

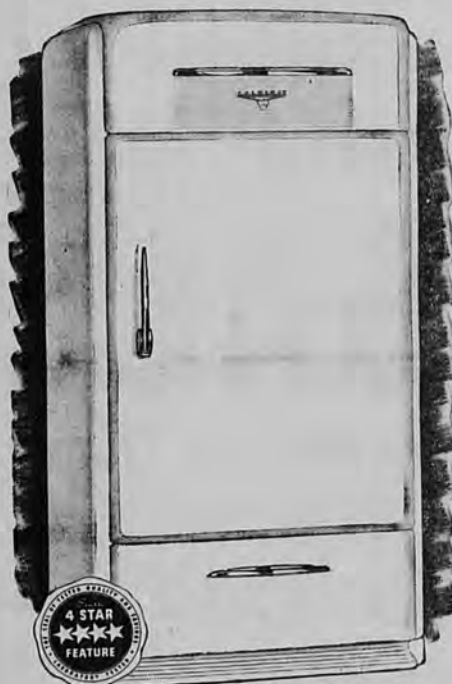
EXCHANGE AND BROAD STREETS  
ROCHESTER, N. Y.

MEMBER F. D. I. C.

Mrs. Edna O'Rourke, 117 Spruce Ave.

SEARS PROUDLY PRESENTS 1942's GREATEST  
ENGINEERING ACHIEVEMENT! SENSATIONAL NEW

## COLDSPOT SUPER SIX CONVERTIBLE REFRIGERATOR



ELECTRIC  
REFRIGERATION  
AVAILABLE  
ON SEARS PLAN!

This new 1942 Coldspot is equipped with features found in our Four Star Electric Coldspots! The refrigerator unit has been replaced with a tray to hold 75 pounds of ice. When the United States Government again permits the production of Electrical Units for Civilian use, Sears Roebuck and Co. will offer the owners of this Coldspot an opportunity to purchase Electrical Units at prevailing retail price, so they may convert this model into a complete Electrical Refrigerator.

DID YOU BUY  
A WAR  
STAMP  
TODAY

NO PRIORITY REQUIRED  
TO BUY THIS COLDSPOT  
IMMEDIATE DELIVERY

\$86<sup>95</sup>

Both Stores

Ice now—Electric Refrigeration Later! A miracle of American Ingenuity! Quality made—from top to bottom—thrifty and practically priced by America's greatest defenders of the Home Front—Sears Roebuck and Co.! Laboratory tested for food preservation! Model shown equipped to hold 75 pounds of ice!

BUY ON SEARS  
EASY PAY PLAN!

BOTH SEARS  
STORES OPEN  
FRIDAY and  
SATURDAY  
Til 9:30 P.M.

## \$200 In War Bonds Offered In Sun RKO Palace Contest

Every American family, they say, has a good story about itself. Hundreds of novels and plays have been written about family life. And here's a chance to tell the story of your family and make it pay!

Two hundred dollars in War Bonds are being offered by Shopping News and the RKO Palace Theatre for the best True Life Stories submitted in connection with the showing of Orson Welles' great screen hit, "The Magnificent Ambersons."

Based on Booth Tarkington's Pulitzer Prize novel of the same name, "The Magnificent Ambersons" opens at the Palace next Thursday.

In this paper today is the first installment of the story "The Magnificent Ambersons." Read today's installment and then sit down and write 250 words or less telling the True Life Story of your family. Or if you prefer, wait until you have read the final installment in next week's issue. All en-

tries must be mailed to The True Life Story Editor, Rochester Sun, 420 Burke Bldg., and must be postmarked not later than midnight, July 26. Judges, whose decision will be final, are: John A. Morton, vice-president

and publicity director, National Clothing Co., and David Klein, advertising director, E. W. Edwards and Son. Anyone is eligible, with the exception of employees of Shopping News and the Palace Theater. All stories submitted become the property of the Contest Sponsors.

First prize is a \$100 War Bond; second prize, a \$50 War Bond; and a third and fourth prize—a \$25 War Bond each.

## The Magnificent Ambersons

Photoplay Version of BOOTH TARKINGTON'S Famous Novel as adapted from the RKO Radio Picture by Lee Pennington.

Courtesy PHOTOPLAY Magazine

THE Amberson mansion—the white, elaborately porticoed Amberson mansion—had been the scene of the most magnificent entertaining in Midland, but the reception given there one cold and snowy night in 1904 surpassed everything that had gone before. From George Amberson Minafer, the son of Wilbur and Isabel Amberson, had reached his nineteenth birthday and the celebration in honor of this tall and handsome young man who would, some day, inherit the Ambersons' wealth, was kept up with the importance of the event.

The house—Wilbur and Isabel had always made their home with Isabel's father, old Major Amberson—was brilliantly lighted; only recently Major Amberson had replaced kerosene lamps with gas. The house was reflected from hundreds of glass pendants in chandeliers and wall brackets. The spacious high-ceilinged rooms were crowded, the women's colorful satins and towering, jewel-encrusted pumpkins contrasted by the severe black and white of their escorts' evening gowns. In the library, behind a miniature forest of potted palms, an orchestra played softly and the ballroom orchestra played for those who wished to dance. Carriages in which Midland society had arrived lined the driveway and beyond the carriage, even beyond the circle of light from the house were older guests—uninvited, unwanted guests, drawn by fabulous stories of Amberson riches, to wait in the snow in the hope that they might catch a glimpse of the festivities within.

In the receiving line, George towered above his mother and father, his grandfather, Major Amberson, his uncle, Congressman Jack Amberson, and his father's sister, Fanny Minafer. As Isabel presented each newcomer to her son and heard his correctly formal greeting, she felt faint with pride. She sensed in his manner only courtesy and graciousness; she was deaf to the undertone of condescension, unconscious of the arrogance which had led Midland, when George was only a child, to brand him as a "conceited, spoiled young-one who could get his come-uppance some day" and totally unaware that it was the power of the Amberson name and affection for George which tonight was filling the house with guests.

One guest was late and as time went by Isabel found herself wondering unhappily if Eugene Morgan had decided, after all, not to attend. He had been away from Midland for—swiftly Isabel's mind went back along the years. Why? It was more than twenty of them since she had sent him out of her life. They had been so young then—youth and very much in love; though perhaps, she reflected wryly, their love had not been tempered with very much understanding. Mechanically she responded to the greetings of her guests, but her thoughts were on that moonlit summer night when Eugene, in accordance with Midland custom, had hired a group of musicians to serenade her. In memory she could see herself as she was then, leaning out of her window, laughing in happy excitement at the group on the lawn. In memory she felt again that stab of anger and humiliation when Eugene, obviously intoxicated, had stepped forward impudently, only to fall with a crash into the bass viol and lie there, giggling drunkenly.

At her side, George stirred restlessly, recalling her to the present. "Getting bored, dear?" she asked and, at his wry grin, "Try to be patient for a little longer. Almost everyone has arrived now." She smiled gently, then lapsed into thought again. . . . In her pride and unhappiness she had rejected all Eugene's attempts to apologize for his behavior and at last, hurt, she realized these twenty years later, by her uncompromising scorn, he had gone away, shortly after that Isabel had married Wilbur Minafer, a worthy but dull young man, and after George was born she had lavished on him not only Amberson wealth but the passionate devotion which Wilbur had never aroused in her. And now Eugene was back in Midland and although Isabel reminded herself firmly that she was a middle aged married woman she couldn't suppress a little feeling of excitement at the knowledge that at any moment he might walk through the door.

As guest after guest passed along and the receiving line George became so bored and irritated by the necessity for remaining outwardly polite that he paid little attention to his mother and did not notice her heightened color and the little catch in her voice when she said, "George, this is Mr. Morgan—Eugene Morgan—an old friend of your father's and

mine. He has been away from Midland for many years—he came back only last week."

George glanced briefly at the old man's unfashionably cut clothes and carelessly tied tie and big acknowledged the introduction with the barest civility. He would have turned away then but something in Eugene's manner halted him. George, for all his conceit, was not without shrewdness and while he took for granted the adoration in his mother's eyes he had learned to recognize dislike, envy and sometimes even fear in the eyes of other people he met. But never in his life had anyone looked at him as Eugene was looking at him now—a regard in which good nature, tolerance and even a hint of pity were intermingled. It was a disquieting experience, filling him with such resentful preoccupation that he failed to catch the name of the girl next in line. It was only when the girl smiled, a gay, confident smile of gleaming white teeth and dark-lashed eyes, that George pulled himself together. His resentment and his earlier formal manner melted and he became easier.

His mother smiled at him indulgently. "Why don't you two join the dancers, George?" she asked. "I think you've fulfilled your duties as host."

Coolly taking the girl's acceptance for granted, George drew her hand through his arm and led her toward the ballroom. "I want this dance and the next and every third dance after that," he announced.

### CHAPTER II

THE girl smiled at him quizzically. "Are you asking for them—or ordering me to give them to you?" George looked faintly surprised. "I'm just telling you that I want them."

"It must be wonderful," she mused, "simply wonderful to be so important that you can ignore most of the girls your mother has invited."

(Continued on Page 6)

in the Nationals Basement



First Choice Of  
Hundreds of  
Rochester's  
Defense  
Workers!

## Men's Work Shoes

Shock-Proof And Air-Cushioned. They're A  
Revelation In Comfort And Foot-Support

\$4.95 AND \$5.65

HERE are work shoes that are really designed to give service as well as to provide unmatched foot comfort! Defense workers who are on long-hour shifts, tell us they banish tired and aching feet. Available in oxford or high shoes—regular or ventilated styles.

Sale! CAMP MOCCASINS... \$1.99

Brown elk leather with sturdy composition soles. Men's sizes. Regulation style.



in the Nationals Basement

Opens Thursday 'Til 9 . . . Closed Sat. After 1 P. M.

# Sale

Broken Groups  
But Bargains  
You'll Be Happy  
You Heard About

BASEMENT

## Year-Around Suits

\$16<sup>45</sup>

\* MANY WITH  
TWO TROUSERS  
AT SLIGHT  
ADDITIONAL  
COST

VALUES UP TO \$23.95

HANDSOME, long wearing worsted suits, rugged twist weaves and colorful tweeds: Hundreds of good medium shades for year-around service . . . suits you'll be mighty glad (later) that you have. Single and double breasted . . . any color you like and altho' the sizes are broken, you'll find all sizes in the sale. They're walking out of here fast . . . in you want one, come in while the best ones are here.

You Can Charge Yours, As Usual

You Don't Have To Pay For Your July Purchases Until September 10th



in the Nationals Basement

Savings  
In  
Outdoor  
Apparel  
For  
Thrifty  
Outdoor  
Men



## Sale! Play Shirts

Poplins, slubs and mesh weaves. All made with yoke back, two pockets with button flap and sport collar. Get a supply, now, while you can make a saving.

89<sup>c</sup>

## Sale! Wash Slacks

Broken sizes from our regular this-season's stock! Stripes and plain colors. Sanforized shrunk and guaranteed washable.

\$1<sup>59</sup>

## Sale! Slack Suits

Broken groups that have accumulated from our active selling of the past few weeks. Wonderful values at this low price.

\$2<sup>89</sup>

SALE MEN'S SUMMER SOX . . . 5 pairs \$1.00  
SALE MEN'S SWIM TRUNKS . . . \$1.19

Sears Roebuck and Co. MONROE ST. UNION 476 RIDGE ROAD WEST Rochester, N. Y.



**SPECIAL**

**Inlaid Floor Covering \$1.19**  
sq. yd.  
INCLUDING CEMENTING TO FLOOR  
1 Quart Armstrong Wax Free With  
Any Job of \$10 or Over

**Linoleum—Rugs—Sherwin Williams PAINT**

**Monroe Linoleum & Rug Co. Main 2422**  
224 MONROE AV. NEAR UNION

**CARL W. NIX, MANAGER**

**TURKEY'S PLACE ON THE AXIS TIMETABLE**  
Jitter hopes to take this objective without a struggle, but Turkey will resist a Nazi invasion.

**WE SAW THE BATTLE OF ATLANTIC**  
What goes on aboard a Coast Guard cutter hunting Axis subs—as revealed by a Post reporter and photographer.

**WHAT SOCIAL SECURITY DOES FOR YOU**  
Now you may learn just what benefits you are entitled to receive for the taxes you and your employer pay.

**10c** JULY 18 ISSUE **The Saturday Evening Post** **NOW ON SALE 10c**

**CAIN'S MAYONNAISE**

**SAVE SUGAR—SERVE SALADS!**  
REPLACE SUGAR-USING DESSERTS  
WITH TASTY HEALTHFUL CAIN-DRESSED  
SALADS!

**Try CAIN'S SANDWICH SPREAD—Tasty! Tangy!**

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

**FULLY GUARANTEED**  
Same Length of Time as  
Brand New Electrolux

**10-Day Trial Plan**

**Used Electrolux**  
COMPLETE With  
Attachments  
**\$16.95**  
FULL CASH PRICE

**BEAUTIFULLY REBUILT**  
**LIBERAL TRADE-IN ALLOWANCE**

**PENN VACUUM STORES**  
**30 SOUTH AVE., STONE 6747**  
OPEN TIL 7 P.M. MONDAYS and THURSDAYS TIL 9

**BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!**

*Now is your chance to SAVE*

**OUR BEST SELLERS  
YOUR BEST BUYS!**

Values Like These Have Made  
Us Rochester's Most Talked  
About Wine and Liquor Store.

**NOETH'S**

**A RARE BEVERAGE—A RARE BUY! \$1.99**  
FULL QUART

**The Original Distilled Dry GIN**  
Due to the scarcity of all GIN's we cannot repeat this  
special after present stock is gone. We advise you to  
STOCK UP NOW at this remarkably low price. 90 proof.  
TODAY'S VALUE \$2.75

<b>Mouquin's SLOE GIN</b>	Regular \$1.55 Val.	99c	4c
<b>Clinton CALIFORNIA WINE</b>	2 1/2c Pint	50c	quart
<b>Imported RICORO RUM</b>	36 Proof	\$1.89	quart

**WORLD-FAMOUS IMPORTED HOUSE OF LORDS SCOTCH**

**EVERY DROP 7 YEARS OLD**  
Schenley's Belmont  
Kentucky Straight  
**BOURBON WHISKEY**

Aged in temperature-controlled warehouses.  
A whiskey Schenley is proud of, compare with  
any nationally known brand selling at \$5!

**\$3.19** FIFTH

**\$2.79** FULL QUART

**OLD TIME Blended Whiskey**

**A BEST-SELLER! Poques Famous**

10% 4 YRS. OLD  
20% 4 YRS. OLD

Balance finest neutral spirits. No free delivery at this price!

**\$1.99** FULL QUART  
Reg. \$3.35 Value

**PAUL NOETH**

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

**LOWEST CASE LOT PRICES**

## For Your Information

NOW you can get those self-sharpening plastic knives in a paring-knife size at Neisner's for a nickel! Our experience has been that they're not completely self-sharpening, but a very fine emery board will shave the edge down keen as a razor in a jiffy. Besides, they're almost unbreakable.

**A BARGAIN!** Seersucker, assuredly of first quality, at 33c per yard! As you know, this material usually sells from 69c to 75c — during the yard goods sale at the Manhattan Silk Store only 33 cents!

**IF YOU LIKE** to wear artificial flowers in your hair, you'll find some very lovely ones at Lincoln's for 29c. These are a finer breed than the ordinary five and dime variety, and are really exquisite! Simply beautiful selections!

## SORRY... Maybe The War Is To Blame!

Unfortunately, we are unable to print our regular weekly feature, "Your Sunday Dinner," today. Up to press time we had not received this exclusive recipe from the compilers, The Household Science Institute, of Chicago, Ill. However, with ideal summer weather here, you'll probably want to pack a picnic lunch anyway this Sunday. Watch for "Your Sunday Dinner" next week.

## LIKLY'S Gift Center

### 98th Anniversary Events



'Twas Not The  
"Night Before  
Christmas"

**But** Rochester's first Summer Monday evening shopping within memory found our bright, new stocks and enthusiastic crowds reminding of Christmas shopping. And last Monday's shopping activity was even greater at LIKLY'S.

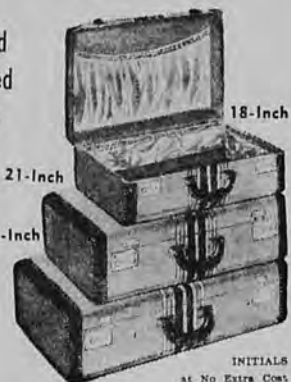
**Now** for another record-breaking weekend with

### 98th Anniversary Specials

Like This One for Instance:

Leather Bound  
Canvas Covered  
Travel Cases

**\$6.95**



Your choice of three standard sizes, 18-in., 21-in., 24-in. Swift looking striped effects and solid colors. Nicely lined and shirred pockets.

Men's Gladstones from \$8.95

Plenty of Everything Else In  
Men's and Women's Luggage

And a Whole Street Floor of Leather Goods  
Jewelry, Smokers' Articles, Etc.

★ Buy War Stamps and Bonds ★

Charge Accounts—Mail Orders—Telephone, Stone 915

## LIKLY'S Gift Center

Est'd 1844 271 Main St. E.

Mrs. Catherine Bowen, 208 Rockingham St.

**OOOH, OOOOON!**

DOES YOUR GARBAGE CAN HAVE  
**O-O?**

MY GOODNESS—MY GARBAGE  
CAN CERTAINLY DOES HAVE  
OBJECTIONABLE ODOR!

NOT MINE—**I USE SANI-GARB**

LARGE 2 LB. BOX SANI-GARB AT:  
Wegman's, Red & White Stores, Star  
Super Markets, Sibley's, Edwards,  
McCurdy's and 343 neighborhood  
grocers and hardware stores.

## HOW TO MAKE YOUR HOUSEHOLD APPLIANCES LAST LONGER



Here are a few suggestions  
that will help you get better  
and longer service:

1. Keep appliances clean.
2. Keep cords from knotting.
3. Don't overheat appliances. Turn current off immediately when through.
4. Keep appliances properly oiled.
5. Don't let foods boil over.
6. Save by defrosting regularly.
7. Save rubber by relieving pressure on wringer rolls.

For Repairs Call the Appliance Service Man  
In Your Own Neighborhood.

**Rochester Gas and Electric**

## Let Wegmans Famous Bakers Do YOUR Baking!



**WE BAKE FRESH DAILY:**

**12 Kinds of Cakes!**  
**10 Kinds of Sweet Buns!**  
**35 Kinds of Cookies!**  
**48 Kinds of Bread!**  
**20 Kinds of Rolls!**

Baked with the finest ingredients... rushed oven-fresh to Wegmans Bakery Counters by hourly delivery. You needn't bake in the summer heat—Wegmans have your baked-goods ready to eat!

## Grocery Bargains!

2 Oz. Bottle	<b>Baker's Vanilla</b>	<b>35c</b>
3 lb. Bag Hand Picked	<b>Pea Beans . . . . .</b>	<b>19c</b>
Crisp Tasty	<b>Ritz Crackers . . Pkg.</b>	<b>20c</b>
Clark's Favorite	<b>Sweet Peas . . 2 Cans</b>	<b>29c</b>
Simon Pure Beer or	<b>Old Abbey Ale . . Qt.</b>	<b>18c</b>
Quart Cans	<b>Lion Beer . . . . . Qt.</b>	<b>21c</b>
12 Oz. Cans Lion Brand	<b>Beer or Ale . . 3 Cans</b>	<b>25c</b>
Delicious Green Gables	<b>Salad Dressing . Qt.</b>	<b>31c</b>
Wegmans Creamy Fresh	<b>Mayonnaise . . . . Qt.</b>	<b>41c</b>

## TAKE PART ★ OF YOUR CHANGE IN WAR STAMPS!

★ We do not reserve the right to limit quantities on War Stamps. You may buy as many as you please as often as you please. Start buying next time you go shopping!

**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 Are Accustomed To Paying You Can't Buy a Better Butter Than Land O' Lakes!

**Wegmans**  
HOME OWNED SUPER MARKETS

**FREE** PARKING FOR CUSTOMERS



# EDWARDS BASEMENT 3-DAY SALE

All Day Friday and Saturday 'Til 1 P. M. Exciting Values At Sensational Savings!

Super Buy! **SECONDS**  
**RAYON and SILK**  
**STOCKINGS**



Full  
Fashioned

**68¢** PR.

New, lovelier chiffons and service weights with rayon and silk leg, rayon tops. Some all rayons. In colors that are perfect with your summer clothes. Sizes 8½ to 10½.

Edwards—Basement

## THRIFT DRESSES

Specially Priced and Special in Every Way!

**2.88**

- Gay Floral Prints
- Polka Dots • Monotones
- Light or Dark Backgrounds
- Large Splashy Print Patterns

Breeze-catching French crepes with cool low necklines, flared skirts, gay trims. Shirtwaists, dirndls, button-down-the-front styles. Your favorite new style details. Scoop up several at this low price of 2.88!

- Blue • Rose • Green • Brown • Aqua • Navy • Red
- Misses Sizes 12 to 20, Women's Sizes 38 to 44 and 46 to 52.
- Pleated, tucked and gored skirt lines. • Novelty buttons and belts.

Edwards—Basement



"Harry Hicks"  
**GOLF CLUBS**



For  
Men  
and  
Women!

Set of 5  
Irons **10.94**  
Separately 2.69

Set of 3  
Woods **8.19**  
Separately 3.69

The Irons... satin finish double flange blade, straight line face scoring, tapered chromium steel shaft, leather grip.



The Woods  
Mahogany finish head, straight line face scoring, straight metal sole plate, leather grip.

**Wilson Re-Built K-28**  
**GOLF BALLS 75c -- 2 for 1.45**  
**Pinehurst Golf Balls... 45c**

Edwards—Basement

100 Pr. Men's  
**WASH SLACKS 99¢**

Assorted colors, not all sizes, mostly size 30, 32, 34, 36.

Boys' Junior  
**SLACK SETS 1.29**

Plain color shirts with contrast color suspender top slacks.

For Comfort and Action!  
**COTTON BROADCLOTH SLIPS**

Sale Special

**79¢**

For nurses or defense workers... built-up shoulder style slips with hemstitch finish at neckline. Narrow hem bottom. White. Sizes 34 to 52.

Exceptional Lot!  
**COOL RAYON UNDIES**

Sale Special

**3 for \$1**

Select from briefs, flare or band panties, step-ins and vests. Elastic waistband. Tea rose. Slightly irregular.

Edwards—Basement



Men's Sanforized

**WORK SHIRTS 99¢**

Sale Special

Sturdy blue chambray shirts. 2 pocket style, size 14½ to 17.

Edwards—Basement

*July Sale*  
BEACH AND BATHROOM  
**TOWELS 37¢**

Size 22x44

Heavy double thread towels with wide colored borders of red, blue, green, black and gold.

Lintless  
**DISH TOWELS 14¢**

With colored border of green, red, blue, gold. Size 16x32.

White  
**CURTAIN NET 9¢**

Made for government use... can be used for mosquito netting as well as for curtains.

Edwards—Basement



Keep "Foot-Happy!"  
**WOMEN'S SUMMER WHITE SHOES**

for Every Day  
and Dressy  
Occasions

**2.49**

Clearance of our regular higher priced summer shoes. Perforated step-ins, oxfords, pumps in all white. Broken size range.

Edwards—Basement



Choose From Many Popular Patterns  
**COLORFUL FELT BASE RUGS**

Sale  
Special

**4.75**

Suitable for kitchen, dining room and bedroom. Easily cleaned. Size 9x12 ft. Other sizes at proportionate prices.

**BIGELOW MARVEL RUGS**  
\$15 if perfect, 9x12. .... 11.85

Edwards—Basement



Use Our  
Budget Plan!



Famous Make  
**SPORT BELTS 39¢**

Plenty of light shades for summer wear. Slightly irregular. Men's sizes 30 to 42.

Edwards—Basement

Full speed ahead for your vacation!

**ONLY 20! WOMEN'S TWIN TRAVEL SETS**

Sale Special

**19.95**

Covered with beige colored canvas, heavy duty leather handle, genuine calfskin binding. Wardrobe carries 4 to 8 dresses. Your choice of matching 18" to 21" overnite cases!

Edwards—Basement



FREE  
Initials

IOUS  
UR

Buns!  
s!

fresh to  
needn't  
d-goods

s!

**35¢**

**19¢**

**20¢**

**29¢**

**18¢**

**21¢**

**25¢**

**31¢**

**41¢**

OUR  
AMPS!

FEET

ATHER  
from  
REAM

Matter What  
You Are  
ustomed. To  
it? You  
Buy a Bet-  
ter Than  
O' Lakes!

ETS

PARKING FOR  
CUSTOMERS



Box 56 **89¢**



## The Magnificent Ambersons

(Continued from Page 6)  
moment later, strangely silent, they  
were all on their way back to town.

### CHAPTER III

GEORGE'S father died shortly before George graduated from college. Now that Wilbur was dead and Eugene had so recently returned to Midland, speculation began again—speculation as to whether Isabel, at long last, would marry Eugene. None of this idle chatter reached George's ears; his arrogance had cut him off from close friends, ships in the town so that he had never heard of Isabel's early romance with Eugene, much less any hint that it might be resumed now. Besides, George had his own problem of persuading Lucy Morgan to marry him. Much as he disliked Eugene, George had known from the moment of that shy, hurried kiss so soon after their meeting that he was in love with her.

"When are you going to say you'll marry me, Lucy?" he demanded one day.

"Oh, dear," Lucy wailed. "I know it. Whenever you make the horse walk instead of letting him trot it's so you can give all your attention to proposing."

George laughed in amusement. "You are the prettiest, sweetest girl in the world," he told her fondly. "But why is it," he went on seriously, "that you never even want to talk about marrying me?"

"Because," her voice was almost inaudible beneath the wide brim of the leghorn hat she wore, "because I have a feeling that I'm never going to marry you."

"What makes you think that?" George asked bewilderedly.

"Oh, because everything's so unsettled," Lucy explained. "You haven't decided on any business or profession—or at least if you have you haven't told me—"

They drove without speaking for a little while, then George said coldly, "I thought you understood by this time, Lucy, that I have no intention of going into business or a profession."

"I see," Lucy said slowly. "I suppose because your father is a businessman," he went on scornfully, "he's told you that you shouldn't even become engaged to me until I'm a businessman, too."

Lucy shook her head. "I've never talked to Papa about your going into business, George."

"But even without talking to him," George goaded her, "you know how he'd feel about it—and you feel the same way."

Lucy nodded and her slight gesture infuriated him. "You may be interested to know," he burst out, "that I don't care any more for your father's way of thinking than he cares for mine!" And with that he clouted the horse savagely with the whip and the startled animal plunged headlong down the dusty road.

IF Lucy had remained in Midland she and George might have patched up their quarrel but, hurt and unhappy over his unreasonable attitude, she left the next day for a visit with friends out of town. Knowing that it was her father's influence, even though unspoken, that was keeping Lucy from him increased George's resentment of Eugene even more and when, a few days later, Eugene dined at the Amberson mansion, George, obeying some blind instinct for revenge, was unbearably rude.

"Automobiles are a useless nuisance," he said scornfully. "They should never have been invented. A horrid silence settled on the group at the table.

Eugene laughingly broke it. "Perhaps George is right," he said mildly. "But automobiles are here—and they are bringing changes with them. We have no way of knowing whether these changes will be for the better or not and if they are not well, someday I may have to agree with George that automobiles never should have been invented."

Isabel was so upset by the scene that she was nearly ill. Uncle Jack Amberson said frankly that George was a stupid young fool. Only Aunt Fanny Minner approved of George's attitude. Frustrated, sensitive about living on the Ambersons, she couldn't face the additional grief that Eugene would never ask her to marry him, as she had foolishly hoped, when he first returned to Midland, that he might do. For the sake of her pride she had to pretend to herself that he would have married her if Isabel hadn't come between them, and also for the sake of that pride she had to make Isabel suffer for it—and here was the means within her hand. With one gesture she could imperil Isabel's romance with Eugene and disrupt the relationship between mother and son. It wasn't malice that prompted Aunt Fanny; she was devoted to Isabel as she had been since childhood, but momentarily her own bitterness eclipsed that devotion.

"You did just the right thing," she told George. "Your father—my poor dead brother—"

she sniffed in self-pity, "would be proud of you!" "What are you talking about?" George demanded impatiently.

Aunt Fanny's tears increased. "That's right," she sobbed, "turn on me, now that I'm old and living on charity. Pick on me, when I'm only trying to tell you how much your father would appreciate what you're doing."

George groaned in perplexity. "Doing about what?" "Getting rid of Eugene," Aunt Fanny whispered. "Getting him out of the house to put a stop to all the gossip."

George caught her frail shoulders in his hands, gripping her so that she winced with pain. "What—do you—mean?"

### CHAPTER IV

AUNT FANNY told him then—told him that the whole town was wondering whether Isabel and Eugene were going to be married, told him about their early romance. "I suppose your gossiping friend, Mrs. Johnson, is responsible for this—this slander," George said accusingly.

"She—she may have mentioned it, but—"

"No, George—"

George shouted. "There'll be no more gossip!" His voice choked with fury. "I'll see to that!" and he swung out of the room.

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"No, George—"

## GET OUT OF DEBT

With a  
CENTRAL TRUST LOAN  
Compare the Cost:

Amount	6	12	24
\$100	11.77	11.63	4.38
\$200	23.54	23.27	8.75
\$300	35.31	35.06	13.13
\$400	47.08	46.74	17.50
\$500	58.85	58.43	21.88

The Above Payments Provide  
Life Insurance to Protect Your Loan

CENTRAL TRUST CO.  
25 E. MAIN  
1806 EAST AVE.  
Phone  
MAIN 1625  
Member F.D.I.C.

## SECOND BIG WEEK

Summer Sale

OF FINE  
DRESSES

Every type of dress is included in this sweeping summer sale—from washable cottons to exclusive Hollywood styles. Best of all—prices are even considerably lower than our regular low PRICE MARKINGS! Originally \$2.95-\$16.50; NOW—

\$1.98 to \$11.50

We're open Monday and Tuesday, 11 to 9

C. B. THOMAS

DRESSES

723 Hotel Seneca

Right at the Elevator

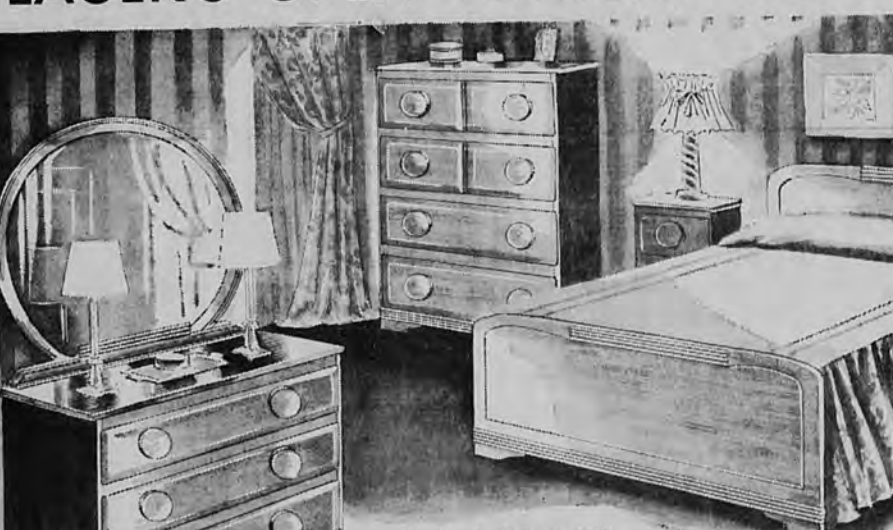
## 100% Satisfaction Guaranteed

PREMIUM HARD COAL EGG STOVE NUT \$11.75 Per Ton Shov. Off

Buy Defense Stamps with the Savings

WEST END FUEL CO., 2 LAKE AVE. GLEN. 745

## LAUER'S OPEN TONIGHT 'TIL 9



The Regular Price is \$119

## Modern Oak Bedroom

A well styled, modern bedroom set priced so low you are likely to find it almost irresistible. Just think—three pieces for only \$88. Every piece is fashioned of thick, solid oak. The dresser, chest and vanity are completely dust proofed and center guided. The mirrors are crystal clear beveled edge plate glass. A splendid opportunity to save \$31 on good quality furniture. Twin beds available.

\$88

Bed, Chest  
Vanity or Dresser

## Champagne Maple

## Dinette Set

\$98

7 Pieces

Light toned to brighten your dining room and lighten your work. (Champagne maple is so easy to dust and clean.) The attractive buffet and china cabinet are built almost to the floor for extra storage space. The table extends easily to seat extra guests. Four comfortable, attractive chairs. Budget payments \$20 down — \$1.50 weekly.



Lauer's

OPEN TONIGHT UNTIL 9 P. M.

Moths delight in dark, out of work undisturbed by frequent should be given to carpets and niture and along the edge of the way places where they can cleaning, so special attention rugs under heavy pieces of fur-carpet close to the wall.

## Sibley, Lindsay & Curr Co. BASEMENT NEWS



## MEN!

## Get In On This SHIRT SENSATION

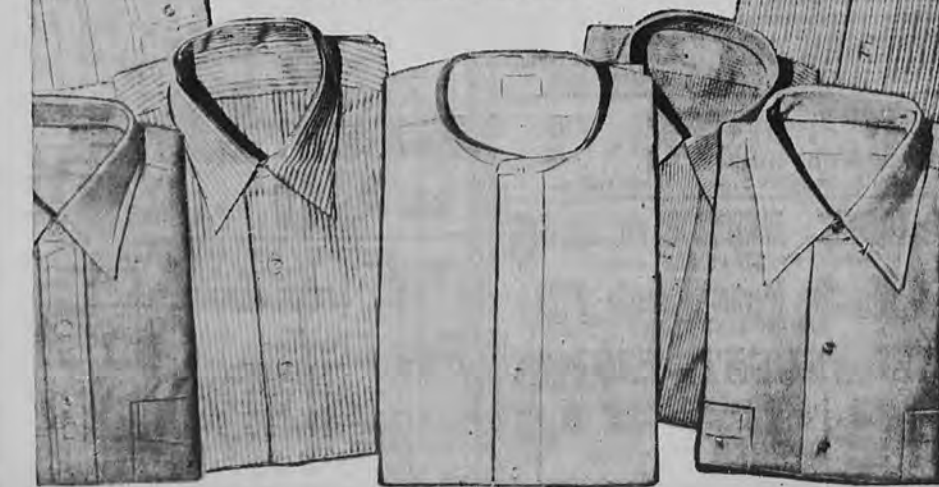
Slight Irregulars of  
\$2.00 and \$2.50 Values

\$1.19

- Collar Attached Whites!
- Neckband Whites!
- Plain Colored Oxfords!
- Dozens of Stripes!
- White Tab Collars!
- Plenty of Summer Meshes!

The quality of the fabric... the superb tailoring... all the little things that make a good shirt good you'll find in every shirt in this lot at the rock-bottom price of \$1.19. You'll find smart meshes and novelties for summer wear! You'll marvel at the selection and the values for year around wear! Come prepared to buy plenty, you'll want 'em when you see these shirts ticketed \$1.19... and so slightly irregular even we can't find what's wrong with 'em.

1 1/2 More Days To Save!  
Store Closes On Saturday At 1 P. M.



**FINE ARTS**  
A Blend of  
Straight Whiskey  
THE STRAIGHT WHISKY  
IN THIS BOTTLE IS  
FIVE YEARS OLD  
Product  
Copyright, 1942,  
York, N.Y., Sole Distributors

KEY COUPON  
**JERGEN'S**  
All-Purpose Cream  
Giant  
\$1 Size  
Limit 1  
**49c**

KEY COUPON  
**PAPER**  
NAPKINS  
Box 80  
Limit 2  
**6c**

KEY COUPON  
**Picnic Plates**  
REGULAR 16c  
2 pkgs.  
Limit 4  
**11c**

KEY COUPON  
**WHITE ACE**  
SHOE CLEANER  
5c Bottle  
Limit 1  
**11c**

**EDWARDS**  
Olive Tablets  
30c  
Size  
**12c**

**DIA PINKHAM**  
Vegetable Compound  
\$1.35 SIZE  
**72c**

**Milk of Magnesia**  
TABLETS  
Bottle  
of 100  
**18c**

**POLAROID**  
UN GLASSES  
All Sizes  
1 Shades  
Light or  
Dark  
Frames  
**\$1.95**

**HERSHEY**  
COCOA BUTTER  
Lb. Box  
-1 oz.  
ingers  
**26c**

**HIND'S**  
ONEY & ALMOND  
CREAM  
\$1.00  
Size  
**49c**

**Feenamint**  
ative Chewing Gum  
ic Box  
**19c**

**MODESS**  
Box  
56  
**89c**



## SHOP TONITE

HARRIS NUSBAUM'S  
SMASHING SUCCESS...

# "2-FOR" DRESS SALE!

Now in its second big week. This sale is more popular this year than ever—come in and get your share of these brilliant dress values.

### GROUP 1—DRESSES

Included are Chambrays, Gingham, Seersuckers, Organies and washable Rayon Silks in a wide variety of styles and colors. Juniors, Misses and Women's Sizes

**2 FOR \$5.00**  
\$2.50 EACH

### GROUP 2—DRESSES

Included are afternoon and street wear dresses in one and two piece styles. Fashions best sellers and all the most sought-for colors. Juniors, Misses and Women's Sizes

**2 FOR \$9.00**  
\$4.50 EACH



ADDED ATTRACTIONS FOR MEN...

## SLACK SUITS

Spun Rayons, Poplins, Gabardines, Broadcloths and Shantung. In-n-out style. All colors. Sizes 28 to 50.

**\$2.95 - \$3.95 - \$4.95**

### SWIM TRUNKS

Leases, Satin-Laster, Wood-Laster, Rayon and Cotton. Large selection of attractive colors. Sizes 28 to 50.

**\$1**

OTHERS 1.65 - 2.95

## HARRIS NUSBAUM

221-229 JOSEPH AVE. AT KELLY

OPEN EVENINGS 'TIL 9 P. M.

(FRIDAYS 'TIL 7:30 P. M.)  
FREE PARKING REAR OF STORE

## BINGO EVERY TUESDAY NIGHT BINGO \$200 SWEEPSTAKES

21 GAMES **\$20** OR MORE **\$200 JACKPOT** (55 Numbers)

EXTRA! \$20.00 Game ? ? ? ? ?

**155 CHESTNUT ST.  
NEW ROLLER RINK**

Between Monroe Ave., and Court St. — Three Bus Lines  
Admission \$1.00 Plus Tax

—For Victory: Buy Bonds—

**Beeley's Bingo**  
SUNDAY at 2:30 and 8 P. M.  
WED. at 1:30 P. M.  
Mon., Tues., Wed., Fri., Sat. at 8:15  
EXTRA BOARD FREE  
WITH TRIPLE BOARD  
142 GENESEE ST. in REAR

**Where To  
Play Bingo**

## UNION LEAGUE HALL

GREGORY ST., CORNER SOUTH AVE.

**SUN. NITE** 8:15 P. M.  
ADMISSION PRICE 28c—3 BOARDS FOR 58c

**MON. NITE** 8:30 REG. **\$6**  
SPECIALS \$25

**2 Jack Pots Each Nite**  
MATINEE GAMES EVERY

**WED. FRI. SAT.—1:30 P. M.**

Wed. Adm. **\$3** FRI. and SAT. EVERY  
**25c** Every Game ADM. 25c GAME **\$4**  
SPECIALS \$2 & \$3 or More  
No Coupon Necessary

**CAPITOL HALL**  
85 W. MAIN ST.  
Mon.—Tues.—Thurs., 1:30 P. M.  
Sun. 2:30 P. M.  
Wed.—Fri. 8:30 P. M.

**THURSDAY  
AFTERNOON**  
23 GAMES **\$5**

**FRIDAY NITE**  
30 GAMES **\$6**  
30 GAMES MONDAY

**TOWNER-REXY — SATURDAY, JULY 18**

EVERY GAME **\$10** SOME GAMES **\$15**

UNIVERSITY AVE., COR. ATLANTIC  
**FRIDAY NITE**  
Ticket Worth **45c** ALL GAMES  
For YOU—Fri., July 17, only at Towner's  
AT TOWNER'S **\$7**  
Ticket Worth **45c** For You—Fri., July 17, only at Towner's

Ticket Worth **45c** For You  
Towner's  
Ticket Worth **25c** For You  
Towner's  
Ticket Worth **25c** For You  
Towner's

To peel oranges and grapefruit easily, pour boiling water over them. Let them stand for five minutes and the white lining will come off with the skin.

**TROPIC COAL \$11.85**  
Egg—Stove—Nut... Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Alliance Bank Bldg.  
Stone 7080

**ASK FOR IT RUGS** 9x12 \$1.00  
Always ask for genuine, pure St. Joseph Aspirin—World's largest seller at 10¢. You can't buy aspirin that can do more for you, so why pay more? 12 tablets 10¢, 36 tablets 20¢, 100 tablets 35¢. Always demand St. Joseph Aspirin.  
By Name "St. Joseph"  
CLEANED and STEAMED Rugs, Steamers, Cleaned, Washed, Stained, Mott, Damp and Germ-proofed... **\$3.00**  
ELTER CO. Est. 1872  
Glenwood 3466 — 44 Arthur St.

# DAW'S MID-SUMMER TOILETRY SALE



DAW'S COUPON  
**APPLE BLOSSOM BODY POWDER**  
(Manufacturers Name Withheld)  
Equal to other fine body powders retailing at 50c.  
DAW'S LOW PRICE (Limit of 2)  
**9c**

Sale Prices Good Thru SATURDAY Night  
(Rugs Reserved to Limit Quantities)

### BEAUTY AIDS

Toilet Lanolin 25c 19c  
Ambrosia 25c 64c  
Rimmels Mascara 79c  
Palmer's Almoeal 41c  
Maybelline Mascara 69c  
Marchand's Wax 71c

### FOR THE HAIR

Brilliantine Pitch's 9c  
Glover's Mange 37c 69c  
Golden Gint 25c 21c  
Hennasand 50c 44c  
Max Factor's Wash 39c

### FACE CREAMS

Phillip's Both Types 19c 39c  
Milkweed 39c 79c  
Hopper's 49c 79c  
Albolene 23c 47c  
Max Factor's 55c  
Lemon Cream 14-oz. Jar 59c

### DEODORANTS

Mum Cream Large 49c  
Arrid Cream 39c 59c  
Amin Powder 31c  
Deodo Powder 43c  
Phillip's Liquid 27c

### FALSE TEETH

FIT LIKE NEW! Dentur-Eze, the new cushion plastic makes loose plates fit comfortably for weeks. Not a powder—no red users. Get a tube of Dentur-Eze today! Handy-size tube 59¢—New large size 99¢  
DENTUR-EZE

DAW'S COUPON  
**\$1.00 Value HIDDEN FLOWERS PERFUME**  
Famous Hidden Flowers Perfume is an exquisite Rose-shaped bottle that will make a charming addition to any dressing table. (Limit of 2)  
**39c**



**CUTEX Nail Polish**  
10c Disc. Pkg. **2 for 13c**

**PACKER TAR SOAP**  
**2 for 29c**

**14-Oz. Size Mar-O-Oil SHAMPOO**  
\$1.00 Value **48c**

**MAVIS Talcum Powder**  
50c Size **29c**

**POND'S Cold Cream**  
25c Face Pow. Both For **59c**

**HIND'S HONEY & ALMOND CREAM**  
\$1.00 Size **49c**

**HY-TEX TOILET TISSUE**  
1000 Sheets in Roll **2 for 11c**

**25c Size Citrate of Magnesia**  
**8c**

**TINCTURE IODINE**  
15c Size **3c**

**50c Size PHILLIP'S MAGNESIA TABLETS**  
**21c**

**MAKE-UP MIRROR**  
Two Faced 36c Val. **29c**

**5-Lb. Pkg. EPSOM SALTS**  
**16c**

DAW'S COUPON  
**LUX Toilet SOAP**  
Regular 10c Bars (Limit 2 Bars)  
**4c**

DAW'S COUPON  
**Lilac COLOGNE**  
75c Value **39c**  
Big 75c bottles of delightful scented Lilac cologne. Wonderfully refreshing as a light summer perfume or body rub. (Limit of 2)

DAW'S COUPON  
**Dr. LYON'S Tooth Powder**  
25c Size (Limit of 1)  
**11c**

**LARGE BOX of 25 SANITARY NAPKINS**  
DAW'S LOW PRICE **29c** Reg. 60c Box of 25 Pads



**During this sale only — the large box of 25 SOOTHIES — the napkin with the moisture — proof back — at a sensationally low price.**

**DAW'S ORIGINAL CUT-RATE DRUGS**

56 Clinton Ave. S. Main St. E. 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

## LIQUID HOSE LEG MAKE-UP

Chic Substitute for the Sheerest Silk Hose  
Flattering... lasting. This superior preparation is easily applied — goes on without streaking — dries rapidly — and gives the legs an opalescent golden sun-tan finish that hides imperfections and hairs. "NOLYN" won't rub off on your clothes. Stays on even if you are caught in a rain. Ordinary perspiration will not effect it, but it is quickly removed with soap and water.

6-oz. Bottle Made to Sell For **\$1.00** Professional Size Full Pint **\$1.39**

**BUBBLE BATH** Full Lb. **44c**  
Choice of: Apple Blossom, Pine, Gardenia, Honeyuckle.

**FLIT SPRAY** Pint Size **16c**

**BOX of 12 SEIDLITZ POWDERS** 25c Size **16c**

**NEW! Terry's Bingo** CHILI RECREATION HALL 509 CHILI AVE.  
UNDER NEW MANAGEMENT  
— MONDAY NITE — 25 GAMES EACH GAME **\$5.00** Good Prizes On Specials!  
SAT. NITE 5 GAMES **\$5**  
NOON GAMES WED.-FRI.-SAT.

COUPON—GOOD FOR ADMISSION WITH 3c TAX  
TUES. NOON, THURS. NITE ONLY—23 Games \$3 Ea.

**NEW GAME SUNDAY AFTERNOON 2:30 P. M.**  
ON REGULAR BOARDS **\$2** or more  
SPECIAL! MONDAY NITE  
Free Special Given With Each Admission on \$15.00 Special  
• 6 BOARDS • BOOK SPECIALS **75c**

**19th WARD BINGO** Clubhouse, 237 HAWLEY STREET  
Originators of Baby Bingo

**The New PARK HALL** 928 JEFFERSON AV. NEAR PLYMOUTH  
**\$5 to \$10 ALL GAMES** Sun. Nite 8:15  
Worth For You 50c  
Worth For Friend 50c  
Worth For You 25c  
Worth For Friend 25c  
Worth For You 25c  
Worth For Friend 25c  
Worth For You 25c  
Worth For Friend 25c

**AT THE PARK BINGO HALL**  
— ADMIT TWO —  
**Friday Matinee, July 17th Only**  
This ticket good for admission and single board Friday, July 17th — 1:30 P. M. Game out at 4 P. M. You pay only 3c government tax.  
**\$3** EVERY GAME  
Authorized by... **Earl**

**HOLLYWOOD BINGO**  
Open Every Wednesday, Thursday, Friday  
Saturday Nites  
**2 JACK POTS**  
Friday Nite 25c off when buying triple board and book specials. Saturday Nite extra single board given with purchase of triple board and book of specials.  
FOR THE BEST IN SUMMER PARTIES COME TO THE  
**HOLLYWOOD** 35 PULLMAN AVE. Off Lake & Ridge



on, Thursday, July 16, 1942  
**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.

**TRY**  
COUPON



**POWDER PUFFS**  
Pkg. of 3 Ass'd  
10c Val. **4c**

**RUBBING ALCOHOL**  
Pint Bottle  
**16c**

**FITCH HAIR OIL**  
Reg. Size **8c**

**AMAMI**  
15c Shampoo  
25c Amami Auburn  
Both For **19c**

**Cashmere Bouquet TALCUM**  
Reg. Size  
2 for **29c**

**NOXZEMA**  
Greaseless CREAM  
25c Jar **19c**

**MILK OF MAGNESIA**  
Pure U. S. P.  
Pint Bottle **11c**

**CASTILE SOAP**  
15c Bars  
2 for **15c**

**ZINC OINTMENT**  
25c Size **12c**

**Box of 12 SEIDLTZ POWDERS**  
25c Size **16c**

**FLIT SPRAY**  
16c

**ALL GAMES \$10**  
SAT. NITE 8:15  
\$500 INC. JACKPOT

**BINGO HALL TWO**  
July 17th Only

**Earl**

# ROCHESTER SHOPPING NEWS

## The Rochester Sun

Delivered Free Each Thursday To 75,200 Homes  
In Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$1.50 per year within Rochester city limits outside city limits, \$2.00

FIFTH YEAR—No. 38

ROCHESTER, N. Y., THURSDAY, JULY 23, 1942

PHONE, STONE 6000 If You Do Not Receive Your Copy Regularly

**ROCHESTER JOBBING HOUSE**

Closed Monday 'Til 12 Noon

Open Every Eve. 'Til 9

### Mid-Summer SALE

#### DRASTIC REDUCTIONS IN ALL Summer Sportswear

For The Entire Family!

- Swim Suits — Dressmakers
- Swim Trunks — Men's Children's
- Sport Ensembles
- Slacks - Shorts
- Play Suits
- Loafers Coats - Jackets
- Sport Shirts - Polo Shirts
- Sport Coats

**Men's 2-Tone or Plain LOAFER COATS \$6.95**

Soft comfortable flannel material that can be worn now or for early fall. Smart worn with sport slax. Regular Values \$8.95

## Canning Time is Here!

THIS is the time of year when the kitchens of American homes are full of the rich and spicy smell of jams and jellies. Currants, gooseberries, red and black raspberries—all are finding their way into jars so that their rich summery tang may grace the winter table.

And there are peaches and plums and pears and crab apples to come—so now's the time to check over your canning supplies and see what you need. Of course the war will change your regular canning habits somewhat—if your sugar allowance won't stretch to can as much as you want, you may have to try canning with sugar substitutes, or without any sugar at all. In such cases, only the appearance of the fruit suffers a little—the taste, and nutritional value, which is what we really want, aren't changed.

This is the year when nothing must be wasted—if you have a surplus of fruit in your garden, put it up for winter use.

Items sketched may be purchased at E. W. Edwards (see Page 5), Sibley, Lindsay & Curr Co. fourth floor; Sears Roebuck & Co. and Weed & Co.

A. Tightener for screw top jar lids. F. Sealing wax.  
B. Tall jelly jars, complete with covers. G. Gummed labels in colors, for fruits, vegetables, jams, jellies.  
C. Squat jelly jars, complete with covers. H. Paraffin in quarter pound packages.  
D. Glass cover jars, wire fastener. I. Quart jars with glass covers, wire fastener.  
E. Jars with porcelain lined screw tops. J. Funnel for easy filling of jars.  
K. Self-sealing lids, complete with bands. L. Half gallon jars, ideal for corn on the cob or tomato juice.  
M. Quart measure for fruit and liquids. N. Combination funnel and strainer.  
O. Cold pack canner, 7-jar capacity. In blue enamel, easy to keep clean. Complete with wire rack. 17-quart open kettle capacity.  
P. Blue enamel preserving kettle, complete with lid.

### Men's Sport Ensembles

Sanforized washable ensembles. In-n-outer shirts with short sleeves... two pockets; Slax with pleats, belts and many with cuffs.

**\$2.59** Regular \$3.50 Value

Regular \$4 and \$5 VALUES **\$3.39**  
Regular \$5 and \$6 VALUES **3.99**  
Regular \$6 and \$7 VALUES **4.89**  
Regular \$7 and \$8 VALUES **5.79**

**BOYS' SIZES from \$1.98**

### Ladies' Striped Crew Shirts 59c

Boys' Slack Ensembles **\$1.98**

Extra Large Swim Trunks **\$2.19**

Juvenile SWIM TRUNKS **59c**

Ladies' Better Sport Ensembles **\$1.59 to \$4.99**

Cotton Gabardine Sport BLOUSES **69c**

Ladies' Sport Slacks **95c to 5.98**

### Ladies' Bathing Suits

COTTON DRESSMAKERS **\$1.29** Regular \$2 Value

Beautiful floral prints with cotton jersey trunks and lining.

SIZES 34 TO 38

Regular \$3 and \$4 VALUES **\$2.59**  
Regular \$4 and \$5 VALUES **\$3.39**

Girls' 100% Wool Swim Trunks **Reg. 69c \$1.98**  
Little Girls Lastex Swim Suits **Reg. 99c \$1.19**

**EXTRA LARGE Dressmakers \$3.85**

### MEN'S SPORT SHIRTS

Choice of several cool, washable materials. Colors: tan, blue and green. Sizes small, medium and large.

**2 for \$1** REGULAR VALUES 89c EACH

### Ladies' SPORT ENSEMBLES

In-n-outer model shirt; Slax to match. Washable. Sizes 12 to 18.

**99c** REGULAR VALUE \$1.59

### MEN'S SWIM TRUNKS

Rayon and Lastex. Complete with belt and change pocket. Sizes small, medium and large.

**99c** REGULAR VALUE \$1.39

### MEN'S SPORT SLACKS

Sanforized washable Slax. Choice of plain or striped patterns... many with belts, pleats and cuffs.

**\$1.59** Regular \$2.50 Value

**ROCHESTER JOBBING HOUSE**

159-161 JOSEPH AVE Cor. Nassau St.

Open 'til 9 Every Evening Unrestricted Parking

### Men's, Boys', Ladies' and Girls' MOCCASSINS

Real Indian type for utmost comfort and wear. Practical for beach, cottage or house wear. All sizes.

**\$1.79** REGULAR VALUE \$2.29



## Special for 'Service Mothers'

For a Limited Time



LARGE 8 x 10 INCH  
**3 PHOTOS \$4.95**  
One Beautifully Colored in Oils!

Mother—here's your chance to get GOOD photographs of your boy while he's home on furlough. At Neisner's Photo Studio the finest equipment is employed by the most skilled photographic artists to insure your complete satisfaction. Take advantage of this extra special price!

Air-Cooled  
Studio

**Neisner's**  
Main Floor  
200 Main St. E.

WE ALSO ENLARGE SOLDIER SNAP SHOTS

## Reservations Mount For Montreal-Quebec Lake and River Cruise

An enthusiastic response greeted the announcement, made last week in these columns, that the highly successful Montreal-Quebec Lake and River Cruise had been arranged for August 5 to 9 and to be repeated again on September 2 to 6.

Reported one of the finest trips ever sponsored by the Sun Travel Department, the initial cruise was made early in July. Scores of reports complimenting the management of The Travel Department and employees of the Canada Steamship Lines, on whose ships the party sailed have been received.

Almost 40 percent of the space allotted for the August cruise on the steamer "Kingston" had been reserved by yesterday and it is expected that the tour party will be double that of the July party.

### Personally Conducted

The tour party will leave the Charlotte Docks on Wednesday night, August 5 at 10 p. m. aboard the steamer "Kingston". Each member of the party will have outside staterooms for the entire trip. Wednesday night will be spent sailing toward the Thousand Islands which are reached Thursday morning. After a cruise through the Islands the boat continues to Prescott for transfer to special Rapids steamers, leaving immediately. Arrival is made in Montreal Thursday evening where direct transfer is made to the S. S. Quebec for Quebec. On Friday the boat arrives at Quebec in the morning where the day is spent. A side trip to the shrine Ste. Anne de Beaupre in the heart of French Canada will be made. Luncheon on Friday will be served at the Chateau Frontenac. Friday evening the party boards the steamer for an overnight journey to Montreal. Saturday is spent in the Canadian metropolis and an overnight stay is made at the Mt. Royal Hotel. On Sunday morning the party will board the special boat train for Prescott to board the steamer at noon for the return journey to Rochester. Arrival in Rochester will be made at 10:30 p. m. Sunday.

All meals will be served in the main dining room of the

ship with the exception of the luncheon at the Chateau Frontenac and three meals while in Montreal which may be taken at each individual's option.

Cost of the entire all-expense cruise has been set at \$49.95 including all taxes. This low price has been made possible through the combined efforts of the Sun Travel Department and the Canada Steamship Lines.

Complete information concerning the trip, as well as reservations may be had at The Rochester Sun, 420 Burke Bldg., 5 St. Paul St. A telephone call to Stone 6000 will bring a folder containing complete details.

## THE COOLEST COOLER OF THEM ALL!

**Pete Hagen's  
RUM  
N'COLA**  
EASY TO SERVE—HERE'S HOW...  
Use 10 oz. glass—plenty of ice—  
2 oz. of PETE'S RUM N' COLA—  
—time juice if desired.  
Fill with carbonated water—stir well.  
Delightful Cuba Libre! 48 proof  
At your neighborhood dealer—or  
write:  
Pete Hagen Co., Inc., Rochester, N. Y.

## GET OUT OF DEBT With a CENTRAL TRUST LOAN Compare the Cost:

Amount	6	12	24
\$100	17.37	11.69	4.39
\$200	34.74	23.37	8.78
\$300	52.11	35.06	13.17
\$400	69.48	46.74	17.56
\$500	86.85	58.43	21.95

The Above Payments Provide Life Insurance to Protect Your Loan

**CENTRAL TRUST CO.**  
25 E. MAIN  
1806 EAST AVE.  
Phone  
MAIN 1625  
Member F.D.I.C.

## Why not a SMART ADDRESS

when you visit NEW YORK  
It costs no more to stay at The Vanderbilt Hotel...to enjoy the prestige of a Park Avenue address and the comfort of tastefully furnished, more spacious rooms and suites. The Vanderbilt Hotel is near main railroad terminals, airport, shops and all else of importance.

**The VANDERBILT HOTEL**  
PARK AVENUE  
AT EAST 34th ST.  
NEW YORK  
Oscar F. Baner, Manager

OTHER MANGER HOTELS  
Rochester, N. Y., Rochester, Washington, D. C., Hay-Adams  
Boston, Mass., Manger, Washington, D. C., Annapolis  
Chicago, Ill., Plaza, Washington, D. C., Hamilton  
Grand Rapids, Mich., Rowe

## Rodeo. Plans Sunday Show

A special performance of the seventh annual Grotto Rodeo, holding forth at Edgerton Park all this week, will be given on Sunday afternoon, Bryant G. Parsons, Rodeo official, announced today.

This performance has been set for the convenience of workers in local war production factories who are unable to attend the regular evening performances, said Parsons. It is expected that Sunday matinee will have a wide appeal and a capacity throng is anticipated.

A matinee was held yesterday and another is scheduled for Saturday.

# CANADA

## STEAMSHIP LINES

### SPECIAL BOAT TRIPS

**MONTREAL AND RETURN**  
Allows 2 nights and 2 days stop-  
over in Montreal, 3-day limit. Meals  
and berth included on steamer.

**Special All Expense Tours**  
To Montreal  
3 DAYS—Includes meals and berth  
on steamer, 2 nights, hotel, 2 meals  
in Montreal.  
4 DAYS—Includes meals and berth  
on steamer, 3 nights hotel, 2 meals  
in Montreal.

U. S. TAX EXTRA!  
For further information, reservation, etc., apply  
R. J. Plummer, Canada Steamship Lines, Ltd.,  
Hotel Sagamore Bldg., Rochester, Tel. Stone 1880

Mrs. Geraldine Martin, 285 Wilder Street

## EXTRA COMFORT AND ECONOMY

Discover for yourself the homey comforts of this most popular hotel.

Individually controlled radio in each room  
*Santized Service*

Fine Room With Private Bath  
One Person—\$2.50 to \$4.00  
Two Persons—\$3.50 to \$6.00

3 ATTRACTIVE DINING ROOMS  
Breakfast from 25c • Lunch 50c • Dinner \$1.10

# BRISTOL

129 WEST 48th STREET, NEW YORK CITY  
Joseph E. Barb  
Theodore E. Tolson, Jr. Alfred B. Tolson

IN  
NEW YORK  
AT  
RADIO  
CITY  
IT'S  
HOTEL

ALL-EXPENSE  
TOUR IN NEW YORK  
2 DAYS (1 night) \$5.50  
3 DAYS (2 nights) \$9.75  
Write for Descriptive Folder

# The Big Basement SIBLEY, LINDSAY & CURR CO.

Headquarters for Famous Lee, Spaide and Big Yank

## WORK CLOTHES

Precision Cut Sanforized Blue Denim

## 'LEE' OVERALLS

With Full Dimensions Through-  
out! No Binding!

2.10 2.49

For comfort, better fit and longer wear "Lee" overalls fill the bill for you men on heavy jobs whose clothes take a beating. Triple-stitched seams! Sanforized—99% shrink-proof! Bar-tacked! Full bibs! Extra wide backs!

### Other Precision Made "Lee" WORK GARMENTS

- "Lee" White Carpenters' Overalls .....2.89
- "Lee" Unionalls in Hickory Stripe  
Blue and Khaki .....3.95
- "Lee" Dungarees .....2.10
- "Lee" Work Caps in Blue, White and  
Hickory Stripes .....29c
- "Lee" White Painters' Overalls .....2.10
- "Lee" Blue Chambray Work Shirts .....1.39
- "Lee" Heavy Covert Grey Work Pants .....2.95
- "Lee" Heavy Covert Forest Green Work Pants .....2.95
- "Lee" Matched Shirt and Pants Sets—Shirt.....1.95  
—Pants.....2.95



Uniformly Perfect for Your  
Work-a-Day World!

## "BIG YANK" MATCHED SETS

Shirts 1.39 Pants 1.69

Mechanics! Defense workers! Farm workers! All men who need heavy covert tailored to a "T" work outfits for comfort and freedom... sanforized (less than 1% shrinkage) for perfect fit for the life of the garments! Shirts with two sturdy pockets, including a pencil pocket. Matching trousers with 5 heavy lined pockets.

## 'BIG YANK' WORK SHIRTS 89c

Take your pick from grey and blue covert, and blue chambray work shirts with plenty of features! Elbow action sleeves! Extra large dimensions! Sweat-proof cigarette pocket! Stain-proof yoke! Rip-resistant quality-tested fabrics!

Built to Fit You! Built for Your Job!

## Spaide Work Shirts

Button 1.39 Zipper 1.79  
Front Front

Iron-tough chambray or covert in blue or grey... all sanforized shrunk (less than 1% shrinkage) to fit you for life. Triple stitched seams that won't rip! Reinforcements at hardest points of wear.

## For the Busiest Days in Our History! WORKERS' NECESSITIES

"CARTER'S" WORK APRONS  
Heavy Machinists' Aprons .....89c  
Butchers' Aprons .....79c  
Bartenders' Aprons .....69c

"BOSS" WORK GLOVES  
18c to 1.00

All leather! Leather combinations and cotton! All colors! Famous brand gloves of every description for every worker's needs.

### FAMOUS BRAND ITEMS

- J. B. Blue Denim Work Aprons .....59c
- J. B. Sanforized Shop Coats .....2.79
- J. B. Blue or Red Work Handkerchiefs 12c
- Melrose White Duck Waiters' Coats .....2.45
- Alpaca Office Coats .....3.50
- Blue Bell Sanforized Dungarees .....1.39
- Blue Bell Boys' Sanforized Dungarees  
and Overalls .....1.09

aisle 2, BASEMENT

## Weed's SPECIAL OFFER

**5 PIECE  
DURASTEEL  
DINETTE SET**



ALL 5 PIECES  
only  
**\$19.95**  
LIMITED  
QUANTITY

MAIN 7900  
**Weed's**  
15  
EXCHANGE ST.  
—Free City Deliveries—  
**FREE PARKING OPPOSITE**  
With Purchase of \$1.00 or Over  
Closed Saturdays at 1 P. M. During July and August



Rochester Sun, Thursday, July 23, 1942

DO YOUR PART—BUY WAR STAMPS

PAGE THREE

Leave tea and coffee pots open when not in use.

LIKLY'S

Gift

Center

98th Anniversary  
Specials

For Another  
Rousing Week-End



Leather Fitted Case of handy size; snap closing. \$3.95



Leather Correspondence Case; zipper closing. \$3.95



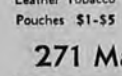
12-Photo Folding Pocket Album to delight a sailor. \$1.00



Leather Cigarette Pack Case, \$1.00



Leather Tobacco Pouches \$1-\$5



Leather Bill Folds and Key Cases, \$1 to \$6

271 Main St. E.

SEARS

ANNUAL AUGUST

FUR  
SALE

STARTS TODAY

BOTH STORES  
OPEN TILL 9:30  
FRIDAY, SATURDAY

PRICED AS LOW AS

49<sup>50</sup>

Others to \$139.50

SUPERLATIVE QUALITY!  
GUARANTEED VALUES!  
BEAUTIFUL STYLING!  
AT LOWEST PRICES!

BUY ON BUDGET PLAN  
COATS ON SALE MONROE STORE ONLY!

SEARS, ROEBUCK AND CO.

MONROE AT S. UNION

Every Coat in Sears Annual August Fur Sale is Guaranteed for Value, Style, Quality and Workmanship with a Sears Rosecraft Fur Coat Bond.

ROCHESTER, NEW YORK

## Monday Is Deadline For Entries In '200 War Bond Contest

Some lucky reader of Shopping News is going to be one hundred dollars richer next week for writing a short, short story about their family life, or recording some interesting incident in the lives of their own family.

Sponsors of the contest, Shopping News and the RKO Palace Theatre will award a total of \$200 in War Bonds in this easy-to-enter, easy-to-win contest, held in conjunction with the showing of "The Magnificent Ambersons" at the RKO Palace Theatre starting today.

All you have to do to become eligible for one of the War Bond prizes is write a simple story, of 250 words or less, concerning an interesting incident in the life of your family. Every American family, novelists say, has a real story to tell. Neatness and originality will

count in determining the winners but literary style will not. Be brief (250 words or less).

Anyone is eligible to enter the contest except employees of Shopping News and the RKO Palace Theatre. Address your entry, postmarked not later than midnight, July 26, to the

True Life Story Contest Editor, Rochester Sun, 420 Burke Bldg. All stories submitted will become the property of the contest sponsors but will not be used for publication. Judges of the contest, whose decision will be final are: John A. Morton, vice-president and publicity director, The National Clothing Co.; David Klein, advertising director, E. W. Edwards & Son; and the Editor of Shopping News.

Second prize is a \$50 War Bond and third and fourth prizes — a \$25 War Bond each.

His words might have been swords, cutting into her flesh, and swords could not have hurt her any more than the realization that the peace and contentment she had longed for with Eugene must be put out of her mind forever. For that, she knew instantly, was the way it must be. She walked forward unsteadily and took George into her arms as she had when he was a child. "Darling," she whispered, "I want nothing—ever—but your happiness. That will be all the happiness I shall ever need."

### CHAPTER V

WHETHER it was Isabel herself or George who sensed that thereafter life in Midland would be intolerable wasn't quite certain; what was certain was that they decided to go abroad and to go at once.

The day before they were to leave, George met Lucy on the street. Lucy smiled cordially in greeting and he realized with a gasp of relief that Eugene had not told her what had happened.

"Lucy, I want to tell you something. In spite of himself, he couldn't keep the old domineering quality out of his voice.

Lucy's smile did not change. "I hope it's a funny story," she said lightly.

"It might seem like one to you," George said bitterly. "To begin with, when you went away you didn't even let me know, didn't write or—"

"Of course not," Lucy interrupted briskly. "We'd had a quarrel—don't you remember? Since we couldn't play together like good children it seemed obvious that we shouldn't play together at all."

"Play!" George retorted vehemently. "You mean—we were only playing at being in love?"

"It couldn't ever have been anything else, George," she answered steadily. "The way you are and the way I am—"

"I'm going away," George said heavily. "Mother and I are taking a trip around the world. And we aren't making any plans to come back."

That sounds like a nice long trip," Lucy observed with determined cheerfulness. "A lovely—"

"Lucy!" he cried. "Is that all it means to you? She didn't answer. "Then you've never cared for me at all," he went on pitifully. "And this—well, this is good-bye, Lucy. And I think it's good-bye for good."

He turned away, paying no attention to her gentle, "Good-bye, George."

Lucy watched him until he was out of sight then she slowly entered the drugstore. To the clerk she said, "Give me some aromatic spirits of—"

"but before she could finish the word—"

(Continued on Page 6)

## The Magnificent Ambersons

"How do you do, George," he said. "Will you tell your mother, please, that I am here?"

"My mother," George replied coldly, "is not interested in knowing that you are here—today or any other day."

"I'm afraid I don't understand you, George."

"Then I'll make it plainer. Perhaps his voice mounted, "you'll understand—this!"

The final word George was drowned by the slamming of the door. For a moment the two men stood, each on his own side of the door, then Eugene walked down the steps, every line of his body expressing defeat and anger.

UNABLE to see Isabel, Eugene wrote to her. "Don't strike my life down twice, dear," he begged. "This time I've not deserved it. I know, dearest woman in the world, what your son is to you, but I promise you you shall have happiness and only happiness if you will just find the strength to live your life your own way and not George's way."

Jack Amberson delivered the letter to Isabel and told her, then, of George's opposition to Eugene. When he had gone Isabel sat alone for a while, then she went to George's room and handed the letter to him. George read it through and tossed it aside contemptuously.

"It's the most offensive, the most insulting letter I've ever seen," he declared. "You're my mother and you're an Amberson—and I know you've got too much pride to marry a man who could write such a letter as that."

Isabel swallowed the sob that suddenly choked her. "Marriage—marriage," she spoke with painful slowness, "doesn't mean so much after all, dear, at my age. It's enough to know that—that people think of you. Enough to see them."

"See him!" George cried accusingly. "Mother, you couldn't after this!"

"Not ever, George?" Isabel said pleadingly.

"Not!" George shouted. "Not ever! If he ever sets foot in this house again—oh, it was a cry of anguish. "I can't bear to think of it!"

## DO YOU NEED MONEY?

Come to the "Bank of Personal Service"—get the money you need to meet your obligations—easily—conveniently.

No collateral, no co-maker no red tape, prompt Service!

Personal Loan Department  
2nd Floor

If you borrow	You make 12 monthly payments of	You make 24 monthly payments of
\$50	\$4.33	\$2.50
100	8.66	5.00
150	12.99	7.50
200	17.32	10.00
250	21.65	12.50
300	25.98	15.00
350	30.31	17.50
400	34.64	20.00

Other amounts at proportionately low rates. Interest paid up loan in case borrower dies.

GENESEE VALLEY TRUST COMPANY

EXCHANGE AND BROAD STREETS  
ROCHESTER, N. Y.

MEMBER F. D. I. C.



SUPERLATIVE QUALITY!  
GUARANTEED VALUES!  
BEAUTIFUL STYLING!  
AT LOWEST PRICES!

BUY ON BUDGET PLAN  
COATS ON SALE MONROE STORE ONLY!

SEARS, ROEBUCK AND CO.

MONROE AT S. UNION

ROCHESTER, NEW YORK

SHOP TONITE 'TIL 9

Darling Shop's  
Annual

SALE

BEACHWEAR &  
PLAY CLOTHES

### PLAY SUITS

REG. PRICE	QUANTITY	SALE PRICE
1.19	274	88¢
1.59	86	
1.69	58	\$1.00
1.89	46	
2.99	74	\$1.49
4.50	192	\$2.49
7.99	112	

### BATHING SUITS

REG. PRICE	QUANTITY	SALE PRICE
1.99	111	\$1.79
2.49	71	
2.99	93	\$2.49
3.49	86	
4.29 & Up	55	\$3.39

### SLACK SUITS

REG. PRICE	QUANTITY	SALE PRICE
2.29	65	\$1.79
3.99	101	
4.99	85	\$2.49
5.99	95	
6.99	390	\$4.39
7.99	212	

Main Floor

New and Greater  
Darling  
Shop  
190 MAIN ST. EAST

Clearance of odd lots and end-of-season merchandise. Most prices actually below cost. Stock up now on your beach and play clothes needs for the entire season.



3 TREMENDOUS  
FLOORS OF FASHIONS  
ENTIRE STORE IS  
AIR-CONDITIONED

Open Monday & Thursday  
Nights 'Til 9

in the National's Basement

"STORE OPEN TONIGHT UNTIL 9 O'CLOCK"

FINAL

Clearance!  
BASEMENT  
Hot-Weather Suits

Regularly Priced Up To \$17.95!

\$11

FEWS of a kind and broken stocks . . . hundreds to choose from . . . dark colors for your town and business wear. Light shades for when you're stepping out. Single breasted, double breasted . . . many in your size to try on . . . any color you like. Beautiful, cool, ventilated fabrics of various kinds. This, Sir, is a time to pick up a suit or two for next summer. Bargains like these won't be buyable then.



Clearance! Year-Round Suits

Values up to \$23.95! Fine worsteds, tweeds and twills. \$16.45

The  
NATIONAL  
EAST MAIN AT STONE



*They all go for* **CAIN'S**

MAKES SALADS  
TASTE  
LOTS BETTER!

THE CAIN NAME  
HAS ALWAYS  
MEANT QUALITY!

LOOK FOR  
THE LABEL  
YOU CAN'T  
GO WRONG!

Get Ready  
for a  
Grand Time  
with These

# Vacation VALUES

**Valiant Lady**  
59.50

Reg. Down Payment  
1.25 WEEKLY

Three brilliant diamonds in  
beautiful, modern setting.  
A combination of beauty  
and value.

**Waterproof Bulova**  
37.50

Men's handsome  
new watch—rugged  
and accurate.  
Reg. Down  
Payment  
1.25 Weekly

**PENDANT WATCH**  
14.95

Smart new style in  
this lapel watch.  
Accurate.  
EASY  
TERMS

**July BIRTHSTONES**  
14.95

New styles for men  
and women. Ruby  
(simulated) for  
July. Also other  
stones.  
EASY  
TERMS

**Flexible BRACELET**  
5.95

Charming new  
style to dress up  
any summer costume.  
EASY  
TERMS

**CAMERA RADIO**  
29.95

Plays anywhere on  
AC, DC or in battery.  
5 tubes.  
Reg. Down  
Payment  
1.25 Weekly

**AGFA SPEEDEX JR.**  
14.36

Newest features.  
Two rolls of film  
included.  
EASY  
TERMS

**Portable  
Phonograph**  
13.95

EASY TERMS

New acoustic model of  
excellent tone. Smart  
luggage-type case. Key  
wind.

**Set of 7  
Matched Clubs**  
19.95

Reg. Down Payment  
1.25 WEEKLY

Driver, Spoon, Midiron,  
Mashie, Mashie-Niblick,  
Niblick, Putter. For men  
and women... right or  
left handed golfers.

**RUDOLPH'S**

MAIN E. AT SOUTH AVE.  
OPEN TONIGHT AND MONDAY 'TIL 9

## YOUR SUNDAY DINNER



Pinwheel Roll-ups tempt the appetite in this meal suggested for your Sunday dinner July 19. These are served on broiled tomato slices. Sorority salad (with the accent on the raw) brings many needed vitamins and minerals into this summer meal. Banana cream whip is the dessert adding just enough energy food and there's spicy grape juice to quench thirsty palates.

- THE DINNER**
- Cream of Tomato Soup
  - \*Pinwheel Roll-Ups
  - \*Sorority Salad
  - \*Banana Cream Whip
  - \*Spicy Grape Juice
- (Recipes Included)

This menu is properly balanced for nutritional value. The Soup: Carbohydrates, minerals, Vitamins A, B, C, and G and fats. The Meat: Proteins, phosphorus, Vitamins A, B, B-1, C, and G carbohydrates. Salad: Minerals, Vitamins A, B, C, G, fats for energy. The Dessert: Carbohydrates, minerals, fats for energy, Vitamins A, B, C and G. Beverage: Vitamins B, G, carbohydrates for energy.

- To Serve 6 You Need**
- 2 cans cream of tomato soup
  - 1 lb. ground beef
  - 1 head lettuce
  - 4 carrots
  - 1 green pepper
  - 1 pkg. Roquefort cheese
  - 1 bottle grape juice
  - 3 bananas
  - 1/2 pint whipping cream
  - 1 lemon
- (Balance of materials among staples)

**TO MAKE  
GOOD FOOD  
EVEN BETTER**

**Trynoski's  
SNAPPY MUSTARD**

Choice of Food Connoisseurs  
Generous 5-oz. jar... 10c

Also Pint - Half Pint  
Quarts and Gallons

**NOT A RUMOR!**

Go ahead - tell your neighbor

## BREAST-O'-CHICKEN Brand Tuna Fish

★Makes main-course dishes go further  
★Makes leftovers taste new and different

It's no secret that menu-stretching is easy with delicious Breast-O'-Chicken Brand Tuna. Give your summer salads extra flavor and nourishment. Try this tastier tuna in wholesome, hearty, meal-in-one dishes.

**TUNA CROQUETTES**

Cook 1 c. bread crumbs in 1/2 c. milk. Stir in two un-beaten eggs, 1 tsp. salt, 1 tbsp. lemon juice, 1 tin Breast-O'-Chicken Tuna. Form Croquettes, drop into hot fat, cook until well-browned. Serve with creamed peas.

**THE NO-WASTE FOOD**  
You can even use the salad oil it's packed in

**BREAST-O'-CHICKEN TUNA FISH**

WESTGATE SEA PRODUCTS COMPANY, San Diego, California  
\*EVERY PAY DAY--BUY A WAR BOND\*

and spread on baking powder biscuit dough.

- Sorority Salad**
- 1 cup shredded lettuce
  - 1 cup chicory, chopped
  - 4 tablespoons grated raw carrot
  - 1 tablespoon chopped green pepper
  - French dressing
  - 1 teaspoon salt
  - 1 teaspoon sugar
  - Dash of cayenne
- Combine vegetables and place in salad bowl. Chill thoroughly. Toss with French dressing. Add seasonings and toss lightly again. Serve from salad bowl.

- Banana Cream Whip**
- 1 cup mashed ripe bananas
  - 1 tablespoon lemon juice
  - 1/4 cup sugar
  - 1/2 teaspoon salt
  - 1/2 cup whipping cream
- Mix together bananas, lemon juice, sugar and salt. Fold in whipped cream. Chill for one hour before serving. Garnish with sliced bananas and sliced cherries.

- Spicy Grape Juice**
- Add stick cinnamon, several whole cloves, a little grated orange and lemon rind to the grape juice. Chill 1 hour, strain and serve over crushed ice.

**Serving Hints**

Broil sliced tomatoes and place each pinwheel roll-up on a slice of tomato. Arrange on platter and garnish with parsley. Makes a very colorful serving. Top the soup with a fluffy bit of whipped cream to which horseradish had been added, just before bringing to the table. Tell the kiddies it's a floating iceberg.

Use a polka dotted cloth on the table—they are always so cool looking. Gather a few flowers from the garden, early in the morning before the sun has had a chance to wilt them. Arrange them attractively for your table centerpiece.

**Use of Leftovers**

If there are any remaining pinwheels heat them thoroughly in a moderate oven. Then heat the leftover tomato soup mix well. Add milk, stirring and serve poured over the pinwheels for next day's lunch.

**OWNED AND OPERATED  
BY YOUR NEIGHBORS!**

**FREE PARKING!**

**PLUMB, MEATY, Fresh Dressed  
BROILERS**

This Week's  
Victory  
Food Special

**32¢ lb.**

**Tender Shoulder Beef Roasts lb. 25¢**  
**Tender Sweet Cooked Hams lb. 38¢**  
(Whole Ham or Shank Hal)

**Boneless Rolled Lamb Roasts lb. 33¢**  
**Par-Boiled Hots lb. 29¢**

**GET 500¢ CATERAUCUS KNIFE**  
Only 25¢

With 24 1/2 lb. Sack  
**MOTHER'S FLOUR**  
24 1/2 lb. Sack **99¢**

**Save Tires and  
Gas...Buy All  
Your Food In  
ONE-STOP  
At Home-Owned  
WEGMANS MARKETS**

**GROCERY BARGAINS!**

Tall Can Pure Wholesome Milk  
**Van Camps 4 Cans 29¢**

Kellogg's  
**Corn Flakes . . . Pkg. 8¢**

**Rice Krispies . . . Pkg. 10¢**

Quart Cans  
**Lion Beer . . . Qt. 21¢**

Simon Pure Beer or  
**Old Abbey Ale Qt. 18¢**

12 Oz. Can Lion Brand  
**Beer or Ale 3 Cans 25¢**

Pillsbury's Sno-Shoen  
**Cake Flour . . . Pkg. 23¢**

Wegmans Creamy Fresh  
**Mayonnaise . . . Qt. 41¢**

Tasty Green Gables  
**Salad Dressing Qt. 31¢**

**LAND O'LAKES  
Sweet Cream BUTTER**

CHURNED TO STAY  
Fresh and Sweet  
EVEN IN  
WARM WEATHER

4 days Fresh  
Longer! Because  
It's Churned  
From Sweet (not  
sour) Cream.

**Wegmans**  
HOME OWNED SUPER MARKETS

**FREE PARKING FOR  
CUSTOMERS**



BUY WAR SAVINGS STAMPS AT  
**Edwards**

IT'S CANNING TIME



STORE  
CLOSED  
AT 1 P. M.  
SATURDAY

**Cold Pack Canner**

20 Quart Size **98c** 24 Quart Size **1.29**

Made of Blue enamel with dome cover. Complete with wire lifting rack that holds 7 jars. These are irregulars but the imperfections are slight and won't effect your canning. They'll be scooped up quickly at this low price. Sorry—No phone or C.O.D. orders.



**E-Z JARS**

1/2 Pt. .79c 1 Qt. .89c  
1 Pt. .85c 2 Qts. 1.49

**MASON JARS**

1/2 Pt. .69c 1 Qt. .85c  
1 Pt. .79c 2 Qts. 1.19

EDWARDS—Sixth Floor

**Cone Shaped Food Press**

**1.45**

An aid to your canning. Food press in cone shape with wooden pestle for straining fruit juices for jelly. Fine to use for making tomato juice and ketchup.



EDWARDS—Sixth Floor

**More for Your Money—Friday and Saturday**

**Symphony Sweet Week-End Candy Special**  
**Chocolate Coated Marshmallows**  
Fresh From Our Own Candy Kitchen

Soft fluffy marshmallow, entirely chocolate coated or half chocolate coated on the bottom and topped with chopped nuts, butter crunch or toasted coconut. Choice of vanilla, mint or maple marshmallow with dark or chocolate coating.

EDWARDS—Street Floor

**39c** LB.  
Reg. 44c

**JUMBO VALUE**

Every Jumbo Value is an outstanding bargain . . . specially bought and specially priced for one day's selling only . . . watch the paper every day during July for new Jumbo Value.

**"First Lady" Full Fashioned Improved Rayon Hose**

Regularly 89c **66c**

Made by one of America's finest hosiery mills — every detail of these fine stockings is up to a rigid standard. These new rayons are lovely in appearance, wear well and come in four of Summer's most popular colors. Two popular weights—sheer chiffons and service weight.

EDWARDS—Street Floor

**SAVE 1/3 On**  
**Original Rogers**  
**Anchor Brand**  
**Silver Plate Set**



Convenient  
Terms  
Arranged

Popular Reflection Pattern  
August Sale Price

**26.95**  
Plus Tax

In Tarnish Proof Chest

53 Pieces . . . complete service for 8. Triple plate, all staple pieces, overlaid with silver at points of wear.

SET CONSISTS OF:

16 Teaspoons	8 Viande Knives
8 Dessert Spoons	1 Sugar Shell
2 Table Spoons	1 Butter Knife
8 Viande Forks	1 Dessert Server
8 Salad Forks	

Use Edwards Budget Plan! — Pay 1/3 Down  
Balance Small Monthly Payments.  
EDWARDS—Street Floor

**ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT**

**Marvelous Buys In Summer Merchandise At Mid-Season Prices! Save!**

**FAMOUS MAKE MEN'S SOCKS**  
Selected Irregulars  
**31c** PR.

- Fancy Rayon and Lisles
- Clocks, Argyles, Stripes
- Regular & Short Lengths

Just the kind of socks you need to make your wardrobe complete. Large assortment to choose from in pastels and medium shades. S.X. selected irregulars of 45c and 65c values. Sizes 10 to 12. Get several pairs!



EDWARDS—Basement

**THE SEASON'S "BEST" . . . CHARMING, SHEER SUMMER DRESSES**

Exciting Bargains

**\$3**

Figure-flattering, sleek new silhouettes in fine French crepes. Gay florals, polka dots, monotones, large splashy prints in light or dark backgrounds. Buy at least two and really save!

- Blue • Rose • Green • Brown • Aqua • Navy
- Misses: Sizes 12 to 20; • Women's Sizes 38 to 52
- Pleated, Tucked, Gored Skirts • Novelty Buttons and Belts

EDWARDS—Basement



**Expecting a Baby?**  
**BUDGET MATERNITY DRESSES**

Priced Low  
**4.98**

Waiting for a baby? We have the flattering, concealing clothing you need — French crepe prints, polka dots, monotones in redingote and peplum effects. White trims. Sizes 12 to 20.

Blue, Rose, Aqua, Navy

OTHER STYLES AT  
**\$3-3.98-5.98**

EDWARDS—Basement





## The Magnificent Ambersons

(Continued from page 3)

George and Isabel were away from Midland for five years. During those years no son could have been more devoted to George than Eugene. He was only a few years older than George, but he had the same mother's wishes—every wish, except one. For every time Isabel suggested returning home George put her off by pointing out the cultural advantages of their Continental life and Isabel, more than ever a slave to his wishes, always gave in. But strong as her devotion was, her health could not stand the strain; she had never been strong and gradually homesickness and loneliness robbed her of all vitality. At last when it became obvious that she had only a short time to live George brought her back to the Amberson mansion.

Midland had undergone vast changes during their absence. As Eugene had predicted at that disastrous dinner party five years earlier, the automobile had changed everything. The Amberson mansion, once the showplace of a wealthy residential section, was demoted in by factories whose smoke grimed its walls; and as the Amberson fortunes had declined those of Eugene Morgan had risen. In the factories that surrounded the Amberson estate he turned out automobiles by the hundreds, but his new Georgian house of mellow brick was miles away, safe from the noise and dirt.

These outward changes made no impression on Isabel, for she was too ill to leave her room. George, half frantic with fear, devoted himself to her more assiduously than ever. In one respect only did he oppose her: Even though Eugene called

daily and even though Isabel spoke wistfully of seeing him, George would not permit their meeting. Even on the day of her death when, knowing that there were only a few hours left to her, George would gladly have given his life to prolong hers, he had Eugene turned away from the house. It was only after the agonizing memory of her last whispered, "George, my dearest son," that awareness swept over him and he realized at last the full extent of the unhappiness his domination had caused her.

Major Amberson's death followed Isabel's by only a few short weeks and it was then that the complete wreckage of the Amberson fortunes was discovered. Nothing was left, even the house itself must go.

Jack Amberson decided to leave Midland, impelled not so much by the hope that he would become prosperous elsewhere as by the feeling that would be easier to endure poverty in strange surroundings. George went with him to the station and there Jack borrowed a hundred dollars—the last hundred dollars—almost the last dollar that George had.

"I'll say one thing for you, George," he said gratefully as he pocketed the money, "you haven't a stingy bone in your body. However, abruptly he turned around, since we are saying good-bye, I believe I'll tell you that I've always been pretty fond of you, George. You've had a pretty tough job and you've taken it like a soldier and—well, I'm still fond of you, but, more than that, I like you now."

CHAPTER VI  
UNCLE JACK'S remark that George had met trouble like a soldier was no more than just. His mother's death had made a great change in him, as though some blind instinct to stone for the misery his selfishness had brought her had created within him a patient understanding. Ever since the full extent of the family's disastrous situation had been made clear to him he had gone his way quietly, without complaint or recrimination, trying to devise some way out of it. He had found a job in the office of a Midland attorney who was an old friend of the Ambersons and now, having put his uncle onto his train, he walked slowly home to discuss with Aunt Fanny plans for their future.

He found her slumped at the dining room table. She had been crying, he noticed, but when he came in she made a gallant effort to appear cheerful.

"I've found us a place to live, George," she said. "It's a boarding house—really a very nice one. It's only \$36 a month and meals will be \$22.50 a month for each of us."

George's eyes opened wide. "That's more than we can pay, Aunt Fanny!"

Aunt Fanny began to cry again. "Your mother would have wanted me to be together, would have wanted me to make a home for you," she said brokenly. "Can't you see, George, that I'm only trying to do what she would want me to do?"

"The only thing I can see," George replied wearily, "is that we'll need a hundred dollars a month to live in that boarding house—and I'll be making \$32."

Aunt Fanny didn't say anything. She buried her head in her arms and George could hear her sobbing softly. At last he stood up. "Don't worry," he said soothingly. "I think you can have your boarding house. I've just thought of a plan."

George's plan was simple. There was a new company in Midland which manufactured dangerous chemicals. Because the work was so hazardous they offered high wages. So next morning George resigned his clerical position and became a worker in the chemical plant. That afternoon he and Aunt Fanny moved to the boarding house she had selected and as soon as they were settled George returned to the Amberson mansion. It was the last time he would ever visit it, for on the following day it would be dismantled and then—then he would never want to see it again. He walked with bowed head and through strange grimy streets which once had been beautiful, stately houses in which he had visited were now drab, housing futuristic little shops, and instead of being greeted by acquaintances he was unrecognized by any of the blowy people who lounged on the sidewalks.

When he reached the Amberson mansion he went directly to his mother's room. Everything would be changed tomorrow, but tonight it was as she had left it. He felt his way through the gathering dusk, reached the bed and sank to his knees, resting his head against the satin coverlet, half believing that his mother might stretch out a frail hand to him as she had done in the past.

And that was the moment that all Midland had awaited for years, the moment when George Amberson Minner got his "come-uppance." But no one was ever to know about it, for there was no one to hear the tortured voice crying out in that darkened room, "Mother, forgive me, God, forgive me."

EUGENE Morgan was alone in his office when his eyes were suddenly opened.

(Continued on Page 11)

Tinware takes a remarkable

polish when rubbed with a raw

onion.

FURNACE REPAIRING

SPECIAL—Your furnace cleaned, painted, examined, \$2.50. 54 Beaufort St.

## MID-SUMMER CURTAIN SALE

Tailored Curtains

Sheer, shimmering marquisette in sizes to fit every window!

SALE PRICE  
Reg. 1.39 1.29 pr.  
Reg. 1.59 1.39 pr.  
Reg. 1.79 1.49 pr.  
Reg. 1.98 1.69 pr.  
Reg. 2.25 1.89 pr.  
Guaranteed Washable, Extra or Eggshell.

## ROCHESTER CURTAIN SHOP

134 Clinton Ave. So.—In Loew's Theatre Bldg.—Stone 5616

Mrs. Sadie Farrell, 254 Knickerbocker Ave.

## Recovered—Restyled—REBUILT

YOUR LIVING ROOM SUITE

3 Pcs. \$34.50

Workmanship Guaranteed for 5 Years.

TERMS \$1.25 PER WEEK—NO CARRYING CHARGE

WAYNE UPHOLSTERING CO.

74 PARK AVE. MONROE 1404

## TABLE AND FLOOR

# Lamps!

- 7-Way Indirect Light
- Enameled & Chrome Bases
- All-Silk Shades

Table models with china bases decorated in 22-K. gold.

NO DOWN PAYMENT  
IF YOU USE OUR CHARGE ACCOUNT PLAN  
\$2.19 to \$29.95

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

beautifully rebuilt

completely with attachments

10 Day Trial Plan

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PLEASE BRING THIS AD

19.95 FULL CASH PRICE

SOLD ON EASY Terms MAIL ORDERS FILLED

SEND DEPOSIT \$1

DEMOS

30 SOUTH AVE. STONE 6747

OPEN TIL 7 P. M. MONDAYS AND THURSDAYS TIL 9

BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

Mrs. Marie Eilers, 491 Lexington Ave.

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SUMMER DRESSES

Big-high fashions at down-to-earth prices.

We're making way for fall! Every type of dress from washable cottons to woolen exclusives is included.

Open Mon. and Thurs. Eves. TIL 9 P. M.

Sale will continue 'til every sale-priced dress is sold. Come in 'n get 'em! Originally \$1.98 to \$11.50

C. B. THOMAS

DRESS—723 HENNECA Right at Elevator

The SPORT SHOP

## CLEARANCE

SAVE 25% to 50%

On All Men's & Ladies' SPORT APPAREL

THE SPORT SHOP

Open Mon. and Thurs. Mids TIL 9

Other Bldg. TIL 8 P. M.

23 CLINTON AVE. SO.

Opp. Hotel Seneca

First Choice FOR EXTRA VACATION VALUE

More Enjoyment—Lower Cost

No car needed! All amusements conveniently near 250

rooms, sea-water bath, bathing direct from hotel, "Ship's Sun Deck," exceptional food. Write for booklet.

ATLANTIC CITY AND THAT MEANS

Colton Manor

ONE OF ATLANTIC CITY'S NEWEST FIREPROOF HOTELS

PENNSYLVANIA AVE. PAUL KUCHTER, Mgr.

To Relieve MONTHLY FEMALE PAIN

Women who suffer pain of irregular periods with cramps, nervousness—due to monthly functional disturbances—should try Lydia E. Pinkham's Vegetable Compound to relieve such distress. Made especially for women. Full label directions. WORTH TRYING!

LYDIA E. PINKHAM'S VEGETABLE COMPOUND

SPECIAL

Ordinarily \$1.75 Sq. Yd. Value

Inlaid Floor Covering

INCLUDING CEMENTING TO FLOOR

FREE! Quarl Armstrongs Wax

With any job of \$10 or over.

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"Americans We Can Do Without"

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"HERE COME THE FLYING TIGERS"

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Buy Your U. S. WAR STAMPS at DAW'S

These Special Prices... Today Thru Saturday. (Right Reserved To Limit Quantities.)

GERBER'S 3 for 16c

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SHAVING BRUSH 60c Value 29c

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## FIRST IN ROCHESTER at DAW'S

DAW'S COUPON

PALM & OLIVE OIL SHAVE CREAM

Lather Type

GIANT 25c SIZE 11c

These Tubes Contain No Tin Or Other Essential Materials—NO EMPTY TUBES NEEDED IN EXCHANGE!

THE NEW VICTORY TUBES

These collapsible Victory Tubes contain no essential war-time materials—therefore, NO EMPTY OR USED TUBES ARE NEEDED IN EXCHANGE.

Rich, extra-moist lather that quickly softens the toughest beard for real shaving speed and comfort.

BRING THIS COUPON

FOR YOUR PICNIC

PAPER PLATES 8, 2 for 15c

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37-PC. PICNIC SET Complete Service For Six 19c

VACUUM BOTTLES Quart Size \$1.49

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SPOONS, FORKS—WOODEN Sanitary-Packaged, Assorted, 8c

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50-FOOT LINE CLOTHES Braided Sash-Type Cotton Cord Also Available in 100-foot lengths 21c

GENUINE Oil-Tanned, Stitched CHAMOIS SKINS 50c VAL. 29c

WAXED SANDWICH BAGS Full-size waxed paper bags for packing sandwiches and lunches—keeps 'em fresh and sanitary! Pkg. of 40 8c (Limit 2)

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WINDSOR AFTER-SHAVE LOTION Large Size 19c

(6 Ounces) (Limit of 2)

DAW'S COUPON

PROBAK Jr. BLADES MADE BY GILLETTE Pkg. of 20 19c

50c Value (Limit 2 Pkgs.)

DAW'S COUPON

WHISK BROOM Genuine FIBRE whisks... will out-wear 6 ordinary brooms. DAW'S LOW PRICE 16c (Limit of 2)

DAW'S COUPON

FLIT INSECT SPRAY 16-oz. can 16c

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WAXED SANDWICH BAGS Full-size waxed paper bags for packing sandwiches and lunches—keeps 'em fresh and sanitary! Pkg. of 40 8c (Limit 2)

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WINDSOR AFTER-SHAVE LOTION Large Size 19c

(6 Ounces) (Limit of 2)

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50c Value (Limit 2 Pkgs.)

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WHISK BROOM Genuine FIBRE whisks... will out-wear 6 ordinary brooms. DAW'S LOW PRICE 16c (Limit of 2)

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# NOAH'S ARK

## 1/2 MILLION DOLLAR SALE



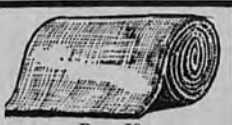
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**McALEER'S POLISH &  
CLEANER and QUICK WAX**  
**37c**

Preserve the finish on your car. Full  
pint polish and can of Quick-Wax.  
Both At One Low Price. 1510.



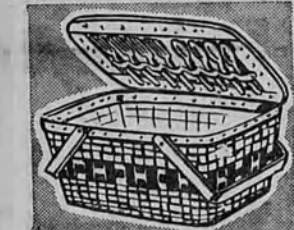
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Roll utility pol-  
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**BASKET and  
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Large picnic basket, size  
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All-purpose  
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Choice of 4 trowels for weeding,  
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Large rubber suction cup.  
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**BIKE  
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3 1/2" x 3 1/2" red or amber re-  
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**PORTABLE  
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ELECTRIC Model. Sweet tone  
record player—plays 10" recor-  
ings. Operates on 60 cyc.  
AC. R372.

# CEILING PRICES HIT THE FLOOR!

And that means real bona-fide SAVINGS for YOU on EVERY  
item in this gigantic \$500,000 midsummer clearance!!

We've been selling for less for years. That's always been  
our policy. That means our ceiling prices are always lower  
than competitors' sale prices.

NOW we cut those low ceiling prices to the bone, to bring you  
DOUBLE SAVINGS!

We MUST have room for fall and Christmas merchandise,  
right now. So we're MAKING it! Summer stocks must go,  
regardless of cost. Ceiling prices, were low already. Now  
they're flat on the floor!!

But even these huge stocks won't last long, priced for such  
sensational savings. So don't delay!! Hurry! Come in and  
get your share of these history making bargains TODAY!



## Use Your CREDIT

### ROCHESTER

60 STATE Street	188-90 EAST Avenue	561 STATE Cor. Lyell	288-90 Monroe Avenue	200 NORTH Cor. University
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GENEVA 437 Exchange St.	BATAVIA 206 East Main St.
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**SALE ENDS SATURDAY, AUG. 1st**  
We Cannot Guarantee Quantities. — Nothing To Dealers.

Reg. 12c  
**EXCEL  
MOTOR OIL**  
IN SEALED CANS

QUART **8c** Plus Tax  
Fill your crankcase now with  
this quality oil. Medium and  
Heavy Grades.



BUY  
NOW!  
Reg. 89c  
**WRENCH  
SET**  
**77c**

6-Piece open end  
wrench set. Sizes  
5/16" to 25/32".  
6907A.

Reg. 10c  
**6-Foot Rule**  
**7c**

FOLDING yellow  
rule. Zig-zag type.  
Buy now. 6777D.

Reg. 15c  
**Dupont Synthetic  
CHAMOIS**  
**7c**

Full size 12"x14" chamois for  
home and auto use. A real  
bargain. 1997A.



**Rim Wrench**  
**39c**

4-Way. Fits all  
popular size rim  
bolts. 6824.

**Rubber Cement**  
**3c**

3/4" x 4" tube of  
fine quality ce-  
ment. 1896.

Reg. 15c  
**TUBE PATCH  
KIT**  
**7c**

Complete with large block of  
rubber, scraper and cement. A  
bargain. 6425.



Reg. 44c  
**Muffler  
REPAIR KIT**  
**34c**

Complete with  
asbestos, metal  
sheet and clamps.  
9735.

Reg. 39c  
**WHITE TIRE  
PAINT**  
**29c**

Non-chip-  
ping, non-  
peeling tire  
paint. Full  
pint. 1670.

**MINNOW  
BUCKET**  
**48c**

10-quart size minnow bucket.  
Heavily tinned steel. Buy now.  
796.



Fully  
GUARANTEED  
Same Length of  
Time as a Brand  
New Hoover

cover

with attachments

19.95

FULL  
CASH  
PRICE

SOLD ON  
Easy Terms

MAIL ORDERS  
FILLED

SEND \$1  
DEPOSIT

MINN  
STORES

STONE 6747

and THURSDAYS 'TIL 9

WE SELL NOTHING ELSE

DAW'S

Tubes Contain No Tin  
or Essential Materials —  
TUBES NEEDED IN EXCHANGE!

THE NEW  
DRY TUBES

Victory Tubes contain  
air-tight materials — there-  
fore, NO OIL, NO TUBES  
IN EXCHANGE.

most lather that quick-  
he toughest beard for  
speed and comfort.

THIS COUPON

COCOA  
UTTER

26c

ODBURY'S  
C POWDER

12c

CKER'S  
TAMPOONS

28c

OVER'S  
EL and FLEA  
P

21c

Y RUM  
TER-SHAVING

26c

STOR  
OIL

8c

LEY'S  
M-O

41c

his Coupon

OT BEER

CENTRATED

TRACT

makes 40 pints of  
oot beer.

size  
2)

9c



# CEILING PRICES HIT THE FLOOR!

## NOAH'S ARK 1/2 MILLION DOLLAR SALE

CHROME-PLATED  
SEALED-BEAM  
**FOG LAMP**  
Reg. \$3.59  
**\$2.98**  
Better get a pair of these driving aids while you can. Shoots long powerful beam. 5700E.

Reg. 12c  
**ASH TRAY**  
Metal ash tray with rubber suction cup fastens anywhere. 662L.  
**9c**

Reg. 25c  
**Steering Wheel COVER**  
A cool, clean and comfortable cover for the wheel. Non-slip. 3845.  
**17c**

Reg. 1.98  
**Baby Hammock**  
Cotton Hammock and Bassinet. Adjustable. 2749A.  
**\$1.66**

Reg. 12c  
**HUB CAPS**  
For 'A' Fords, '28-'31 5333-5  
**9c**

Reg. 9c  
**GENERAL MOTORS SPONGE CLEANER**  
For cleaning windows in car. Lists for 25c. 2012.  
**6c**

FRESH STOCK  
**TIRE Reliner**  
Add miles to your tires with a new reliner. Fresh stock. Fits 6.00 - 6.50 Tires. 3 Ply. 6439K.  
**\$3.49**

Reg. 59c  
**TIRE PUMP**  
This handy little pump will be worth plenty if you have a flat. 4613.  
**49c**

MID-SEASON BARGAIN SALE  
**EXTRA QUALITY EXTRA SAVINGS AT NOAH'S ARK**

**GENERATOR SALE**  
Save your battery, replace that defective generator now. Rebuilt by factory experts.  
FORD \$3.64  
A-V-8 '28-'39  
CHEV'Y \$3.45  
'26-'34  
CHEV'Y \$3.95  
'37-'39  
Prices include OLD GENERATOR In Trade

**GOLD STANDARD**  
51-PLATE SUPER

**LIGHTNING POWER**  
Bonafide SAVINGS on STORAGE BATTERIES  
**GUARANTEED IN WRITING UP TO 36 Months USE YOUR CREDIT**

Reg. \$3.69	Reg. \$4.95	Reg. \$6.95	Reg. \$7.75
39-PLATE	39 and 45 PLATE HI-POWER	45 and 51 PLATE GOLD STANDARD	51 and 57 PLATE GOLD STANDARD
<b>Storage Battery</b>	<b>Dynamic Batteries</b>	<b>DeLuxe Batteries</b>	<b>Super Batteries</b>
<b>\$3.33</b>	<b>\$4.44</b>	<b>\$6.33</b>	<b>\$6.95</b>
1200 And Old Battery	1201 And Old Battery	1202-1211 And Old Battery	1212 And Old Battery
A good battery for this low price. Guaranteed 6 months.	A special cut price for this sale. Guaranteed 15 months.	Don't miss this—you may never see this price again. Guaranteed 24 months.	Guaranteed 36 Months in writing. A superior-sens. flow - lowest price ever offered!

ADJUSTABLE  
Reg. 33c  
**HACK SAW**  
**28c**  
Adjustable frame complete with quality blade. 6920.

Reg. 12c  
**Pedal Pads**  
Rubber replacement pads fit over pedals. For most cars. 6107.  
**9c**

Reg. 12c  
**Top Putty**  
Stop top leaks now. 1"x6" tube. 1888.  
**8c**

Reg. 25c  
**AUTO WAX**  
Big 4 1/2 oz. can. 1572.  
**9c**

Reg. \$3.95  
**Electric Blast Horns**  
Twin trumpets give loud, sharp blast. Complete with bracket. 5511.  
**\$3.66**

Reg. \$1.69  
**WATER PUMP**  
Fits 'A' Ford '28-'31 3342.  
**\$1.47**

Reg. \$4.75  
**SOCKET SET**  
Chrome-vanadium 14-Piece  
**\$4.59**

Reg. 18c  
**Exhaust Extension**  
Prevents bumper rust. 4724.  
**9c**

**SAVE 1/2 ON BLOW OUT-PROOF MUFFLERS AND TAIL PIPES**

NO.	CAR	YEAR	MUFFLER	TAIL PIPE
9752	'A' Ford	'28-'31	\$1.29	...
9756	V-8 Ford	'32-'34	\$1.79	\$1.67
9757	V-8 Ford	'35-'36	\$1.49	.99
9759	V-8 Ford	'37-'40	\$1.49	.99
9763	V-8 Ford	'39-'40	\$2.29	.99
9764	Mercury	'39-'41	\$2.79	...
9785	Chevrolet	'29-'32	98c	.98
9786	Chevrolet	'33-'39	\$1.69	\$1.19
9815	Plymouth	'31-'32	\$2.98	\$1.19
9818	Plymouth	'33-'34	\$2.79	.98
9822-A	Plymouth	'34-'35	\$2.79	.98
9824-D	Plymouth	'35-'41	\$1.59	\$1.66
9825-A	Plymouth	'36-'41	\$1.98	\$1.66
9827-A	Chrysler	'35-'37	\$2.39	...
...	Dodge	'35-'38	\$2.39	...
...	DeSoto '6'	'34-'37	\$2.39	...
9830-A	Pontiac '6'	'35-'40	\$2.59	\$1.79
9832-A	Oldsmobile	'32-'40	\$3.19	\$1.59
9838	Studeb'k'r '6'	'39-'41	\$2.69	\$1.49
9839	Buick (Most)	'37-'41	\$4.39	\$1.59

**VALUE-SMASHING SALE ON SEAT COVERS**  
Protect the upholstery of your car for the duration with a set of Imperial Seat Covers. Made by expert tailors of extra strong quality fibre to completely cover and protect your seats. Buy Now and  
**SAVE UP TO 20% FROM OUR REG. DEEP CUT PRICES**  
Our prices are always about 50% lower than regular prices for the same merchandise... but by buying now you can save even more. Don't wait - Come in TO-DAY!

FOR COUPES AND COACH FRONTS			FOR COACHES AND SEDANS		
CLOTH COVERS	IMPERIAL FIBRE	IMPERIAL FIBRE	IMPERIAL FIBRE	IMPERIAL FIBRE	IMPERIAL FIBRE
Reg. 86c	Reg. \$2.95	Reg. \$3.75	Standard Reg. \$4.75	DeLuxe Reg. \$5.75	Supreme Reg. \$9.75
<b>69c</b>	<b>\$2.36</b>	<b>\$2.99</b>	<b>\$4.44</b>	<b>\$5.22</b>	<b>\$8.95</b>
Slip-on Cover 2050-2070.	For Solid or Split Back Coupes. 2055-2057.	For Bucket or Split-Back Coach. Fronts. 2078-2081E.	For Coaches 2117K. For Sedans 2150.	For Coach 2115-22B For Sedan 2152.	For Coach 2126 For Sedan 2155

**RUBBER FLOOR MATS**  
Buy Now! No more after these!  
FELT BACK RUBBER  
NO. CAR YEAR RUBBER FELT BACK  
7299 A-FORD '28-'31 79c 96c  
7301 V-8 FORD '33-'34 76c  
7314 V-8 FORD '35-'36 . \$1.29 Semi-Fitted  
7315 V-8 FORD '37-'40 . \$1.34 Semi-Fitted  
7303-5 CHEVY '6' '29-'34 . \$1.12 Semi-Fitted  
7318-B CHEVY '6' '37-'39 . \$1.34 Semi-Fitted  
7319 E-G Plymouth, Dodge, DeSoto, Chrysler '35-'38 . \$1.59 Semi-Fitted  
7297 UNIVERSAL FRONT 24"x40"x3/4" 79c 93c  
7306 UNIVERSAL REAR 47"x47"x3/4" 98c \$1.39

Reg. \$1.39  
**BUMPER JACK**  
**\$1.19**  
Sturdy racket type bumper jack. With long handle. 4633.

Reg. 9c  
**BLOWOUT PATCH**  
**6c**  
Be prepared. Buy now. 6400

**STOP TIRE THIEVES!**  
Reg. \$1.79  
**TIRE LOCKS**  
Set of 5 tire locks for all cars. Complete with key. 7275-6.  
**\$1.44**

# NOAH'S ARK

Use Our Easy Payment Plan



# PRICES CUT TO THE BONE! HURRY! BUY NOW! TREMENDOUS SAVINGS!



## PICNIC JUGS

Value \$1.75. Hot or Cold  
GALLON JUG. 6740A... **\$1.49**  
Value \$2.00. Galon Size  
Pour Spout JUG. 6744... **\$1.79**  
Value \$2.95. Gallon Size  
SPIGOT JUG. 6743... **\$2.35**



## STEAK BROILER

Reg. 69c  
**59c**  
Large size, long handle  
picnic broiler. 943A.



## BADMINTON OUTFIT

Reg. \$1.95  
Set consists of 2  
rackets, shuttle-  
cock and net 12'x2'  
885. **\$1.83**



## ICE BOX

Reg. \$2.98  
**\$2.77**  
Portable. Size 17 1/4"x11"x8 1/4". Holds  
8 lbs. ice. 6747.



## TENNIS RACKETS

While They last!



## LIFE PRESERVER CANOE CUSHION

Reg. 99c  
Large size 14"x14".  
Kapak filled. Has  
2 arm loops. 2757. **88c**

## For CAMPING



## UMBRELLA TENT

9 1/2 x 9 1/2... 926A  
Pole Type  
With sewn-in floor. Double stitched.  
Reinforced. **\$24.95**  
9 1/2 x 9 1/2... 925  
Pole-less  
UMBRELLA TENT... **\$29.95**  
No center pole. Sewn-in floor. Rein-  
forced.

## SCOUT TENT

932-Boy's  
928-7x9  
WALL TENT... **\$16.95**  
929-8x10  
WALL TENT... **\$19.95**  
930-9 1/2 x 12  
WALL TENT... **\$24.95**



## OIL STOVE

948 2-Burner-Value \$7.50  
**\$5.75**  
950A 2-Burner-Reg. \$5.49  
Gasoline  
CAMP STOVE **\$4.95**



## CAMP COT

Reg. \$2.29  
**\$2.13**  
Sturdy folding cot  
has heavy white  
duck top. 992.



## CHARCOAL OUTFIT

Includes Grill,  
Brisquets,  
and Fork.  
**88c**  
Reg. 1.00



## BASEBALL SHOES

with steel  
spikes  
Regular \$2.95  
and \$3.49  
**30% OFF**

## Nationally Famous FISHING TACKLE

### AT DEEP CUT PRICES



## Casting Reel

Reg. 79c  
Easy running  
100-Yd. Reel.  
Bakelite ends.  
377A... **66c**



## OFFSET HANDLER ROD

Value \$1.00  
Solid steel for  
casting. 340. **86c**



## TELESCOPE ROD

Reg. \$1.44  
Adjustable to  
8 1/2 foot. Cork  
Grip. 310. **\$1.22**



## Rubber Crab

Reg. 58c  
Fly rod size. 659D  
**48c**



## KING-O-BAG

THE CLAMP-ON FISH BAG  
Reinforced woven  
fabric of strong  
plaid yarns, ex-  
tends into water.  
Clamps on boat  
as illustrated.  
36E. Value  
\$1.30 **\$1.22**

**NO MORE  
FISHING TACKLE**  
Manufactured for the  
DURATION!  
Better Buy Now!  
While Stocks Are Complete!



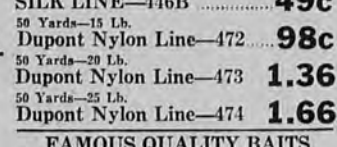
## FISHING OUTFIT

Value \$1.00  
COMPLETE  
**59c**



## TRUE BLUE REEL

Reg. \$2.49  
100-Yard Level  
Wind. 350  
**\$2.19**



## FINE FISHING LINES

50 Foot-18Lb.  
BLACKBAY LINE-446... **9c**  
25 Yards-18 Lb.  
CERTIFIED LINE-445... **25c**  
50 Yards-18 Lb.  
SILK LINE-446B... **49c**  
50 Yards-15 Lb.  
Dupont Nylon Line-472... **98c**  
50 Yards-20 Lb.  
Dupont Nylon Line-473... **1.36**  
50 Yards-25 Lb.  
Dupont Nylon Line-474... **1.66**

## FAMOUS QUALITY BAITS

Famous Paw-Paw  
Flat-Fish BAIT-594A-B... **44c**  
Sensational New  
Hawaiian WIGGLERS-566... **89c**  
Famous Heddon  
RIVER RUNTS-726... **98c**  
Little Wonder  
SPINNER-633... **23c**  
Luminous  
SPINNER-636... **6c**  
TANDEM SPINNER-720... **39c**  
MOUSE BAIT-649... **22c**

## MISCELLANEOUS TACKLE

18 In. X10 In. Wire  
MINNOW TRAP-808... **\$1.28**  
19 1/2" Folding  
GAFF HOOK-795... **79c**  
Stainless Steel  
FISH KNIFE-816B... **29c**  
6" Cable  
WIRE LEADERS-783... **6c ea.**



## RUBBER HIP BOOTS

Reg. \$5.95  
Buy rubber boots now  
while stocks are complete.  
Meet Government Stan-  
dards. Size 5 to 11.  
Snug fitting. 829K-830E  
**\$4.95**



## TACKLE BOX

Value 75c  
For fishing, tools  
or cash. 12-  
inch. 6733B. **49c**



## SOUTH BEND SPOONS

Reg. 33c  
Assorted sizes  
and colors.  
588C-89E. **29c**



## SURE-STRIKE BAIT

Reg. 36c  
Assorted  
colors 715B-J  
**29c**



## FISH SCALER

Reg. 5c  
Makes cleaning  
fish easy. 790. **3c**



## FISH STRINGER

Value 20c  
6-foot length.  
791. **12c**



## MAIL BOX

Reg. 98c  
Medium size rural  
type mail box. Has  
flag on side. 5862. **89c**



## Bike Pedals

Reg. 44c  
Ball-bearing  
pedals. B471-2. **39c**



## Bamboo Rake

Reg. 28c  
Just the thing  
for lawns.  
H599. **19c**



## CAMP STOOL

Value 50c  
Folding type  
stool. 985A. **39c**



## FOLDING YACHT CHAIR

Reg. \$1.39  
Sturdy folding  
chair with double  
seat. 983B. **\$1.29**



## BIKE HANDLE-BAR STEM

Reg. 79c  
High quality  
replacement.  
B611. **69c**



## STREAMLINE TRICYCLE

For Youngsters  
Tubular  
Frame  
Rubber Tires  
Rear Steps  
See Our  
Complete  
Line Of  
Tricycles  
10-INCH... **\$3.19**  
12-INCH SIZE... **\$5.95**  
16-INCH SIZE... **\$6.95**  
SKY TOT... **\$1.59**  
VELOCIPEDE... **\$1.303**  
For Tiny Tots



## Natural BAITS

Small Minnows. 656... **15c**  
Medium Minnows. 656A... **19c**  
Dry Crawfish. 657... **22c**  
Wet Crawfish. 657C... **22c**  
Salmon Eggs. 656B... **15c**  
Pork Rind. 657D... **12c**

## BASEBALL GOODS



## 20% OFF Our Deep Cut Prices

During This Sale  
Only!

## FLOATS

Reg. 10c  
2 for 15c  
2" Balsa Wood  
Float. Red and  
White. 792.

## FISHING HAT

Reg. 57c  
Straw hat  
with  
Sunvisor. **49c**

## BASS FLIES

YELLOW  
SALLY. 679. **13c**

## BUFFALO SPOONS

Size 3. 723... **29c**  
Size 5. 724... **36c**  
Size 8. 725... **36c**

## LEADER BOX

39c Value  
Aluminum Leader  
box with felt pads  
805. **25c**

## Use Our Easy Payment Plan



# Sealed Beam HEADLIGHT KITS

**Modernize NIGHT DRIVING**

Kit includes 2 sealed beam lamps, chromium plated adapters and necessary wiring. Fully adjustable.

**FOR ALL CARS**

No.	CAR	YEAR	PRICE
8000	Chevrolet Buick Pontiac Olds	'36 & '39 '36 & '39 '36 to '38 '36-'38-'39	\$4.39
8001-03-05	Ford V-8 Chrysler Plymouth Dodge DeSoto	'35-'36 '35 to '37 '35 to '38 '35 to '37	\$4.59
8002	Chevrolet Buick Olds	'37-'38 '37-'38 1937	\$5.29
8005E-07	Ford Mercury	'37-'39 '39	\$8.95

OTHER CARS PROPORTIONATELY LOW

# BRUNSWICK FAN BELTS

BUY NOW! KEEP A SPARE

No.	CAR	Year	Cut Price
V-25	'A' FORD	'28-'32	49c
V-41	V-8 FORD	'33-'37	69c
V-28	CHEVY	'37-'41	49c
V-41	CHEVY	'35-'38	66c
V-45	PLYMOUTH DODGE	'35-'38	78c
V-39	OLDS	'37-'41	78c
V-41	PONTIAC	'37-'48	96c

Complete Line For All Cars

# REFLECTORS

SILVER PLATED Reflectors For Head Lamps

No.	CAR	Year	PRICE EACH
5682	V-8 Ford	'33-'34	63c
5683	V-8 Ford	'35-'36	79c
5684	V-8 Ford	'37-'38	58c
5685	Chevy	'39-'40	79c
5686	Chevy	'35-'36	74c
5687	Chevy	'37-'38	75c
5688	Plymouth	'35-'36	75c
5689	Plymouth	'37	94c

# READY LINED BRAKE SHOES

REPLACE WORN BRAKE SHOES NOW at half the prices you would pay elsewhere. Refined with tough, long-wearing welded lining. Don't Wait, Buy Now!

No.	CAR	YEAR	LIST SET OF FOUR	89c
4855	'A' FORD	'28-'31	\$2.50	\$2.69
4856	FORD TRUCK	'28-'34	6.00	1.22
4857-9	V-8 FORD	'35-'38	3.50	1.19
4871	V-8 FORD	'39-'40	3.50	2.19
4871-A	MERCURY	'39-'40	4.50	93c
4872	CHEVROLET	'30-'32	3.50	1.19
4877-83	CHEVROLET	'33-'40	3.50	2.69
4885	CHEV. TRUCK	1/2 T. '30-'34	7.00	1.33
4890	PLYMOUTH	'33-'39	3.00	1.19
4900	PLYMOUTH	'33-'34	3.00	1.39
4902	PLYMOUTH	'37-'40	3.20	

PRICES INCLUDE OLD SHOES



Gas Gage FLUID 12c

**FREE BRUSH** with Top Dressing 54c Value

**39c**

DUPONT Thickote 1/2 pint top dressing and rubber brush. 1908-1914A

**STEEL WOOL** 10c Value

**3c**

Large package of medium grade steel wool 1881.

**FREE SPONGE** with SPEEDY WAX Value 75c

**59c**

Pint of DUPONT SPEEDY wax cleans and polishes, and G. M. Sponge Cleaner. 1503-2012.

**HOUSEHOLD CEMENT** Reg. 21c

**19c**

DUPONT Duco 1" x 4" tube. Mends just about everything. 1937.

**FREE** Radiator Flush with TUNE-UP OIL

**49c**

Value 75c

Add new pep to your motor with a pint of Pullman Tune-Up oil. Free can of radiator flush. 1812-1831.

**TOUCH UP SPRAYER** Reg. 44c

**33c**

Handy sprayer uses air from spare tire. 1875.

**POLISH MITTS** Reg. 59c

**49c**

FOR HOME AND AUTO

Three handy cleaning mitts in box. Have many uses. 1988.

# 100% PENNSYLVANIA ALL-AMERICAN 2500 MILES WAX FREE

Triple Filtered, Heat Resisting MOTOR OIL

Fill up your crankcase now with this super refined motor oil. Equal to national favorites selling up to 35c per quart. In bulk, bring your container.

**PER QUART 13c**

IN BULK. BRING YOUR CONTAINER. BUY NOW AND SAVE.

# COMPLETE LINE OF LIGHTWEIGHT BICYCLES NOW IN STOCK

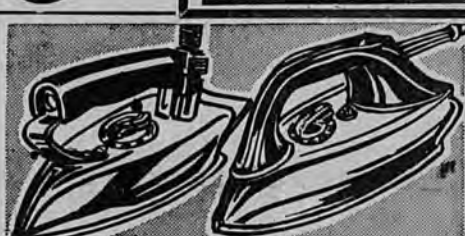
Noah's says Come in and see our complete new line of VICTORY Bikes. The new lightweight models are made by Rollfast, makers of bikes for over 60 years. Rollfast bikes are Bonuzerized to prevent rust and finished in Polymerin to resist chipping, marring and scratching. (ROLLFAST Bicycles are made in accordance with wartime government specifications.)

**\$32.50**

**MEN'S or WOMEN'S**

MEN'S or LADIES' Lightweight VICTORY BIKE. With Troxel lightweight saddles, wide handlebars, Torrington pedals, Diamond chain. New Departure brake. Enamelled rims with All-Weather rustless spokes. Tire size 26 x 1.375. Come in today and see for yourself.

**FREE! KICK STAND** Given with every Victory Bike sold during this sale



**\$1.00 ALLOWANCE**

For your old Iron on a Famous SAMSON IRON

**\$6.95**

DIAL-A-HEAT with the fabric dial control, simply dial the fabric and you have the proper heat. Built with a 1,000-watt steel rock unit for fast heating. Lightweight, 4 pounds, with detachable cord. R65D.

**\$9.95**

SELECTIVE SPEED AUTOMATIC IRON has Duo-Dial for correct fabric heat at your chosen speed. The MAGIC eye lets you see how you save. Balanced (4 lb.) Lightweight iron with Air-Cooled handle. 1000-Watt steel rock unit.



**ELECTRIC IRON** Reg. \$1.49

**\$1.29**

Full size 660 watt electric iron. Streamlined with smooth ironing surface. R62.

# 15c ALLOWANCE FOR YOUR OLD TUBE

From our DEEP CUT PRICES. Regardless of age or condition. During this sale only!

No.	List Price	Cut Price	With old Tube
24A	85c	66c	51c
26	70c	49c	34c
25Z5	95c	72c	57c
27	65c	49c	34c
35	95c	72c	57c
36	95c	72c	57c
43	\$1.05	79c	64c
45	75c	59c	44c
47	\$1.05	79c	64c
71A	85c	66c	51c
75	80c	59c	44c
80	65c	49c	34c
6A7	95c	72c	57c
6D6	95c	72c	57c
6F6	85c	79c	64c
5Y3G	65c	55c	40c
6A8	\$1.25	98c	83c

All other sizes proportionately low!

**Tubes Tested FREE**

# Coupons Worth from 15c to 30c

WITH EVERY PURCHASE OF STEELCOTE RUBBER ENAMEL. If you intend to paint anything then come right in and take advantage of this sensational cash offer. Try this amazing paint at an insignificant cost. Anyone can get skillful results with this easy-to-apply paint. 28 colors to choose from. Use Coupons Below and SAVE!

**Nationally FAMOUS Steelcote RUBBER ENAMEL**

**Easy To Apply**

COUPON	WORTH	YOU PAY
30c With purchase of any QUART of Steelcote	at \$2.19	\$1.89 only With Coupon
25c With purchase of any PINT of Steelcote	at \$1.24	99c only With Coupon
20c With purchase of any 1/2 PINT of Steelcote	at 74c	54c only With Coupon
15c With purchase of any 1/4 PINT of Steelcote	at 47c	32c only With Coupon



# Door Chime

Reg. 49c

**43c**

Brown bakelite door signal. Single. R148L.

**Coffee Maker** \$2.25

Victory Model 8-cup. Morning Glory glass. R59.



**VICTOR 3-Way Portable RADIO** \$27.95

Beautiful 5-TUBE Radio in tough airplane luggage case. Operates anywhere. Complete with batteries. R429. USE YOUR CREDIT

# WHISK BROOM

Reg. 9c

**3c**

Keep your car clean 1031

# BRAKE FLUID

List Price 75c

**59c**

Refill your brakes now with Genuine Lockheed Fluid. Pint. 1779.

# Cube Tap

Three outlets in this plug. R139.

**10c**

**WALL SWITCH** 19c

Toggle Type. Large single pole switch. R101.

# DUPLEX RECEPTACLE

Easy to install. R124.

**10c**

**Porcelain Socket** 29c

3/4 inch size. R55.

# PHILCO 6-TUBE AUTO RADIO

Has built-in speaker. For under-dash mounting. R199.

**\$19.95**



# SHOES

with tough, long-wearing. Don't Wait. Buy Now!

ST SET OF FOUR	
.50	89c
.00	\$2.69
.00	1.22
.50	1.19
.50	2.19
.50	93c
.00	1.19
.00	2.69
.00	1.33
.00	1.19
.20	1.39

# MIXER

white enameled  
lined with chrome.  
glass twice extract-  
and two utility bowls.  
speed motor has a  
tion. Easy to clean.  
with rubber cord.

5.95

USE  
YOUR  
CREDIT



Reg. \$1.49

# ELECTRIC IRON

1.29

660 watt electric  
enamelled with smooth  
surface. R62.

# Chime

49c



3c

elite door  
cle. R148L.

# Coffee Maker

\$2.25

Victory Model  
8-cup. Morning  
Glory glass. R59.



CONVENIENCE  
OF HAVING  
CUP-24C  
BUDGET  
PLAN

# CTOR ADIO

27.95

5-TUBE Radio in  
plane luggage case.  
anywhere. Complete  
series. R429. USE  
EDIT

## RKO PALACE STARTS TODAY



**Yes... I spread that SCANDAL about your Mother...**

FROM THE MAN WHO MADE "THE BEST PICTURE OF 1941"

**ORSON WELLES'**  
MERCURY PRODUCTION



**THE MAGNIFICENT AMBERSONS**

JOSEPH DOLORES ANNE TIM  
COTTEN COSTELLO BAXTER HOLT  
AGNES MOOREHEAD RAY COLLINS  
ERIKSNE SANFORD RICHARD BENNETT  
Screen Play, Production and Direction by  
ORSON WELLES

THIS THEATRE IS READY TO SERVE YOU WITH WAR BONDS AND STAMPS

**NEW! Terry's Bingo** CHILI RECREATION HALL  
509 CHILI AVE.  
UNDER NEW MANAGEMENT

MONDAY NITE 25 GAMES	SAT. NITE GAMES
EACH GAME \$5.00	NOON GAMES WED.-FRI.-SAT.
Good Prizes On Specials!	

COUPON—GOOD FOR ADMISSION WITH 3c TAX  
TUES. NOON, THURS. NITE ONLY — 23 GAMES

**NEW GAME SUNDAY AFTERNOON 2:30 P. M.**  
ON REGULAR BOARDS

All Reg. Games \$2	SPECIAL! MONDAY NITE Free Special Given With Each Admission on \$15.00 Special
Thursday Friday Saturday 1:45 P. M. 1:45 P. M. 8:15 P. M. 8:15 P. M. 8:15 P. M.	6 BOOKS 75c BOOK SPECIALS plus Tax

**19th WARD BINGO** Clubhouse, 237 HAWLEY STREET  
Originators of Baby Bingo Take Jefferson Bus To Hawley

**UNION LEAGUE HALL**  
GREGORY ST., CORNER SOUTH AVE.

**SUN. NITE** 8:15 P. M.  
ADMISSION PRICE 28c—3 BOARDS FOR 58c

**MON. NITE** 8:30 REG. \$6 P. M. BINGO  
SPECIALS \$25

**2 Jack Pots Each Nite**

**WED. FRI. SAT.—1:30 P. M.**

Wed. \$3	FRI. and SAT. EVERY
Adm. 25c	ADM. 25c GAME \$4
25c Every Game	SPECIALS \$2 & \$3 or More No Coupon Necessary

**BINGO EVERY TUESDAY NIGHT BINGO**

24 GAMES \$20 OR MORE	New Game for You and a Friend in the U. S. A. Forces	55 NUMBERS \$200 JACKPOT
--------------------------	--	-----------------------------

**NEW ROLLER RINK**  
155 CHESTNUT ST. Between Monroe Ave.  
and Court St.

Admission \$1.00 Plus Tax  
Save Your Tires and Gas — 3 Bus Lines Within One Block

**BINGO EVERY TUESDAY NIGHT BINGO**

24 GAMES \$20 OR MORE	New Game for You and a Friend in the U. S. A. Forces	55 NUMBERS \$200 JACKPOT
--------------------------	--	-----------------------------

**NEW ROLLER RINK**  
155 CHESTNUT ST. Between Monroe Ave.  
and Court St.

Admission \$1.00 Plus Tax  
Save Your Tires and Gas — 3 Bus Lines Within One Block

## The Magnificent Ambersons

(Continued from Page 6)

denly drawn to an item on the news-  
paper which had just been placed  
on his desk. His face tensed and he  
read the paragraph again:

G. A. Minafer, an employee of  
the Akers Chemical Co., was run  
down by an automobile today  
and had both legs broken. He  
was taken to City Hospital.

As the full meaning of those few  
impersonal words forced its way into  
Eugene's mind he sank slowly back  
into his chair, only to spring up at  
once and rush out of the office.

His car was just pulling up in  
front of the building and almost  
before it stopped Eugene hurried  
himself into the tonneau. "City  
Hospital," he ordered the chauffeur.  
"It's on Walnut Drive."

"I know where it is," the man  
said. "I just took Miss Lucy there."  
Eugene looked up sharply; he had  
hoped that Lucy would not see the  
item in the paper.

When the nurse admitted Eugene  
to the hospital room Lucy was seated  
by George's bed. She was leaning  
toward him, her hands tangled in  
his, and so deep was their absorp-  
tion in each other that it wasn't  
until the door clicked behind the  
departing nurse that they looked  
up. For a moment silence held the  
three. George lifted one hand in a  
gesture half forbidding and half  
imploing, then let his arm drop  
back onto the covers. His face was  
drawn with suffering, not alone the  
physical suffering of the moment  
but the mental and spiritual pain  
of the past few months, yet it re-  
minded Eugene poignantly of  
Isabel's beloved features. Suddenly  
Eugene felt all the bitterness he had  
nursed against George slipping  
away from him and full of compas-  
sion for the younger man he stepped  
forward.

"You must have thought my  
mother—wanted you to come,"  
George whispered brokenly, "so that  
I could ask you to—forgive me."

Lucy shook her head. Her eyes  
were radiant with a radiant that  
was new to her. "Not to ask forgive-  
ness," she whispered gently. "Just  
to take his hand—like this—" and  
she guided George's hand to meet her  
father's in a strong clasp that closed  
forever the gulf that had separated  
them.

In an ecstasy of happiness Lucy  
threw her arms around her father  
and the next moment she was  
kneeling by George's bed, her eager  
young arms cradling him against  
her and her lips pressed close on his.  
Late that night Eugene sat at the  
desk in his library, his diary open  
before him. He had felt very close  
to Isabel these last few hours,  
seemed actually to sense her pres-  
ence in the room. At last he began  
to write: "Dearest Isabel—Your boy

was hurt this afternoon—" the  
words flowed on, describing the  
accident and the scene in the  
hospital as carefully as if it were  
a letter that Isabel would read. Fin-  
ished, he read over what he had  
written, then with a tender smile  
he added a final sentence: "I know  
now that I've been true at last to  
my love and that through me you  
have brought your boy under shelter  
again."

THE END

**TROPIC COAL \$11.85**  
Egg—Stove—Nut . . . Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Albany Bank Bldg. Stone 7080

**"AMERICA'S BLACK MARKET"**  
An expose of the booting tire market and its racketeers.

**"SHE STARTED IT"** "I'm your girl," she said—"But  
why should I have a good time  
with Ted?"  
**"OUR 'LAND' ARMY"** Farmerettes form our "First-Line"  
defense.

10c JULY 25 ISSUE The Saturday Evening Post NOW ON SALE 10c

**OLDER ... for better OLD FASHIONEDS!**

**FINE ARTS WHISKEY**  
A Blend of Straight Whiskies  
ALL 5 YEARS OLD

The straight whiskies in this product  
are all 5 years old (90 proof). Corp. 1942.  
Canada Dry Ginger Ale, Inc., New York, N. Y., Sole Distributors

**TOWNER-REXY - SATURDAY, JULY 25th**

EVERY GAME \$10	SOME GAMES \$15
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UNIVERSITY AVE., COR. ATLANTIC

**FRIDAY NITE ALL GAMES \$7**

Ticket Worth 45c For You—Fri. July 24, only at Towner's

AT TOWNER'S

Ticket Worth 45c For You—Thu. July 23, Towner's	Ticket Worth 25c For You—Fri. July 24, Towner's	Ticket Worth 25c For You—Sat. July 25, Towner's
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**ADMIT TWO — TOWNERS HALL**  
TUESDAY MATINEE—1:30—AUGUST 4th

This ticket covers admission and a single board Tuesday, August 4. Games from 1:30 to 4. Subject to 3c Govt. Tax.

**\$3 EACH GAME** Authorized By **George**

**At The New PARK HALL**  
928 JEFFERSON AV. NEAR PLYMOUTH

SUNDAY NITE 8:15 ALL GAMES \$5 TO \$10	SATURDAY NITE 8:15 ALL GAMES \$10 \$500 Including JACK POT
--	--

**AT THE PARK BINGO HALL**  
—ADMIT TWO—  
Friday Matinee, July 24th Only

This ticket good for admission and single board Friday, July 24th—1:30 P. M. Game out at 4 P. M. You pay only 3c government tax.

**\$3 EVERY GAME** JACK POT \$80 Authorized by **Earl**

**HOLLYWOOD**  
BINGO EVERY WED.-THURS.-FRI.-SAT. NITES

2 JACK POTS	THURSDAY NIGHT EXTRA CHANCE on Early Bird Special (7:15 P. M. ONLY)	2 JACK POTS
-------------	---	-------------

FRIDAY NIGHT  
EXTRA SINGLE BOARD  
With purchase of triple board  
and book of specials.

SATURDAY NIGHT  
7 SPECIALS  
IN EVERY BOOK

FOR THE BEST IN SUMMER PARTIES COME TO THE  
**HOLLYWOOD** 35 PULLMAN AVE.  
Off Lake & Ridge

# WINE BERGHASH LIQUOR SALE

**DOUGHERTY'S**  
Bottled in Bond  
**STRAIGHT RYE WHISKEY**

100 proof. The quality of this Maryland whiskey is assured by the experience and high standards maintained over 90 years by Dougherty and Sons. COMPARE — \$2.25 VALUE!

**\$2.39** Full Quart

Every Drop 6 Years Old

California  
**SWEET WINE 25c** Pint  
Alcohol 20% by Volume.

Straight Grape  
**BRANDY 50c** Half Pint

Chateau Martin  
**GRAPE BRANDY**

Made from delicious, full-ripened California grapes. A real treat in Brandy. Stock up.

**\$1.69** 4.5 Quart

Compare \$2.50 Value

Manhattan and Dry Martini  
**COCKTAILS**

All ready to chill and serve! Swell to have on hand for company. 48 proof. Try both — you'll like them.

**\$1.25** 4.5 Quart

Imported West Indies  
**RUM**

86 Proof

Rich bouquet, smoothness and outstanding flavor distinguishes this excellent Rum as one of the finest available today. Ask for our extra special case price to Sun readers.

**\$1.55** 4.5 Quart

Compare — \$2.75 Value

Nuyen's Sweet or Dry  
**American Vermouth**

Prepared under Nuyen's & Co. exclusive formula. A rare Vermouth for mixing perfect cocktails.

**\$1** 30 Ounce Bottle

Distilled  
**LONDON DRY GIN**

94.4 Proof. Distilled in accordance with an Old English Formula from 100% grain neutral spirits. Even when Gin, as now, is difficult to obtain, you'll always find lowest prices at Berghash.

**\$1.60** 4.5 Quart

Compare — \$2.25 Value

**BERGHASH WINES & LIQUORS**

**SORRY — NO FREE DELIVERY AT THESE ROCK-BOTTOM PRICES**

124 Clinton Ave. S. Next Loews Theatre  
FREE PARKING ACROSS STREET — MAIN 786

'Chateau Briscoe'  
**100% PURE CALIFORNIA WINE**

Varieties to please every taste. Both sweet and dry. Included is the new and popular Blackberry. Complete satisfaction guaranteed.

**\$1.29** Gallon Reg. \$1.69

Old Fashioned Sour Mash  
**STRAIGHT KENTUCKY BOURBON**

100 proof! Bottled in bond. You'll find this a fine drinking and mixing whiskey, rich in body and flavor — exquisite in bouquet. COMPARE — \$1.95 VALUE!

**\$1.45** Pint

**KERRIGAN'S**  
Private Stock  
**BLENDED WHISKEY**

Bottled under the personal supervision of J. P. Kerrigan, one of America's foremost old-time whiskey men. Worth at least \$1 more.

86 Proof  
**\$2.29** Quart

Compare \$3.29 Value

Outstanding Summer Drink  
**CREAMY HEAD SLOE GIN**

88 proof. Delicious straight or for the perfect fizz. We heartily recommend.

Compare — \$2 Value!  
**\$1.55** 4.5 Quart

'OLD OAKDALE'  
—WHISKEY—

80 Proof

Mellow and smooth... A good seller. Bottled by Popper, Morison Co., Inc. 80 proof. Try it on our satisfaction guarantee.

**\$1.79** Qt.

Compare — \$2.50 Value

'YBARRA'  
**Cream De Cac-Ao**

An imported product of Venezuela. A sensation in taste. Rich, full body. Offered this week at a price no higher than most Domestic Cordials.

**\$2.45** 1/4 Quart

**HUNDREDS of OTHER BARGAINS**

★ CASE PRICES ON ADVERTISED BRANDS AT LOWEST MARK-UPS ★

**ROCHESTER'S LEADING LIQUOR STORE FOR QUALITY and PRICE**



PAGE TWELVE

Another way to clean stained enamel is to rub well with

**WALKERS**  
**Chicken Pies**  
ARE STRICTLY ALL CHICKEN — NO VEGETABLES  
ALSO BEEFSTEAK PIES  
We are equipped to fill your order regardless of the amount. Ideal for factory, caterers, large banquets, even small parties. Special prices for large quantities. NO DISHES TO RETURN.  
**GLENWOOD 3783**  
26 VELOX ST.

**BILL'S** Bargain Store  
**OPENING DAY**  
**Sale** Today Thru Saturday  
**NEW LOCATION**  
98 EAST MAIN  
Near Water—Across the street from our old location  
A FEW OF THE NUMEROUS  
**OPENING DAY AMAZING VALUE**  
Dawn Knitted WORSTED YARNS 38c  
500 Count FACIAL TISSUES 13c  
Men's Wrinkle-proof NECKTIES 12c  
Ladies' Reg. 35c RAYON PANTIES 19c  
2 P. Coats Six Cord Machine Thread 7 1/2c  
Large Spool, Reg. 10c  
Men's or Boys' Bathing Trunks 39c  
Ladies' Semi-Fashioned RAYON HOSIERY 33c  
Clifton Weight, Reg. 40c Pr.  
Men's Summer Weight SUMMER SUITS 69c  
Long Legs, Short Sleeves  
Large Selection CURTAINS 59c  
Cottage Set, Reg. \$1.19  
Madness Jr. Sanitary NAPKINS 12 1/2c  
Pkg. of 10, Reg. 20c  
Girls—Sizes 2 to 14 WASH DRESSES 48c  
Reg. 79c  
3 In. Waterproof PAPER PLATES 5c  
Pkg. 12, Reg. 15c  
Boys—Sizes 2 to 10 WASH SUITS 48c  
Reg. 79c  
Percale APRONS 24c  
Fast Color, Reg. 30c  
2 P. Coats—Big Ball Bed Spread Cotton 19c  
600 Yds. Reg. 25c  
Men's Heavy Denim Dungaree Pants 98c  
Value \$1.39  
Infants' Birds-Eye DIAPERS \$1.09  
Reg. \$1.39, 2727, Pkg. 10  
Infants' Peppercorn CRIB BLANKETS 69c  
3x50, Reg. 90c  
Baby's Jar RUBBERS 13c  
Pkg. of 12, 3 Doz. for  
Baby's Jar Top COVERS 24c  
Pkg. of 12  
Pkg. of 12—Sanitary NAPKINS 12c  
Reg. 20c  
Velvet — Palmolive SHAVE CREAM 10c  
1/2 Lb. Tube, Reg. 25c  
No extra tube needed  
Reg. 5c Glass BERRY DISHES 3c  
Large Glass 3 In. BERRY BOWLS 10c  
7 1/2 inch diam., Reg. 18c  
9 Oz.—Reg. 46c Value WATER GLASS 5c  
36 In. Wide CHEESE CLOTH 5c  
Reg. 8c Yd.  
Large Selection FANCY BUTTONS 3c  
Reg. 10c  
One Gal.—Reg. \$2.89 Gloss or Flat Paint \$1.39  
Extra Special at  
Men's Zipper WORK SHIRTS 98c  
Reg. \$1.39  
Boys' Long SLACK PANTS 59c  
Reg. \$1.39  
Heavy Unbleached SHEETING 48c  
30 in. wide, Reg. 60c yd.  
Reg. 60c—Girls' SUN SUITS & BONNETS 39c  
7 1/2 inch diam., Reg. 60c  
**BILL'S**  
Bargain Store  
98 EAST MAIN  
Near Water

**Personal To Certain Fat Women**  
You adult fat people may often slim down without starvation diets and backbreaking exercises when your excess fat is due to thyroid deficiency and you have nothing else to do but eat. Just eat smaller and take Marmola tablets only according to the recommendations and instructions with the package.  
Marmola is not a cure-all. If in doubt at any time about advisability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician.  
If you used Marmola, why not lose those ugly uncomfortable pounds the Marmola way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.  
**SPEED!**  
Is what you want in a medicine when you're miserable because of pain due to rheumatism, simple neuralgia, simple headache, cramps of menstruation, tooth extraction.  
And Speed is what you get in Pandynine Tablets. Their pain-relieving ingredients dissolve faster in your stomach—go to work faster to bring you relief. Pandynine Tablets are recommended by many doctors and dentists. Try them as directed on money back guarantee.  
**PANDYNE** For Faster Pain Relief

To remove the burnt taste from scorched milk, put the pan into cold water and add a pinch of salt to the milk.  
**RUGS** 9x12 \$1.00  
Sized, Moth, Damp and \$3.00  
CLEANED and STEAMED  
RUGS, Steamers, Cleaned, Washed,  
Germ-proofed.  
**ELTER CO.** Est. 1872  
Glenwood 3466 — 44 Arthur St.  
**Your Daughter Has a Right to Know**  
It is every mother's duty to tell her daughter physical facts. How much better that she learn them from you, rather than from girls her own age. In feminine hygiene, facts may be distorted, or wholly untrue. As a result, many brides use over-strong solutions of acids for the douche which can actually burn, scar and even disfigure delicate tissue.  
Today such risks are needless. Science has given womankind Zonite. So powerful, it kills instantly all germs and bacteria with which it comes in contact. Deodorizes—by actually destroying odors. Protects personal cleanliness. Yet Zonite is non-caustic, non-poisonous, safe for delicate tissues. Over 20,000,000 bottles bought. Get Zonite at your druggist today.  
**Free Book Tells Intimate Facts**  
Frankly written booklet "Feminine Hygiene Today," mailed FREE, in plain wrapper. Write: Zonite, Dept. 594A, 370 Lexington Ave., New York, N. Y.

It's Patriotic and Smart To Repair!  
**WE OFFER**  
**'Ounce of Prevention'**  
**RADIO REPAIR SERVICE**  
• ALL MAKES REPAIRED  
• ALL WORK GUARANTEED  
• AUTHORIZED STROMBERG CARLSON SERVICE  
**FREE CALL AND DELIVERY**  
New Location—114 St. Paul  
MAIN 6440  
**RADIO REPAIRS AND PARTS**  
**SOUND EQUIPMENT CO.**

To wash greasy dishes with soda in the hot water. The juice case, dissolve a little washing of a lemon is also good.  
**DOLANS... Where You Buy THE CUTS OF CHICKEN YOU PREFER**  
Breasts lb. 55c | Livers lb. 45c | Necks .lb. 15c  
Wings lb. 27c | Giblets lb. 19c | Legs .lb. 43c  
**DOLANS** 600 JEFFERSON AVE.  
cor. Bartlett Telephone Genesee 1417  
Mrs. Bertha Kahat, 1716 North St.

**BUY FURS**  
—with—  
**CONFIDENCE**  
Where quality is high and prices lowest. At Clifford Fur QUALITY is the first consideration. Our one-price policy assures everyone of the utmost in fur value.  
**CLIFFORD FUR CO.**  
1253 Clifford Ave., Block off Portland  
Clifford Fur Sells For Less!

**KEY COUPON**  
**DUZ** 18c  
Large Box Limit 1  
**KEY COUPON**  
**WAXPAPER** 10c  
CUTTER BOX Limit 2  
**KEY COUPON**  
**WOODBURY ALMOND-ROSE** 18c  
HAND LOTION 50c Bottle Limit 1  
**KEY COUPON**  
**IMITATION VANILLA** 8c  
Large 8-oz. Bottle Limit 2  
**MODESS** 89c  
Box 56 2 for \$1.75  
**Baby NURSING BOTTLE** 3 for 5c  
8-oz. size  
**FLASHLIGHT BATTERIES** 2 for 7c  
Fits all flashlights  
**MEDICATED FOOT POWDER** 13c  
25c Size  
**PHILLIPS Milk of Magnesia** 21c  
50c Bottle  
**PHILADELPHIA BIRD SEED** 9c  
Reg. 15c  
**Vimms Vitamins** 49c  
24 Tablets  
**DR. WEST TOOTH PASTE** 2 for 29c  
2 1/2 SIZE

**KEY COUPON**  
**TOILET TISSUE** 3 for 11c  
Limit 6  
**KEY COUPON**  
**BOOK MATCHES** 2 for 7c  
Box of 15 Limit 2  
**KEY COUPON**  
**BRILLIANTINE** 8c  
Large 3 1/4-oz. bot. 25c Value Limit 1  
**KEY COUPON**  
**BORDEN'S CHOCOLATE MALTED MILK** 23c  
Lb. Can Limit 2  
**SODA MINT TABLETS** 4c  
Bottle 100  
**FLY DED** 20c  
Pint Size  
**NOXZEMA CREAM** 19c  
2 1/2 Size  
**CONTI-CASTLE SHAMPOO** 37c  
50c Size  
**ANACIN TABLETS** 59c  
Bottle 50 Reg. 75c  
**SACCHARIN TABLETS** 49c  
Bot. 1000 1/4 or 1/2 gr.  
**POLAROID SUN GLASSES** \$1.95  
All Sizes and Shades Light or Dark Frames  
**DILLARD ASPERGUM** 43c  
50c Size

**DO YOUR OWN DRY CLEANING at HOME**  
**Dri-Kleen** 50c  
**ONE CAN MAKES ... 10 GALLONS of FLUID**  
Here's real economy! Fluid is non-inflammable, odorless, harmless to fabric. Removes soil instantly from dresses, suits, drapes, spreads, rugs, upholstery, etc.  
**Listerine Antiseptic**  
3-Oz. 23c 7-Oz. 39c 14-Oz. 59c  
Size  
**SQUIBB B COMPLEX CAPSULES** 33c  
100's  
Contain a special B Complex extract of brewers' yeast  
**Unicap VITAMINS** 24 FOR \$1.59  
TRADEMARK: BIG U & FAT OIL  
**CANNING SUPPLIES**  
BUY NOW AT THESE LOW PRICES  
**JAR RUBBERS** Made by Ball—Box of 12 4 FOR 19c  
**JAR COVERS** Made by Ball—Box of 12 27 FOR 53c  
**KLEENEX TISSUES** Soft and Economical  
Pkg. of 440 2 for 49c  
Make sure you have plenty of these soft, absorbent tissues. White, peach, green or orchid.

**SAVE MORE WISELY** **NOETH'S** **CUSTOMER-APPROVED SPECIALS**  
**QUALITY WINES & LIQUORS AT CONSISTENT SAVINGS**  
**SCOOP! PARK & TILFORD RESERVE** EVERY 7 YEARS OLD!  
Schenley's Belmont STRAIGHT KENTUCKY BOURBON  
REGULAR PRICE \$3.35  
A RARE BUY Original Old Collins  
**DISTILLED DRY GIN** \$1.99  
Due to the scarcity of Gins we warn that when present stocks of this item are gone this special cannot be repeated. Stock up NOW.  
90 Proof  
FULL QUART Today's Value 2.75  
Aged in temperature-controlled warehouses. A whiskey Schenley is proud to produce. Compare with any nationally known brand selling at \$3.  
**ONE OF OUR BEST SELLERS** **POQUES FAMOUS 'OLD TIME'**  
**BLENDED WHISKEY** \$1.99  
Straight whiskeys blended with finest neutral spirits. No free delivery at this price.  
10% 6 yrs. Old 30% 4 yrs. Old  
FULL QUART Reg. \$3.35  
**Clinton California WINE** 50c  
25c Pint 89c Half Gallon  
**Moguin's SLOE GIN** 99c  
4 Pint Reg. \$1.25 Value  
**IMPORTED RICORO RUM** \$1.89  
4 1/2 QUART 86 PROOF  
**PAUL NOETH**  
DELIVERY ★ 19 CLINTON AVENUE SOUTH ★ MAIN 874  
Just a Step Off Main St., Opposite Hotel Seneca — Open Every Night Till Midnight

**LOW COST ALL EXPENSE DELUXE**  
**Vacation** at the **1000 ISLANDS**  
A vacation tour arranged and sponsored by The Travel Department of The Rochester Sun  
**Leaves Rochester**  
(Canada Steamship Lines Pier, Municipal Docks, Charlotte)  
**MONDAY, JULY 27**  
at 5:50 p.m. Returns Thursday 10:30 p.m.  
Go eager and expectant... you won't be disappointed. Return relaxed and refreshed. No gasoline rationing worries!  
Cruise Lake Ontario • The St. Lawrence River  
• Stay at Alexandria Bay's Smartest Summer Hotel  
• Yacht Trips Through the Islands • See Historic Devils Oven • Boldt Castle • Twilight Cruise  
• American, Canadian Waters • Tennis • Golf  
• Fishing • Night Club Dancing • Metropolitan Band • Meals • Rooms with Connecting Bath • Ship Board Entertainment.  
**ALL EXPENSE \$32.40**  
(Includes Everything)  
per person (based on two persons in double bedroom. Single slightly higher.)  
For Information and Reservations Phone, Write or Visit  
**Rochester Sun Travel Dept.**  
420 BURKE BLDG. STONE 6000



in, Thursday, July 23, 1942

**BUY FURS**  
—with—  
**CONFIDENCE**

Where quality is high and price lowest. At Clifford Fur Co. **QUALITY** is the first consideration. Our one-price policy assures everyone of the utmost in fur value.

**CLIFFORD FUR CO.**  
123 Clifford Ave., Block off Portland  
Clifford Fur Sells For Less!

**CUSTOMER-APPROVED SPECIALS**

**7 YEARS OLD!**

Belmont's Kentucky Bourbon  
**\$2.79**

**Full Quart**  
Aged in temperature-controlled warehouses. A whiskey Schenley is proud to produce. Compare with any nationally known brand selling at \$5.

**Moguin's SLOE GIN**  
**99c** 4 1/2 Pint Reg. \$1.25 Value

**IMPORTED RICORO RUM**  
**\$1.89** 4 1/2 QUART \$6 PROOF

**ETH**  
★ MAIN 874  
Every Night Till Midnight

**DELUXE**



The St. Lawrence River Smardest Summer Hotel  
See Historic Islands • See Historic Cruise  
Twilight Cruise • Tennis • Golf  
Dancing • Metropolitan  
with Connecting Bath •

**10** ★  
per person (based on two persons in double bedroom, single slightly higher.)

Write or Visit

**Level Dept.**  
STONE 6000



# ROCHESTER SHOPPING NEWS

Delivered Free Each Thursday To 75,200 Homes  
In Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$1.50 per year within Rochester city limits outside city limits, \$2.00

## The Rochester Sun

Shopping News Is Now Available  
On All Downtown Newsstands.

FIFTH YEAR—No. 39

ROCHESTER, N. Y., THURSDAY, JULY 30, 1942

10

PHONE, STONE 6000 If You Do Not Receive Your Copy Regularly

BEFORE YOU BUY, COMPARE CLIFFORD FURS  
**1942-43 FUR SAVINGS**

SEE  
THE  
SAVINGS!



Full cut, for flowing sweeping lines, these luxurious coats will blend perfectly with any figure now! At unusual savings in our big August Fur Clearance!

**SUPER VALUE!**  
Mink & Sable Blended  
**SOUTHERN MUSKRAT BACKS**

**\$149**

**VERY BEST HOLLANDER DYED NORTHERN MUSKRAT BACKS**

**\$198**

- |  |              |
|--|--------------|
| KRIMMER CARACUL PAW<br>SABLE DYED CONEY  | <b>\$48</b>  |
| NATURAL KID PAW<br>BLACK & GRAY CARACUL PAW  | <b>\$59</b>  |
| CHEKIANG KRIMMER LAMB<br>OPOSSUM DYED SKUNK<br>SEAL DYED CONEY   | <b>\$69</b>  |
| BLACK & BROWN KAFFA PONY<br>BLACK & BROWN KIDSKIN  | <b>\$79</b>  |
| HUDSEAL DYED CONEY<br>MENDOZA BEAVER DYED CONEY<br>SOUTH AMERICAN SILVER FOX   | <b>\$89</b>  |
| RED, BLUE & SILVER FOX (Dyed)<br>BLACK & BROWN PONY<br>PERSIAN LAMB PAW<br>ASIATIC SILVERED RACCOON<br>HOLLANDER DYED VISCASHA BACKS | <b>\$98</b>  |
| NORWEGIAN DYED BLUE FOX  | <b>\$149</b> |
| SABLE AND MINK-DYED MARMOT<br>HOLLANDER DYED PERSIAN LAMB  | <b>\$149</b> |
| SILVERTONE MUSKRAT<br>ASIATIC SILVERED FOX   | <b>\$129</b> |
| GREY & BLACK CARACUL<br>LYNX CAT   | <b>\$119</b> |
| NORTHERN SILVERED RACCOON  | <b>\$198</b> |

- |                                       |              |
|---------------------------------------|--------------|
| HUDSON SEAL HOLLANDER DYED<br>MUSKRAT | <b>\$229</b> |
| NATURAL RUSSIAN SQUIRREL              |              |
| JACKETS                               | 22.50 up     |
| SILVER FOX SCARF (pair)               | 85.00 up     |

OTHER NECK PIECES \$5 PER SKIN & UP  
Our One Price Policy Assures Everyone Of The Utmost In Fur Values!

**Clifford Fur Co.**

1283 CLIFFORD AVE.  
ONE BLOCK OFF PORTLAND  
CLIFFORD FUR SELLS FOR LESS!!!

## Design for Gracious Living



YOUR home today, in addition to all the other qualities for which you love it, is also one of your best investments. It's an investment in tranquility, in comfort, in beauty, in relaxation from the strain of today's life—perhaps even an investment in pieces of furniture that will become cherished family possessions.

If you're redecorating, or furnishing a new home, and planning to visit the August Furniture Sales in Shopping News stores, why not look at French Provincial furniture this year?

You can use it equally well in the city or in the country. It blends well—you needn't start with an entire new room in the period. You will find that it lives harmoniously with many simple modern pieces, gets along in friendly fashion with walnut or mahogany pieces.

The French Provincial living room sketched here is all in mellow-tone brown woods—maple, walnut, pecan fruitwood. The love seat is maple, has a green print toile cover, and nailhead trim. The harmonizing chair has a floral print cover, loose cushion, and nailhead trim. Maple is the wood used here. The graceful square coffee table is walnut and pecan wood. Brown and white checked gingham makes the cover on the big maple-frame chair at the right. The lamp table is softly gleaming fruitwood.



For news of outstanding furniture values in Rochester this week see the following advertisements: **Burkes**, page 8; **Edwards**, page 7; **H. B. Graves, Inc.**, page 3; **Reliable Furniture Co.**, page 4; **Frank A. Rivers, Inc.**, page 6; **Sibley, Lindsay & Curr Co.**, page 5.

## Final Dress Clearance!

THOUSANDS OF  
SUMMER  
DRESSES

- ALL STYLES
- ALL SIZES

FASHION CENTER, Downstairs

**\$1.49 \$2.49 \$3.77**



New and Greater  
**Darling Shop**  
190 MAIN ST. EAST

For this special event thousands of summer dresses have been re-grouped and re-priced. Prices in many cases are actually below wholesale cost! Come in TONIGHT to secure first selections—you'll be sure to find dresses to please you.

ONE ENTIRE FLOOR FOR THIS SALE  
ENTIRE STORE IS AIR CONDITIONED  
OPEN MONDAY & THURS. NITES 'TIL 9

**SPECIAL PURCHASE!**  
**SLIPS**

Lace trimmed or tailored. Tea Rose and White. Sizes 32 to 44.

**2 for \$1.25**



**CLEARANCE SWIM SUITS**

**\$1.77**

Latest summer styles. Solids, Stripes and Florals. Big selections.





**GET OUT OF DEBT**  
With a  
**CENTRAL TRUST LOAN**  
Compare the Cost:

Amount	9	12
\$100	12.17	11.69
\$200	24.34	23.37
\$300	36.51	35.06
\$400	48.67	46.74
\$500	60.84	58.43

The Above Payments Provide Life Insurance to Protect Your Loan

**CENTRAL TRUST CO.**  
25 E. MAIN  
1806 EAST AVE.  
Phone MAIN 1625  
Member F. D. I. C.

**ROCHESTER BUSINESS INSTITUTE**  
Brush-up and Advanced  
Typing and Shorthand  
Classes are in session  
Tuesday and Thursday  
Evenings. For informa-  
tion call Main 3869.

**SALE OF ALL FURNITURE**  
**CHIPPENDALE SOFA** ..... \$89.50  
One of Many Great Values in Fine Furniture  
**MANGURIAN**  
PARK AVE. & MEIGS . . . Open Eves. 7 to 9 Except Sundays  
Mrs. Hannah Barnes, 1 Schwartz St.

## Lake Cruise To Montreal and Quebec Sails Wednesday

Several choice reservations remain open for the second Montreal-Quebec all-expense tour sponsored by the Travel Department of The Rochester Sun which leaves the Charlotte docks next Wednesday evening and returns to the city late the following Sunday night.

Fine accommodations aboard de luxe lake steamers, delicious meals in the ship's main dining room, a stay at the world-famous Mt. Royal Hotel in Montreal a visit to the Chateau Frontenac and the Shrine of Ste. Anne de Beaupre in Quebec are some of the highlights of the cruise which contributes to its popularity with Rochester vacationists.

Cost of the tour has been kept to a minimum consistent with finest accommodations. Through the combined efforts of this paper's Travel Department and the Canada Steamship Lines, price of the tour has been brought down to the sum of \$49.95. This cost includes everything with the exception of three meals taken in Montreal at individual option.

A varied program of ship-board entertainment has been planned including games and dancing to enliven evenings aboard. Of course, many will prefer to stay out on decks during the cool evenings, enjoying the sunset and then the silver moon which really makes an evening on Lake Ontario one to be long remembered.

A restful night's sleep aboard the "Kingston" next Wednesday will prepare members of The Sun party for an exciting day Thursday cruising through the Thousand Islands and on to Prescott where transfer will be made to the rapid steamer, Montreal-bound. Passing through the magnificent St. Lawrence rapids, the party will arrive in Montreal Thursday evening and then continue on to Quebec where arrival will be made Friday morning. A side trip to the shrine of Ste. Anne de Beaupre will be made at no extra cost while in Quebec. Luncheon at the Chateau Frontenac, and then the afternoon free to explore the quaint city, with the party boarding the ship in the evening for another lovely night aboard ship. Arriving back in Montreal on Saturday morning, the party will remain in that city, staying at the Mt. Royal Hotel, until Sunday morning when the boat train will carry the party to Prescott. There transfer will be made for the return journey home.

All details will be in the hands of a capable, experienced tour director who will personally conduct the party.

Reservations will be received at The Sun office, 420 Burke Bldg., until 5 p. m. Monday, August 3. Complete information may be had by calling Stone 6000. A small deposit will hold reservations until called for.

**RECOMMENDED**  
**SPECIALISTS in SUDDEN DEATH**  
The Fighting Marines in Full Color!  
**ALSO A NEW "ALEXANDER BOTTS" STORY**  
In Addition To Many Timely Articles and Stories.  
10c JULY 25 ISSUE The Saturday Evening Post NOW ON SALE 10c

Mrs. Bertha Cohen can invite her best friend to go to Loew's Theatre next week. Two guest tickets will be given her if she will stop at The Sun office before 5 p. m. Monday, Starting Thursday at Loew's is Shirley Temple as "Miss Annie Rooney," and "Friendly Enemies."

**NEED EXTRA STORAGE SPACE?**  
**YOU CAN GET AT THE BOTTOM OF THIS!**  
**THE SLIDEWELL WARDROBE**  
58 1/2" high, 20" wide, 20" deep. Made of Wood-Tone fibre board with reinforced wood construction. Holds 10 to 15 garments with space at bottom for shoes.  
**DOUBLE-PAK GIANT SLIDEWELL CABINET** ..... \$2.98  
Size 30" wide, 20" deep, 59" high.  
Made to Sell for \$3.95  
Closed Saturdays at 1 P. M. During July and August



**Ready to Give**  
**DISTINGUISHED SERVICE**  
In the Service with the Armed Forces and at the Home Front  
**WATERPROOF BULOVA 3750**  
Reg. Down Payment 1.25 Weekly  
Sturdy, accurate watch for dependable service.  
**OLYMPIC CHRONOGRAPH 5500**  
Reg. Down Payment 1.25 Weekly  
For measuring time, speed and distance, 17 jewels.

**WOMEN'S SMART MASSAWATCH WITH FULL DIAL SEC. SW. HAND**  
**WATERPROOF OLYMPIC WATCH WITH RADIUM DIAL**  
**Watches**  
Sturdy and accurate, they're ideal for anyone who wants smartness and dependability. Outstanding values!  
Reg. Down Payment 1.25 Weekly  
**19.95**

**WATERPROOF GRUEN 3975**  
Reg. Down Payment 1.25 Weekly  
15 jewel water-tight watch with radium dial and hands

**RUDOLPH'S**  
Corner East Main at South Avenue — In Batavia: 109 Main Street  
OPEN MONDAY EVENINGS  
Shopping News would like to have Mrs. Jerry Beauchene, 821 Exchange St. be its guest at Loew's Rochester Theatre next week to see Shirley Temple as "Miss Annie Rooney," and "Friendly Enemies" which starts next Thursday. Stop at The Sun office before 5 p. m. Monday and receive a pair of guest tickets.

## One 10¢ War Stamp = 5 Cartridges. One 25¢ War Stamp = A Machine Gun Bullet

BUY TILL IT HURTS—THE ENEMY! U. S. WAR STAMPS, SOLD AT ALL LIGGETT STORES

**New Keapsit Victory Kit**  
with Pint Vacuum Bottle  
Kit is of durable black fiber board; saves tin for war production; and saves you money because it's the elimination of unnecessary metal that makes this low price possible. Pyroxylin coated inside-out, cleans easily with damp cloth. Leather loop lock & handle

**PLAY SAFE IN THE SUN**  
Tan Tenderly with **GABY Greaseless SUNTAN LOTION**  
No oil, grease, parching alcohol in Gaby, the pleasant, painless way to get a suntan

**SKOL "blocks out" the blistering burning rays**  
Suntan rays pass through 35¢ size Skol; sunburn rays are deflected. Not an oil!  
Gypsy Suntan Lotion, 49¢  
Norwich Suntan Lotion, 60¢ size 53¢  
Noxzema Suntan Lotion, 35¢ size 29¢

**You See OBJECTS CLEARLY through POLAROID SUN GLASSES**  
Demonstrator at Liggett's shows how Polaroid cuts out glare but scarcely dims objects at all. Vision remains perfectly clear!  
Reg. or Slip-on **1.95**

**FRAGRANT TALCS**  
Recipe for Daintiness and Comfort  
On Sticky Hot Days  
A film of fragrant talc dusted over your body, keeps your clothes from sticking to your skin.

**MAVIS TALC 25¢ Size 19¢**  
**J and J BABY TALC 50¢ Size 39¢**  
**DJER KISS TALC 25¢ Size 23¢**  
**50¢ Size (5 1/2 oz.) 33¢**

## Liggett's THE REXALL DRUG STORES

**Be Safe—Sure—Certain!**  
**R X R**  
Prescriptions Compounded Checked and Re-checked By Graduate, Registered Pharmacists at Liggett's

**FREEZONE 35¢ Size 16¢**  
**SIMILAC \$1.00 Size 68¢**  
**CARTER'S PILLS 25¢ Size 19¢**  
**HINKLES PILLS Bottle 100 6¢**  
**PINKHAM'S COMP. \$1.35 Size 68¢**  
**CUTICURA OINT. 35¢ Size 13¢**

**"Pour Yourself a Pair of Stockings"**  
**MINER'S LIQUID LEG MAKE-UP 50¢**  
Gives effect of sheer silk. Won't streak or rub off. Original leg make-up created for English "Wrens". Rose beige and golden mist.

**Yankee Doodle Darling!**  
**HUBBARD'S YANKY CLOVER Toilet Water 1.00**  
Such refreshing fragrance! Sun-drenched, wind-blown, little bit spicy scent of pink-tipped clover. Talc 50¢—Cologne 1.10—Bath powder, Perfume 1.00 ea.

**Vital Glycerin for the War**  
Obtained in Making of Soap  
Help keep the soap pot boiling. From it is obtained one of the most valuable war-time necessities glycerin—used in paints, antiseptics; and the more valuable nitroglycerin derived from glycerin and used in making explosives.

**COLGATE Perfumed SOAPS, 6¢ each**  
3 cakes—17¢  
12 cakes—45¢

**50¢ Size BARBASOL SHAVING CREAM 18¢**  
With This Coupon At Liggett's

**10¢ Size SWEETHEART SOAP 2 for 9¢**  
With This Coupon At Liggett's

**ASPIRIN TABLETS Bottle 100 6¢**  
**NOXZEMA CREAM 25¢ Size 19¢**  
**HALEY'S M-O \$1.00 Size 41¢**  
**ANACIN TABLETS 50¢ Size 39¢**  
**EX-LAX 25¢ Size 19¢**

**PAREX SAFETY KNIFE for corns and calluses 25¢ with Detachable Blade**  
It has a long handle for you to get a good safe grip on! A safety guard! A slot through which to see the corn while paring it. New blades 3 for 25¢

**VITAMIN VALUES**  
**4 Vitamins! 3 Minerals! in VIMMS**  
Box of 24 Tablets For  
Vitamins alone are not enough. Iron, calcium, phosphorus are vital too! Vimm's has 'em all!  
**PLENAMINS—Vitamin Capsules with Liver extract and Iron 72 for 2.59**  
6 vitamins, liver extract and iron in 2 capsules a day.

**MAIN 7900**  
**Weed's 15 EXCHANGE ST.**  
Free City Deliveries  
FREE PARKING OPPOSITE  
With Purchase of \$1.00 or Over  
Closed Saturdays at 1 P. M. During July and August

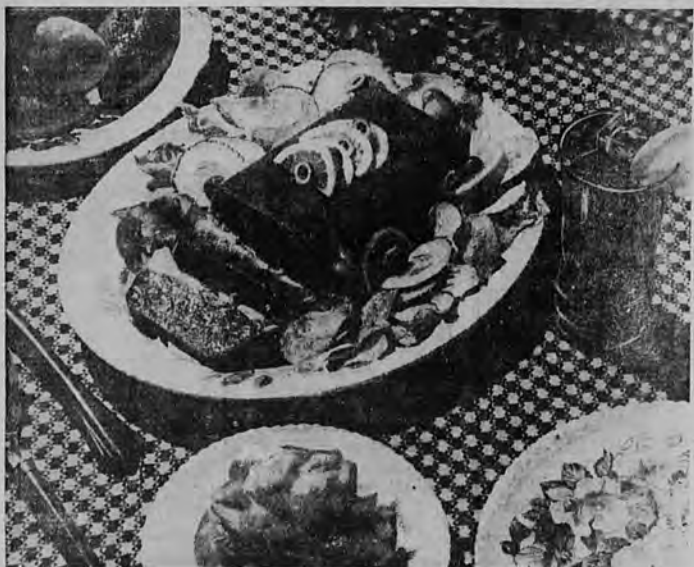
**Shop with Confidence from this Paper**  
**SUN ADVERTISERS TELL THE TRUTH**  
That's why you can shop from the ads in this paper with complete confidence knowing that Sun advertisers mean exactly what they say in their ads . . . or they don't say it in The Sun. Sure, this means we sometimes have to turn down an advertisement. But, we too, have found that it pays to tell the truth. That's one of the reasons why Shopping News is gaining new readers every week.  
If you find a misrepresentation in the columns of Shopping News, please call us at Stone 6000 and give us the facts. We'll act promptly and thoroughly.







# YOUR SUNDAY DINNER



So refreshing for a warm summer Sunday, is this Majestic Salmon Loaf, with its crispy garnishes for your Sunday Dinner August 2. Crispy rolls and butter accompany this meal in a dish, with long cooling drinks of iced tea to sip between bites. Peach shortcake made with the season's first luscious peaches is the dessert.

## Majestic Salmon Loaf With Crispy Garnishes, and Fresh Peach Shortcake An August Treat

### THE DINNER

\*Majestic Salmon Loaf  
2 pkgs. lime gelatin  
Lemon Cucumber Garnish  
Crisp Rolls  
Butter  
Fresh Peach Shortcake  
Iced Tea or Coffee

### \*Recipes included

This menu is properly balanced for nutritional value. It Supplies: The Loaf: Proteins, Vitamins A, B, C, G; Minerals including iodine; Potato Chips: Fats, Carbohydrates.

Rolls, Butter: Vitamins A, B, C, D, and G; Carbohydrates, fats. Dessert: Carbohydrates, minerals, Vitamins A, B, C and G.

### To Serve 6 You Need

1 lb. canned salmon  
2 pkgs. lime gelatin  
1 small head cabbage  
1 lemon  
1 pkg. potato chips  
1 cucumber  
6 fresh peaches  
1 pint ice cream  
(Balance of materials among staples)

### Majestic Salmon Loaf

2 cups canned salmon  
2 pkgs. lime gelatin  
1 1/2 cups boiling water  
1 1/2 cups cold water  
1 cup vinegar  
1 teaspoon salt  
3 tablespoons lemon juice  
2 cups finely shredded cabbage  
3 hard cooked eggs, sliced  
Place flaked salmon in bottom of loaf pan or mold. Dissolve gelatin in boiling water. Add cold water, vinegar, lemon juice and salt. Pour half the warm gelatin over salmon and chill. When set, fill mold with alternating layers of shredded cabbage, and sliced eggs. Cover with remaining gelatin, chill until set. Unmold on crisp lettuce; garnish with potato chips, sliced cucumbers and lemon.

### Fresh Peach Shortcake

6 fresh peaches  
Sponge cake squares or individual biscuits  
(Continued on Page 8)

## Women's Group Opens War Stamp Corsage Workroom

The mass production idea was carried into the War Stamp field in Rochester this week when members of the Women's Division of the New York State War Savings Committee opened a new center in the Lincoln-Alliance Bank Building for the manufacture of bouquets and boutonnières made essentially of War Stamps.

Volunteers working in their own homes have produced more than 15,000 War Stamp corsages to date, but hereafter, for their convenience and to save on gas and tires, the new production center will be available downtown.

Here volunteers can work together comfortably, special orders can be taken and executed and organizations can obtain any number of bouquets for special events. The special War Stamp booths sponsored by the Women's Division in downtown stores will be provided with bouquets from this center.

Mrs. Frank R. Stafford is in charge of the project with Mrs. Thelma W. Buxton heading the purchasing division and Mrs. Henry L. Howe in charge of special orders.

## Story of British Commandos In N. Y. Sunday Mirror

Featured in the New York Sunday Mirror is a fast-moving novel about the commando forces of England. The novel, "Commandos" will run in serial form starting with next Sunday's issue. Advance readers say it is a real thrill-a-minute reading, a powerful story of incredible heroism and love in the land of the twilight sun, Norway.

The story is said to be particularly timely now, on "the eve of the second front."

The Sunday Mirror is on sale at all downtown newsstands. Mrs. Olive Sauer, 179 Nichols St. will receive a pair of guest tickets to Low's Rochester Theatre to see "Friendly Enemies," with Charles Winninger and Charlie Ruggles, also, "Miss Annie Rooney," starting next Thursday. Come to The Sun office before Monday 5 p. m. for your tickets.

## COBURG CRUISE

Members of Fame Lodge No. 945 have chartered the Ontario No. 2 for a Coburg cruise next Sunday. All masons and their families have been invited to participate. Reservations may be made by calling Hillside 1169-W or Culver 779-W.

Shirley Temple would like to have Mrs. Homer I. Raymond, 65 Winchester St. see her new picture, "Miss Annie Rooney" opening at Low's Rochester Theatre next Thursday. On the same bill is "Friendly Enemies." If Mrs. Raymond will come to The Sun office before 5 p. m. Monday she will be given a pair of guest tickets.

## —For Victory: Buy Bonds—

### THE COOLEST COOLER OF THEM ALL!

**Pete Hagen's RUM N' COLA**  
EASY TO SERVE—HERE'S HOW...  
Line 15 oz. glass—plenty of ice—2 oz. of RUM N' COLA—lime juice if desired. Fill with carbonated water—stir well. "A Delightful Cuba Libre." At proof at your neighborhood dealer—write.

1.59  
44 qt.  
44 qt.  
44 qt.

## CANADA STEAMSHIP LINES

**SPECIAL BOAT TRIPS**  
MONTREAL AND RETURN  
over 3 nights and 2 days stop-  
over in Montreal, 5-day limit. Meals  
and berth included on steamer.  
Special All Expense Tours  
To Montreal  
3 DAYS—Includes meals and berth  
on steamer, 2 nights, hotel, 5 meals  
in Montreal. \$21.00  
4 DAYS—Includes meals and berth  
on steamer, 3 nights, hotel, 8 meals  
in Montreal. \$32.00  
5 DAYS—Includes meals and berth  
on steamer, 4 nights, hotel, 11 meals  
in Montreal. \$37.00  
U. S. TAX EXTRA!  
For further information, reservation, etc. apply  
to: Princeton, Chicago Steamship Lines, Ltd.,  
Hotel Sagamore Bldg., Rochester, Tel. Stone 5660

## Keep Your Eyes In Fighting Trim!

Fighting men need perfect vision. Have your eyes tested by Dan G. Albert, registered optometrist, and he will prescribe the correct lenses and suitable frames.



**BUY DEPENDABLE GLASSES ON EASY TERMS**

We Use Only Bausch & Lomb And Shuron Lenses!

**Smalls**  
28 MAIN STREET EAST



BAUSCH & LOMB QUALITY RAY BAN GLASSES From \$4.75 Up

OPEN TONIGHT AND MONDAY 'TIL 9 P. M.

visit loucheur's new  
**BUDGET DEPARTMENT**  
PERMANENTS \$1.95  
Our Special Budget Wave  
FINGER WAVE 35c — SHAMPOO & WAVE 60c  
Styling Room Prices . . . PERMANENTS \$5.00 UP  
FINGER WAVES 50c  
**loucheur's salon de coiffure**  
300 BURKE BUILDING PHONE MAIN 2951



"We used to think bank borrowing was complicated—until we took out a Personal Loan at the Lincoln-Alliance. Actually it is quite simple, just like many other business transactions. For instance, last week we borrowed money to pay up all our bills at the retail stores, thus meeting the new Government credit regulations and keeping a good credit standing. Now we have up to twelve months in which to pay up the loan."

The Lincoln-Alliance is the Bank of Loans

### PERSONAL LOAN CHART

You Borrow	Charge For Year	*Life Insurance Premium	You Receive	12 Monthly Payments
\$108	\$ 6.48	\$ .36	\$101.16	\$ 9.00
132	7.92	.44	123.64	11.00
156	9.36	.52	146.12	13.00
180	10.80	.60	168.60	15.00
216	12.96	.72	202.32	18.00
240	14.40	.80	224.80	20.00
300	18.00	1.00	281.00	25.00
360	21.60	1.20	337.20	30.00

\* Insurance Pays Up Loan in Case Borrower Dies

**LINCOLN-ALLIANCE BANK AND TRUST COMPANY**

Member Federal Reserve System

Member F. D. I. C.

STORE OPEN TONIGHT 'TIL 9

# RELIABLE'S AUGUST FURNITURE SALE BRINGS SMASH SAVINGS ON FINE FURNITURE!

**Lane Cedar Chest**  
Matched walnut on cedar lining.  
\$29.75  
\$12.25 Weekly

**Smart Student Desk**  
Drawer and shelves books.  
\$6.95  
Easy Terms

**9x12 Axminster Rug**  
Deep piled in colorful designs.  
\$32.88  
\$12.25 Weekly

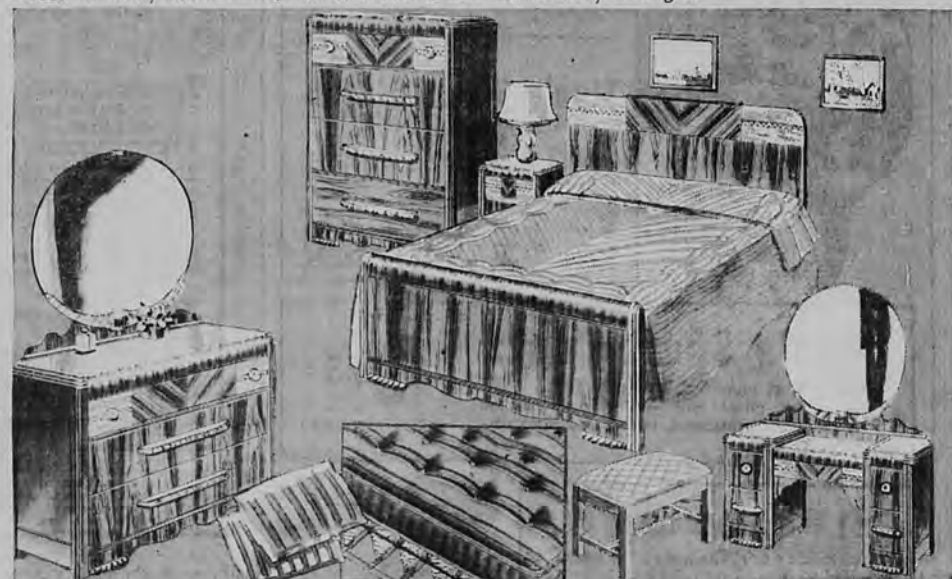
**Set of Dining Chairs**  
Arm chair, five side chairs.  
\$26.88  
\$12.25 Weekly

**Chrome And Oak Suites**  
Five pieces: Extension table, chair, table.  
\$34.88  
\$12.25 Weekly

**ALL 13 PIECES!**  
A SMART, COMPLETE LIVING ROOM  
\$159.00 Value!  
**\$119**  
Terms Only \$2 Weekly

Living Room luxury at a dramatic low August Sale price! Big six piece suite in heavy Tapestry, with quality tested coil spring construction throughout. Includes the Sofa, Club Chair, Barrel Chair, Two Pillows, Ottoman, Coffee Table, 2 End Tables, Bridge Lamp, 2 Table Lamps, Floor Lamp.

Here's The Sale Rochester Waits For! Prices Have Been Drastically Reduced In Every Department Of This Great Store . . . Reductions That Mean Savings Up To 33 1/3% On Suites, Outfits and Occasional Pieces For Every Room In The Home. Liberal Credit Terms Easily Arranged!



## 10 PIECE MODERN BEDROOM \$137 VALUE

Another smashing August Sale Value! Streamlined Modern to give you a complete bed room outfit with nothing else to buy! The three big pieces of the suite are veneered in Walnut, have graceful waterfall fronts. Listed below are the TEN PIECES included:

- Chest • Dresser or Vanity • Bed • Simmons Coil Spring • Mattress
- 2 Pillows • Bench • 2 Lamps

Open A Reliable Account . . . Terms Only \$1.75 Weekly!

**\$98**

**THE RELIABLE** 80-84 STATE ST ROCHESTER



# AUGUST SALE of FURNITURE

SHOP THIS EVENING UNTIL 9

## The Big Basement

### SIBLEY, LINDSAY & CURR CO.

You Get Beauty, Endurance and Style  
at a Price in this 18th Century

## 2 PIECE LIVING ROOM SUITE

An Actual \$98.75 Value!

**\$89**

Favorite Lawson design in a good looking, long wearing living room suite you'll be proud to own. Sagless construction throughout! Make your selection from beautiful striped rayon damask or smart tapestry covers! Choose blue, wine or eggshell to match or contrast with your accessories. Come in tomorrow! See this smart value remarkably priced at \$89 during Sibley's Big Basement August sale of furniture.

aisle 15

TOWER CLOCK  
RADIO PROGRAM  
8:45 to 10 A. M.  
Mondays thru Fridays



### Solid Maple! 5-Pc. DINETTE SETS

Reg. \$29.75  
Value **26.50**

Roomy extension type refectory table! 4 box seated chairs that will stand up under hard use. New England maple.

### BARREL BACK CHAIRS

Regular \$16.75  
**13.50**

Good looks, extra comfort and extra value is what you get in this occasional chair. Beautiful rayon damask covers in wine, blue or green. Coil spring seats. Walnut finished gumwood.



### \$23.75 Tufted Back Cogswell LOUNGE CHAIRS

Sale Priced **19.75**

With extra deep, comfy spring seats! Covered with manufacturer's short ends of much higher priced fabrics. An excellent buy for homelovers.

aisle 15



\$21.50 After This Sale!

Famous "Glenmore"

## INNERSPRING MATTRESS

Single or  
Double Size

**17.95**

A real investment in good sleep, good health... and a neat saving, too! The "Glenmore" has a full spring edge with quilted sides, and is ventilated throughout. Durable woven striped ticking in brown and tan.

Box Spring to Match .....\$17.95

aisle 15



### \$12.00 Hard Wood POSTER BEDS

Sensational Value **9.95**

The type of poster bed you admire most with heavy turned posts and wide paneled head boards. Just feel the smooth finished hard wood in walnut, mahogany or maple tones!



\$8.95 and \$11.75 Values!

### 2 Styles of Chests

**7.75 10.25**

For bedroom or any room in the house! Both with lipped edge drawer fronts and moulded top. Very smooth rubbed finishes in maple or walnut on gumwood.

### These Are Typical Sale Values In Furniture and Mattresses

Quantity	Item	Value	Sale
2	Plain Tapestry Sofas	\$35.00	<b>29.75</b>
3	2-Pc. Living Room Suites	\$75.00	<b>65.00</b>
12	Occasional Chairs	\$11.95	<b>9.75</b>
30	Crickit Chairs	\$ 4.95	<b>4.25</b>
5	Pull-up Chairs	\$ 8.75	<b>6.95</b>
3	Sofa Beds	\$49.00	<b>38.50</b>
5	7-Pc. Walnut Dinettes	\$98.75	<b>85.00</b>
8	Modern Beds	\$25.00	<b>18.00</b>
20	Oak Rockers	\$ 2.75	<b>1.95</b>
3	Modern Primavera Dressers	\$29.75	<b>25.00</b>
20	Tilt-top Card Tables	\$ 2.75	<b>1.95</b>
12	Walnut Book Cases	\$10.00	<b>8.75</b>
3	Record Cabinets	\$14.75	<b>11.50</b>
18	Innerspring Mattresses	\$16.75	<b>13.95</b>

aisle 15

Actual \$11.75 Value!

4-Drawer

### MODERN DESK

Sale Price **10.25**

Attractive modern designed desk with ample drawer space! Smooth maple or walnut finish on fine, long wearing willow woods. Dovetailed throughout. 36x18 top.

aisle 15



CONVENIENT PAYMENTS MAY BE ARRANGED ON PURCHASES OF \$15 AND OVER







BUY WAR SAVINGS STAMPS AT

**Edwards**

# August Sales for the "Home Front"

Shop All Day Friday and 'til 1 P. M. Saturday!



## 5-Piece Colonial Maple BREAKFAST SET

Here's a value worthy of careful consideration. This full size breakfast suite has drawer top table and four sturdy matching chairs. Fine rubbed finish gives a golden glow to wood.

EDWARDS—Fifth Floor

**32<sup>50</sup>**

## Solid Hard Rock Northern Maple 3-Pc. BEDROOM SUITE



**79<sup>95</sup>**

**Edwards**  
AUGUST  
SALE  
VALUE

Solid Hard Rock Northern Maple... the sturdiest of the Maple family... smartly designed and hand rubbed to a lacquer-like smoothness. Solid Oak interiors, full dust-proof construction, center drawer guides.

Edwards—Furniture—Fifth Floor



## Sale! Rayon Taffeta Lamp Shades

Regular 2.49 & 2.98 Values **1.99** each

This type of shade is becoming scarcer by the minute. Purchase yours while the assortment is good. Rayon taffeta shades in the newest colors for bridge, table or floor lamp. Buy a new "hat" for your lamps during this August event.



Crystal

## Vanity Lamps 2.98

Clearing crystal bases and stems topped by a lacy parchment-like shade. The shade is edged with fluted pastel organza.

## PinUp Lamps 1.69



The most versatile of all lamps... the Pin up lamp... use it in any room of the house. Several designs from which to choose. Complete with shade... \$1.69

Edwards—Second Floor

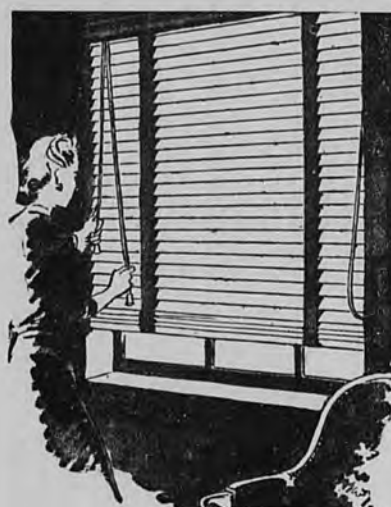
ENTIRE STOCK OF

## Pendleton MERCHANDISE

**10%** off during Edwards August Sale

Our First Sale in the Pendleton Shop. All the fine pieces, color matched under the famous Pendec tag, offered for the first time at savings of 10% on every item. Visit the Pendleton shop during this August Sale and see the values.

Edwards—Seventh Floor



## Famous "Ontario" Wood VENETIAN BLINDS

15 to 22 In. Wide to 64 In. Long	23 to 28 In. Wide to 64 In. Long	26 to 36 In. Wide to 64 In. Long
<b>2.89</b>	<b>4.17</b>	<b>4.89</b>

- 1 7/8 in. Kiln Dried Basswood Slats
- Kiln Dried Head, Tilt and Bottom Rails
- Fully Guaranteed to Stay Locked
- Colored Cords to Match if Desired
- Cadmium Plated Lock and Tilter
- Smooth Working Pulleys
- No Pine Slats Used
- Light Ivory, White, Cream and Off-White

Larger than 36" wide at 42c sq. ft. Allow ten days to two weeks for delivery as these Blinds are made to your measure.

EDWARDS—Fourth Floor



## Wicker Bassinette With Folding Standard

Large basket with folding standard, easily converted into an auto carrying basket. Has two handles. Ivory trimmed pink or baby blue.

Rubberized Bassinette Pad... 1.19

To fit in Bassinette. Solid colors in pink and blue.



## Attractive-Sanitary BABY SCALES

**3.88**

Sanitary metal tray scale... capacity 30 lbs. Chart on tray so mother will know baby's weight each month. Pink, Blue, Ivory. A lovely gift for a new mother.

EDWARDS—Third Floor

# ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT



## SIZE 20x40" TOWELS Very Special At 29c

Large colorful plaids of peach, blue, black, green, gold. A first quality towel, come early!

## Elastic Knit Dining Room Chair Covers 39c

Diamond design with floral inset. Regular and arm style. Green, blue, rust.

EDWARDS—Basement

## MEN'S SLACK SUITS



Reg. 3.98

NOW

**2<sup>69</sup>**

Can be worn in or out... short sleeves. Trousers have adjustable waist bands. Two tone and matching sets. Tan, blue, green. Small, medium and large.

Men's Wash Slacks... **1.69**

First quality and slightly irregular of 1.98 and 2.98 values. Woven fabrics... sanforized shrunk. Assorted colors.

Sizes 29 to 36

EDWARDS—Basement

## 400 Brand New Women's and Misses' DRESSES

At a Price That Tops Everything We've Offered

**\$2**

Cool Spun Rayons... lovely pastels, prints, florals, polka dots. Your favorite style is here. Coat dresses, pleats, pockets, gored skirts, short sleeves. Dresses for vacations and for the "stay-at-homers".

- Spun Rayon & Cottons
- Small Florals
- Crisp White Collars
- Large Prints

Blue  
Green  
Rose

Luggage  
Aqua  
Beige

SIZES FOR MISSES AND WOMEN

EDWARDS—Basement



## CLEARANCE BARGAINS

Reg. \$1. Value **LACE CURTAINS... 69c**

Ready to hang on your windows, 26 inches long... all first quality. Ecru color only. Only 70 pairs.

Reg. 19c Value **CURTAIN NET... 5c yd.**

36 inches wide. White or ivory. Suitable for curtains or fly netting.

Reg. 19c Value **DISH TOWELS... 14c**

16x32... specially treated to give it the absorbency of linen... does not shed lint. Green, red, blue or gold striped borders.

Reg. 59c Value! Figured **ORGANDIE SCARFS... 39c**

ALSO: 3-Piece VANITY SETS... White figures on colored grounds of peach, aqua, blue, green or maize... dainty lace border.

Reg. 2.98 Value! Lace **TABLE COVERS... 2.39**

Lace Table covers, size 70x90... two designs. Central motif with corresponding borders. Ecru color. First quality.

## CLEARANCE! 431 PAIRS FULL FASHIONED HOSE

Women's all silk and silk and rayon hosiery. Full fashioned. Irregular... broken sizes. 8 1/2-9, 9 1/2 only.

**58c pr.**

EDWARDS Basement



### Sunday Dinner

(Continued from Page 4)

Peel peaches by dipping them in scalding water for a minute

then rinse them under cold water. The skin will slip off easily. Slice them into bowl and sprinkle lightly with sugar and lemon juice. Place in refrigerator to chill. Serve between layers and on top of

squares of sponge cake or split baking powder biscuits. Top with a spoonful of ice cream just before serving.

### Feed Tea

For each cup of briskly boil-

ing water allow 2 teaspoons tea. Pour over tea and allow to infuse for 3-5 minutes. Pour over ice cubes or cracked ice immediately after steeping. This prevents tea from becoming cloudy in appearance. Serve with lemon and sugar, or with orange juice added.

### Serving Hints:

This colorful loaf is most attractive served on a large chop plate. Surround it with scored slices of cucumber, stuffed olives, potato chips and thin slices of lemon. It looks very inviting to the warm-weather-jaded appetite, and may be preceded by a bowl of hot cream soup. There's no harm in serving a meal like this on card

tables, out on the porch where a passing breeze probably keeps this spot invitingly cool. Spread the table with a light luncheon cloth and keep the service as simple as possible.

The peach shortcakes may be served up individually or made into one large cake which is cut and served just as any other cake would be served.

### Use of Leftovers:

Should there be any leftover salmon loaf, place it in the refrigerator over night. Cut it into cubes the next day and use as stuffing for tomatoes, from which the inside has been scooped out. Serve with crispy crackers, for luncheon, with mayonnaise.

## Burke's... OPEN TONIGHT 'TIL 9

The Key to  
Better Values  
Is Yours At

## Burke's AUGUST FURNITURE SALE

The place to get the most for your money and pay the least is at Burke's... where so much of our upholstered furniture is manufactured on the premises... and all is correspondingly high grade and lower priced to conform to the money-saving policy our own workrooms permit. This Sale's first days are more important than ever this year. Much of this fine furniture is no longer being manufactured, here or elsewhere due to U. S. government restrictions and material priorities.

Living Room Suites from \$59  
Dining Room Suite from \$79  
Bedroom Suites from \$59

ONLY 20% DOWN and a Year to Pay

**Burke's** 34 South Ave.  
5 FLOORS OF FURNITURE FOR THE HOME  
Open Monday and Thursday Evenings. All Day Saturday



Ask Your Grocer for  
**CAIN'S SANDWICH SPREAD**



—For Victory: Buy Bonds—

## CLEAN WHITE STORES



Serving  
Rochester  
Housewives  
For Over  
23 Years...

Friendly, home-owned Wegmans markets have been savings headquarters for Rochester housewives for over 23 years. Wegmans can sell for less because close-to-home supervision eliminates red tape and other expense and waste. We're right here on the job every day to serve Rochester housewives with "the best for less" in every food line!

72 W. MAIN • 375 E. MAIN • 61 FRONT  
90 CLINTON AVE. S. • 815 DEWEY AVE.  
409 RIDGE RD. W. • 575 MONROE AVE.  
12 CORNERS, BRIGHTON

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

**USED ELECTROLUX** \$16.95 FULL CASH PRICE

BEAUTIFULLY REBUILT COMPLETE WITH ATTACHMENTS

10-DAY TRIAL PLAN FULLY GUARANTEED Sold on Easy Terms Liberal Trade-In on Your Old Cleaner

FOR SAME LENGTH OF TIME AS A BRAND NEW ELECTROLUX MAIL ORDERS FILLED Send Deposit of \$1

**PENN VACUUM STORES** 30 SOUTH AVE. STONE 6747

OPEN 'TIL 7 P. M. MON. & THURS. 'TIL 9

BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

**SAVINGS YOU'LL LOOK BACK ON IN  
AMAZEMENT AS TIME PASSES**

**NOETH'S** BEST BUYS IN TOWN!

When better values are obtainable, Look to NOETH to give them!

An Unusual Opportunity!  
**ORIGINAL 'OLD COLLINS' DISTILLED DRY GIN \$1.99** Full Quart

The stock in our store is going fast—when this is gone this extraordinary price cannot be repeated. Buy NOW, 90 proof. Today's Value \$2.75

**POGUES FAMOUS 'OLD TIME' BLENDED WHISKEY \$1.99** Full Quart

NO FREE DELIVERY AT THIS PRICE. Blend of straight whiskies and finest neutral spirits. 10% 6 Yrs. Old... 30% 4 Yrs. Old regular \$3.35 Value

Clinton, California **WINE 50¢** 25c Pint 1/2 Cal. 89c

Every 7 YEARS OLD! Drop. **SCHENLEY'S BELMONT STRAIGHT KENTUCKY BOURBON \$2.79** Full Quart

Aged in temperature controlled warehouses. A whiskey Schenley is proud to sell. Compare with any nationally advertised brand at \$3!

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

## Additional Bingo Ads on Page 9

**BINGO EVERY TUESDAY NIGHT BINGO**

**\$200 SWEEPSTAKES**

24 GAMES \$20 OR MORE New Game for You and a Friend in the U. S. A. Forces \$200 JACKPOT 55 NUMBERS

**NEW ROLLER RINK**  
155 CHESTNUT ST. Between Monroe Ave. and Court St.  
Admission \$1.00 Plus Tax  
Save Your Tires and Gas — 3 Bus Lines Within One Block

**BLITZ the BLUES at the...  
New HOLLYWOOD**

Under The Management of MR. GEORGE R. VOGLER

New Prizes • New Management • New Boards • New Tables •

COUPON When Buying Book of Specials & Triple Board Good Thursday July 30 50¢ ALL GAMES \$5-\$10

COUPON When Buying Book of Specials & Triple Board Good Friday July 31 50¢ ALL GAMES \$5-\$10

COUPON When Buying Book of Specials & Triple Board Good Saturday Aug. 1 25¢ ALL GAMES \$5-\$10

COUPON When Buying Book of Specials & Triple Board Good Wednesday Aug. 2 50¢ ALL GAMES \$5-\$10

GAMES EVERY WEDNESDAY — THURSDAY — FRIDAY & SATURDAY EVES.



**VACUUM CLEANER CHAINS**

**\$16.95** FULL CASH PRICE

COMPLETE WITH ATTACHMENTS

TIME AS A GUY FILLED OF \$1

IF YOU CAN'T COME IN, PHONE OR WRITE FOR A PRACTICAL FREE HOME DEMONSTRATION

NE 6747

SELL NOTHING ELSE!

**BACK ON IN PASSES**

**BUYS IN TOWN!**

er values are obtainable, OETH to give them!

**Distilled**

**\$1.99** Full Quart

OLD TIME BLEND

PRICK, Blend neutral spirits, 4 Yrs. Old Regular \$3.35 Value

**OLD! BELMONT**

**\$2.79** Full Quart

**ETH**

★ MAIN 874

Night Till Midnight

**OLD! BELMONT**

**\$2.79** Full Quart

**ETH**

★ MAIN 874

Night Till Midnight

**on Page 9**

**HT BINGO TAKES**

**\$200 JACKPOT**

**55 NUMBERS**

**RINK**

ween Monroe Ave. and Court St.

in One Block

**PULLMAN AVE.**

ur Lake & Ridge

**new Tables •**

**COUPON**

When Buying Book of Specials & Triple Board

Good Wednesday Aug. 2

**50c**

**ALL GAMES \$5-\$10**

**SATURDAY EVES.**

**New Beverage Introduced in Rochester Area**

Dedicated to lovers of rum drinks is Pete Hagen's Rum N' Cola, Popper-Morson's new product, now being introduced in this area.

Rum N' Cola is said to have a superb cola flavor, combined with genuine dark rum. The problem of what to serve when entertaining is solved by Rum N' Cola as it is only necessary to add soda and serve. The perfect blending of the two summer favorites provides a drink that is bound to satisfy.

Rum N' Cola and other Pete Hagen favorites are on sale at Rochester package stores.

It is always correct to offer your hand in greeting to both friends and acquaintances. The handshake which is warm and cordial—but not overly so—is one of our kindest and most friendly social gestures. It isn't necessary, however, to greet every casual acquaintance with a handshake.

**Additional Bingo Ads on Page 8**

**Beeley's Bingo**

SUNDAY at 2:30 and 8 P. M.  
WED. at 1:30 P. M.

Mon., Tues., Wed., Fri. Sat. at 8:15  
EXTRA BOARD FREE WITH TRIPLE BOARD

142 GENESEE ST. in REAR

**ABC PARTIES**

2011 E. MAIN  
TUES. AND SAT. NITES  
8:30 P. M.

JACK POT Each Nite

**NEW GAME SUNDAY AFTERNOON 2:30 P. M.**

ON REGULAR BOARDS

All Day Games **\$2** or More

Thursday Friday Saturday  
1:45 P. M. 1:45 P. M. 8:15 P. M.  
8:15 P. M. 8:15 P. M.

**SPECIAL! MONDAY NITE**  
Free Special Given With Each Admission on \$15.00 Special

• 6 BOARDS **75c**  
• BOOK SPECIALS **75c**

**19th WARD BINGO**

Clubhouse, 257 HAWLEY STREET  
Origins of Baby Bingo

**NEW! Terry's Bingo** CHILI RECREATION HALL  
509 CHILI AVE.  
UNDER NEW MANAGEMENT

— MONDAY NITE —  
25 GAMES  
EACH GAME **\$5.00**  
Good Prizes On Specials!

**SAT. NITE**  
GAMES  
NOON GAMES  
WED.-SAT.

**New PARK HALL**

928 JEFFERSON AVE. NEAR PLYMOUTH

ADMIT 2 For following credits when buying triple board and book of Fri. 50c Sat. 25c

This ticket good for two admissions and two single boards any Friday during 1942, at 1:30 (game ends at 4 p. m. sharp.) Subject to 3c govt. tax and 2c service fee. Total 5c each.

NAME .....

NUMBER .....

EACH GAME \$3 O.K. Signed **EARL**

NOTE: Cashier-Patron is to retain this pass for door credits for year 1942.

**DON'T FORGET**

Sun. Nite 8:15 ALL GAMES **\$5-\$10**

Saturday Nite 8:15 ALL GAMES **\$500** Including Jackpot

**UNION LEAGUE HALL**

GREGORY ST., CORNER SOUTH AVE.

**SUN. NITE** 8:15 P. M.

ADMISSION PRICE 28c—3 BOARDS FOR 58c

**MON. NITE** 8:30 REG. **\$6**

SPECIALS \$25

**2 Jack Pots Each Nite**

MATINEE GAMES EVERY

**WED. FRI. SAT.—1:30 P. M.**

Wed. **\$3** FRI. and SAT. EVERY ADM. 25c GAME **\$4**

25c Every Game SPECIALS \$2 & \$3 or More No Coupon Necessary

**TOWNER-REXY** SATURDAY AUGUST 1

UNIVERSITY AVE., COR. ATLANTIC

EVERY GAME \$10—SOME \$15

Ticket Worth **45c** FRIDAY NITE **ALL GAMES \$5 to \$10**

For You Fri. July 31, only at Towner's

AT TOWNER'S

Ticket Worth **45c** For You Fri. July 31, only at Towner's

Ticket Worth **45c** For You Fri. July 31, only at Towner's

Ticket Worth **45c** For You Fri. July 31, only at Towner's

**ADMIT TWO — TOWNERS HALL**

TUESDAY MATINEE—1:30—AUGUST 4th

This ticket good for admission and a single board Tuesday, August 4. Games from 1:30 to 4. Subject to 3c Govt. Tax. Plus 2c Service Charge. Total 5c Per Person.

**\$3** EACH GAME

Authorized By **Bill**

Week in and Week Out... the Year 'Round it's

**LIVADAS**

Rochester's Value Liquor Store

**DEEP CUT PRICES**

ON THE HIGHEST STANDARD OF QUALITY WINES & LIQUORS

A RENOWNED IMPORT... 100% SCOTCH WHISKIES

**Vat 69 SCOTCH**

**\$3.29** Fifth

One of the great Scotches of the world! Blended, bottled by Wm. Sanderson & Sons, Ltd., Leith Scotland. A rare, hearty, zesty whiskey with matchless bouquet and flavor. 86 proof.

ANY SCOTCH AT SUCH A LOW PRICE WOULD BE OUTSTANDING. BUT WHEN YOU CAN BUY VAT 69 AT THIS PRICE IT'S A GENUINE LIVADAS VALUE.

... Compare—\$4.25 Value!

**8 YEARS OLD**

**VAT 69**

Bottled in Bond—100 Proof  
Every Drop Over 4 Years Old

**FAMOUS LIVBRO**

Kentucky Straight **BOURBON WHISKEY**

Bottled for us by "Beam" famous Kentucky distillers. Made from a formula 146 years old! The product of 5 generations of distilling skill. Supremely smooth. Compare—\$3.50 value.

**\$2.49** FULL QUART

**LIVBRO QUALITY RYE WHISKEY**

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.

**\$3.75 Value—86.8 Proof**

**\$2.50** FULL QUART

**LIVBRO**

**CORDIALS**

**\$1.49** Very Low Priced

Rock 'n Rye (Q.L.), Creme de Menthe, Cherry Liqueur, Creme de Cacao, Amaretto, Kummel, Frits.

**Pete Hagen's SLOE GIN**

**\$1.49** Fifth

Creamy Top. A very fine quality at an exceptionally low price. Makes a superior fizz or ticky. — 48 Proof.

You Can't Beat This Value!

**WHITNEY CLUB . . . Straight RYE**

**5 YEARS OLD**

This whiskey is made for those who insist upon the best. We honestly feel that this value cannot be duplicated. 80 proof.

**\$1.90** Full Quart

Guaranteed \$2.65 Value!

QUALITY ECONOMY

TRY THIS POPULAR DRINK THAT HAS EVERYTHING!

**Balboa WINES**

DRY . . .

- Burgundy • Zinfandel
- Claret • Barbera • Rhine
- Chianti • Sauterne

Don't compare Balboa with ordinary wines! This quality usually sells at \$1.75 per gallon.

**\$1.10** GALLON

SWEET . . .

- Muscadel • Sherry • Port
- Tokay • White Port

Consumable quality sells usually at \$3.25.

**\$1.49** GALLON

**3 QUARTS \$1.25**

**LIVADAS**

A NAME YOU CAN TRUST

**183 MONROE AVE.**

N. Y. STATE LICENSE L-4229

Open Nitely 'Til 12

**2.25 FOR YOUR OLD BATTERY**

**IN SEARS TRADE-IN SALE**

**More POWER for Less Money**

with Sears Guaranteed **CROSS COUNTRY BATTERIES**

with written guarantee!

**ENERGEX**

39-45 PLATE ENERGEX  
★ List \$5.65

Guaranteed 12 months on service basis. Price includes old battery. Both stores. Service Station.

**3.40** And Old Battery

**POWERMAX**

45 PLATE POWERMAX  
★ List \$6.95

Guaranteed in writing for 24 months on service basis. Priced with old battery. Both stores. Service Station.

**4.70** And Old Battery

Both Stores

**LONG CROSS COUNTRY**

★ List \$8.75

48 Plates, built with Port Oxford radar separators. Guaranteed in writing 24 months on service basis. Priced with old battery. Both stores. Service Station.

**6.50** And Old Battery

**5 DAY RENTAL AND RECHARGE**

Any make car. Both stores. Service Station.

**29c**

**Open 9:30 Fri.-Sat.**

**BRAKE LINING PRICES REDUCED**

	Was	Sale
FORD A 1928-31	2.59	1.47
FORD V8 1932-36	2.75	1.98
CHEVROLET 1934-40	2.89	2.07
OLDSMOBILE 1933-39	3.29	2.27

**GRILLE GUARDS REDUCED UP TO 35%**

	Was	Sale
DOUBLE BAR	2.69	1.77
TRIPLE BAR	3.69	2.77
WAYACROSS	6.19	4.77
DELUXE WAYACROSS	7.49	5.77

Both Stores, Service Station

**NU-BILT FORD A MOTOR SALE**

**37.77** And Old Motor

Regularly \$44.85. Completely Nu-Built by factory-trained experts, all parts replaced guaranteed to be new. Priced with old motor in good condition for rebuilding. Both stores. Service Station.

**Use Budget Pay Plan**

**CROSS COUNTRY SEAT COVERS**

Installed Free! While You Wait!

	Was	Sale
SOLID BACK COUPE	3.98	2.77
SPLIT BACK COUPE	5.59	3.77
COACH OR SEDAN	8.79	6.47

Single Seat Throw Cover . . . . . 66c

Both Stores, Service Station

**CROSS COUNTRY GASOLINE**

Regular **21.7** gallon

ETHYL **23.7**

On Sale Super Service Station - Monroe at S. Union

**ALL PRICES SHOWN HERE ARE LOWER THAN OUR REGULAR POSTED CEILING PRICES**

Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.



## Entries Swamp Judges In \$200 War Bond Test

When announcement of the "True Life Story Contest" was made in these columns two weeks ago, it said in part, "every American family has a real story to tell."

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

And from the number of letters entered in the contest, it looks like everyone, in Rochester at least, wants to tell that story.

Because of the unprecedented response to this contest, sponsored jointly by Shopping News and The RKO Palace Theatre, the judges have been unable to complete their efforts and announcement of the winners has been postponed until next week.

Four prizes were offered for the best 250 word stories of family life. First prize is a \$100 War Bond; 2nd prize a \$50 War Bond and 3rd and 4th prizes, each a \$25 War Bond.

**TROPIC COAL** \$11.85  
Egg—Stove—Nut... Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Alliance Bank Bldg.  
Stone 7080

**RADIO REPAIR SERVICE**  
ALL MAKES • ALL WORK GUARANTEED  
FREE PICK-UP AND DELIVERY  
**SOUND EQUIPMENT CO. Inc.**  
114 ST. PAUL ST. **Main 6440**

OPEN TONITE TILL 9  
FINAL SUMMER

## CLEARANCE

### Ladies' Sportswear

<b>SWIM SUITS</b>	Val. To \$2.69	Val. To \$3.69
<b>SLACK SUITS</b>	Val. To \$4.00	Val. To \$6.00
<b>PLAY SUITS</b>	Val. To \$2.69	Val. To \$3.89
<b>DRESSES</b>	Val. To \$4.00	Val. To \$6.00
<b>SKIRTS</b>	Val. To \$2.89	Val. To \$3.89

ALL MEN'S SPORTSWEAR  
REDUCED FROM 25%-50%

**THE SPORT SHOP**  
23 CLINTON AVE. S. (Opposite HOTEL SENECA)

EXTRA COMFORT AND ECONOMY  
Discover for yourself the honey  
comforts of this most popular hotel.  
Individually controlled radio in each room  
Savoy Service

**IN NEW YORK  
AT  
RADIO  
CITY  
HOTEL**

ALL-EXPENSE  
TOURS IN NEW YORK  
2 DAYS (1 night) \$5.50  
3 DAYS (2 nights) \$9.75  
Write for Descriptive Folder

**BRISTOL**  
129 WEST 48th STREET, NEW YORK CITY  
Joseph E. Bath  
Theodore E. Tolson, Jr. Alfred B. Tolson

**DOLANS... Where You Buy  
THE CUTS OF CHICKEN YOU  
CHICKEN YOU  
PREFER**

Breasts 1b. 35c	Livers 1b. 45c	Necks 1b. 15c
Wings 1b. 27c	Giblets 1b. 19c	Legs 1b. 43c

**DOLANS**  
600 JEFFERSON AVE.  
cor. Bartlett  
Telephone Genesee 1417

All this  
and free  
Theatre  
tickets, too

Regular readers of Shopping News know that many are the rewards for the minutes spent in perusing these pages. For instance, hundreds of "shopperettes"—the town's best buys—are announced in the advertising columns of Shopping News each week. Then too, five names are printed between the ads of each issue. The owners of each of these names picked at random from the city suburban directories receives a dollar's worth of War Savings Stamps by calling at The Sun Office, 5 St. Paul St.

In addition, spotted throughout the paper are several names and addresses. These people will receive free guest tickets to Loew's Rochester Theatre to see the pictures specified in the notices.

You, too, will profit if you make the thorough reading of Shopping News a regular Thursday habit.

**ROCHESTER SUN — SHOPPING NEWS**  
In Your Home Every Thursday

If you see the name of a friend between the ads—call them up and tell them about it.

## TABLE AND FLOOR Lamps!

- 7-Way Indirect Light
- Enameled & Chrome Bases
- All-Silk Shades

Table models with china bases decorated in 22-K. gold.

**NO DOWN  
PAYMENT  
IF YOU USE OUR  
CHARGE ACCOUNT  
PLAN**  
\$2.19 to \$29.95

**UNIT PARTS  
ROCHESTER CORPORATION**  
1223 Main St. E. Lake Ave. & Ridge Rd.

## FULL FLAVOR for a better MANHATTAN!

**FINE ARTS  
WHISKEY**  
A Blend of Straight Whiskies  
ALL 5 YEARS OLD

**FINE ARTS**  
THE STRAIGHT WHISKY  
IN THIS PRODUCT ARE  
FIVE YEARS OLD

The straight whiskies in this product are all 5 years old (90 proof). Copr. 1942, Canada Dry Ginger Ale, Inc., New York, N.Y., Sole Distributors

If Miss Arina B. Lattimore, 120 Fairfax Rd. will come to The Sun office before 5 p. m. Monday, she will be given a pair of guest tickets to Loew's Rochester Theatre to see "Friendly Enemies," starring Charles Winniger and Charlie Ruggles, also "Miss Annie Rooney," starting at Loew's next Thursday.

## ED SAYS

He Won't Be Undersold on High Grade

LIVING ROOM SUITES  
DINING ROOM SUITES  
BED ROOM SUITES  
STUDIO COUCHES  
BREAKFAST SETS  
OCCASIONAL CHAIRS AND TABLES  
END TABLES — TABLE LAMPS  
SPRINGS — MATTRESSES  
SEWING MACHINES  
GAS RANGES — VACUUM CLEANERS  
SMALL APPLIANCES

EASY TERMS

**EDW. L. MASLINE**  
1279 ST. PAUL  
OPEN EVERY EVENING EXCEPT SATURDAY

DAW'S COUPON

## FRUIT-FLAVORED SUCKERS

Box of 18  
Assorted

Reg. 15c Value  
(Limit 2 Boxes)

**8c**

## DAW'S

### ORIGINAL CUT-RATE DRUGS

56	31	353	452	880	473	539
Clinton Ave. S. Main St. E. Opposite Corner Aqueduct Temple Theater	Main St. E. 1st Door From Stillson	Ridge Rd. W. Main St. W. Corner Dewey	Bull's Head	N. Goodman	Monroe Ave. Near Main Goodman	

DAW'S COUPON

## Single-Edge RAZOR BLADES

10c PKGS. OF 4's  
2 Pkgs. For **11c**

Made of the finest Surgical Steel. Superhonored every blade inspected. Fits all GEM type razors. (Limit 4 Pkgs.)

BUY UNITED STATES WAR STAMPS AT DAW'S

These Special Prices... TO-DAY THRU SATURDAY  
(Rights Reserved to Limit Quantities)

**GRIFFIN  
SHOE WHITE**  
25c Size **19c**

## PICNIC SUPPLIES

PAPER PLATES 8c 3 For 23c  
DIXIE CUPS 8c 3 For 23c  
PAPER NAPKINS 7c (White) Box of 80  
STRAWS 8c 3 For 23c

## GALLON THERMIC JUG

With FAUCETS **\$2.19**  
DAW'S LOW PRICE

- For hot or cold food or beverage.
- Exclusive vacuum-release valve allows free flow of liquids.
- Wide mouth allows easy cleaning.
- High efficiency cork insulation.
- High density white clay liner.
- Strong plastic cap — aluminum neck.

(Other Jugs From \$1.09)

## CRACKER JACKS

Reg. 5c Boxes  
2 Boxes For **7c**

## FLIT INSECT SPRAY

Pint Size **16c**

5-Grain  
**ASPIRIN  
Tablets**  
Pkg. of 100 **8c**

DAW'S COUPON

## FITCH'S TALCUM

25c Size **9c**

**KREML  
HAIR TONIC**  
60c Size **27c**

DAW'S COUPON

## SWEETHEART SOAP

4 Bars For **15c**  
(Limit of 4)

DAW'S COUPON

## Dr. LYONS Tooth Powder

50c Size **21c**  
(Limit of 1)

DAW'S COUPON

## CRIB SHEETING

A new chemically-treated parchment that is absolutely water-proof. Can be washed and laundered. Practically odorless.

Size 36x42 Inches **29c**

DAW'S COUPON

## MOLLE SHAVE CREAM

50c Size **23c**

**SACCHARIN  
TABLETS**  
Bottle of 100 **9c**

DAW'S COUPON

## CARBONA Shoe White

Paste or Liquid  
Lge. 25c Size **11c**  
(Limit 2)

DAW'S COUPON

## Wax Paper

In Cutter-Edge Box  
Extra-Heavy  
(Limit 2 Rolls) **12c**

DAW'S COUPON

## GILLETTE — THIN — BLADES

Pkg. of 12 **27c**

**MARROW  
— OIL —  
SHAMPOO**  
60c Size **27c**

**IRONIZED  
YEAST**  
\$1.00 Size **48c**

**PREP  
FOR SHAVING**  
35c Size **17c**

**GERBER'S  
CEREAL or OATMEAL**  
Reg. 1/2-lb. Boxes **2 for 29c**

**BABY FOODS**  
MEAD'S PABULUM... 19c, 39c  
BORDEN'S BIOLAC... 29c  
CERVIM... 1-lb. 21c, 43c  
DEXTRI-MALTOSE... 1-lb. 6c, 4c  
ROBIN'S BARLEY... 26c, 46c  
MELLIN'S FOOD... 1-lb. 59c  
DEXTROGEN... 6 for \$1.10

**BABY NEEDS**  
JOHNSON'S SOAP... 2 for 25c  
ZBT POWDER... 21c, 43c  
THERMOMETER... \$1 Value 59c  
25c ZINC STEARATE Pow. 13c  
DYPREX... 44c, 77c  
TYREX NURSERS... 8 oz. 20c

**Clapp's  
Strained FOODS**  
Complete Assortment  
3 cans for **14c**

**WIDE-MOUTH NIPPLES**  
Pure gum rubber. Fits HYGEIA and all wide-mouth nurseries.  
15c 3 for **25c**

**Amber NIPPLES**  
Translucent Gum Rubber  
BOX OF 2 **11c**

**FALSE TEETH**  
FIT LIKE NEW! Dentur-Eze, the new cushion plastic, makes loose plates fit comfortably for weeks. Nausea-proof—no pain. Economical. Thousands of satisfied users. Get a tube of Dentur-Eze today! Handy-size tube \$5.95—New large size \$8.45

**DENTUR-EZE**

**SHOE LACES**  
All Colors  
27" Length **25c**

Johnson's  
**FOOT SOAP**  
25c Size **16c**

**SHAVING  
SOAP**  
5c Cakes 2 for **5c**

**COREGA  
POWDER**  
\$1.00 Size **59c**

**CASTILE  
SOAP**  
Made With Pure Olive Oil  
15c Bars **2 for 13c**  
(Limit of 4)

**SIMILAC FOOD** 1-1L \$1.20 Size **68c**  
BABY BOTTLES 8-oz. Size 3 for **5c**  
SYRUP of FIGS 3-oz. Size **19c**  
CASTORIA 40c. 3-oz. Size **14c**  
MENNEN'S Baby Oil 43c, 89c  
BABY GAYS (Q. Type) **23c, 45c**

**ONE-A-DAY  
VITAMIN A and D TABLETS**  
Compare THESE PRICES  
Box of 30 **49c**

**CALOX  
Tooth Powder**  
50c Size **39c**



Sun, Thursday, July 30, 1942

S  
sold on High Grade  
S  
ES

S AND TABLES  
E LAMPS  
SES  
UUM CLEANERS  
TERMS  
MASLINE  
C. PAUL  
S EXCEPT SATURDAY

COUPON  
Edge RAZOR  
ADES  
10c PKGS. OF 4's  
2 Pkgs. For 11c  
Made of the finest Surgical  
Steel. Superfused  
every blade inspected. Fits  
all GEM type razors.  
(Limit 4 Pkgs.)

FLIT  
INSECT SPRAY  
Pint Size 16c

5-Grain  
ASPIRIN  
Tablets  
Pkg. of 100 8c

PHILLIP'S  
MILK OF  
MAGNESIA  
50c Size 21c

LADY ESTHER  
FACE POWDER  
55c Size 39c

GILLETTE  
— THIN —  
BLADES  
Pkg. of 12 27c

MARROW  
— OIL —  
SHAMPOO  
60c Size 27c

BORAX  
POWDER  
Pound Box 9c

SHOE  
LACES  
All Colors 27" Length 25c

Johnson's  
FOOT  
SOAP  
25c Size 16c

CALOX  
Tooth Powder  
50c Size 39c

# ROCHESTER SHOPPING NEWS

## The Rochester Sun

Delivered Free Each Thursday To 75,200 Homes  
In Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

FIFTH YEAR—No. 40

ROCHESTER, N. Y., THURSDAY, AUGUST 6, 1942

10

Shopping News Is Now Available  
On All Downtown Newsstands.

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

### When Winter Comes



**WHAT** will you have to choose from when you buy your new fur coat this year?

First of all, you will have a great variety in the actual fur you choose. In addition to the constant favorites such as muskrat, seal, beaver, leopard, you will find that lovely new things have been done with raccoon and skunk—the pelts have lost their rough, shaggy look and have become soft and silky and luxurious, while the wearing qualities have been retained.

Lapin is appearing in many new beautifully tailored styles, and in colors that are simply luscious—warm tans and beiges, and the very new camel hair tones. (Blond furs are a style trend to watch.)

Styling is new and varied, too. You will find new lengths—the popular 32-inch coat, the three-quarter coat, the just-shorter-than-full-length, designed to show a flash of color, the hem of your dress.

For News of Outstanding Fur Values In Rochester This Week See The Advertisements of: Shafer Co., 51 East Ave., Page 3; and Clifford Fur Co., 1283 Clifford Ave., Page 7 In This Paper Today

**A** (A) Delightful new swaggy style in soft blocked lapin. Note the smart small collar and the new yoke effect. The coat sketched is in the new camel's hair color, one of the season's newest. Also in mocha brown, gray, and black. Misses, sizes.

**B** (B) Silver-blended raccoon, new in its silky pelts and deep silvery tones. This style, with its classic greatcoat lines, is right year after year, and is unrivalled in warmth and service. Note how the sleeve stripes curve into a cuff effect.

### LAUER'S OPEN TONIGHT

Be Sure to Read

## LAUER'S SPECIAL SECTION

In This Issue

You'll find everything for your home at Lauer's — Furniture, rugs, draperies, slip covers and accessories — with August Sale prices to make them doubly attractive. Read the special section, now.

*Lauer's*  
50 STATE

OPEN TONIGHT 'TIL 9

### CHAMPION OPEN TONITE TIL 9 P.M. STOREWIDE VALUES IN SPORTSWEAR GALORE!

#### MEN'S WHITE CREW SHIRTS WITH FAST COLOR TRIM

With Cigarette Pocket **39c** ea. Sizes Small Medium Large  
3 For \$1.00

#### ALL LADIES SWIM SUITS

All Sizes **20%** Reduction Off Regular Prices



#### Men's Zelan Treated Poplin SPORT JACKETS **\$2.69**

Large Sizes Small, Medium, Sizes 36 to 42

#### Mens White Cotton SWEAT COATS **79c**

Seconds

#### ALL MEN'S SWIM TRUNKS

All Sizes **20%** Reduction Off Regular Prices

#### ALL WELL-KNOWN MAKES TENNIS RACKETS

Silk or Nylon Strung **20%** Off Regular Prices

#### MEN'S ZIPPER AND BUTTON STYLE COAT SWEATERS

SPECIAL PRICE **\$1.98** SIZES 36 TO 46

#### DRAFTEES SPECIAL! UTILITY BAGS

Colors: Black Brown Tan Khaki **\$1.98** In Canvas Or Leather-Like Material

#### MEN'S REVERSIBLE Poplin SPORT JACKETS

**\$4.95** Closed Saturday at 1 P. M. During July and August

#### LADIES' SPORT SLACKS

Open Monday Nites Till 9 P. M. and Closed Monday Till Noon **\$1.49** and Up

### HARRIS NUSBAUM'S Final Summer Clearance BROKEN AND INCOMPLETE SIZE ASSORTMENTS

#### Ladies' Summer DRESSES

Final Clearance 2 for \$3 or \$1.69 each  
Final Clearance 2 for \$5 or \$2.95 each  
Final Clearance 2 for \$7 or \$3.95 each  
Final Clearance 2 for \$9 or \$4.95 each

#### Ladies Spring and Summer COATS

This group formerly up to \$12.95. Final Clearance — **\$6.95**  
Group of better coats formerly to \$19.95. Clearance — **\$10**  
ONE OF A SIZE... ONE OF A KIND

Ladies' Reg. \$1.49 SLACK SETS ..... \$1.00  
Ladies' Reg. \$1.95 SLACK SETS ..... \$1.49  
Ladies' Reg. \$3.49 SLACK SETS ..... \$2.49  
Ladies' Reg. \$2.95 PLAY SUITS ..... \$1.95  
Ladies' Reg. \$1.59-\$1.95 SHEER DRESSES ..... \$1.19

#### SPECIALS FROM OUR CHILDREN'S DEPT.

Girls' Reg. 79c PLAY SUITS ..... 59c  
Girls' Reg. \$1.19 PLAY SUITS ..... 79c  
Girls' Reg. \$1.49 SLACK SETS ..... \$1.00  
Girls' Reg. up to \$2.95 SUMMER DRESSES ..... \$1.39

**HARRIS NUSBAUM**  
221-229 JOSEPH AVE. Corner KELLY

Free Parking in Rear of Store

EXTRA SPECIAL!  
Companion  
Value

An advance item from our coming Fall Coat Event.  
**Camel Fleece  
SPORT COATS**  
ZIP-IN or SNAP-IN Linings  
Wear with or without lining for any season. Styled in latest Palmacan and Boy models. Camel fleece of Harris-type tweed. Exceptional value.  
**\$24.95**  
OTHERS 19.95 to 22.50



## Darling Shop

# ANNIVERSARY SALE!

TREMENDOUS END-OF-SEASON CLEARANCE Plus THOUSANDS OF SPECTACULAR VALUES OUR BUYERS WORKED MONTHS TO SECURE!



### 9,000 Dresses

Whatever price range interests you, buy with the certain knowledge that you're getting Top Value at enormous savings. Most of these dresses are priced well below actual wholesale cost.

**Group 1** WASHABLE BRIGHT, COOL COTTONS **1<sup>49</sup> - 2<sup>49</sup>**

**Group 2** ALL POPULAR MATERIALS **3<sup>77</sup> 2 for \$7**

**Group 3** **5<sup>77</sup> 2 for \$11**

ALL SIZES, ALL COLORS, ALL TYPES  
Fashion Center—Downstairs.

### IRREGULARS OF FINE QUALITY SHEER RAYON HOSE



With conditions in the hosiery market as they are today, this is a superb buy!

**2 PAIRS \$1.00**  
OR 59c A PAIR

### PERFECT QUALITY BLOUSES

These blouses have been selling every day at \$1.29 and UP! Quantities limited on this item. Whites and all pastel colors.

**69c**

### SUPERB VALUES! SUMMER HANDBAGS...

Thousands of fine summer bags, specially purchased for this event. Plenty of whites.

**2 FOR \$1**

OR 59c EACH



### LINGERIE

LACY OR TAILORED SLIPS... **2 for \$1**  
WHITE AND TEA ROSE

BETTER QUALITY—VALUES TO \$2.99  
SLIPS... **1<sup>39</sup>**

VALUES TO \$2.49  
Rayon Gowns... **84c**  
Prints and solid colors.

MAIN FLOOR



COME 'N' GET 'EM!

Your Unrestricted Choice Of All Summer Hats!

**Hats** **2 For \$1.00** **59c**

ALL SUMMER MATERIALS — PLENTY OF WHITES — 2 FOR \$1.00

### WASHABLE COTTON SPORT SHIRTS

Navy, black, white and all pastel shades. A guaranteed 59c value. Why not pick up several and put 'em away for next season? Still plenty of time to wear them this year, too.

**39c**

### COTTON PLAY SUITS

\$1.49 values. Guaranteed washable. Both two and three piece styles. Popular colors.

**84c**



New and Greater  
**Darling Shop**  
190 MAIN ST. EAST

OPEN TONIGHT UNTIL 9 P.M.  
ALL DAY SATURDAY UNTIL 6  
ENTIRE STORE AIR CONDITIONED





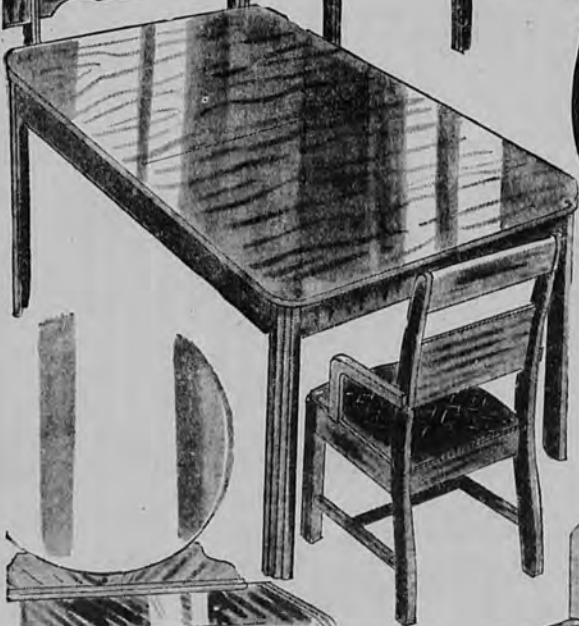
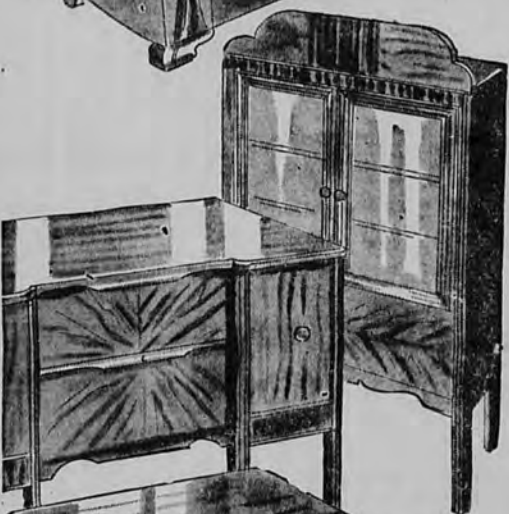


# AUGUST HOME FURNISHINGS SALE Now In Progress-Both Sears Stores-Free Parking

BOTH STORES OPEN FRIDAY AND SATURDAY NITES TIL 9:30



**BUY ON BUDGET PLAN**  
Terms as low as \$5 per month on Furniture after required down payment of 20%. Details Credit Office, Second Floor.



FURNISH 3 ROOMS! 17 BIG PIECES!  
SALE PRICED \$60 UNDER CEILING!

3 PIECE LIVING ROOM  
5 PIECE BED ROOM  
9 PIECE DINING ROOM

yours for only **\$100.**  
each room

#### LIVING ROOM

3 Pieces—In smart modern design. Matching over-size Davenport and Club Chair—Lounge Chair in contrasting color. Beautifully covered in rich Sudbury Tapestry. Buy on Budget Plan, Second Floor, Monroe.

#### DINING ROOM

5 Pieces! Extension Table, Buffet, China Cabinet, Five Side Chairs, and Hostess Chair. Styled to harmonize with modern or period furnishings. Buy on Budget Plan, Second Floor, Monroe.

#### BEDROOM

5 Pieces! Modern water-fall design, hand rubbed to satin finish in gleaming walnut. Bed, Chest and Dresser or Vanity, and Innerspring Mattress and Box Spring. Buy on Budget Plan, Second Floor, Monroe.



Patterns - Quality - Worth \$4!  
**100% WOOL FACED BROADLOOM CARPET**  
3.25 square yard  
9-Foot Widths!  
12-Foot Widths!  
27-Inch Widths!

Use it wall-to-wall or have it cut in room size rugs! Either way you'll save up to 70c per square yard on similar quality and pattern. Tone and Leaf designs, in rich Burgundy, blue, green. Every inch, every fibre, guaranteed perfect Axminster weave! Buy on Budget Plan, Second Floor, Monroe.

9 x 12 Rug ... 39.95  
6 x 9 Rug ... 21.95  
7'6" x 9 Rug ... 26.95  
9 x 10'6" Rug ... 36.50  
12 x 12 Rug ... 64.95  
12 x 15 Rug ... 69.50  
12 x 18 Rug ... 81.50



**SMALL DEPOSIT HOLDS BLANKET SELECTION ON LAY-A-WAY PLAN**

Sold From Coast to Coast at \$3.98!

## ESMOND BLANKETS

Featured in Our Blanket Sale!

**\$2.79**

Not old merchandise—not a maker's surplus—but a special purchase of these world famous blankets—brought to you at more than \$1 saving to open our August Sale! Lovely plaids, in smart colors—big enough for double bed, size 66x80. Second Floor, Monroe. Both Stores.

#### PLAID SHEET BLANKETS

Single sheet blankets in blue, brown and pink plaids. Soft, fleecy nap. 70x80 size. Both Stores. **79c**

#### PART WOOL BLANKETS

Guaranteed wool content not less than 5%. 72x84 double size, satin bound at ends. Both Stores. **3.29**

#### 72x84 COMFORTER

72x84 double bed size. Floral printed center. Plain rayon border and back. 5% reprocessed wool filled. **7.98**

#### 100% WOOL BLANKET

Solid colors, in rich warm hues. 72x90 size, for double beds. Satin bound edges in contrast color. **6.78**

**SEARS ROEBUCK AND CO.**  
MONROE AT S. UNION ★ RIDGE ROAD AT DEWEY  
MAIN 7000 GLENWOOD 556

#### SEARS DELIVERS THE GOODS

We're still delivering—maybe not as frequently as we did several months ago, but we'll guarantee to get the merchandise you buy, to where you want it—as quickly as we can! (Within 25 miles of Rochester).

New Government regulations do not interfere with Credit Buying at Sears. You can still buy anything and everything (that we are allowed to sell) on our Easy Payment Plan! Details at Credit Department, or in department from which you intend to purchase.



BUY WAR STAMPS & BONDS AT  
**Edwards**



On Sale Friday and Saturday  
Deliciously Fresh  
**PECAN ROLL**

Reg. 44c lb. **39c** lb.

Luscious soft nougat rolled in cream caramel, then in whole pecans. You couldn't match it elsewhere for less than 60c lb.

SYMPHONY SWEET CANDY SPECIAL

Reg. 39c lb. Pecan Topped

**Cream Caramels 29c**

Soft creamy caramels topped with chopped pecans... candy that literally melts in your mouth. Buy it for your week-end pleasure.

EDWARDS—Street Floor

IF YOU DO NOT ENJOY AN  
EDWARDS CHARGE ACCOUNT  
WE INVITE YOU TO MAKE  
APPLICATION NOW — APPLY  
AT THE CREDIT DEPARTMENT—7th FLOOR

**Shop! Compare these August Sale Values**

**93 Pc. American Porcelain Dinner Set**

with Square Salad Plates

Open Stock Value \$25 **\$15**

Service For 12 People

Ivory body with gold trim, and in the center of each dish is a colorful floral spray. No more at this price after these are sold.

12 Dinner Plates	12 Saucers	1 Small Platter
12 Square Salad Plates	12 Soups	1 Sugar & Creamer
12 Bread & Butter Plates	1 Large Platter	1 Creamer
12 Fruits	1 Covered Casserole	1 Gravy Boat
12 Cups	1 Open Vegetable Dish	

EDWARDS—Second Floor



**Entire Stock of Awnings Now**

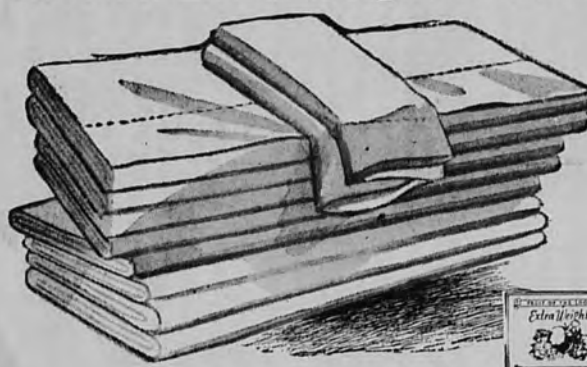
Remaining stock of this Summer's stock of Awnings. Not all sizes or colors... so we advise you to shop early.

A few 12 ft. Bamboo Porch Shades Regularly 5.49 each... now \$2.50

EDWARDS—Fourth Floor

**25% OFF**

**Save On Extra Weight Fruit of the Loom Sheets**



Size 81x99

**1.78**

Fine closely woven, 140 thread count. Nicely boxed... they come to you clean and fresh.

Size	Calling Prices	Sale Prices
63x99	1.79	1.58
63x108	1.89	1.68
72x99	1.89	1.68
72x108	1.98	1.78
81x99	1.98	1.78
81x108	2.19	1.98
42x36	.55	.44

Pillow Cases. Sizes 45x36... .44c

EDWARDS—Second Floor

**ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT**

**WE ARE HEADQUARTERS for SHOES for the ENTIRE FAMILY**



**Men's Townway SHOES**

Men go for these "Townway" shoes in a big way. Black or brown oxfords, Red rubber or corded soles. A great variety of lasts from which to choose. Only 4.40 a pair.

EDWARDS—Basement

**4.40** pair



**Women's "Tenderfoot" Arch Shoes**

**3.95** pr.

Here's comfort plus style in orthopedically constructed shoes that fit like a glove. Need no breaking in. Selected leather soles, snug fitting ankle. Ties, oxfords and step-ins with perforations. Sizes for everyone. Gabardines, with patent trim.

EDWARDS—Basement



**Women's White Shoes and Spectator Pumps**

Right now when you need them most, Edwards brings you this timely sale of all white, brown and white, blue and white or black and white summer shoes. Choose several pairs.

EDWARDS—Basement

**1.88** pr.

**Children's School and DRESS SHOES**

Specially Priced

**2.69** pr.

The ideal shoe for young Americans. Goodyear welted soles, rubber heels. The tan moccasins have elk uppers. Also patent strap models as well as plain.

EDWARDS—Basement

**SADDLE OXFORDS—Red Rubber Soles**

**3.15** pr.

For Women and Girls

Thick, cushiony rubber soled beauties to wear with summer cottons. Wonderfully flexible and comfortable. White elk.

EDWARDS—Basement



**Boys' Sturdy Black or Tan Shoes**



Boys need sturdy, hard-wearing shoes and these are the ones that "can take it." Black or tan. Leather soles and long-wearing sewed, welted Pan Cord soles. Rubber heels.

EDWARDS—Basement

**3.49** pr.



**SLASHED STILL FURTHER**  
Many at Cost  
**SUMMER DRESSES**  
We're making room for fall merchandise. Everything from washables to sheers. Every style from afternoon frocks to evening gowns, one of a kind, Hollywood styles. Every price—just to suit you. Stop in tonight.  
Formerly 2.95—16.50  
NOW  
\$1.98—\$11.50  
**C. B. Thomas DRESSES**  
723 Hotel Seneca  
Right at the Elevator

**Your Sunday Dinner...**  
The Dinner  
\*Asparagus Rolls with Bacon Sauce  
Corn on the Cob  
\*Stuffed Tomato Salad  
\*Lemon Meringue Mounds  
Beverage  
**MONTHLY PAIN**  
which makes you  
**CRANKY, NERVOUS**  
If you suffer monthly cramps, backache, dizziness, "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. Try it!

**Personal To Certain Fat Women**  
You adult fat people may often slim down without starvation diets and backbreaking exercises when your excess fat is due to thyroid deficiency and you have nothing else to do but eat. You can slim down and take Marmite tablets only according to the recommendations and instructions in the package.  
Marmite is not a miracle. It is doubt at any time about advisability of treatment and for further information as to the properties and effects of the Marmite ingredients, consult a physician.  
If you need Marmite, why not lose those extra pounds the Marmite way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.  
Mrs. Rose Feller, 312 Norton St.

**Facts No Married Woman Should Be Denied**  
It is every wife's right to know certain facts. Her greatest happiness, her physical and mental well-being, may be at stake. Yet, thousands unknowingly use over-strong solutions of acids for the douche which can burn, scar and desensitize delicate tissue.  
Today such doubts and unhappiness, such risks are needless. Science has given woman Zonite. So powerful, it kills instantly all germs and bacteria with which it comes in contact. Deodorizes—by actually destroying odors. Protects personal cleanliness. Yet Zonite is non-caustic, non-poisonous, safe for delicate tissues. Over 20,000,000 bottles bought. Get Zonite at your druggist today.  
**Free Book Tells Intimate Facts**  
Frankly written booklet, "Feminine Hygiene Today," mailed FREE, in plain wrapper. Write: Zonite, Dept. 5947, 370 Lexington Ave., New York, N. Y.  
—For Victory: Buy Bonds—

**100% SATISFACTION GUARANTEED**  
**COKE \$10.50**  
100% ANTHRACITE HARD COAL \$11.75  
WEST END FUEL CO. 2 Lake Ave. Glen 745  
PER TON Shov. Off  
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beautifully rebuilt  
Fully GUARANTEED  
Some Length of Time as a Brand New Hoover  
complete with attachments  
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If You Can't Come in Phone or Write for a FREE HOME DEMONSTRATION  
SOLD ON EASY TERMS  
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OPEN 'TIL 7 P. M. MONDAYS AND THURSDAYS 'TIL 9  
BUY FROM VACUUM CLEANER SPECIALISTS WE SELL NOTHING ELSE!

**NO ASPIRIN FASTER SURER SAFER**  
St. Joseph Aspirin is as pure as money can buy. No aspirin can do more for you. So why pay more? Always demand genuine, pure St. Joseph Aspirin, the world's largest seller at 10¢. Even bigger savings in the large sizes. 39 tablets, 20¢. 100 tablets, 35¢.  
**RUGS 9x12 \$1.00**  
CLEANED and STEAMED  
Rugs, Stained, Cleaned, Washed, Sized, Moth, Damp and Mildew-Proofed  
ELTER CO. Est. 1872  
Glenwood 3466—44 Arthur St.

**You'll want this Ovenproof Glassware for your Kitchen!**  
  
**GLASBAKE SET**  
GUARANTEED HEAT PROOF  
Includes 1 Whistling Tea Kettle, 1 Coffee Maker, 6 Custard Cups, 6 Oval Bean Pots, 1 Pie Plate, 1 Casserole and Cover, 1 Utility Tray, 1 Loaf Pan and Cook Book.  
5.95  
Pay Only 50¢ Down

**RUDOLPH'S**  
CORNER EAST MAIN AT SOUTH AVENUE  
IN BATAVIA—109 MAIN STREET  
Open Monday Evenings

**Keep a COLOR MOVIE Record of Your Summer Fun**  
  
with this easy-to-operate  
**KEYSTONE CAMERA**  
Keep a record of your happy hours with this famous Keystone 8mm. movie camera that's simple to operate. Uses color or black and white film. It's inexpensive to own and use and you'll be able to enjoy it for years. Let us show it to you—now!  
**31.75**  
Req. Down Payment 1.25 Weekly  
**RUDOLPH'S**  
CORNER EAST MAIN AT SOUTH AVENUE  
In Batavia—109 Main Street Open Monday Evenings

**CAN BOMBINGS MAKE GERMANY QUIT?**  
Major Alexander P. de Seversky, famed exponent of air power shows you what the coming air offensive will be like and forecasts the end of the war.  
**THE LAST TIME I SAW YOU—By Faith Baldwin**  
A gifted author probes a woman's heart and gives you a strange and memorable story of true love.  
Walter Winchell Blasts More "AMERICANS WE CAN DO WITHOUT"  
10c AUG. 15 ISSUE LIBERTY WEEKLY NOW ON SALE 10c

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ALL MAKES • ALL WORK GUARANTEED  
FREE PICK-UP AND DELIVERY  
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56 Clinton Ave. 31 Main St. E. 353 Main St. E. 452 Ridge Rd. W. 880 Main St. W. 473 N. Goodman 539 Monroe Ave.  
Opposite Temple Theater Aqueduct 1 Door From Stillson Corner Dewey Bull's Head Main Goodman

**25c Size ZINC STEARATE POWDER 12c**  
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**50c Size MAVIS TALCUM 29c**  
**HINKLE PILLS 6c**

**DAW'S COUPON**  
**Woodbury FACIAL SOAP**  
Regular 10c Bars **4c**  
(Limit 2)

**DAW'S COUPON**  
**COCOANUT OIL or TAR SHAMPOO**  
Highly Concentrated... Just a few drops gives an abundant hair and scalp-cleansing lather.  
Large 50c Size **19c**  
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**Pure Drugs**  
RHUBARB & SODA 4-Oz. Size 26c  
PEPTO-BISMOL 75c 47c, 89c  
ACIDINE POWDER 75c 46c  
MAZON OINTMENT 71c, \$1.39  
VERACOLATE TABS 100's 74c  
DOAN'S REGULETS 23c  
STUART'S DYSPEPSIA 22c, 49c  
FELLOW'S SYRUP 50c 91c  
KONJOLA MEDICINE 87c  
CAL. SYRUP OF FIGS 80c 31c

**Household**  
SHOWER SPRAYS 75c Value 59c  
CANNON WASH CLOTHS 7c  
SHINOLA SHOE SHINE KITS 23c  
PENCIL SHARPENER 59c  
FLASHLIGHT BATTERIES Reg. Size 4c  
LARVEX MOTH SPRAY Pint 79c  
CARBONA CLEANER 19c, 37c  
BLACK LEAF "40" 1-Oz. Size 32c  
WHISK BROOMS 35c Value 21c

**ROOT BEER CONCENTRATED EXTRACT**  
5c bottle makes 40 pints of delicious Root Beer.  
25c Size (Limit 2) **9c**

**DAW'S COUPON**  
**Genuine PINE Toilet Soap**  
Large 10c Bars **33c**  
BOX OF 6  
Hewitt's famous PINE BUDS... with its refreshing and invigorating odor of pine forests. Wonderful for face and bath.

**GRAY HAIR??**  
Bring Back the Natural Color With  
**CALCIUM PANTOTHENATE**  
TABLETS or CAPSULES  
Test by Good Housekeeping Bureau brought positive results of hair color return in 22 out of 25 experimental cases... don't delay, banish gray hair today—start looking younger—take Calcium Pantothenate "the anti-gray hair" vitamin.

**Hay Fever REMEDIES**  
Stop the Sneezing, Sniffling, Weeping and Gasping of  
**HAY FEVER**  
Asthma, Summer Colds  
Aid for MASON'S HAY FEVER CAPSULES and with the first dose your head will start to clear up, you'll breathe easier, headache will be gone, nose watery, itchy, will diminish, and that "All stopped up" feeling will leave you as if by magic. No matter what you may have tried in the past or how discouraged you may feel at the approach of the Hay Fever season, you must try Mason's Hay Fever Capsules and see for yourself that they are everything that is claimed for them.

**EPHEDRINE CAPSULES**  
3/8 Gr. 40's 69c  
3/4 Gr. 40's \$1.29  
**Nose & Throat ATOMIZER**  
Sprays Oil or Water  
Regular \$1.25 Value **98c**

**ASPIRIN TABLETS**  
Genuine U.S.P.—5 Grain  
10c Tin of 12 (Limit of 2) **2c**

**DAW'S COUPON**  
**BLADES**  
Double-Edge  
5 In Pkg. 2 Pkgs. For **11c**  
(Limit 4 Pkgs.)

**DAW'S COUPON**  
**ADHESIVE PLASTER**  
1/2 inch x 5 yards  
Regular 10c Rolls (Limit 2) **6c**

**LACTOGEN 87c**  
**FLETCHER'S CASTORIA 31c**  
**DEXTRI-MALTOSE 63c**  
**CERIVIM FOOD 39c**  
**MASSO TOOTH BRUSH 23c**  
**GEM BLADES 39c**  
**CASTOR OIL 6c**  
**CAROID 24c, 41c**  
**NUJOL OIL 59c**  
**BUBBLE BATH 44c**  
**ALL OILS, 1-Lb. Size 44c**  
**MANICARE 26c**  
**For Nails, 35c Size 26c**  
**COTY'S ROUGE 50c**  
**ALL SHADES 11c**  
**FITCH HAIR OIL, Regular Size 8c**  
**BURMA-SHAVE 39c**  
**1/2-Lb. Jar 15c**  
**TAR SOAP 2 for 15c**  
**For Shampoo 37c**  
**GLOVER'S MANGE MEDICINE 59c**  
**JERIS HAIR TONIC, 75c Size 59c**  
**BAY RUM 26c**  
**For After-Shave, 50c Size 59c**  
**COLLYRIUM EYE WASH, 75c Size 59c**

**FITCH'S AFTER-SHAVE TALCUM**  
25c Size (Limit of 2) **8c**

**BOOK MATCHES**  
Box of 50 Pads **8c**

**SODA MINTS**  
Bottle of 100 Tablets **3c**

**LUX FLAKES**  
Reg. Size Boxes **217c**

**Face Powder**  
Lady Esther (All Shades) 55c Size **39c**

**BARBASOL SHAVE CREAM**  
Tube Or Jar 50c Size **19c**

**CITRATE OF MAGNESIA**  
LAXATIVE 25c Size **8c**

**MOTH CRYSTALS**  
PARADICHLOR BENZINE LUMPS or CRYSTALS 1-Lb. Size **23c**

**POND'S CREAMS**  
(All Types) 55c Size **39c**

**PHILLIP'S MILK OF MAGNESIA TOOTH PASTE**  
25c Size **11c**

**BORDEN'S MALTED MILK**  
Chocolate Flavored 50c 1-Lb. Size **23c**

**SHOE LACES**  
All Colors 27" Length **25c**



August 6, 1942

Rochester Sun, Thursday August 6, 1942

PAGE SEVEN

Lean Owners Get a Dollar's Worth of War Stamps

PAGE NINE

**Sunday Dinner**  
(Continued from Page 6)  
G: minerals, carbohydrates and fats.  
Salad: Vitamins A, B, C and G; minerals: fats.  
Dessert: Carbohydrates, Vitamins A, B, C and G, and fats.  
To Serve 6 You Need:

- 24 stalks asparagus
- 1/4 pound bacon
- 6 medium ears of corn
- 6 tomatoes
- 1 small head cabbage
- 1 green pepper
- 1 pimiento
- French dressing
- 2 lemons

(Balance of materials among staples)

**Asparagus Rolls With Bacon Sauce**  
24 stalks cooked asparagus  
2 cups flour  
1 teaspoon salt  
3 teaspoons baking powder  
6 tablespoons butter  
2 1/2 cup milk

Save the liquid from the asparagus and boil it down to about 1/3 of a cup. Mix and sift the flour, salt and baking powder. Cut in the butter with a pastry blender. Stir in the milk, mixing just enough to moisten the dry ingredients. Turn the dough out onto a floured board, knead lightly for a

few seconds, roll out and cut in 6 inch wedge shaped pieces. Place 4 asparagus tips in the center, sprinkle with salt and pepper and roll up. Press edges together and brush the top with (Continued on Page 8)

**GET OUT OF DEBT**  
With a  
**CENTRAL TRUST LOAN**  
Compare the Cost:

Amount	6	9	12
\$100	17.27	11.49	8.33
\$200	34.54	22.97	16.66
\$300	51.81	34.46	24.99
\$400	69.08	45.94	33.32
\$500	86.35	57.43	41.65

The Above Payments Provide Life Insurance to Protect Your Loan

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**DOLAN'S**

Where You Buy The Cuts of

**Chicken**

- BREASTS... lb. 59c
- LEGS... lb. 45c
- WINGS... lb. 27c
- NECKS... lb. 15c
- GIBLETS... lb. 19c
- LIVERS... lb. 49c

**DOLAN'S**

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**REALLY DIFFERENT**



**COLD - DRINK - SETS**

Whether you prefer plain simplicity or gay, splashy patterns, you'll find a tumbler set at Smith Ceramic to exactly suit you... and in the best taste too. Stop in and see them. Ideal for your summer entertaining.

**SMITH CERAMIC STUDIOS**

903 Monroe Avenue

ay to prevent rust inside  
ettle is to put a clean  
shell in it when not in

**SPECIAL**



**SHOP**

Loew's Theatre Bldg.

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**OD**

**JNA FISH**

's packed in!

type of

id main-

id tasty.

**KEEP UP THE HOMES WE'RE FIGHTING FOR**

**AUGUST FURNITURE SALE**

**2-PIECE MODERN LIVING ROOM**



**STOCK CUT \$59.00**

Sturdily built - Beautifully designed. What you'd expect to pay for a good dayenport alone. See it to fully appreciate the value.

**COLONIAL**

**MAPLE BEDROOM**

Turn back the clock to rich, colonial maple of rich, beautiful simplicity. It's perfect for smaller rooms.

**RED, CHEST AND DRESSER**

**STOCK CUTS**

**OTHER BARGAINS:**

**6-WAY FLOOR LAMPS...\$5.95**

**Selection of END TABLES \$1.49**

**OCCASIONAL CHAIRS...\$4.95**

**14-PC. REFRIGERATOR SET, \$2 Value...79c**

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**FURNITURE and APPLIANCES**

287 Monroe Ave. (Next to Sears)

Shopping News would like to have Mrs. Thelma Smith, 178 Fillmore St., be its guest at Loew's Rochester Theatre next week to see Shirley Temple as "Miss Annie Rooney," and "Friendly Enemies," which starts next Thursday. Stop at The Sun office before 5 p. m. Monday and receive a pair of guest tickets.



**THIS MAN DOES ALL**

**HIS WINE and LIQUOR**

**SHOPPING IN 2 MINUTES**

**At**

**BERGHASH**

**BY TELEPHONE!**

**Free Delivery, Main 786**

**RUM**

**Serita**

Imported from Puerto Rico.

**\$1.89**

Fifth

86 Proof

English Peer

Distilled

Dry

**GIN**

100% pure grain neutral spirits. As fine a mixer as you'd wish.

Limited Quantities

90 Proof

**\$1.99**

Full Quart

**WHISKEY**

**\$2.29**

Full Quart

**Famous Kerrigan's**

**Private Stock Blended**

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Full Quart

Blue Cap—Imported

**John Beggs**

**Scotch**

**\$3.69**

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4.25 Val.

WHISKY

Consumer Survey says: "None finer at any price." Try it!

**OLD OAKDALE**

**BRAND WHISKEY**

Good mixer. Mild and mellow flavor.

**\$1.79**

80 Proof

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"CHATEAU BRISAC"

100% Pure California

**WINE \$1.49 gal.**

Sweet & Dry

"Old Cathedral" Brand

**WINE of QUALITY**

Bottled in California

White Port, Sherry, Tokay, Muscatel. The "nobility" of wine.

Guaranteed \$2 value.

Gallon

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**Pete Hagen's**

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TRY IT—EASY TO SERVE

Use 10 oz. glass—plenty of ice—juice of RUM N'COLA—lime juice if desired. Add carbonated water—stir well. 17 or more delicious Cuba Libre to each bottle.

At your neighborhood liquor store—or write

48 Proof

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48 Proof

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It costs no more to stay at The Vanderbilt Hotel... to enjoy the prestige of a Park Avenue address and the comfort of beautifully furnished, more spacious rooms and suites. The Vanderbilt Hotel is near main railroad terminals, airport, shops and all else of importance.

**The VANDERBILT HOTEL**

PARK AVENUE

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**NOETH'S Spectacular Savings**

BRING YOU FINER QUALITY AT LOWER PRICES!

**SCHENLEY'S BELMONT**

Straight Kentucky

**BOURBON**

7 Year Old

**\$2.79**

Full Quart

Aged in temperature controlled warehouses, a whiskey Schenley is proud to own. Compares with ANY other brand's quality and price.

**PARK & TILFORD**

RESERVE BLENDED WHISKEY

68 Proof. Stock up on this popular whiskey today! Ask for Noeth's extra-low case prices.

**\$2.89**

Full Quart

Regular \$3.35

**GOING... GOING... GOING...**

Original Old Collins Distilled

**DRY GIN... \$1.99**

Full Quart

No more will be available at this price when present stock is depleted. We sincerely advise you to buy now for the future.

Today's Guaranteed Value \$2.75

**PAUL NOETH**

DELIVERY ★ 19 CLINTON AVENUE SOUTH ★ MAIN 874

Just a Step Off Main St., Opposite Hotel Seneca — Open Every Night Till Midnight

**Pogues Famous Blend**

**'Old Time' WHISKEY \$1.99**

NO FREE delivery at this price. Blend of 10% & 12% old — 30% & 4% old and finest neutral spirits. 68 Proof.

Full Quart

Regular \$3.25 Value!

**Mouquin's SLOE GIN**

48 Proof Reg. \$1.25

**99c**

**IMPORTED Ricoro RUM**

48 Proof 34 Quart

**\$1.89**

CALIFORNIA

**Clinton WINE**

25c Pint 1/2 Gal. 50c

**EXTRA SPECIAL! An extraordinary purchase permits this unusual buy in a very fine Scotch. Ask about it.**

**SCOTCH \$2.80**

FIFTH

**August FUR Sale!**

RIGHT NOW is the time to invest in your winter Fur Coat, to be sure of lowest season prices—to be sure of finest and largest selections. Clifford Fur ALWAYS sells for less—now we proudly present this EXTRA-DIVIDEND sale of our finest merchandise. Take advantage of it.

**EXTRA SPECIAL! MINK & SABLE BLENDED**

**SOUTHERN MUSKRAT BACKS**

Full cut, for flowing sweeping lines, these luxurious coats will blend perfectly with any figure now! At unusual saving in our big August Fur Clearance!

**VERY BEST HOLLANDER DYED**

**NORTHERN MUSKRAT (BACKS)**

**KRIMMER CARACUL PAW;**

**SABLE DYED CONEY**

**\$149.00**

**RED, BLUE & SILVER FOX (Dyed); BLACK & BROWN PONY;**

**PERSIAN LAMB PAW; HOLLANDER DYED VISCASHA BACKS;**

**ASIATIC SILVERED RACCOON**

**\$98**

**BLACK & BROWN KAFFA PONY;**

**BLACK & BROWN KIDSKIN**

**\$79**

**HUDSON SEAL HOLLANDER DYED MUSKRAT;**

**NATURAL RUSSIAN SQUIRREL**

**\$229**

**SILVERTONE MUSKRAT;**

**ASIATIC SILVERED FOX**

**\$129**

**NATURAL KID PAW;**

**BLACK & GRAY CARACUL PAW**

**\$59**

**CHEKIANG KRIMMER LAMB; OPOSSUM DYED SKUNK;**

**SEAL DYED CONEY**

**\$69**

**NORWEGIAN DYED BLUE FOX; SABLE AND MINK-DYED**

**MARMOT; HOLLANDER DYED PERSIAN LAMB**

**\$149**

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**RACCOON**

**\$198**

**GRAY & BLACK CARACUL;**

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**JACKETS \$22.50**

**SILVER FOX SCARF (Pair) \$85**

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OTHER NECK PIECES \$5 PER SKIN & UP

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Today, with our war effort making more demands on our time and the supply problem curtailing small-package baking ingredients, why not let Wegmans do your baking? Visit the baked goods department of your nearby Wegmans Super-market this week-end. You'll find loads of suggestions to tempt your family's lagging summer appetite and you'll find Wegmans economical prices to your liking as well.



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**MAIN 786**

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PAGE SIX

Five Names Between The Ads In This Issue. Each Co

**SLASHED STILL FURTHER**  
Many at Cost  
**SUMMER DRESSES**  
We're making room for fall merchandise. Everything from waists to shoes — Every style from after-noon frocks to exclusive, one-of-a-kind Hollywood styles. — Every price — just to suit you. Stop in tonight.  
Formerly \$2.95—\$16.50  
NOW  
\$1.98—\$11.50  
**C. B. Thomas DRESSES**  
723 Hotel Bazaar, Right at the Elevator

**Your Sunday Dinner . . .**  
The Dinner  
\*Asparagus Rolls with Bacon Sauce  
Corn on the Cob  
\*Stuffed Tomato Salad  
\*Lemon Meringue Mounds  
Beverage  
**MONTHLY PAIN**  
which makes you **CRANKY, NERVOUS**  
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. Try it!

**Personal To Certain Fat Women**  
You adult fat people may often slim down without starvation diets and backbreaking exercises when your extra fat is due to thyroid deficiency and you have nothing else the matter with you. Just eat sensibly and take Marmola tablets once according to the recommendations and instructions with the package.  
Marmola is not a cure-all. If in doubt at any time about advisability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician.  
If you need Marmola, why not lose those ugly uncomfortable pounds the Marmola way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

**Facts No Married Woman Should Be Denied**  
It is every wife's right to know the facts. Her greatest happiness, her physical and mental well-being, may be at stake. Yet thousands unknowingly use strong solutions of acids for the skin which can burn, scar and desensitize the skin.  
Today such doubts and unhappy such risks are needless. Science has womankind Zonite. So powerful, it instantly kills germs and bacteria which it comes in contact. Doodoni by actually destroying odors. For personal cleanliness. Yet Zonite is caustic, non-poisonous, safe for the skin. Over 20,000,000 bottles have been sold at your druggist today.  
**Free Book Tells Intimate Facts**  
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—For Victory: Buy Bonds

**You'll want this Ovenproof Glassware for your Kitchen!**  
  
**20 Pcs. GLASBAKE SET**  
GUARANTEED HEAT PROOF  
Includes 1 Whistling Tea Kettle, 1 Coffee Maker, 6 Custard Cups, 6 Oval Bean Pots, 1 Pie Plate, 1 Casserole and Cover, 1 Utility Tray, 1 Loaf Pan and Cook Book.  
**5.95**  
Pay Only 50c Down

**RUDOLPH'S**  
CORNER EAST MAIN AT SOUTH AVENUE  
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Open Monday Evenings

**Keep a COLOR MOVIE Record of Your Summer Fun**  
  
with this easy-to-operate  
**KEYSTONE CAMERA**  
Keep a record of your happy hours with this famous Keystone 8mm. movie camera that's simple to operate. Uses color or black and white film. It's inexpensive to own and use and you'll be able to enjoy it for years. Let us show it to you—now!  
**31.75**  
Req. Down Payment 1.25 Weekly  
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In Batavia—109 Main Street Open Monday Evenings

**CAN BOMBINGS MAKE GERMANY QUIET?**  
Major Alexander P. de Beversky, famed exponent of air power who says what the coming air offensive will be like and over its effects  
**THE LAST TIME I SAW YOU—By Faith Baldwin**  
A gifted author probes a woman's heart and gives you a strange and memorable story of true love.  
Walter Winchell Blasts More "AMERICANS WE CAN DO WITHOUT"  
10c AUG. 13 ISSUE **LIBERTY WEEKLY** NOW ON SALE 10c

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Regular 10c Bars **4c**  
(Limit 2)

**DAW'S COUPON**  
**COCOANUT OIL or TAR SHAMPO**  
Highly Concentrated . . . It few drops gives an abundant and scalp-cleansing lather  
Large 50c Size (Limit 2) **19c**

**Pure Drugs**  
RHUBARB & SODA 4-Oz. Size 26c  
PEPTO-BISMOL 4-Oz. Size 47c, 89c  
ACIDINE POWDER 3-Oz. Size 46c  
MAZON OINTMENT 1-Oz. Size 71c, 1.35  
VERACOLATE TABS 100's 74c  
DOAN'S REGULETS 23c  
STUART'S DYSPEPSIA 22c, 49c  
FELLOW'S SYRUP 1-1/2 Oz. Size 91c  
KONJOLA MEDICINE 8-Oz. Size 87c  
CAL. SYRUP OF FIGS 8-Oz. Size 31c

**Household**  
SHOWER SPRAYS 75c Value 59c  
CANNON WASH CLOTHS 70c Value 49c  
SHINOLA SHOE SHINE KITS 23c  
PENCIL SHARPENER 59c  
FLASHLIGHT BATTERIES Reg. Size 40c  
LARVE MOTH SPRAY Pint 79c  
CARBONA CLEANER 19c, 37c  
BLACK LEAF "40" 1-Oz. Size 32c  
WHISK BROOMS 35c Value 21c

**ROOT BEER EXTRACT**  
35c Size (Limit 2) **9c**  
**POWDER PUFFS**  
Reg. 5c Each **2 FOR 5c**  
(Limit of 4)

PAGE EIGHT

Rochester Sun, Thursday, August 6, 1942

**Sunday Dinner**  
(Continued from Page 7)  
milk. Place on a baking sheet and bake in a 425 degree F. oven for 15-20 minutes. If you prefer to use canned asparagus tips a 1-pound can will do the trick. Serve the asparagus rolls with creamy bacon sauce made this way:  
**Bacon Sauce**  
1 1/2 tablespoons butter  
2 1/2 tablespoons flour  
1 cup milk  
1 1/3 cup asparagus liquid  
1/2 teaspoon salt  
1/2 teaspoon pepper  
1/2 cup diced bacon  
Melt the butter in a double boiler, add the flour and mix well. Add the milk and asparagus liquid gradually and cook, stirring constantly until thickened. Add salt and pepper. Fry the bacon until crisp, stirring frequently. Drain and add to the hot sauce just before serving.

**Stuffed Tomato Salad**  
**French Dressing**  
6 tomatoes  
1 small head cabbage, shredded  
1 green pepper, chopped  
1 pint tomato, chopped  
1/2 teaspoon salt  
Dash of cayenne  
Remove skins from tomatoes, scoop out hollow at stem end of each. Sprinkle with salt and invert on plate. Chill thoroughly. Toss remaining ingredients together with just enough French dressing to moisten. Just before serving slit the tomatoes so that they look like flower petals. Fill center with slaw and place on leaves of lettuce to serve.  
**Lemon Meringue Mounds**  
2/3 cup sugar  
6 tablespoons flour  
1/4 teaspoon salt  
1 1/2 cups milk  
2 eggs  
Mix the 2/3 cup sugar, the flour and salt in a double boiler. Add the milk gradually and cook, stirring constantly for 3-5 minutes or until thickened. Cover and cook for ten minutes longer. Add a little of this mixture to the slightly beaten egg yolks. Mix well and return to the double boiler. Cook for a minute longer, stirring constantly. Stir in the lemon juice, lemon rind and butter and allow to cool. Roll out pastry thin and cut in 12 three-inch rounds. Cut small rounds from the center of half of these. Place on cookie sheet, prick with a fork and brush with milk or cream. Bake in a 450 degree F. oven for 68 minutes or until golden brown. Beat the egg whites (Continued on Page 9)

**Now EVERYONE Can Afford a Permanent**  
**Permanent Waves \$1.95**  
Finger Wave 35c Shampoo & Wave 60c  
**louchour's salon de coiffure**  
300 BURKE BUILDING PHONE MAIN 2951  
EVENINGS BY APPOINTMENT

**Where To Play BINGO!**  
**A B C PARTIES**  
2011 E. MAIN  
TUES. & SAT. NITES 8:30 P. M.  
JACK POT Each Nite  
SATURDAY NITE JACKPOT \$25 — 10 Numbers

**Beeley's Bingo**  
SUNDAY at 2:30 and 8 P. M.  
WED. at 1:30 P. M.  
Mon., Tues., Wed., Fri., Sat. at 8:15  
EXTRA BOARD FREE WITH TRIPLE BOARD  
142 GENESEE ST. IN REAR

**BINGO**  
**CAPITOL HALL**  
85 W. MAIN ST.  
MON., TUES., THURS. 1:30 P. M.  
SUN — 2:30 P. M.  
WED., FRI. — 8:30 P. M.  
THURS. 1:30 P. M. **\$5**  
23 Games Each  
30 GAMES MONDAY AND WEDNESDAY

**HOLLYWOOD SPECIAL PARTY HUDSON**  
Tuesday Night, August 11th Only  
COUPON When buying triple board of special, Aug. 11, Hollywood-Hudson — FOR A FRIEND **45c**  
ALL GAMES **\$10**

**NEW GAME SUNDAY AFTERNOON 2:30 P. M.**  
ON REGULAR BOARDS  
ALL 25c Games **\$2** or More  
NO GAME MONDAY NIGHT AUGUST 10TH  
Next Monday Eve Game Aug. 17 FREE special given with each admission \$15.00 special.  
**19th WARD BINGO** Clubhouse, 257 HAWLEY STREET  
Origination of Baby Bingo Take Jefferson Bus to Hawley St.

**NEW! Terry's Bingo** CHILI RECREATION HALL 509 CHILI AVE.  
UNDER NEW MANAGEMENT  
— MONDAY NITE — 25 GAMES  
EACH GAME **\$5.00**  
Good Prizes On Specials!  
**SAT. NITE** GAMES  
NOON GAMES WED.-SAT.  
COUPON—GOOD FOR ADMISSION WITH 3c TAX TUES. NOON, THURS. NITE ONLY — 23 GAMES

**UNION LEAGUE HALL**  
GREGORY ST., CORNER SOUTH AVE.  
**SUN. NITE** 8:15 P. M.  
ADMISSION PRICE 28c—3 BOARDS FOR 58c  
**MON. NITE** 8:30 P. M. REG. BINGO **\$6**  
SPECIALS \$25  
**2 Jack Pots Each Nite**  
MATINEE GAMES EVERY  
**WED. FRI. SAT. — 1:30 P. M.**  
Wed. Adm. **\$3** FRI. and SAT. EVERY ADM. 25c GAME **\$4**  
25c Every Game SPECIALS \$2 & \$3 or More No Coupon Necessary

**BINGO EVERY TUESDAY NIGHT BINGO**  
**\$200 SWEEPSTAKES**  
24 GAMES **\$20 OR MORE**  
New Game for You and a Friend in the U. S. A. Forces  
**\$200 JACKPOT** 55 NUMBERS  
**NEW ROLLER RINK**  
155 CHESTNUT ST. Between Monroe Ave. and Court St.  
Admission \$1.00 Plus Tax  
Save Your Tires and Gas — 3 Bus Lines Within One Block

**GRAND Opening New Game**  
**Union League Hall**  
THURS. NITE 8:15 P. M.  
BEGINNING TONIGHT — THURSDAY, AUGUST 6th  
Admission 28c 3 BOARDS FOR 58c  
**FREE SPECIAL** To everyone attending the opening game.  
NEW CALLER FOR THURSDAY NITE GAMES

**The New PARK HALL** 928 JEFFERSON AVE. NEAR PLYMOUTH  
**\$5 to \$10 ALL GAMES** SAT. NITE 8:15  
Sun. Nite 8:15 **\$10** 5500 INC. JACKPOT  
Worth For You Thursday Aug. 6th New Park 50c  
Worth For Friend Thursday Aug. 6th New Park 50c  
Worth For You Friday Aug. 7th New Park 50c  
Worth For Friend Friday Aug. 7th New Park 50c  
Worth For You Saturday Aug. 8th New Park 25c  
Worth For Friend Saturday Aug. 8th New Park 25c  
**AT THE PARK BINGO HALL**  
— ADMIT TWO —  
**Friday Matinee, Aug. 7th Only**  
This ticket good for two admissions and two single boards Friday, August 7th 1:30 P. M. to 4 P. M. Sharp. Subject to Government Tax 3c plus 2c service fee. Total 5c per person.  
**\$3 EVERY GAME** Authorized by . . . **Earl**

**NEW HOLLYWOOD**  
35 Pullman Avenue near Lake & Ridge  
**NEW • PRIZES • MANAGEMENT**  
• BOARDS • TABLES  
Worth \$1.00 on purchase of 2 triple boards and 2 books of specials. **Thur., Aug. 6**  
Worth \$1.00 on purchase of 2 triple boards and 2 books of specials. **Fri., Aug. 7**  
Worth 50c on purchase of 2 triple boards and 2 books of specials. **Sat., Aug. 8**  
Worth \$1.00 on purchase of 2 triple boards and 2 books of specials. **Wed., Aug. 12**  
**ALL GAMES — \$5 TO \$10 — ALL GAMES**  
**GAMES EACH WED. THUR. FRI. SAT. EVENING**  
**NEW HOLLYWOOD**

**TOWNER-REXY** SATURDAY, AUGUST 8th  
EVERY GAME \$10—SOME \$15  
UNIVERSITY AVE., COR. ATLANTIC  
**FRIDAY NITE ALL GAMES \$5 to \$10**  
Ticket Worth **45c** For You—Fri., Aug. 7, only at Towner's  
Ticket Worth **90c** For You—Sat., Aug. 8, Towner's only  
Ticket Worth **90c** For A Friend—Fri., Aug. 7, only at Towner's  
Ticket Worth **50c** For You—Sat., Aug. 8, Towner's only  
Ticket Worth **50c** For A Friend—Sat., Aug. 8, Towner's only  
**ADMIT TWO — TOWNERS HALL**  
TUESDAY MATINEE—1:30—AUGUST 11th  
This ticket good for admission and a single board Tuesday, August 11. Games from 1:30 to 4. Subject to 3c Govt. Tax. Plus 2c Service Charge. Total 5c Per Person.  
**\$3 EACH GAME** Authorized By **Bill**



## Most Amazing VALUES IN TOWN

Men's Broadcloth Polo Shirts Reg. \$1. Value	59c
Men's Knitted Union Suits Athletic style—Reg. 89c	49c
Pequot Pillow Cases 12x36—Reg. 49c	38c
One Gallon Paint Gloss or flat—\$2.69 Value	1.39
Extra Heavy Turkish Towels 20x40—Reg. 45c	28c
Men's Fancy Dress Hose Values to 40c	23c
Boys' Madras Shirts Sizes 13 1/2 to 14—Reg. \$1.89	59c
Bandette Strips Pkg. of 8—Reg. 5c	2 for 5c
Men's Mercerized Socks Slight irregulars—Val. 25c	12 1/2c
JP Coats Machine Thread Big spool, Reg. 10c	7 1/2c
Heavy Unbleached Sheet 54 yds. wide, Reg. 75c yd.	46c
JP Coats or Clarks Crochet Cotton, Big Ball, Reg. 25c	19c
Ladies Genuine "Loom-Craft" Satin Slips, Reg. 89c	49c
Men's Non-Wrinkle Neck Wear Reg. 29c	12c
Ball's Jar Rubbers Pkg. of 12	3 doz. for 13c
Modess Junior Sanitary Napkins, Pkg. 10, Reg. 20c	12 1/2c
Dawn Knitting Worsted Yarn 2 oz. skein, Reg. 49c	38c
Vermont's Palm & Olive Shave Cream, Large tube, Reg. 25c No tube needed	10c

Above are but a few of our permanent and amazing bargains.

Every Buy a Bargain at  
**BILLS BARGAIN STORE**  
98 East Main St.  
NEAR WATER

## Sunday Dinner

(Continued from Page 8)

until stiff and beat in the 3 tablespoons of sugar and the salt. Pile on the pastry round, from which the centers have been removed and bake in a 325 degree F. oven for 10 minutes. Cover the plain rounds with lemon filling and top with the meringue rounds. Garnish with sliced strawberries or other berries if desired.

### Serving Hints:

Pile the steaming ears of the golden corn in the center of a large platter. Arrange the asparagus rolls around the corn on the platter, and pour bacon sauce over each roll.

Arrange the stuffed tomatoes on individual salad plates. Tiny muffins may be served with the salad—but they must be crispy.

The dessert is attractive in itself. These may all be placed on a large plate and the center filled with a bowl of fresh berries from which each person can help himself.

### Use of Leftovers:

You can make some delicious corn patties, if there is any remaining corn. Slice it off the cob. To 2 cups corn pulp add 2 beaten egg yolks, 2 tablespoons flour, 1/2 teaspoon salt and 1/4 teaspoon pepper. Then fold in 2 stiffly beaten egg whites and blend well. Drop mixture by teaspoonsfuls onto hot greased frying pan and brown. Serves 6.

Miss Jane Callaghan, 95 Clay Ave., will receive a pair of guest tickets to Loew's Rochester Theatre to see "Friendly Enemies" with Charles Winninger and Charlie Ruggles, also "Miss Annie Rooney," starting next Thursday. Come to The Sun office before Monday 5 p. m. for your tickets.

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.

To whiten discolored china or earthenware and restore the original whiteness, scour the china with baking soda or vinegar and salt.

We know Mrs. Anna Rosyk, 37 Duran St., will enjoy "Friendly Enemies," starring Charles Winninger and Charlie Ruggles, also "Miss Annie Rooney," opening at Loew's Rochester Theatre next Thursday. If she will come to The Sun office before 5 p. m. Monday, she will be given a pair of guest tickets.

To clean a teakettle and good way to prevent rust inside polish it as well, rub it with kerosene and polish with a dry cloth, preferably flannel. A use.

**SPECIAL SPECIAL SPECIAL**

**Washable Window Shades**  
Choice of colors — Rollers included  
**29c**

**Venetian Blinds**  
Up to 22" wide  
Choice of colors in slats and tape.  
**\$2.75**

**ROCHESTER CURTAIN SHOP**  
134 CLINTON AVENUE S.  
Loew's Theatre Bldg.

## "NO WASTE" FOOD

### BREAST-O'-CHICKEN BRAND TUNA FISH

You can use every ounce!—even the oil it's packed in!

THIS versatile food can be used in nearly every type of recipe, from substantial salads, sandwiches and main-course menus to fancy cocktails and clever dessert-salads. It makes "left-over" menus more nourishing and tasty.



**TUNA SALAD BOWL**

**Ingredients**  
1-7oz. can Breast-O'-Chicken Tuna Fish, 3 tablespoons sharp French dressing, 1 small head lettuce, 2 green onions, 6 radishes, 1 medium size cucumber, 2 tablespoons mayonnaise, 4 deviled eggs.

**How to mix**  
Break tuna in large flakes, pour French dressing over it; chill 1 hr. Break the lettuce, slice onions, radishes and cucumber. Combine all ingredients, except eggs. Toss lightly, arrange in salad bowl top with deviled eggs. Serves 6.



**MAKES A HEARTY SALAD**

**BREAST-O'-CHICKEN TUNA FISH**

**WESTGATE SEA PRODUCTS CO.**  
SAN DIEGO, CALIFORNIA

**Put 10% in WAR BONDS ★ ★ ★ Every PAY DAY!**

**CAIN'S REALLY DOES MAKE SALADS WONDERFUL!**



**CAIN'S**  
Mastermix  
MAYONNAISE

**USE PLENTY OF CAIN'S FOR EXTRA FLAVOR!**

**CAIN'S Mastermix MAYONNAISE**



**ALWAYS ON THE TABLE**



**Trynoski's SNAPPY MUSTARD**  
Full of Zip and Flavor  
Generous 2-ounce trial size at your favorite grocers.  
**10c**

Mrs. May Callaghan, 208 Spruce Ave.



**"I'm Letting Wegmans Do My Baking From Now On!"**

## KEEP UP THE ★ HOMES ★ WE'RE FIGHTING FOR

### AUGUST FURNITURE SALE



**2-PIECE MODERN LIVING ROOM**

**STOCK CUT \$59.00**

**COLONIAL MAPLE BEDROOM**

**Turn back the clock to rich, colonial maple of beautiful simplicity. It's perfect for smaller rooms.**  
**\$39.95**

**BED, CHEST AND DRESSER**

**STOCK CUTS**

Sturdily built — Beautifully designed. What you'd expect to pay for a good day's work alone. See it to fully appreciate the value.

### OTHER BARGAINS:

6-WAY FLOOR LAMPS \$5.95

Selection of END TABLES \$1.49

OCCASIONAL CHAIRS \$4.95

14-PC. REFRIGERATOR SET, \$2 Value.....79c

OPEN THURSDAY, FRIDAY AND SATURDAY EVENINGS 'TILL 9:30

## KOMINZ co.

FURNITURE and APPLIANCES

287 Monroe Ave. (Next to Sears)

Shopping News would like to have Mrs. Thelma Smith, 178 Fillmore St., be its guest at Loew's Rochester Theatre next week to see Shirley Temple as "Miss Annie Rooney," and "Friendly Enemies" which starts next Thursday. Stop at The Sun office before 5 p. m. Monday and receive a pair of guest tickets.



THIS MAN DOES ALL  
HIS WINE and LIQUOR  
SHOPPING IN 2 MINUTES

## At BERGHASH BY TELEPHONE!

Free Delivery, Main 786



**RUM Serita**  
Imported from Puerto Rico.  
**\$1.89**

**Fifth 86 Proof**

English Peer

**Distilled Dry GIN**

**\$1.99**

**Full Quart**



**Famous Kerrigan's Private Stock Blended WHISKEY**  
**\$2.29**

**Full Quart**

**Blue Cap—Imported John Beggs Scotch \$3.69**

**WHISKY**  
Consumer Bureau says: "None finer at any price." Try it!

**4.25 Val.**



**OLD OAKDALE BRAND WHISKEY**  
Good mixer. Mild and mellow flavor.  
**\$1.79**

**80 Proof**

"CHATEAU BRISAC"  
100% Pure California  
**WINE \$1.49 gal.**  
Sweet & Dry

"Old Cathedral" Brand  
**WINE of QUALITY**

Bottled in California  
White Port, Sherry, Tokay, Muscatel, The "nobility" of wines. Guaranteed \$3 value.  
**\$2**  
Gallon

**FREE DELIVERY**

If you live in the city, just pick up your phone—Berghash customers enjoy free delivery on all specials unless otherwise specified.

**MAIN 786**

**BERGHASH**

124 CLINTON AVE.

**GO RIGHT**

**STOCK UP NOW and SAVE**

Here are some selected special foods — many of them at added savings in quantity purchases.

Peanut FLOUR	lb. 35c
Pitted DATES	lb. 29c
Blue Label Tender SWEET PEAS	2 for 29c
No. 10 Can (50 to 55 slices) SLICED PINEAPPLE	\$1.00
Half Gallon Can MAPLE SYRUP	\$1.49
Famous Ox Heart Brand Peanut Butter lb. 26c - 2 lbs. 49c	

CHILI SAUCE	2 12-Oz. Bottles	29c
BAKED BEANS	2 Heinz In Tomato Sauce Cans For	25c

Pink SALMON	can	23c
Ass. Color Flavor MARSHMAL-LOWS	2 pks.	29c
4-Oz. Chocolate DECORATES		10c
Delicious Webster KRAUT, No. 2 1/2 can		12c
Mustard PADDLES	doz.	5c
4-Oz. Bottle LEMON FLAVOR		20c
Gloriette Home Style PEACHES	6 cans for 8c	16c
Durkee's Snappy DRESSING	No. 2 Can Fancy High Chef	
Ask For Recipe 10 bot. 29c	2 for 27c	
SARDINES	In Olive Oil Gold Mark	19c-6 for \$1

Free City Delivery on Purchase of \$2 and Over  
Free Parking on 50c Purchase

**Atlantic Supply**  
79 St. Paul St. — HOUSE — MAIN 4173



**DOES YOUR GARBAGE CAN HAVE O-O?**

**MY GOODNESS—MY GARBAGE CAN CERTAINLY DOES HAVE OBJECTIONABLE ODOR!**

**NOT MINE I USE SANI-GARB**



**Large 2-Lb. Box Sani Garb 20c**  
keeps KITCHENS fresh, clean and sparkling too. Get a big box today at:

**Trig**

Loblaws, Hart Stores, A & P Super, Wegman's, Red & White Stores, Star Super Markets, Sibley's, Edwards, McCurdy's, and 387 Neighborhood grocers and hardware stores.



Mrs. J. T. Quinn, 878 Grand Ave.

Sears Roebuck and Co. MONROE 41 1/2 UNION  
476 RIDGE ROAD WEST Rochester, N. Y.



Sofa	\$279	Coffee table	\$139
Barrel chair	\$129	Recliner chair	\$29.95



# Central Library of Rochester and Monroe County

## Historic Newspapers Collection

**LAUER'S**  
**AUGUST**  
**SALE**

*Let's go Modern*  
WITH LAUER'S TO LEAD US

And a merry chase it will be! For Lauer's vast showrooms are just a-popping with the smartest, swankiest 20th Century styles you've ever seen. Come take a look this very day!



**FORWARD AMERICA LIVING ROOM**

Every piece of furniture in this room is a sparkling example of Lauer's up-to-the-minute modern styling; and you should see what we didn't have room for in the picture! Sectional sofa (3 pieces) . . . \$129; Lounge chair . . . \$49.75; Barrel chair . . . \$49.75; Coffee table . . . \$12.75; Lamp tables (ea.) . . . \$9.95.



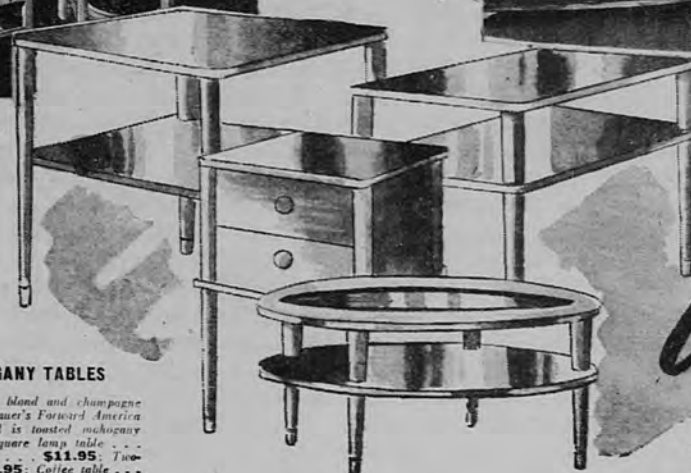
**ECLIPSE SOFA BED**

Lauer's famous twin inner-spring sofa. It opens to a large size bed with just a flick of your finger. . . \$40



**TOASTED MAHOGANY**

Light toned modern 9-piece dining group includes oval table, built-in floor buffet and china, and 6 chairs \$159



**TOASTED MAHOGANY TABLES**

See modern design toasted, blond and champagne toned occasional tables in Lauer's Forward America House. The group pictured is toasted mahogany with brass ferruled feet. Square lamp table . . . \$18.50; Shelf end table . . . \$11.95; Two-drawer commode . . . \$14.95; Coffee table . . . \$17.50.

**MODERN BEDROOM SET**

The wood is richly grained, hand American walnut. Bed, chest, dresser and vanity—3 pieces . . . \$98

**Lauer's**  
50 STATE

You can trade in your old furniture at Lauer's.



*Lauer's are Noted for fine Maple*

Rochester's confidence in Lauer's Maple is well founded. First of all—We've a mighty fine selection—2 spacious Maple floors, beautifully decorated by Porter W. Scott. Second—We're quality minded. When you buy maple at Lauer's you know that it's good! And third—Lauer's Maple is always fairly priced! Three mighty sound reasons for you and thousands of others to depend upon Lauer's Maple Department!



**Poster or Jenny Lind BEDS**

We have them in maple or walnut . . . Full, single or 10 sizes. The poster bed is \$9.95; The Jenny Lind style is \$11.95.



**Comfortable Innerspring MATTRESS**

You'll sleep soundly and comfortably on this soft, thick innerspring mattress. Durable striped ticking. All sizes . . . \$17.95



**Lauer's Platform Top COIL SPRING**

Hundreds of oil treated, carbon tempered deep coil steel springs. The platform top protects your mattress. All sizes . . . \$14.75



**Solid Maple CRICKET CHAIR**

Fluffy cotton felt padded seat and back. . . Box pleated valance. Blue, green or wine colors. \$4.95



**Lauer's Washable RUFFLED CURTAINS**

They're wide enough to cross-cross—33-in.-2 1/2 yds. Billowy double ruffles. Complete with tie-backs, per pair. \$2.49

**Lauer's BROADLOOM**

Colonial square pattern to lend an authentic touch to your maple room. 100% wool. 9'x12' size . . . \$68.10 Per sq. yd. . . \$5.50



**Lauer's Ethan Allen 9-PC. DINING ROOM**

Our finest Colonial furniture. Corner cabinet, large buffet, table (open to seat 10), arm chair and 5 side chairs—9 pcs. . . \$221.75



**Lauer's Solid Maple 3-PC. BEDROOM SET**

The amber toned finish is water and alcohol resistant. Note chest-on-chest, Bed, chest, vanity or dresser 3 Pcs. . . \$59



**Innerspring Cushion 3-PC. LIVING ROOM SET**

A big, deep downport and 2 chairs built for solid comfort. Rock maple arms and frames. Select your own fabrics. 3 Pcs. . . \$79



**Solid Maple 5-PC. DINETTE SET**

Four sturdy chairs plus a refectory style table that opens easily to seat 6 or 8 people. 5 Pcs. . . \$34.75

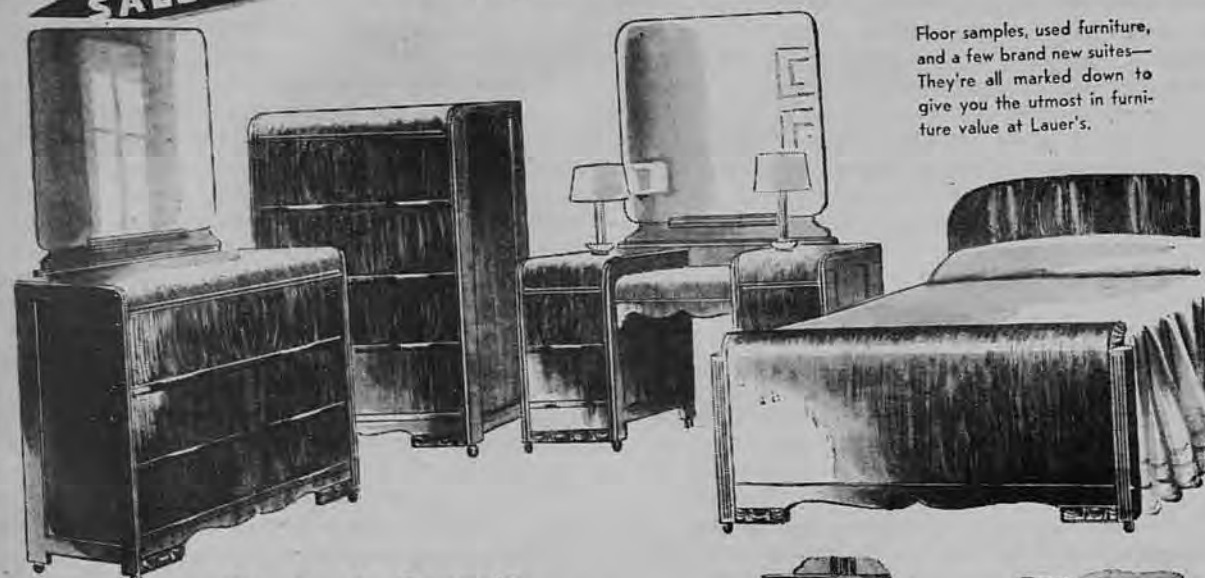
**Lauer's**  
50 STATE

Use Lauer's Budget Payment Plan



**LAUER'S  
AUGUST  
SALE**

## We've Sale Priced Almost Everything in Our Basement



Floor samples, used furniture, and a few brand new suites—They're all marked down to give you the utmost in furniture value at Lauer's.

### Here's A Bargain 3 PC. BEDROOM SUITE Bed, Chest, Vanity or Dresser

**\$67**

Day in and day out Lauer's bargain packed basement is a busy mecca for canny shoppers. Here's one good reason why! This August Sale Priced modern walnut bedroom suite is worth all of \$20 more than the \$67 we're asking. It has big plate glass mirrors... top drawer dust-proofing... beautiful selected waterfall veneers... and a glowing deep-toned finish. It's a real bargain that you'll take to your heart in Lauer's Basement.



### Full Innerspring Construction 3 PC. LIVING ROOM SUITE **\$99.50**

Three big comfortable pieces—A davenport and two chairs for only \$99.50! The platform... the back... and the seat cushion have full innerspring construction. The fabric is lustrous, long wearing velour. The hard wood frame is soundly built. A rare value that solves your living room problems at a minimum expense to you.

**DON'T FORGET! We're Open Thursday Nights—  
On Mondays We Open at Noon and Close at 9 P. M.**

**LAUER'S BASEMENT ★ 50 STATE**



**4-Pc. Walnut  
DINING ROOM SET**  
Modern design accentuated by perfectly matched walnut woods. Table, buffet, china, 6 chairs... **\$109**

### USED FURNITURE

You get guaranteed satisfaction with Lauer's Used Furniture because every piece is completely renovated by our expert finishers and upholsterers. A few of our August values.

- 3-PC. LIVING ROOM SUITE ..... **\$39**  
Davenport and 2 Chairs
- 9-PC. DINING ROOM SUITE ..... **\$18**  
Table, Buffet, China, 6 Chairs
- 3-PC. WALNUT BEDROOM SUITE ..... **\$34**  
Bed, Chest, Vanity
- LARGE, COMFORTABLE DAVENPORT ..... **\$17**
- 9-PC. WALNUT DINING GROUP ..... **\$36**  
Table, Buffet, China, 6 Chairs
- 2-PC. LIVING ROOM SUITE ..... **\$23**  
Davenport and Chair
- 4-PC. BEDROOM SUITE ..... **\$43**  
Bed, Chest, Vanity and Dresser
- 8-PC. DINING ROOM SUITE ..... **\$10**  
Table, Buffet, 6 Chairs

**Use Lauer's Budget Terms**

**LAUER'S  
AUGUST  
SALE**



**9-PC. DINING GROUP**  
Fine mahogany fashioned for the fastidious. Table, buffet, china, 6 chairs ..... **\$159**



**MAHOGANY BEDROOM**  
Note the gentle curves... the delicately reeded posts... the shield mirror, bed, chest, dresser or vanity (not pictured)—3 pcs. .... **\$139**

**Good Taste Need Not Be  
Expensive at Lauer's**  
Good taste is not measured in dollars alone. Of course you can spend to the skies for rare woods, imported fabrics, and painstaking handiwork. We have all that at Lauer's. In addition we have a wide selection of modestly priced, attractive furniture of a quality based upon simplicity of style, soundness of construction, and durability of materials. Lauer's is your store for the kind of furniture you have always wanted.

**Lauer's  
50 STATE ST.**



**They're Worth Far More!  
18th CENTURY CHAIRS  
**\$39.75****

Every one of these chairs is a superb example of 18th Century styling... Every one is perfectly tailored... soundly constructed. The fabrics are fine damasks, brocades, velvets and tapestries.

**Open Monday and Thursday Nights**



**CHIPPENDALE SOFA**  
Custom made to your order. Select from scores of fine fabrics. Carved solid mahogany legs and trim ..... **\$138**



**LAWSON SOFA**  
Another custom made piece. With or without the fringe. Note the deep seat and back cushions ..... **\$119**



**Lauer's Finest  
WILTON BROADLOOM**  
We'll measure your room and cut your carpeting from our full rolls of brand new. Our expert weavers carpet layers will care for your floor. Sq. yd. .... **\$7.95**



# Central Library of Rochester and Monroe County

## Historic Newspapers Collection

### August Values From Every Floor of Lauer's Store

You'll find scores of sparkling values in every one of Lauer's ten big floors. Not just a leader here and there—But one after another we'll show you the most complete array of fine quality furniture, rugs and accessories that we have ever been able to assemble in our store. And remember—Lauer's have never compromised with quality. Our standards are high . . . Our prices are fair. You can buy from Lauer's with complete confidence.



**3-PC. LIVING ROOM SUITE**  
Check full of intersprings to give you extra comfort . . . Lustrous, durable pile fabric. Davenport and 2 chairs . . . \$129



**MODERN ENGLISH OAK**  
Light toned with just a touch of Elizabethan carving . . . Splendid solid construction . . . Bed, chest, and dresser . . . \$139



**LAUER'S KNEE HOLE DESK**  
A big, broad top to accommodate your many notes and papers. Lots of drawers for filing space. Walnut finish . . . \$17.95



**DROP LEAF TABLE**  
Mahogany or walnut. Snap-up leaves make a good sized dining table. Note the Duncan Phyle legs . . . \$19.75



**LAUER'S NUMBERED GLASSES**  
No mix-up in your mixed drinks with these tall frosted numeral glasses. Famous safety edge. Set of 6 . . . \$1.49



**LAUER'S RUFFLED CURTAINS**  
We're closing out a large quantity of these cotton marquisettes. Buy all you need. Per pair . . . \$1.89



**LAUER'S PERFECT MIRRORS**  
Round or square . . . framed and unframed plate glass mirrors. Guaranteed against silver spoilage. Your choice . . . \$8.95



**LAUER'S MODERN DRAPERIES**  
Heavy striped monkcloth, 72" wide by 2 1/2 yds. long. Rose, blue, or wine colors. Per pair . . . \$2.98



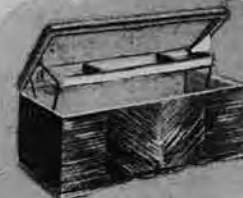
**CHAIR AND OTTOMAN**  
Lauer's famous adjustable back Street Slumber chair with the clever concealed compartment ottoman . . . Complete . . . \$44.50



**LAUER'S OCCASIONAL CHAIR**  
Select your favorite color from our beautiful fabrics. Mahogany finish . . . Spring seat construction . . . \$10.50



**MATCHING FLOOR LAMPS**  
Lauer's famous or antique silvered bases. Pleated shades. I.E.S. indirect lighting. Each . . . \$13.98



**LANE CEDAR CHEST**  
Beautifully matched woods contrasted with hued walnut. Note the automatic tray . . . \$28.50



**LAUER'S HASSOCKS**  
Plump, well filled, carefully tailored hassocks in a host of smart colors. Round or square . . . \$1.29



**DR. DAFOR MATTRESS**  
Lauer's famous Sanitized mattress with the Hi-Flex innerpring unit. All sizes . . . Immediate delivery. . . . \$29.75



**DAVENPORT AND CHAIR**  
Lauer's famous Chesterfield modern. Deeply channelled back and thick interspring cushions. Many smart covers. 2 pieces . . . \$149



**7 PC. BLOND DINETTE**  
The buffet and china are built to the floor. The table extends to seat extra guests. 4 chairs . . . \$98



**GRAND RAPIDS TABLES**  
All mahogany . . . beautifully finished 18th Century styles. We picture a lamp table, commode, bed table and cocktail table. Each one sells for only . . . \$9.74



**LAUER'S SOLID MAPLE**  
The kind of furniture that reminds you of the great outdoors. Big, rugged, well built pieces. Bed, chest and dresser . . . \$89



**LAUER'S MAPLE CRIB**  
This lovely crib has a tempered steel spring. Attractive maple or birch finish. The mattress is \$1.95. The crib . . . \$9.95

**Lauer's**  
50 STATE

OPEN EVERY THURSDAY NIGHT 'TIL 9 P. M.

**Lauer's**  
50 STATE

MONDAY STORE HOURS — 12 NOON 'TIL 9 P. M.



# ROCHESTER SHOPPING NEWS

Delivered Free Each Thursday To 75,200 Homes  
In Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

## The Rochester Sun

Shopping News Is Now Available  
On All Downtown Newsstands.

FIFTH YEAR—No. 41

ROCHESTER, N. Y., THURSDAY, AUGUST 13, 1942

10

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

## UNCLE SAM'S YOUR CREDIT MAN NOW BUT HIS TERMS AREN'T HARD TO TAKE



Read below what he'd tell YOU if you were to ask him to explain that new rule he has imposed upon charge customers in the interest of the war economy.

**Mrs. Consumer:** I know you're a busy man, Uncle, but they tell me downstairs in the store that you're the man behind this new credit ruling. I'd like to know what it's all about.

**Uncle Sam:** Your information is correct, my dear. They had nothing to do with the new regulation. I'm the man who did it. So just go ahead and blame me!

**Mrs. C.:** I'm not blaming you. I just want to know what I can and can't do.

**Uncle S.:** All right. Here's exactly what it is. You're merely asked to pay your charge account in full by the tenth of the second month after the bill is presented.

**Mrs. C.:** You mean, if I buy something today I have to pay for it by the tenth of September?

**Uncle S.:** My rule requires that you pay for it by October 10th, but it's better if you pay by September 10th. That's always been the accepted practice.

You'll get a bill shortly after September 1st for all your August purchases. As most people agree—and practice—that's payable when you receive it, with ten days leeway for getting checks in the mail.

But my new terms aren't for people who've been paying along these lines. What I'm concerned about is people who have been taking a couple of months or longer. So I've made a new rule! Purchases made in August must be paid for by October 10th.

**Mrs. C.:** But wait a minute, Uncle. Suppose something makes it impossible for me to pay in full by your required final date. What will happen?

**Uncle S.:** Don't worry. Nothing awful will happen to you. You just won't have the convenience of your charge account until you can arrange to pay the balance due on it.

**Mrs. C.:** You mean, if I can't pay my bill on the 10th of the second month following but can pay it on the 15th of the second month following then I can start using my charge account again on that date?

**Uncle S.:** Exactly! Now you see there's nothing to worry about, is there?

**Mrs. C.:** And it's not unpatriotic for me to continue using my charge accounts?

**Uncle S.:** Not at all, not at all! When you pay your bills promptly it's practically a cash transaction. It's a convenience your stores have given you. You can go on enjoying that convenience without hurting your country or the war effort in any way.

**Mrs. C.:** Suppose my account hasn't been paid in time and an emergency comes up and I need my charge account. Then what?

**Uncle S.:** In that case, go right to the credit manager of your store and tell him your situation. There's a way to take care of emergency conditions and the Credit Man will explain it to you.

**Mrs. C.:** Do you care if I open new charge accounts?

**Uncle S.:** Open charge accounts anywhere you want to, just as you always have. Trade at any store you like.

**Mrs. C.:** And what about buying on the installment plan?

**Uncle S.:** You can still buy things on time. All that is required is that you make a certain down payment and pay up the balance in a year. For instance, on Furniture, you pay one-third down, with a year to pay the balance. But on appliances (like refrigerators, stoves, etc.), floor coverings and draperies, the minimum down payment is one-third. One-third down payment is also required when you purchase furs or jewelry.

**Mrs. C.:** What about the lay-away plan?

**Uncle S.:** The lay-away plan is still in operation in many stores. There is no change in that. Your purchases will be delivered when your lay-away payments equal the minimum down payment outlined above, providing the store with whom you are dealing maintains a credit policy.

**Mrs. C.:** Well, it all sounds simple enough now. But I'm curious to know the why of all this.

**Uncle S.:** The explanation is simple, too. It's just that we want to safeguard your future and the future of all other American citizens. We want you to help us ward off the economic conditions apt to occur in wartime and after a war. So we're asking you to buy carefully, pay promptly, and in doing so, to help keep America the best place on earth—now and forever.

### Special Purchase!



California

Made and Styled

Finely Tailored

## SLACK SUITS

Zipper Closing on trousers. Misses and Junior Sizes. Colors: Beige, Luggage Tan, Aqua, Blue and Red.

# \$3<sup>49</sup>

Main Floor

Made To  
Sell For  
\$7.00

ENTIRE STORE  
AIR CONDITIONED

New and Greater  
**Darling Shop**  
190 MAIN ST. EAST

Here's an  
**AUGUST "BUY"**

From

Weis & Fisher's

AUGUST

FURNITURE  
SALE



SET OF SIX  
GLIDER PILLOWS

Set of Glider  
Pillows in the  
water repellent  
airplane fabric.  
Ricord. With the  
most types of  
standard glider  
etc.

# \$9<sup>95</sup>



2-PIECE  
LIVING ROOM SUITE

Heavy Velour Covers

Two pieces.  
Specifications  
by Weis and  
Fisher! Priced  
during August  
at .....

# \$79<sup>95</sup>

Just a Sample Of The Values In The  
Big August Furniture Sale At . . .

## weis & fisher

SINCE 1889

## HARRIS NUSBAUM'S Exciting August Fur Sale!



Sable Blended Coney

These are genuine men-  
doza dyed furs with  
Satin linings. Skinner's  
fully styled in full-cut  
to wear over your suits.  
Also in seal-dyed and  
beaver-dyed coney.

# \$69

A good fur coat is a sound investment — especially this year. Now is the time to buy that new fur coat you've wanted because you'll get top quality pelts at unusual savings in Nusbaum's August Sale. If you crave real luxury, take advantage of this event — we don't know when we'll be able to offer such values again.

- |  |         |
|--|---------|
| PREMIER NORTHERN BONDED SEAL DYED CONEY: | \$79    |
| PLATINUM GREY CARACUL PAW .....          | \$79    |
| RUSSIAN PONY BLACK MOIRE:                | \$99    |
| SUPREME QUALITY SABLE DYED CONEY .....   | \$99    |
| SOUTHERN BLACK SABLE AND MINK DYED       | \$149   |
| MUSKRAT: BLACK PERSIAN PAW .....         | \$149   |
| CHEKIANG CARACUL LAMB:                   | \$189   |
| HOLLANDER MINK DYED MARMOT .....         | \$189   |
| HOLLANDER DYED                           | \$299   |
| BLACK PERSIAN LAMB .....                 | \$299   |
| JACKETS AND STROLLERS                    |         |
| With Hat and Muff to Match .....         | \$59 up |

- LAY-AWAY PLAN — small deposit — pay-  
ments 'til wanted — balance on delivery.
- CHARGE ACCOUNT.
- BUDGET PLAN — 1/3 down — balance  
monthly.

Easy  
Budget  
Terms!

## HARRIS NUSBAUM

221-229 JOSEPH AVENUE (Corner Kelly St.)

Free Parking in Rear of Store

LET OUT SKUNK  
DYED OPOSSUM

Your choice for  
practical loveliness.  
Shawl collar softly  
flared back and  
fashions latest turn-  
back cuffs. It's a  
dream you can wear  
day or night. Also in  
sable-dyed skunk  
opossum.

# \$99



OPEN EVENINGS

Any Coat Purchased  
In Our August Sale  
Will Be Stored Free  
'Til Wanted.



ORIGINATED  
By McFARLIN'S



PERPETUATED  
By McFARLIN'S

Don't Miss Rochester's Greatest Clearance in Male Apparel!  
"Quality" Bargains That Pay Big Dividends!

## McFARLIN'S

77th Semi Annual

# Oddment Sale!

OPEN THURSDAY NIGHT UNTIL 9

### MEN'S CLOTHING:

230 Odd Winter-Weight Overcoats ..... 25% Off  
Odd Clothing Items ..... Odd Prices  
Odd \$40 Timely Worsteds Suits ..... \$32.00  
Odd \$70 Hickey-Freeman Worsteds Suits ..... \$56.00  
Odd \$38.50 Cheviot Topcoats ..... \$32.50  
Odd \$75 Burberry Topcoats ..... \$60.00  
Odd \$35 Timely Cheviot Topcoats ..... \$29.50  
Odd \$55 Worsteds Suits by Rogers-Peet ..... \$44.00  
Odd \$75 Hickey-Freeman Imported-Gabardine Suits ..... \$60.00  
Odd \$24.75 Tropical Worsteds Suits ..... \$19.85  
Odd \$29.75 Tropical Worsteds Suits ..... \$23.85  
Odd \$37 Tropical Worsteds Suits ..... \$29.85  
Odd \$40 Tropical Worsteds Suits ..... \$32.85

Odd \$37 Gabardine Suits ..... \$31.45  
Odd \$47 Gabardine Suits ..... \$39.65  
Odd \$65 Hickey-Freeman Suits ..... \$52.00  
Odd \$65 Hickey-Freeman Topcoats ..... \$52.00  
Odd \$60 Hickey-Freeman Tropical Suits ..... \$48.00  
Odd \$75 Hickey-Freeman Topcoats ..... \$60.00  
Odd \$90 Hickey-Freeman Suits ..... \$72.00  
Odd \$60 Rogers-Peet Suits ..... \$44.00  
Odd \$45 Convertible Coats ..... \$36.00  
Odd \$85 English Fancy-Cheviot Topcoats ..... \$68.00  
Odd \$30 Topcoats ..... \$25.50  
Odd \$35 Cheviot Topcoats ..... \$29.50  
Odd \$40 Cheviot Topcoats ..... \$32.00

### MEN'S FURNISHINGS:

Odd Fancy Shirts, values to \$2.25 ..... \$1.57  
Odd Fancy Shirts, values to \$2.50 ..... \$1.95  
Odd Fancy Shirts, values to \$3.95 ..... \$2.45  
Odd \$2 Standard White Shirts ..... \$1.57  
Odd \$2.50 Standard White Shirts ..... \$1.95  
Odd \$5 Solid-Color Shirts (35% wool; 65% rayon) ..... \$2.95  
Odd Neckwear, values to \$1.50 ..... 79c, 3 for \$2.25  
Odd Neckwear, values to \$2 ..... \$1.15, 3 for \$3.35  
Odd \$2 Standard Pajamas ..... \$1.67  
Odd \$2.50 Standard Pajamas ..... \$1.95  
Odd \$5 Standard Pajamas ..... \$3.95  
Odd 6-Footer Pajamas; \$3 values ..... \$2.39  
Odd Fancy Lisle-and-Rayon Hose, values to 65c ..... 39c  
Odd Fancy Lisle-and-Rayon Hose, values to 45c ..... 29c  
Odd \$1 Fancy Wool Hose ..... 79c  
Odd 65c Ribbed Undershirts ..... 49c  
Odd \$1.19 White Shorts with French Back ..... 95c  
Odd \$1.75 Heavy Cotton Union-Suits ..... \$1.00  
Odd \$5 All Wool Pull-over Sweaters ..... \$3.95  
Odd \$10 All Wool Coat Style Sweaters ..... \$7.95  
Odd \$6 All Wool Coat Style Sweaters ..... \$4.45  
Odd \$15 Suede Jackets ..... \$8.95  
Odd Sweaters ..... Odd Prices

Odd Sport Shirts, small sizes, values to \$1.95 ..... 50c  
Odd Sport Shirts, values to \$2.50 ..... \$1.59  
Odd \$2.95 Sport Shirts ..... \$2.15  
Odd \$5 Sport Shirts ..... \$3.95  
Odd \$6 Sport Shirts ..... \$4.79  
Odd \$7.50 Sport Shirts ..... \$5.95  
Odd Leisure Jackets, values to \$16.50 ..... \$10.95  
Odd \$5 Shirt-and-Slack Sets ..... \$3.95  
Odd \$12.95 Shirt-and-Slack Sets ..... \$9.45  
Odd \$15.95 Shirt-and-Slack Sets ..... \$11.45  
Odd \$17.95 Shirt-and-Slack Sets ..... \$13.45  
Odd \$2.50 Swim Trunks ..... \$1.95  
Odd \$3.50 Swim Trunks ..... \$2.79  
Odd \$4.50 Swim Trunks ..... \$3.59  
Odd \$5.50 Swim Trunks ..... \$4.39  
Odd Beach Garments, values to \$3 ..... 59c  
Odd Beach Shorts, values to \$5 ..... \$1.95  
Odd \$4.50 Wash Robes ..... \$3.45  
Odd \$5 Wash Robes ..... \$3.95  
Odd \$6 Wash Robes ..... \$4.45  
Odd \$10 Wash Robes ..... \$6.95  
Odd Gabardine Robes, values to \$16.50 ..... \$10.95  
Odd \$2.65 Pigskin Gloves ..... \$1.95

### BOYS' & STUDENTS' WEAR:

Odd \$20 Students' Suits ..... \$14.95  
Odd \$24.75 Students' Suits ..... \$18.85  
Odd \$28.50 Students' Suits ..... \$22.45  
Odd \$15.95 Boys' and Students' Wool Sport Coats ..... \$11.85  
Odd \$20 Students' Wool Sport Coats ..... \$15.45  
Odd \$20 Cadet "Longie" Suits ..... \$13.95  
Odd \$24.75 Cadet "Longie" Suits ..... \$17.85  
Odd \$11.95 Knicker Suits ..... \$7.95  
Odd \$12.95 Rugby Suits ..... \$9.85  
Odd \$12.95 Juvenile Topcoats ..... \$9.85  
Odd \$24.50 Boys' and Students' Reversible Coats ..... \$17.45  
Odd \$12.95 Reversible Corduroy Coats ..... \$10.95  
Odd \$24.75 Students' Topcoats ..... \$18.85  
Odd \$25 Students' Winter Overcoats ..... \$18.85  
Odd \$12.50 Boys' Wool Mackinaws ..... \$8.95  
Odd \$7.50 Girls' Mackinaws and Jackets, HALF-PRICE ..... \$3.75  
Odd \$6.95 Boys' Finger-Tip Gabardine Raincoats ..... \$5.85  
Odd \$7.50 Students' Wool Slacks ..... \$5.45  
Odd \$3.95 Students' Sanforized Cotton Slacks ..... \$3.79

Odd \$10 Wool Bathrobes ..... \$7.98  
Odd \$1.95 Pajamas ..... \$1.39  
Odd \$2.50 Pajamas ..... \$1.89  
Odd \$1.95 Boys' Wash Shorts ..... \$1.29  
Odd \$2.95 Boys' Knickers ..... \$1.98  
Odd \$1.75 Junior Shirts ..... \$1.38  
Odd \$1.50 Students' Shirts ..... 98c  
Odd \$2.95 Long Sleeve Sport Shirts ..... \$2.48  
Odd 65c Boys' Neckties ..... 38c  
Odd 65c Students' Neckties ..... 38c  
Odd \$1.25 Short Sleeve Sport Shirts ..... 84c  
Odd \$2 Short Sleeve Sport Shirts ..... \$1.69  
Odd \$3.50 Boys' and Youths' Sweaters ..... \$2.69  
Odd \$8.95 Boys' and Youths' Jackets ..... \$6.79  
Odd \$4.95 Boys' Shirt-and-Slack Sets ..... \$3.59  
Odd \$3.50 Boys' and Youths' Swim Trunks ..... \$2.69  
Odd 39c Juvenile and Boys' Hose ..... 21c, 5 prs. \$1.00  
Odd Boys' and Youths' Cotton Ribbed Hose ..... 33c  
Odd \$3.50 Juvenile Knitted Suits ..... \$2.45

### SPORTSWEAR DEPT.:

Odd \$4.25 Men's and Young Men's Sanforized Slacks ..... \$3.75  
Odd \$3.35 Blue Denim Slacks ..... \$2.75  
Odd High Grade Raincoats ..... \$12.95  
Odd Wool-and-Rayon Trousers, values to \$6.50 ..... \$5.00  
Odd Wool-and-Rayon Trousers, values to \$5.45 ..... \$4.25  
Odd Summer-weight Sport Coats, values to \$13.75 ..... 20% Off  
Odd \$8.45 Shirt-and-Slack Sets ..... \$6.75  
Odd Khaki Work Breeches, values to \$6.00 ..... HALF-PRICE  
Odd Women's \$4.85 Blue Denim Coveralls ..... \$2.75  
Odd Women's Riding Coats, \$10.95 to \$30 values ..... HALF-PRICE  
Odd Riding Hats, values to \$5.50 ..... \$3.95  
Odd Women's Riding Shirts, values to \$1.45 ..... HALF-PRICE  
Odd Men's Clydeella Flannel Sport Shirts, values to \$5.95 ..... \$3.50  
Odd Riding Belts, values to \$1.50 ..... HALF-PRICE  
Odd Riding Crops, values to \$2.50 ..... 50c  
Odd Men's Golf Hats, values to \$1.35 ..... 50c  
Odd Men's Vests (from Suits) ..... \$1.00  
Odd \$30 and \$35 Men's Tweed and Suede Sport Jackets ..... 1/3 Off  
Odd \$2.75 Shop Coats ..... \$1.95  
Odd Items ..... Odd Prices

Countless Other Values In All Departments!  
Get Your Share of These Matchless Bargains!

### MEN'S HATS & SHOES:

Odd \$5 Felt Hats ..... \$4.00  
Odd \$6.50 Felt Hats ..... \$5.20  
Odd \$7.50 Felt Hats ..... \$6.00  
Odd \$8.50 Felt Hats ..... \$6.80  
Odd \$10 Felt Hats ..... \$8.00  
Odd \$2 Straw Hats ..... \$1.33  
Odd \$3.50 Straw Hats ..... \$2.33  
Odd \$5 Straw Hats ..... \$3.33  
Odd \$6.50 Straw Hats ..... \$4.33  
Odd \$7.50 Straw Hats ..... \$5.00  
Odd \$10 Straw Hats ..... \$6.66  
Odd Black or Brown Oxfords, values to \$8.45 ..... \$5.95, \$6.95  
Odd Black or Brown Oxfords, values to \$11.50 ..... \$8.95  
Odd Black, Brown Nettleton Oxfords, to \$14.95 ..... \$9.95, \$10.95  
Odd Fine Golf Oxfords ..... \$6.45, \$10.95  
Odd Nettleton Summer Oxfords, values to \$14.95 ..... \$10.45  
Odd Taylor Summer Oxfords, values to \$8.95 ..... \$5.45, \$6.95

### BOYS' SHOE SHOP:

Odd \$2.75 Infants' Smoke Elk High Shoes 2 to 8 ..... \$1.27  
Odd Children's Oxfords: 8 1/2 to 12; values to \$4.25 ..... \$3, \$3.44  
Odd Youths' Misses' Brown Leather-sole Oxfords and 2-Tone Rubber-sole Types; 12 1/2 to 3; val. to \$4.75 ..... \$3.25, \$3.64  
Odd Boys' Brown Oxfords, values to \$4.95 ..... \$3.99, \$4.44  
Odd Students' Oxfords, all styles, val. to \$5.95 ..... \$4.99, \$5.44  
Odd \$3.95 Girls' 2-Tone Saddles; 4 to 9; AA to C ..... \$3.44  
Slippers: All Groups ..... Greatly Reduced

# McFARLIN Clothing Co.

195 MAIN STREET EAST

WHERE THE GOOD CLOTHES COME FROM

Save by Buying Now in Sibley's Big Basement

# August Sale of FUR COATS

Budget Terms May Be Arranged  
OUR CONVENIENT BUDGET PLAN

Enables you to possess your beautiful fur coat immediately. Just pay one-third down. Balance, plus a small carrying charge, is payable by the month. A 10% deposit holds your coat in our Safe Fur Storage until October 1st.



Reg. \$87.95 1942 Styled  
**Beaver dyed Coney**  
or  
**Seal dyed Coney**

August Sale Price **\$77** plus tax

Slimlined, day or night coats with the new soft shoulder line and flattering smaller shawl collar! YOURS for just \$77.00 during our grand August Sale of fur coats. Come in! Try them on and you'll see what grand values these coats are at the regular price of \$87.95. Look for the rich rayon satin linings with draw string waist and wristlets for additional warmth.

Seal dyed Coney:  
Sizes 12 to 44  
Beaver dyed Coney:  
Sizes 9-17; 12-44



Regular \$76.95

Luxuriant

## BLENDED CONEY

August Sale Price **\$66** plus tax

A dream of a coat you will wear both day and night! Styled with fresh, young lines and a brief notched collar it's perfect over suits, and glamorous for evening or dressy afternoon occasions. The draw string waist of the heavy acetate and rayon lining adds even greater warmth! Remember, the price will be \$76.95 after August! Sizes 12 to 20.

ABLE 18

Look! Regular \$62.95  
Premier Bonded Northwestern  
**SEAL DYED CONEY**  
or  
**BEAVER DYED CONEY**

August Sale Price

**\$55** plus tax

Big Basement Famous

**ARCTIC KURL  
PERSIAN FABRICS**

Boxy or Fitted styles in  
sizes 12 to 20; 38 to 44.

**\$29.95**

The Big Basement  
**SIBLEY, LINDSAY & CURR CO.**



Rochester Sun, Thursday, August 13, 1942

Names Between The Ads Mean Owners Get a Dollar's Worth of War Stamps

PAGE THREE

## N. Y. Tour, Montreal - Quebec Cruise Planned

Two grand new tours have been arranged for September vacationists by the Travel Department of The Sun, and announced this week. On September 2nd the third and season's final Montreal and Quebec Lake and River Cruise

will get underway, leaving via the S. S. Kingston from the Charlotte docks for the four day all-expense vacation which has proven so popular with Rochesterians this summer. Final New York City tour of the season will be made Friday night, September 4, returning to the city late on the evening of Labor Day. The annual Labor Day tour sponsored by this paper has regularly been the most popular of the season, this year, with gasoline rationing and tire shortage, it is expected

return to Rochester on the Ohio State Limited of the New York Central Railroad, arriving in Rochester at 11:47 p. m.

Those who wish to spend the additional day in New York will have their choice of several fast trains for the return to Rochester, any time Monday evening, or late Monday night, to arrive back home Tuesday morning.

Cost per person (based on two persons in a double bedroom) of the New York tour, including rail transportation, and option of boat or train transportation on the return trip, room with private bath at the Hotel Vanderbilt in New York and the entertainment features outlined above will be \$23.15. This low price has been made possible by the combined efforts of the Travel Department of this paper, the New York Central Railroad and the Hotel Vanderbilt in New York.

Reservations for both the Montreal - Quebec Cruise and the Labor Day New York tour will go on sale at The Rochester Sun, 420 Burke Bldg., 5 St. Paul St. tomorrow morning. A telephone call to Stone 6000 will bring a folder with full details of either of these tours.

## Volunteers Report Heavy Stamp Sales In Theatre Booths

The five booths in movie theater lobbies downtown continue to be popular places at which to buy U. S. War Savings Stamps. At the Regent Theater War Stamps are being sold to patrons by a new group of volunteers working with the Women's Division of the New York State War Savings Committee. The new salesgirls took over on Monday under the leadership of Mrs. Bessie Crum.

Those who have signed up for duty include: Misses Rae Saperstone, Mary Jean Lennon, Marilyn Eber, Annette Dunn, Fay Jaroff, Gladys Neidig, Vivian Kleinberg, Jane Holton, Betty Munger, Eleanor Munger, Fay Passor, Geraldine Knapp, Dorothea Gosnell, Robin Dennis, Barbara Lull, Dagmar Mapstone.

Next Monday night at 8 o'clock a special meeting of all the Jewish groups who have staffed theater booths will be held at the J.Y.W.A. Mrs. Jean

McLean Pratt, Acting Rochester Chairman, will help them to organize their groups as a permanent committee to staff the War Stamp booth at the Palace Theater for the duration of the war. Mrs. Edward H. Cumpston, Upstate New York Vice-Chairman of the Women's Division, will be the principal speaker at the meeting.

### FRIDAY and SATURDAY ONLY!

Our Regular \$2.00  
Buff Coronet



### PORTRAIT

(Full 8x10 Size)

89c

### CHOOSE FROM 12 PROOFS

You're only two days left (offer expires at 1 p. m. Saturday) to take advantage of this outstanding special from our Photo Studio. Our famous cinema-action camera means 12 separately posed proofs to choose the loveliest portrait you've ever seen.

No Appointment  
Necessary - Come  
In Anytime

Photo Studio  
In The  
Green Room

BUY WAR STAMPS & BONDS AT  
**Edwards**



The luxurious Hotel Vanderbilt, famous Park Avenue New York hotel, will be headquarters of the Sun tour of New York City over the Labor Day week-end.

### STORE OPEN THURSDAY NIGHT 'TIL 9 P. M.

Here Are The Basement Items In  
This Huge Storewide Clearance!

THE NATIONAL'S  
57th SEMI-ANNUAL

*Sale of Odd Items*

All Surviving Broken Groups  
And Small Lots From Our Past  
This Season's Stocks, Now  
Dramatically Marked Down For Speedy  
Clearance! Don't Fail To See Them!

### Basement Men's Wear Bargains

- |  |  |
|--|--|
| Odd Reversible Topcoats,<br>Values to \$14.95 .. \$10.00 | Odd Polo Shirts, Val. to 89c, 66c            |
| Odd Year-Round Suits,<br>Values to \$23.95 .. \$16.45    | Odd Neckwear, Val. 29c .. 11c                |
| Odd Winter Overcoats,<br>Values to \$23.95 .. \$18.00    | Odd Hosiery, Val. 33c, 5 for 1.00            |
| Odd Sport Coats,<br>Values to \$15.00 .. \$5.00          | Odd Sweaters,<br>Val. to \$1.95 ..... 1.49   |
| Odd Raincoats, Val. to \$10.38                           | Odd Bathing Trunks,<br>Val. \$1.79 ..... 88c |
| Odd Summer Trousers,<br>Values to \$1.95 .... \$1.19     | Odd Handkerchiefs, 3 for 29c                 |
| Odd Gabardine Slacks,<br>Values \$5.95 ..... \$4.29      | Odd Sweaters,<br>Val. to \$3.95 ..... 2.69   |
| Odd Dress Shirts,<br>Val. to \$1.39 ..... \$1.00         | Odd Jackets, Val. to \$2.95, 2.19            |
|  | Odd Jackets, Val. to \$3.95, 2.89            |
|  | Odd Straw Hats,<br>Val. to \$1.65 ..... 89c  |
|  | Odd Felt Hats, Val. \$3.50, 2.59             |

### Bargains In Basement Boys' Wear

- |                                       |                                     |
|---------------------------------------|-------------------------------------|
| Odd Student suits & coats ... \$10.85 | Odd wool slacks ..... \$2.79        |
| Odd Prep suits ..... 7.85             | Odd shirt & slack sets ..... 1.79   |
| Odd Knicker suits ..... 5.85          | Odd sweaters ..... 69c              |
| Odd Campus coats b. .... 6.85         | Odd sweaters ..... 1.29             |
| Odd sport coats ..... 8.85            | Odd Basque & polo shirts ..... 39c  |
| Odd wash shorts ..... 79c             | Odd polo & regular shirts ..... 69c |
| Odd wash slacks ..... 1.19            | Odd hose ..... 15c                  |
| Odd wool knickers ..... 1.59          | Odd underwear ..... 23c             |

### Charge It!

At The National  
During August



You Don't Have  
To Pay Until  
Oct. 10th!

the total will surpass even that of last season.

Highlights of the Montreal-Quebec tour include: a stay at the Mt. Royal Hotel in Montreal; luncheon at the Chateau Frontenac in Quebec; a side trip to the shrine of Ste. Anne de Beaupre; delicious meals aboard luxurious steamers; competent tour director to handle all details in personal attendance at all times; shipboard entertainment and dancing; a daylight cruise through the Thousand Islands; full day in Montreal, etc.

All expenses of the tour are included in the one cost of \$49.95 per person (with the exception of a day's meals in Montreal). Tips for hotel and steamship bellhops are included, as well as baggage transfers.

An added feature to the exciting New York tour will be the optional return by steamer up the Hudson River to Albany at no additional cost. The tour will leave here Friday, September 4 at 10:20 a. m. from the New York Central station. Air conditioned coaches connected to a fast express train will take the party to Gotham, arriving at Grand Central Station early Saturday morning. A two-night stay at the Hotel Vanderbilt on Park Avenue in New York is included in the tour, as well as several outstanding entertainment features. A visit to a New York Night Club, sight-seeing tours, visits to the Empire State Bldg. Tower, The National Broadcasting Co., and a yacht cruise around Manhattan Island all included.

The party will spend Saturday and Sunday in New York and on Monday have individual choice of leaving New York via Hudson River Dayline steamers at 9:20 a. m. for a beautiful daylight trip up the Hudson River, past West Point, The Palisades, the site of many of Washington Irving's immortal legends, and other magnificent scenic spots. Arrival at Albany will be made at 6:15 p. m. from where the party will



It costs no more to stay at The Vanderbilt Hotel... to enjoy the prestige of a Park Avenue address and the comfort of tastefully furnished, more spacious rooms and suites. The Vanderbilt Hotel is near main railroad terminals, airport, shops and all else of importance.



OTHER MANAGER HOTELS  
Rochester, N.Y., Rochester, Washington, D.C., Hay Adams  
Boston, Mass., Manager Washington, D.C., Annapolis  
Chicago, Ill., Plaza Washington, D.C., Hamilton  
Grand Rapids, Mich., Rome

## Shop Today, Tomorrow & Saturday Morning

*August Sale*

Furnish your home with comfort, style and distinction during the Graves August Sale. Many customers have marveled at the variety of selection at Graves under existing conditions. Graves stocks still include many items the manufacture of which has been discontinued by W.P.B. orders. Such items will no longer be available when present retail stocks are exhausted. Act now and you will not need to compromise on either price or quality.

A Partial List Of The Hundreds Of August Values!

### BEDROOM SUITES

- |  |        |
|--|--------|
| Aug. Special—3-pc. Solid Colonial Maple .. \$                    | 49.95  |
| Reg. \$ 92.50—3-pc. Solid Lined Oak .....                        | 79.50  |
| Reg. 109.50—3-pc. Modern Walnut .....                            | 89.50  |
| Aug. Special—Solid Maple Twin Bed Suite,<br>4-pcs. ....          | 94.50  |
| Reg. 119.50—18th Century Mah. Hepple-<br>white, 3-pc. ....       | 98.50  |
| Aug. Special—3-pc. Modern Guinea Wood ..                         | 98.50  |
| Aug. Special—3-pc. 20th Century, Modern,<br>Autumn Tan Mah. .... | 99.50  |
| Aug. Special—3-pc. Modern Walnut, Pin<br>Stripe .....            | 109.50 |
| Reg. 143.50—3-pc. Solid Mahogany<br>Jamestown Suite .....        | 129.50 |
| Reg. 176.50—Beautiful Modern Prima<br>Vera, 3-pcs. ....          | 139.50 |
| Aug. Special—Early American Harvest<br>Mah., 3-pcs. ....         | 149.50 |
| Reg. 179.50—3-pc. Solid Mah. Hepplewhite                         | 169.50 |
| Reg. 219.50—18th Century Light Mah., 4-pcs.<br>And Many Others   | 198.50 |

### LIVING ROOM SUITES

- |   |        |
|---|--------|
| Aug. Special—2-pc. Modern Tapestry,<br>Balloon Cushions ..... | 89.50  |
| Aug. Special—Massive 2-pc. London Suite<br>(1 only) .....     | 98.50  |
| Reg. \$119.50—Blue Velour 2-pcs. ....                         | 109.50 |
| Aug. Special—2-pc. Lawson Suite in Velour ..                  | 129.50 |
| Reg. 149.50—Chesterfield Suite, 2 Large<br>Pieces .....       | 139.50 |
| Reg. 149.50—Mahogany Grand Rapids Suite                       | 139.50 |
| Reg. 165.00—Circle Back Tapestry Suite ..                     | 149.50 |
| Reg. 179.50—18th Century, Mahogany Frame                      | 169.50 |
| Reg. 210.00—High Grade Mohair, 2-pc. ....                     | 198.50 |
| Aug. Special—Large, Luxurious Pillow Arm<br>Suite .....       | 225.50 |
| And Many Others   |        |

### CHAIRS OF EVERY TYPE

- |   |         |
|---|---------|
| Reg. \$15.75—Occasional Chair, Needlepoint<br>Tapestry .....  | \$11.95 |
| Aug. Special—Cognac Type Arm Chair ...                        | 12.95   |
| Aug. Special—Assorted 18th Century<br>Period Chairs .....     | 16.75   |
| Aug. Special—Pleated Back Occasional<br>Chairs .....          | 19.50   |
| Reg. 27.50—Barrel Chair, Gold Tapestry ..                     | 22.50   |
| Aug. Special—Shield Back Hepplewhite<br>Chair .....           | 24.50   |
| Aug. Special—Deep Seated Lounge Chair,<br>Tapestry .....      | 26.50   |
| Reg. 34.50—Pleated Back Barrel Chair ..                       | 29.50   |
| Reg. 38.50—English Barrel Chair .....                         | 34.50   |
| Aug. Special—Deep Seated Lounge,<br>Assorted Coverings .....  | 39.50   |
| Reg. 49.50—Solid Cherry Wing Chair,<br>Striped Tapestry ..... | 44.50   |
| Reg. 79.50—Luxurious Deep Seated<br>Cognac .....              | 85.00   |
| And Scores More   |         |

## How Much Cash Do You Need?

Solve your loan problem  
quickly, easily, economically.  
No co-maker or collateral  
required. No red tape. Ap-  
plication form gladly mailed  
if you cannot come in.

### COMPARE OUR LOW BANK RATES

If you borrow	You receive	You make 12 monthly payments of
\$ 50	\$ 39.92	\$ 3
100	79.84	6
150	119.76	9
200	159.68	12
250	199.60	15
300	239.52	18
350	279.44	21
400	319.36	24

Other amounts at proportionately low rates. Insurance pays up loan in case borrower dies.



Frankly, Mr. William Frank, 26 Genesee St., you'll like "The Talk of The Town," a new picture starring Ronald Coleman, Cary Grant and Jean Arthur, which opens at Loew's next Thursday. Come to The Sun office before noon on Monday and receive a pair of guest tickets.

### WIN WITH TIN

Save your tin now for  
August 22 collection.

### FREE DELIVERY WITHIN 200 MILES



78 STATE, COR. MARKET and MILL STREET

### FREE PARKING OPP. FRONT OR REAR ENTRANCE



PAGE FOUR

### Strange Facts

Use of crude rubber in heels for civilian use has been entirely stopped to save 25,000 tons of rubber a year. However, good heels can be made entirely from reclaimed rubber.

tons of tin may be recovered from the treatment of discarded tin cans this year.

Nylon bearings for machinery have recently been patented.

Silt deposited on the land by the flooding Nile river has been valued at \$7.50 an acre.

WM. F. and S. GEO. SHAFER  
Formerly President and Vice-President of

### Evening Shoppers

MENG & SHAFER

Open Every Monday  
Even. and Any Other  
Even. By Appointment

## August Fur Sale!

### Sable Muskrat

Week-End Special

\$220

As Sketched

Very youthful, very beautiful, for miss or matron, are these Sable-Blend Muskrat Coats.

Others, \$187 to \$297  
Prices Include Tax

Every Fur Coat Type

\$89 to \$890

Prices Include Tax

**SHAFER CO.**  
51 EAST AVENUE

Charge Accounts  
Budget Accounts

Mrs. Mary J. Jans, 51 Brookhaven Terr.

## 2 END OF WEEK SPECIALS

from

**Weed's**  
"Rochester's Most  
Interesting Store"

Full Length  
DOOR  
MIRRORS  
\$1.19

Size 13x50 inches.  
In your choice of  
Walnut, Maple or  
Ivory frame.

WEED'S SUMMER  
STORE HOURS:  
8 A. M. to 5:30 P. M.  
SATURDAYS  
8 A. M. to 1 P. M.  
During August

"WIN WITH TIN. WE  
CAN DO IT"  
TIN CAN COLLECTION  
AUGUST 22nd

29c ea.  
4  
For  
\$1.00

INDIVIDUAL  
**French**  
OVENWARE CASSEOLE  
Permits PIPING HOT Table Service



ARTWARE  
GLAZE COLORS  
Harmonize  
with Modern  
Table Ensembles

For individual baking and serving of  
delicious Chicken and Meat Pies—  
Macaroni—Scalloped—dishes—Souffles—  
Chili—Soups, etc. They insure uni-  
form baking—retain all the savory  
goodness of foods.

MAIN 7900

**Weed's**  
15  
EXCHANGE ST.  
Free City Deliveries

FREE PARKING OPPOSITE

With Purchase of \$1.00 or Over



## DIARY of a BEAUTY AUTHORITY

by Helena Rubinstein

CHICAGO, Ill. — The more I travel, the more am I certain that for complete comfort on her trip, a woman must not only have pleasant accommodations and a suitable traveling wardrobe, but she must also be equipped cosmetically. Several times during the day on this cross-country trip—when I rise in the morning, when I retire at night, before meals and when getting off the train—I am thankful for the little system I have worked out for carrying my make-up utensils in compact and usable form.

Many women spend hours planning a vacation wardrobe, but when the fatal moment for leaving home arrives, they grab a toothbrush, powder, jar of cream and lipstick, throw them pell-mell into a bag on top of carefully packed gowns and sports togs. This, I believe, is entirely out of proportion. When you are traveling, do you like to spend extra minutes groping hopelessly in a large suitcase, in pockets and corners for loose jars and beauty aids?

To increase your comfort and to assure your well-groomed appearance at all times, I would suggest that you carry with you a separate beauty kit. There are those which resemble a regular piece of luggage, with space for night clothes underneath the bottles and jars. These are invaluable for the seasoned traveler who hates to be bothered with opening large suitcases on board train, and for one who wishes to keep all her necessities on hand in one small bag.

There is also the smaller make-up kit which may be slung over the shoulder by lengthening the adjustable leather strap. Not only is this a convenience for carrying your dressing table with you as you journey across the country, but it is also an attractive accoutrement to a traveling suit.

However, for those who prefer not to have an extra case to think about en route, I would advise one of the smaller beauty kits, which include space for all necessary cosmetics, a large mirror, cleansing tissues, cotton. Place such a kit in your suitcase, stocked with a granular washing preparation to cleanse the face of train grime and a pasteurized face cream. These two cleansing agents—the cream and the beauty grains—are essential to the traveler at all times, for you never know if the water will be hard or soft, or if the soap provided by the hotel will be agreeable to your complexion. You had best play safe and carry your own.

For make-up essentials, take along your make-up film and your favorite make-up shades. Take two lipsticks—one of a bright red hue and one of a darker shade. These will provide harmony for any costume you may wear and the darker one will be good for evening. Include in your bag of cosmetics some eyelid oil, and a tube of waterproof mascara, which will not smudge or streak when you arise to the time you remove it with cream before you retire. Keep all your make-up together so that you will be able to freshen up on the train quickly, without searching through piles of lingerie.

After a long hot train ride, I have very often had to face a gallery of newspaper photographers when I arrived at the station and therefore, I have always been appreciative of the importance of carrying beauty essentials with me.

(Whether you're a foot-crazy housewife or a tired tourist, Madame Rubinstein's Home Pedicure Chair will solve your problem of exfoliating your feet. Just address Helena Rubinstein, care of The Rochester Sun).

### Picnic Patter

Wheat flour makes excellent yeast breads and biscuits that are delicious and nutritious. Now that wheat flour has been enriched it brings extra B-vitamins and iron to the table in the thirteenth manner possible.

Nutritious as bread and biscuits themselves are, they are also economical carriers of other foods. As sandwiches they bring a large share of vitamin A rich butter or fortified margarine into the daily menu.



**C. B. THOMAS**  
DRESSES  
723 HOTEL SENECA  
Right at the Elevator

## LOANS for converting Home Heating from OIL to COAL

If you are thinking of converting your oil heating, equipment back to coal or gas . . . if you plan to insulate or install storm windows, weather stripping or any thing else to conserve heat, you can finance the cost over a one, two or three year period under an F.H.A. insured Title 1 Loan at the Lincoln-Alliance.

Ask an officer at any of the following offices of the

MAIN OFFICE  
123 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 OFFICE  
500 Monroe Ave.

PORTLAND-CLIFFORD OFFICE  
520 Portland Ave.  
TWELVE CORNERS OFFICE  
1833 Monroe Ave.  
DEWEY-STONE OFFICE  
2845 Dewey Ave.  
IRONDEQUOIT OFFICE  
621 Titus Ave.  
NEWARK OFFICE  
Newark, N. Y.  
BROOKPORT OFFICE  
Brookport, N. Y.

Member Federal Reserve System

Member F. D. I. C.

Help the War Effort!  
Save Your Tin Cans for

Rochester's Salvage Drive, August 22

## 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.; Eugene Davis, Sec.; Virginia A. Moran, Treas.

G. Curtis Gerling, Publisher  
Edward Randall, National Advertising Manager  
NATIONAL REPRESENTATIVES,  
James A. Coveney Co.

New York Office  
Chicago Office

Here's your chance, Mrs. Walter L. Phaler, 111 Bryan St., to take your best friend to an outstanding movie hit. Come to The Sun office before noon next Monday and receive a pair of guest tickets to see Ronald Coleman, Cary Grant and Jean Arthur in "The Talk of The Town," opening at Loew's next Thursday.

Miss Cora E. Richmond, 356 Augustine St. will receive a pair of guest tickets to Loew's to see "The Talk of The Town," with Ronald Coleman, Cary Grant and Jean Arthur, starting next Thursday, if she will come to The Sun office before next Monday noon.

## JAPAN'S SECRET VENTURE IN BLACK DIPLOMACY

Required reading for students of unwritten history. Hallett Abend's revealing article of Matsuo's plot to make the U. S. Japan's partner in a deal to dominate Siberia.

### SECRET HARBOR — A Complete Novel

Stuart Cloete's thrilling new novel of a fight in the tropics — and a girl worth fighting for.

10c AUG. 15 ISSUE The Saturday Evening Post NOW ON SALE 10c

## SEARS MID-SUMMER SALE AUTO ACCESSORIES

### SEARS SUPER SERVICE STATION HOURS

Monday Thru Thursday, 8 A. M. to 7 P. M.  
Friday and Saturday, 8 A. M. to 10 P. M.

### GAS PUMPS OPEN

Monday to Thursday, 8 A. M. to 7 P. M.  
Friday-Saturday, 9:30 A. M. to 9:30 P. M.

Closed All Day Sunday

**LAST 3 DAYS!**  
**AT THE LOWEST SALE**  
**PRICE OF THE YEAR**  
ANY QUANTITY — ANY S. A. E.

**ARGOSY**  
**100% PURE**  
**MOTOR OIL**

**6 1/2¢**  
Quart  
Plus 1c Tax

Priced in your own container.  
Every drop guaranteed  
100% paraffin base motor  
oil with long lasting base.  
Any quantity. Any SAE. In-  
quire about special price on  
drum lots. On sale Both  
Stores and Service Station.



### TRUCK TIRE OWNERS

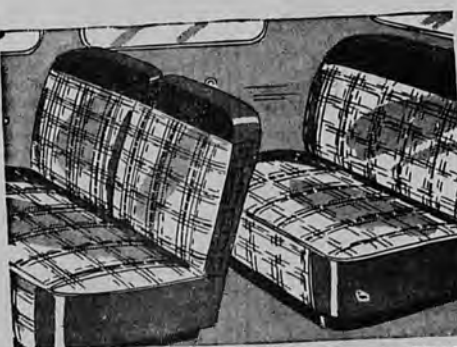
If you are in need of tires and have authorized certificates Sears can supply your size. Buy On Easy Pay Budget Plan.

32x6 10 Ply . . . 31.02  
8.25x20 10 Ply 46.60  
9.00x20 10 Ply 55.65  
10.00x20 12 Ply 70.13

On sale Both Stores, Service Station.

### CROSS COUNTRY GASOLINE

Regular Ethyl  
19.2 21.2  
Service Station Only



### SEAT COVER SALE! INSTALLED FREE WHILE YOU WAIT . . . BOTH STORES

Brand new patterns and colors for all cars, expertly tailored to fit like a glove, reinforced at all points of strain. Other types at special low sale prices, on sale Both Stores and Service Station.

Solid Back Coupe . . . . . Was 3.98 . . . . . 2.77  
Split Back Coupe . . . . . Was 5.59 . . . . . 3.77  
Coach or Sedan . . . . . Was 8.79 . . . . . 6.47  
Seat Throw Covers . . . . . Was 85c . . . . . 66c



### 45 PLATE POWERMAX

Priced exchange with your old battery. Guaranteed in writing for 24 months on Service basis. Built with Port Orford Cedar Separators. On Sale Both Stores and Service Station.

Prices shown are lower than our regular posted calling prices.

**\$4.70**  
EXCH.

Regular List Price \$6.95

<b>Chamois</b> Was 11c Now 9c One-piece chamois, for auto or home. Both Stores, Service Station.	<b>Polish Cloth</b> Was 10c Now 8c Goldcrest, won't mar, scratch. Chemically treated. Both Stores, Service Station.	<b>Big Sponge</b> Was 22c Now 18c Deep Sea grass sponge. Both Stores, Service Station.	<b>License Frame</b> Was 20c Now 15c Chrome plated, adjustable. Both Stores, Service Station.
<b>Marking Kit</b> Was 20c Now 9c For marking tires against theft. Both Stores, Service Station.	<b>Sponge Bag</b> Was 14c Now 11c Sturdy, washable, for car or windows. Both Stores, Service Station.	<b>Top Fabric</b> Was 37c Now 30c For foot, water proof fabric. Both Stores, Service Station.	<b>Thermometer</b> Was 11c Now 8c Clamp on door, adjustable. Both Stores, Service Station.

## Use Budget Pay Plan

### BRAKE LINING COMPLETE INSTALLED

★ Both Stores

**7.98**

Ford, Chevrolet, Plymouth to 1942, completely installed. Cross Country linings. All work guaranteed. 1/2 off for two wheels.

### GRILLE GUARDS REDUCED UP TO 35%

★ Both Stores

DOUBLE BAR . . . . . Was 2.69 Sale 1.77  
TRIPLE BAR . . . . . 3.69 2.77  
WAYACROSS . . . . . 6.19 4.77  
DELUXE WAYACROSS . . . . . 7.49 5.77

### ALL FLOOR MATS IN STOCK REDUCED

**25%**

All remaining mats for all type cars, heavy quality, black and brown color, on sale only as long as quantity on hand remains unsold. Both Stores and Service Station.



# ROCHESTER'S LARGEST POPULAR PRICED STORE

# Edwards

# BASEMENT

## BARGAIN

Low Prices—Wide Selections—Big Values All Day Friday and Saturday 'Til 1 P. M.!

Misses  
**SWEATERS**  
and  
**BLOUSES**  
Dollar Day Buys  
**2 for \$1**  
Better wool sweaters  
and rayon crepe blouse-  
es. Broken size range.



FOR VICTORY  
BUY  
United States  
WAR  
Savings  
**BONDS**  
and  
**STAMPS**

# DOLLAR DAY

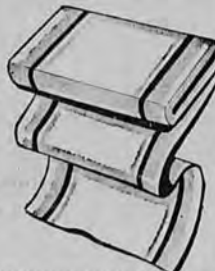
\$1.00

HUNDREDS OF GRAND BARGAINS

Super Sale Special! Heavy

**CRASH TOWELING** 6 yds. \$1

Heavy absorbent toweling with triple stripe borders in colors of red, green and blue. Make your own dish towels at really worthwhile savings!



Organdy Scarfs

36 or 42" scarf also  
3 pc. vanity sets. Flo-  
rals with lace edge. **3 for \$1**

Lace Scarfs

36 or 45" long. Four dain-  
ty design in ecru color. **\$1**

Fast Colors To Laundering!

**COTTAGE SETS** 2 for \$1

Crisp voiles, figured centers, white ruffle.  
Green, red and black figures. Tailored  
sash.

**CRASH CRETONNE** 2 1/2 yds. \$1

Florals in many attractive back-  
grounds including natural color.

Bleached  
**MUSLIN** 5 yds. \$1

Closely woven muslin, first  
quality, 36 inches in width.



**TRIPLE COLOR BORDER**  
**20"x40" TOWELS**

Dollar Day Buys

**4 for \$1**

Snowy white  
with borders of  
black, red, blue  
green.



A Grand Saving Event for Men!

**PLAIN or FANCY SOCKS**

Dollar Day Special

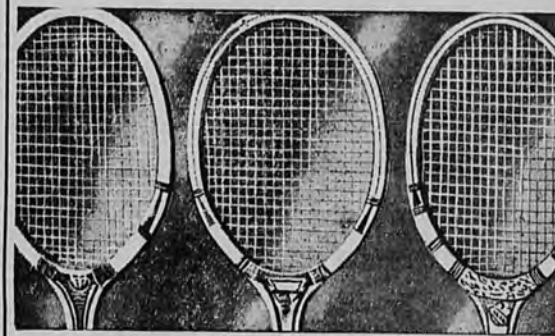
**5 pr. \$1**

Slight Irregulars and Seconds



Be here at 9:45 A. M. sharp to get your share of these fine quality socks. Regular and short styles. Many colors and patterns to choose from. Sizes 10 to 12.

Edwards—Basement



Famous "Strat-A-Bow" Constructed  
**WILSON TENNIS RACKETS**

Now ... 3.99 1.00 off	Now ... 4.99 1.00 off	Now ... 5.99 1.00 off
Sale Price 2.99	Sale Price 3.99	Sale Price 4.99

Designed by champions. Fine durable rackets and frames \$1 off regular price.

IMPORTED \$3  
**Full Size Rackets** \$1  
Tennis Balls ... 3 for \$1  
Athletic Sweat Sox  
3 pair ... \$1

Badminton  
Shuttlecocks **3 for \$1**  
Repaint  
Golf Balls **3 for \$1**  
Wilson Golf Bags  
\$1 off Reg. Price

Special Sale Lot!

**IRREGULAR STARDUST**

**SLIPS** \$1  
Dollar Day Special

Made in a cool acetate rayon fabric.  
Tailored Hollywood style with V neck-  
line. Four gore model. Tearose, white.  
Broken sizes in 32 to 44.

**Porto Rican GOWNS** \$1

Hand embroidered and applique  
cotton gowns. Contrast piping  
trim. Size 16, 17.



Edwards—Basement

Misses' Cotton Dresses  
Floral percale prints  
with white trims. — **2 for \$1**  
Broken sizes and col-  
ors.

Growing Girls  
**RAYON UNDIES**  
Dollar Day Buys  
**3 for \$1**

Run-resistant rayon  
panties, bloomers and  
vests. Tearose. Sizes 4  
to 16.

Girl's Pastel  
**COTTON CARDIGANS** \$1

Box styles with but-  
tons and pockets.  
Small, medium, large.

Girl's Cotton  
**LACE TRIM SLIPS** 2 for \$1

Fine cotton nainsook.  
Some with embroi-  
dered ruffles. 8 to 16.

Little Tot's  
**PLAYWEAR**  
Dollar Day Value  
**2 for \$1**

Sun suits, overalls, cover-  
als in cotton percale, de-  
nim and seersucker.

Girl's Summer  
**SKIRTS** \$1

Dirndl styles in cot-  
ton and spun rayon  
prints. Size 7 to 14.

Little Boy's  
**POLO SHIRTS** 2 for \$1

Cotton knit stripe.  
Sizes 1 to 3 and 3 to 6.

Better Quality  
**SUMMER DRESSES**  
Dollar Day Buys  
**\$2**

French crepe prints in  
florals, checks, mono-  
tones, polka dots. White  
trims, novelty belts, but-  
tons. Misses and wo-  
men's sizes.



**Men's Blue Chambray WORK SHIRTS**

Dollar Day Special **\$1**

Sanforized shrunk, full cut shirts.  
Two pockets. Sizes 14 1/2 to 17.

**Men's SHOP APRONS** \$1  
Quality white twill and blue de-  
nim ... full cut.

Edwards—Basement



ust 13, 1942  
will receive a pair  
Town" with Ren-  
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RE IN  
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partner in a deal  
Novel  
pice — and a girl  
NOW ON SALE 10c

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M. to 7 P. M.  
to 10 P. M.  
OPEN  
day—Saturday  
A. M. to 9:30  
P. M.  
unday

UCK TIRE  
OWNERS

are in need of tires  
have authorized outfit.  
Sears can supply your  
Buy On Easy Pay Budget

10 Ply ... 31.02  
x20 10 Ply 46.60  
x20 10 Ply 55.65  
x20 12 Ply 70.13  
ale Both Stores, Service  
on.

ROSS COUNTRY  
GASOLINE

ular Ethyl  
9.2 21.2  
Service Station Only

License Frame  
22c 20c  
grass Chrome plated,  
adjustable. Both  
Stores, Service  
Station.

Thermometer  
37c 11c  
water Clamp on door  
type. Both Stores  
Service Station.

Plan  
E INSTALLED

Both Stores  
7.98  
nevrolet, Plymouth to  
ompletely installed. Cross  
inings. All work guaran-  
off for two wheels.

UP TO 35%  
Both Stores

Was Sale  
BAR ... 2.69 1.77  
BAR ... 3.89 2.77  
ROSS ... 6.19 4.77

ROSS ... 7.49 5.77  
OCK REDUCED

25%  
ning mats for all type  
ry quality, black and  
or, on sale only as long  
y on hand remains un-  
h Stores and Service



## YOUR SUNDAY DINNER

**The Dinner**  
\*Deviled Lamb Shoulder Chops  
\*Baked Potatoes  
\*Creamed Carrots and Celery  
\*Cole Slaw  
\*Fruit Gelatin  
\*Cookies  
\*Beverage

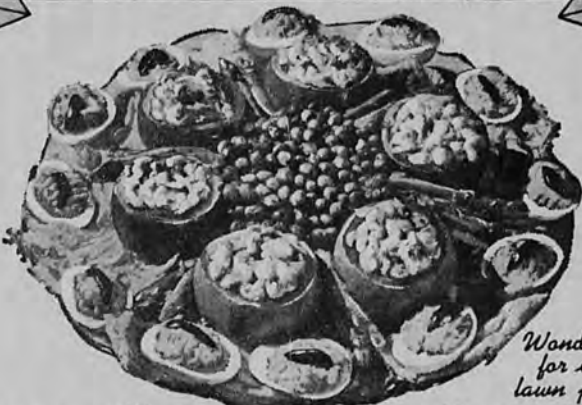
**Carrots and Celery:** Vitamins A, B, C, and G; minerals, carbohydrates and fats.  
**Cole Slaw:** Minerals, vitamins A, B, C, and G; some fats.  
**Dessert:** Carbohydrates.

**To Serve 6 You Need**  
6 shoulder lamb chops  
6 potatoes  
1 large bunch carrots  
1 large stalk celery  
1 small head cabbage  
1 pkg. cherry gelatin  
(Balance of materials among staples)  
Deviled Lamb Shoulder Chops  
Have lamb chops cut 1 inch

thick. Beat 2 egg yolks slightly, add to three tablespoons melted butter; season with 1 teaspoon dry mustard, 2 teaspoons Worcestershire sauce, and 2 teaspoons vinegar. Brush chops with this mixture and place on rack in pre-heated broiler. Broil 5 minutes until brown, then turn and brown on other side.

**Creamed Carrots and Celery**  
1 large bunch carrots  
1 large stalk celery  
1 cup cream sauce  
Scrape carrots, slice in strips

### Serve this Budget Buffet a la Tuna



Wonderful for a lawn party

### BREAST-O'-CHICKEN BRAND TUNA FISH S-T-R-E-T-C-H-E-S a long way in nourishing recipes

1 tin Breast-O'-Chicken Tuna, 6 tomatoes, 3 c. diced cucumber, 1 tsp. lemon juice, 3 tbsps. mayonnaise, 6 eggs (deviled), 24 stalks asparagus, 1 head lettuce, 2 cup French dressing, 2 cups fresh green peas, 2 ripe olives, paprika, salt and pepper.

Cut a slice from top of tomatoes. Remove most of pulp. Mix tuna with 1 c. pulp, diced cucumber, lemon juice, mayonnaise. Salt and



pepper. Fill tomato with mixture. Arrange in circle on large dish on crisp lettuce leaves. Place 12 halves of deviled eggs in circle around stuffed tomatoes. Garnish with slice of ripe olive. Dust with paprika. Arrange nest of lettuce in center for peas. Divide asparagus equally, arrange between tomatoes, tip ends toward outside. Pour French dressing over asparagus. Six servings.

WESTGATE SEA PRODUCTS CO. SAN DIEGO, CALIFORNIA  
Put 10% in WAR BONDS ★ ★ Every PAY DAY!



Lamb shoulder chops share your budget burdens if you know how to fix the cheaper cuts. For Sunday Dinner, August 16, we suggest lamb shoulder chops that have gone "devilish" . . . but they still provide protein, vitamins, minerals and plenty of energy too. With the deviled chops serve creamed carrots and celery—it's a happy combination. Baked potatoes of course, as long as the oven is going. We need something crispy for a salad so let's serve cabbage slaw. Fruit gelatin is the simple but tasty dessert.

lengthwise and boil until tender in boiling salted water. Wash celery, slice in 1/2 inch slices and boil in boiling salted water until transparent. Drain vegetables, place in dish and pour cream sauce over them.

**Fruit Gelatin**  
1 pkg. cherry gelatin  
1 can fruit cocktail  
1 banana, sliced  
1/2 cup chopped nuts  
Dissolve gelatin in 1 cup boiling water. When thoroughly dissolved, stir in 1 cup cold water. Place in refrigerator until gelatin begins to set.

(Continued on Page 9)

### DOLAN'S

Where You Buy the Cuts of Chicken You Prefer

- BREASTS . . . . . lb. 59c
- LEGS . . . . . lb. 45c
- WINGS . . . . . lb. 27c
- NECKS . . . . . lb. 15c
- GIBLETS . . . . . lb. 19c
- LIVERS . . . . . lb. 49c

**DOLAN'S**  
600 JEFFERSON AVE.  
Cor. Barlett  
Telephone Genesee 1417



**CAIN'S MAYONNAISE**  
SAVE SUGAR—SERVE SALADS!  
REPLACE SUGAR-USING DESSERTS WITH TASTY HEALTHFUL CAIN-DRESSED SALADS!  
Try CAIN'S SANDWICH SPREAD—Tasty! Tangy!  
Mrs. Dorothy Glanton, 666 Parsells Ave.

OPEN TONITE FROM 7:00 TO 9:30

**BIG Values . . in**

**RIVER'S August**

**Furniture Sale**

...BECAUSE...

- Lower Overhead — Lower Prices
- Usual Low Prices Cut Further
- Finest Grand Rapids and Jamestown

EXTRA SPECIAL!

2 Piece—Custom Built

**LIVING ROOM SUITES**

Your choice of several durable Mohair fabrics. Choice of styles. Choice of colors. An excellent buy!

**\$129**

REGULAR \$169

OTHERS FROM \$99 UP

Reduced In Proportion

**STORE OPEN NIGHTS**  
TUES. — THURS. — SAT.  
7:00 to 9:30

**FRANK A. RIVERS CO.**  
FAMOUS FOR FINER FURNITURE SINCE 1912  
226 SOUTH AVENUE

Uncle Sam Says:

# "EAT MORE CHEESE!"



CHEESE DISPLAY  
WEGMANS 575 MONROE AVENUE, SUPER MARKET

**PUT CHEESE**  
on your  
**WEEK-END SHOPPING LIST ★**

Cheese is one of the finest foods with which to fight malnutrition. It has many of the food elements we need to build our muscles and bones and keep them in fine working condition.

Paul V. McNutt, Director  
Defense Health & Welfare

★ YOU MAY CHOOSE FROM 75 VARIETIES OF HEALTHFUL, TASTY TEMPTING CHEESES WHEN YOU SHOP AT HOME-OWNED WEGMANS MARKETS! WEGMANS FEATURE ROCHESTER'S LARGEST SUPER-MARKET DELICATESSAN DEPARTMENTS! MAKE A NOTE RIGHT NOW TO INCLUDE CHEESE IN YOUR LIST OF "THINGS TO GET AT WEGMANS THIS WEEKEND!"

**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 the Warmest Weather!

**CLEAN WHITE STORES**



72 W. MAIN • 375 E. MAIN • 61 FRONT  
90 CLINTON AVE. S. • 815 DEWEY AVE.  
409 RIDGE ROAD W. • 575 MONROE AVE.  
12 CORNERS, BRIGHTON • 818 BROWN



!... have you heard?  
**PERMANENT WAVES**  
At Loucheur's new budget dept.  
only \$1.95 to \$4.95  
SHAMPOO AND WAVE—60c  
Evenings by Appointment  
**loucheur's** Main 2951  
salon de coiffure 300 Burke Bldg.  
Mrs. Eliz. Attridge, 903 Dewey Ave.

CONTINUING our GREATEST  
*August Fur Sale*  
WITH REDUCTIONS TO 30%  
ON OUR VERY FINEST FURS  
Extra Special — Mink and Sable Blended  
**NORTHERN MUSKRAT BACKS**  
Full cut for fashionable sweeping  
line. Selections are now at  
their finest — stop and shop  
these downright good buys.  
Very Best Holland Blended  
Northern Muskrat Backs ... \$198  
Luxurious ... Reg. to \$72.50  
**BLENDED CONEY** ..... \$59  
Beautiful ... Reg. to \$89.00  
**BLOCKED LAPIN** ..... \$69  
Hundreds of Other Bargains to Choose From  
**CLIFFORD FUR CO.**  
1283 CLIFFORD AV. BLOCK OFF PORTLAND  
CLIFFORD FUR SELLS FOR LESS!

Love Story Featured In  
True Story Magazine  
A complete book-length novel, "Love Letter—Special Delivery," heads the fiction list in the September True Story Magazine.  
The story is an engrossing tale of a small-town girl with a beauty that was breath-taking. New to the ways of a big city, she believed that all glitter was gold, and that all men were true and noble. What happened to her makes an enthralling story of love and experience.  
Kay Kyser, of Musical Knowledge fame, tells why he has never married. There is a surprising answer in this beautiful love story.  
The September True Story contains several complete true stories, two complete novellettes, special feature and the True Story Homemaker.

Ready to Give  
**DISTINGUISHED SERVICE**  
In the Service with the Armed Forces and at the Home Front  
**WATERPROOF BULOVA**  
37.50  
Reg. Down Payment 1.25 Weekly  
Sturdy, accurate watch for dependable service.  
**OLYMPIC CHRONOGRAPH**  
55.00  
Reg. Down Payment 1.25 Weekly  
For measuring time, speed and distance. 17 jewels.

WOMEN'S SMART MASSAU  
WATCH WITH FULL DIAL SEC  
OND HAND  
MEN'S WATERPROOF  
OLYMPIC WATCH  
WITH RADIUM DIAL  
Your Choice  
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**WATCHES**  
19.95  
Sturdy and accurate, they're ideal for anyone who wants smartness and dependability. Outstanding values!  
Reg. Down Payment 1.25 Weekly  
**WATERPROOF GRUEN**  
39.75  
Reg. Down Payment 1.25 Weekly  
15 jewel water-tight watch with radium dial and hands

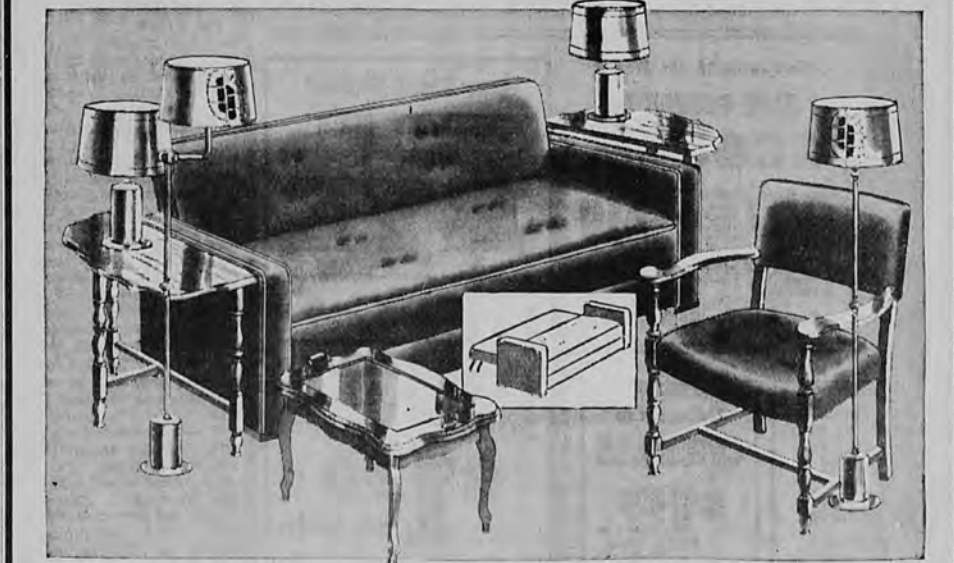
**RUDOLPH'S**  
CORNER EAST MAIN AT SOUTH AVENUE  
In Batavia — 106 Main Street — Open Monday Evenings

**RUN-PROOF**  
RUN-PROOF AND COOL are the new liquid hose. Renee Terry, petite CBS starlet dons a pair with a few quick dabs of suntan liquid. Be certain that your legs are free from hair, warns Renee, and then carefully apply the liquid in long, even strokes from ankle to thigh.

**Love Story Featured In True Story Magazine**  
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The September True Story contains several complete true stories, two complete novellettes, special feature and the True Story Homemaker.

**EXTRAORDINARY FUR COATS**  
THIS ADVERTISEMENT WORTH  
ON ANY  
**FUR COAT \$20**  
IN OUR STOCK  
VISIT OUR  
NEW  
SHOW ROOM  
**SPECIAL NORTHERN MUSKRAT**  
FIRST GRADE **\$271.00** TAX INC.  
GRAY PERSIAN LAMB COATS .... \$385 to \$413  
TAX INCLUDED  
BLACK PERSIAN LAMB COATS .... \$275 to \$450  
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GRAY SQUIRREL COATS ..... \$200 to \$250  
**DOUBLE SILVER FOX SCARFS** **\$85.00** TAX INCLUDED  
**H. SCHAFER COMPANY**  
700 Main Street W.

STORE OPEN TONITE 'TIL 9  
**THERE'S A THOUSAND AND ONE WAYS TO**  
**SAVE MONEY**  
**IN RELIABLE'S AUGUST FURNITURE SALE!**



**COMPLETE 9 PIECE BED DAVENO GROUP**  
Sells Regularly For \$73.77! On Sale At Only  
**\$59**  
Save BIG Money On This Complete Outfit! Serves you 24 hours a day ... at night the Daveno easily opens to a full size bed! Ideal for homes where space is at a premium. The NINE PIECES included are all listed below:  
• Upholstered Bed Daveno • Occasional Chair • Coffee Table  
• 2 End Tables • Floor Lamp • 2 Table Lamps • Bridge Lamp  
Reliable Terms Only \$1.25 Weekly!

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**\$98.95** Regular Price \$119.95  
Now—at a saving of exactly \$21.00 while quantities last! Three spacious pieces in smart contemporary fabrics ... styled along distinctive Modern lines to give you a living room of exceptional beauty and comfort. Sofa and two big chairs.  
**SOLID MAPLE BREAKFAST SUITE**  
**\$29.95** \$34.75 Value  
FIVE PIECES! A suite that will prove ideal for your kitchen or dinette. Extension Table and four sturdy chairs, all of rugged Solid Maple in hand rubbed finish.  
\$1.25 Weekly  
Evening Appointments Can Easily Be Arranged If You Are Unable To Shop During Regular Store Hours. Just Phone Miss Adams, Main 4193. Tell Her Your Most Convenient Time!

**PORTABLE RADIO**  
For Battery, AC or DC Operation  
**\$24.95** Powerful 5 Tube Model — complete with self contained batteries!  
**THE RELIABLE** 80-84 STATE ST ROCHESTER



# DEEP CUT PRICES

## LIVADAS

Rochester's Value Liquor Store

### FOR HIGH QUALITY AT LOW PRICES!

Choose from Livadas' tremendous assortment of nationally known and Livadas own brands of fine quality wines and liquors. Here are a few typical values you can buy today—Tomorrow—Saturday or ANY DAY at Livadas low prices!

Compare with the Finest!

### KING GEORGE IV SCOTCH

Outstanding quality at a very low price. Thousands of Livadas customers regularly choose this as the best value in Scotch Whiskey. Distilled and bottled in Scotland. 46.4 Proof. A great buy.

## \$3.19

Fifth

Compare — \$4.25 Value

### Our Best Value! "WHITNEY CLUB" STRAIGHT

## RYE

### 5 YEARS OLD

This whiskey is meant for those who insist upon the best. We honestly feel that this value cannot be duplicated. 80 proof.

## \$1.90

FULL QUART

Compare — \$2.65 Value

### College Inn CORDIALS

## \$1.49

Very Low Priced

### Pete Hagen's SLOE GIN

## \$1.49

Fifth

Creamy Top. A very fine quality at an exceptionally low price. Makes a superior fizz or rocky. — 48 proof.

Famous Livbro

### Kentucky Straight BOURBON WHISKEY

Bottled in Bond—100 Proof  
Every Drop Over 4 Years Old

Bottled for us by "Beam" famous Kentucky distillers. Made from a formula 146 years old! The product of 3 generations of distilling skill. Supremely smooth.

## \$2.49

COMPARE! \$3.50 VALUE!

### LIVBRO QUALITY RYE WHISKEY

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 of bottles of this rye because of its exceptionally fine quality and outstanding low price.

\$3.75 Value—86.8 Proof

## \$2.50

FULL QUART

QUALITY ECONOMY

TRY THIS POPULAR DRINK THAT HAS EVERYTHING!

## Balboa WINES

DRY . . .

• Burgundy • Zinfandel  
• Claret • Barbera • Rhine  
• Chianti • Sauterne

Don't compare Balboa with ordinary wines! This quality usually sells at \$1.75 per gallon.

## \$1.10

GALLON

SWEET . . .

• Muscatel • Sherry • Port  
• Tokay • White Port

Comestible quality sells usually \$2.25.

## \$1.49

3 GALLON  
3 QUARTS \$1.25

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A NAME YOU CAN TRUST  
**183 MONROE AVE.**  
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Open Nightly  
Til 12

## For Your Information

DEEPER and deeper the spokes of our lives become imbedded in the hub of war. We realize with a start that tin cans are actually disappearing from the market; tires ARE hard to get; labels reading 100% Virgin Wool are almost museum pieces. We become aware that we must conserve what we have—repair—and accept substitutes for many commonplace things. Following are a few changes, innovations, and saving methods that will interest you.

The makers of Red Hart dog food have returned their product to the market in dehydrated (dried) form, so that it may be sold in cardboard containers. The vitamin, mineral and caloric content of this particular brand is said to have been increased to offset hesitancy in purchasing dog and cat food in this unaccustomed form. The disadvantage of having to mix the powder with water is more than overcome by convenience in storing, and keep qualities. Besides, now the three diet bases; fish, cheese and beef, may be rotated at each meal without fear of unfinished portions in an open can spoiling.

A PERCENTAGE of ARLAC may be indicated present in garments you buy soon. This fibre material is made from milk—and assumes the properties of the material with which it's mixed. In other words, Arlac mixed with wool will be washed, cleaned, or ironed just as you would pure wool. Arlac is tempting to mothers, so requires ordinary safeguarding measures.

TUNGSTEN is on the war priorities list, and strictly no-no for spark plugs and ignition points. If you need either better buy them now; some new metal alloy may eventually be successfully substituted, but nothing is known of it at present.

PAPER GUEST TOWELS are another answer to the busy defense worker's prayer! They're simply adorable with colored edgings and pretend appliques. The paper has a cloth-like texture and is white as snow. Twenty-five cents for a package of 12 at Sibley's. Your guests will rave about them!

LINEN isn't being imported in much quantity for obvious reasons. To stretch what is available now textile designers have developed LINETTE—which combines pure linen with cotton. The result is a material with many of the qualities of both materials—less expensive, yet with the fine look and feel of pure linen. Some lovely articles, hand-made in Rochester, from this material are shown at Edwards, Second floor.

WATCHES FOR SERVICE MEN must meet strict military requirements. They must be made from stainless steel, shock-proof, plain, and with radium dial for night duty. The sales manager at Rudolph's, who was kind enough to supply this list of requirements, showed us a watch that meets them all at \$19.95, trade-marked Olympic. He warned that ordinary watches may not even be worn on duty.

SEAL-LEAK is a new compound to inject in your tire inner tubes. It prevents leaks due to deteriorating rubber and small punctures as from nails, wire, screws, etc. It actually increases the life of the rubber, as well as eliminating the bother caused by numerous small punctures. Keeps tires properly inflated ALWAYS to help make them wear longer, too. A pint can for \$2 at Unit Parts.

To have anyway ONE little thing that's a luxury and steals precious cloth from the government—we positively can't resist the thrilling yellow crepe slips trimmed in gossamerish black lace! Black shoulder straps, too, to wear with the popular black summer sheers or for fall. \$1.99 at Darling Shop.

LADY DRIVERS needn't be able to change a tire now—there's a new device on the market to get you back home—flat tire and all—without danger to the tire or tube, and without removing the wheel or tire. It's a sort of miniature coaster wagon or skate designed to fit the wheel; you simply drive on to it—it locks on your wheel automatically—and you drive away. Reasonably compact and light. \$12.95 at Noah's Ark, and worth it!

The Sun would like to have Arnold C. Norman, 122 Jersey St., and his best friend attend the showing of "The Talk of the Town" opening at Loew's next Thursday. Come to the Sun office before noon Monday and pick up your tickets.

## Pertinent Paragraphs

PEANUTS are being borrowed from the bleachers to make synthetic fabric for suits, but neatest tailor-made of the season is a sandwich—peanut butter on whole wheat bread with thin ripe banana slices on top.

PEEL OFF ALL the clothes you can for summer's hottest days but keep peel on potatoes and other vegetables to conserve most vitamins when cooking.

BRITISH PRESS got its Americanese madly mixed when it reported on diet of U. S. troops in Ireland, saying "Bacon and eggs, known as flap-jacks" have been scarce but they will now be a regular feature on the morning diet! Flipped any flap-jacks lately? Dark karo syrups 'em sweetly. Spreading 'em with vitaminized margarine saves butter, ups vitamin intake, tastes good.

LETTUCE, believed 14th Century hosts, should be eaten

after supper to "keepeth away drunkenness with cometh by wine." Moderns serve it shredded with real mayonnaise to satisfy yens for the perfect salad.

## TROPIC COAL \$11.85

Egg—Stove—Nut . . . Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Alliance Bank Bldg.  
Stone 7080

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

The cleaner with 101 uses

## ELECTROLUX

BEAUTIFULLY REBUILT \$16.95 FULL CASH PRICE

10-DAY TRIAL PLAN  
FULLY GUARANTEED  
Sold on Easy Terms  
Liberal Trade-In on Your Old Cleaner

FOR SAME LENGTH OF TIME AS A BRAND NEW ELECTROLUX  
MAIL ORDERS FILLED  
Send Deposit of \$1

### PENN VACUUM STORES

30 SOUTH AVE. STONE 6747  
MON. & TUES. TIL 9  
OPEN TIL 7 P. M.

BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

KEY COUPON  
**Sweetheart SOAP**  
3 for 11¢  
Limit 3

KEY COUPON  
**WHITE ACE**  
SHOE CLEANER  
25c Bottle  
Limit 1  
11¢

KEY COUPON  
**SANITARY**  
NAPKINS  
Box of 12  
Limit 2  
12¢

KEY COUPON  
**ADHESIVE Tape**  
1/2"x5 yds. Reg. 10c  
6¢  
Limit 2

KEY COUPON  
**CEREVIM**  
NEW LOW PRICE!  
Pound Size  
39¢

KEY COUPON  
**EPSOM SALTS**  
U. S. P.  
Lb. Box  
4¢

KEY COUPON  
**Bubble Bath**  
Assorted Odors, 4 ounce bottle  
50c value.  
29¢

KEY COUPON  
**Phillip's**  
Milk of Magnesia  
Reg. 25c Size  
11¢

KEY COUPON  
**MEAD'S**  
Dextri Mallose  
Pound Can  
63¢

KEY COUPON  
**BEECHNUT**  
BABY FOODS  
Strained 3 for 23c  
8¢

KEY COUPON  
**ROOT BEER**  
EXTRACT  
Regular 25c Concentrated  
Makes 40 pints.  
9¢

KEY COUPON  
**HYGEIA**  
NURSERS  
8 Ounce Reg. 15c  
7¢

470 N. GOODMAN NEAR MAIN  
1861 MONROE NEAR WINTON

## KEY

ROCHESTER'S MODERN  
CUT RATE  
DRUG STORES

724 WINTON ROAD NO. 2 (NEAR WINTON)  
457 RIDGE RD. W. NEAR DEWEY

### HAY FEVER REMEDIES

POTASS. CHLORIDE Tablets, 5-Gr. (100's)	49c	BENEZEDRINE Inhaler, 60c Value	49c
PAGE'S INHALER Cigarettes, 60c Size	49c	CALCIUM LACTATE Tablets, 5-Gr. (100's)	37c
ASTHMADOR Powder, 1/2oz. Size	83c	ESTIVIN DROPS For the Eyes, 1/2oz. Size	98c
VICK'S NOSE DROPS, 50c Size	39c	EPHEDRINE INHALANT COMPOUND 1 oz. Dropper Bottle	39c

### EPHEDRINE CAPSULES

3/4 gr. 40's	69c	3/4 gr. 40's	98c
3/4 gr. 100's	\$1.19	3/4 gr. 100's	\$1.69

### Nose & Throat ATOMIZER

Sprays Oil or Water  
Regular \$1.25 Value  
98c

### NEW LOW PRICES

THIAMIN CHLORIDE TAB. (VITAMIN B.)

1 mg. bot. 50	33c	5 mg. bot. 100	\$1.49
1 mg. bot. 100	49c	6.6 mg. bot. 50	\$1.13
3.3 mg. bot. 50	69c	6.6 mg. bot. 100	\$1.98
3.3 mg. bot. 100	\$1.13	10 mg. bot. 50	\$1.49
5 mg. bot. 50	89c	10 mg. bot. 100	\$2.69

### CANNING SUPPLIES

BUY NOW AT THESE LOW PRICES

JAR RUBBERS Made by Ball—Box of 12	JAR COVERS Made by Ball—Box of 12
4 FOR 19¢	27 FOR 53¢

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De Luxe 24 Hour Service!

Our experienced photofinishers know exactly how to handle your snap shots to bring out their best qualities.

No Finer Work At Any Price

## 29¢

LOOK ONE-A-DAY VITAMIN A and D TABLETS

Box of 30  
49c

Luckies, Camels, Chesterfields, Raleighs, Herbert Tareyton, Pall Mall, Philip Morris

2 PKGS.  
29¢

LUCKY STRIKE

### HEAVY AMERICAN MINERAL OIL

Guaranteed Free From Chemical Impurities

PINT	25c
QUART	45c
1/2 GALLON	85c
GALLON	\$1.49

KEY COUPON  
**Facial Tissue**  
Reg. 25c Box 500  
Limit 2  
12¢

KEY COUPON  
**WILLIAMS**  
TOILET SOAP  
3 for 11¢  
Limit 6

KEY COUPON  
**WAXPAPER**  
CUTTER BOX  
125 Ft. Limit 2  
12¢

KEY COUPON  
**NAIL POLISH REMOVER**  
3 oz. bottle Regular 15c  
Limit 2  
7¢

KEY COUPON  
**FRUIT-FLAVORED SUCKERS**  
BOX OF 18  
9¢

KEY COUPON  
**MEDICATED FOOT POWDER**  
25c Size  
13¢

KEY COUPON  
**FLASHLIGHT BATTERIES**  
STANDARD SIZE  
2 for 7¢

KEY COUPON  
**Poker Chips**  
Reg. 50c  
37¢

KEY COUPON  
**NOXZEMA CREAM**  
25c Size  
19¢

KEY COUPON  
**LYDIA PINKHAM**  
Vegetable Compound  
\$1.35 SIZE  
72¢

KEY COUPON  
**ANACIN TABLETS**  
Bottle 50 Reg. 75c  
59¢

KEY COUPON  
**TOOTH PASTE**  
Squibb Large Size  
37¢



### GET OUT OF DEBT

With a  
**CENTRAL TRUST LOAN**  
Compare the Cost:

Amount	6	9	12
\$100	17.17	11.49	8.89
\$200	34.34	22.97	17.77
\$300	51.51	34.46	26.66
\$400	68.68	45.94	35.55
\$500	85.85	57.43	44.44

The Above Payments Provide  
Life Insurance to Protect Your Loan

**CENTRAL TRUST CO.**  
25 E. MAIN  
1806 EAST AVE.  
Phone  
MAIN 1625  
Member F.D.C.

—For Victory: Buy Bonds—

### Marines To Choose Convention Delegates

National convention delegates will be elected at a meeting of the Rochester Detachment of the Marine Corps League next Monday at League Headquarters, 23 Lowell St. The convention will be held in Chicago early in September.

Ewald W. Weyrauch, commandant of the local detachment, will be in charge of Monday's meeting and Charles B. Jones will head the refreshments committee.

All marines in the Rochester area are invited.

### Late Summer Patterns



No. 3253. That Happy Gadget, about the Suit Dress. Sizes 12 to 40. Size 16, 3 1/2 yds. 39-in. fabric. Hat No. 3566, one size, adaptable to any head-size, is a separate pattern.  
No. 3513. Suave Princess. With Lingerie Flowers. That Button On. Sizes 12 to 42. Size 36, 4 1/4 yds. 35-in. or 39-in. fabric with 1/4 yd. contrasting. Cut-out for flowers included in pattern.  
No. 3566. Soft and Charming Frock for a Summer Sheer. Sizes 16 to 50. Size 38, 3 1/2 yds. 39-in. fabric.  
No. 3567. Well-cut Jumper. So Smart. So Practical. Sizes 12 to 42. Size 36, for jumper, 3 yds. 35-in. or 39-in. fabric; for blouse, 1 1/2 yds. 35-in. or 1 1/2 yds. 39-in. fabric.  
No. 3556. A Dainty Frock for a Little Girl. Sizes 2 to 8. Size 4, 1 1/2 yds. 35-in. fabric with 1 yd. ruffling; or 1 1/2 yds. 35-in. fabric with 1/2 yd. contrasting.  
No. 3546. Long Torso Frock for the Growing Girl. Sizes 4 to 12. Size 8, 2 yds. 35-in. fabric with 1/4 yd. contrasting and 3/4 yd. braid.

### Fashion

#### Decrees—

By ROSELEEN CALLAHAN

If it's hats you're interested in, we've a lot to tell you. Your columnist has seen hundreds of them — large, small, flat and tall, amusing, starkly simple and in a range of colors to make a rainbow blush for shame. The biggest hat news was the showing by Millinery Fashion Inspiration, Inc., when for the first time in history three leading designers — Dache, John-Fredericks and Sally Victor — cooperated in setting style trends. This pooling of ideas provides the millinery industry with a long needed stabilizing influence. Concisely, here is what the three bigwigs endorse. Large brims are important — gone are the tiny cloches with their little bunches of flowers — crowns soar, the postillion, fez, beret and tricorne were emphasized. All of them fit well down on the head, and none needed the ugly little rubber band anchorage. Priority Beige, Ming Orange, Black Prince (blackberry) and Fir Green were favored colors.

A who's who in the fashion industry arrived early at John-Fredericks' showing, for this designing duo always puts on a fine production. They showed well over a hundred models, but the one model John prophesied as the trend of the future was the small dressy hat with little or no brim and extremely high and narrow crown. He warned us women would be wary of this new and radical silhouette, but it definitely was a coming style. Of satin or velvet, and trimmed with slim plumes, they look best with the upswung coiffure. Then John introduced a series of models with adjustable crowns. Large of brim and gay of color, the soft and pliable inset band on the crown is of material or crocheted wool, which permits the crown to hug the head or soar six or eight inches above.

Fashion Flashes: Elizabeth Reller keeping cool these evenings in a sheer white organdy blouse and calf-length dirndl skirt, while entertaining at home... Jay Meredith wears a denim jumper embroidered with strawberries and crisp white blouse when she works at the Stage Door Canteen... Brown wide wale corduroy is the choice of Lesley Woods for early Fall.

Are you tired of hearing us say, "This is a suit year"? Sorry, but every new collection shown confirms it. Blotta-Conti devoted more than half of their numbers to the two-piece vogue. His winter suits were most wearable, because the jackets topped frocks rather than skirts. We liked a new

### Summer Suit



THIS WOVEN COTTON Glen Plaid suit, worn by Margaret Stevenson, has all the fine workmanship of a custom made wool suit. In color combinations of red, green, black and white, the cardigan jacket and skirt are both soft and wrinkle resistant.

shade of blue (reminiscent of periwinkle) dress-suit trimmed in Persian, and the black wool suit with leopard yoke and matching fez. Jewelers' buttons — some like old-fashioned cameos, U. S. A. buttons sewn on in that order, and miniature Federal mirrors — lend importance to many of their simplified WPB models.

### Sunday Dinner

(Continued from Page 6)

Drain fruits and add to gelatin with sliced banana, and chopped nuts. Chill until firm. Serve in sherbet glasses.

#### Serving Hints

The chops can be placed three on each side in the center of the platter, as illustrated. The creamed vegetables can be served right on this platter if desired, being placed at each end of the platter. Bits of endive and radish roses add a colorful garnish.

The Cole Slaw may or may not be served on a leaf of lettuce. If the slaw is being served individually it makes the service more attractive.

Spoon the gelatin into sherbets and top it with a bit of fluffy whipped cream just before serving. Sprinkle with a few chopped nuts and a bit of cherry, too, to make it really colorful.

#### Use of Leftovers

This is a very good way to use up that extra gelatin. Scoop out spice cupcakes. Put a spoonful of whipped cream into each cup cake and then fill it with the gelatin fruit mixture. Top with another bit of whipped cream and serve.

There is a pair of guest tickets waiting at the Sun office for Mrs. Arthur K. Weeks, 24 Woodside St. to see "The Talk of the Town," with Ronald Coleman, Cary Grant and Jean Arthur, opening at Loew's next Thursday. Please pick up your tickets before next Monday noon.



"Nobody Comes To Collect My Junk"  
... she said.

This lady is puzzled. Even a little annoyed, perhaps. Like a good patriot, she has cleared the junk out of her attic and basement — the scrap metal, the old rubber, and old rags. She knows that America needs it.

"Why doesn't someone come and get it?" she asks. Collecting junk is a difficult problem. The method differs in almost every community. The junkman is busier than ever and can't call on everyone.

But a determined woman is never licked. No sir! She'll inquire among her neighbors. Maybe she will get in touch with her State salvage committee. She'll find out if there is a local salvage committee and if there isn't she'll help get one started. She will find out what local charity is able to collect scrap. If the junkman can't come around she'll find a way to deliver junk to him instead. She'll find out what the county agent is doing if she lives on a farm.

Shucks! She's licked a lot harder problems than this!

This advertising space has been donated to the  
**Bureau of Industrial Conservation  
WAR PRODUCTION BOARD**  
Washington, D. C.  
by the  
**Rochester Sun—Shopping News**

**Special!**  
**MEN'S & WOMEN'S  
HATS**  
Odorlessly Cleaned and Beautifully Blocked  
**50c**  
Extra Large Hats 75c  
**SPEEDY'S**  
212-216 Court St.  
Park Free at On-line Station

**A Real Treat**  
For You Connoisseurs  
Of Fine Mustard  
  
**TRYNOSKI'S**  
This Snappy Mustard Sauce is available at your favorite food store for 10c  
Other Sizes in Pint, Quart and Gallon

Ronald Coleman invites Mrs. Abram VanDeMar, 163 Hillside Ave. to see his new picture, "The Talk of the Town," opening at Loew's next Thursday. A pair of guest tickets awaits Mrs. VanDeMar if she will come to The Sun office before noon next Monday.

100% SATISFACTION GUARANTEED  
**COKE \$10.50**  
100% ANTHRACITE HARD COAL \$11.75 PER TON SHAR, OIL  
WEST END FUEL CO. 2 Lake Ave. Glen 745

**ROOSEVELT AS I SEE HIM**  
Liberty presents the first in a new series of spotlights on the President. A revealing close-up of the man most feared by the enemies of democracy.  
**BEFORE WE CAN WIN—Maj. George Fielding Eliot**  
A distinguished military analyst faces the facts and points the way to victory.  
**ANOTHER WINCHELL STORY ABOUT AMERICANS WE CAN DO WITHOUT**  
10c AUG. 22 1942  
LIBERTY WEEKLY NOW ON SALE 10c

**IN NEW YORK AT RADIO CITY**  
**IT'S HOTEL**  
ALL-EXPENSE TOURS IN NEW YORK  
2 DAYS (1 night) \$5.50  
3 DAYS (2 nights) \$9.75  
Write for Descriptive Folder  
**EXTRA COMFORT AND ECONOMY**  
Discover for yourself the home comforts of this most popular hotel.  
Individually controlled radio in each room  
Santized Service  
Fine Room With Private Bath  
One Person — \$2.50 to \$4.00  
Two Persons — \$3.50 to \$6.00  
3 ATTRACTIVE DINING ROOMS  
Breakfast from 7:30 a.m. to 11:00 a.m. 50c  
**BRISTOL**  
129 WEST 48th STREET, NEW YORK CITY  
Joseph E. Bach  
Theodore E. Tolson, Jr. Alfred B. Tolson

**Where To Play BINGO!**  
**Terry's Bingo** CHILI RECREATION HALL 509 CHILI AVE.  
— MONDAY NITE — 25 GAMES  
EACH GAME \$5.00  
Good Prizes On Specials!  
COUPON GOOD FOR FREE ADMISSION TUESDAY NOON—3c Tax  
**TUES. and SAT. NITES**  
NOON GAMES WED.-FRI.  
COUPON GOOD FOR FREE ADMISSION THURSDAY NITE—3c Tax

**HOLLYWOOD SPECIAL PARTY HUDSON**  
Tuesday Night, August 18th Only  
COUPON When buying triple board & book of specials, Aug. 18, 1942, Red Hot Wedding FOR YOU 45c  
ALL GAMES \$10  
COUPON When buying triple board & book of specials, Aug. 18, 1942, Red Hot Wedding FOR A FRIEND 45c

**NEW GAME SUNDAY AFTERNOON 2:30 P. M.**  
ON REGULAR BOARDS  
All Reg. Games \$2 or More  
Special! MONDAY NITE Free Special Given With Each Admission \$15.00 Special  
• 6 BOARDS 75c  
• BOOK SPECIALS Plus Tax  
**19th WARD BINGO** Clubhouse, 257 HAWLEY STREET  
Origination of Baby Bingo Take Jefferson Bus to Hawley St.

**A B C PARTIES** 2011 E. MAIN  
TUES. & SAT. NITES 8:30 P. M.  
JACK POT Each Nite  
SATURDAY NITE JACKPOT \$30 — 11 Numbers

**Beeley's Bingo**  
SUNDAY at 2:30 & 8 P. M.  
WED. at 1:30 P. M.  
Mon., Tues., Wed., Fri., Sat. at 8:15  
EXTRA BOARD FREE WITH TRIPLE BOARD  
142 GENESEE ST. in REAR

**TOWNER-REXY** SATURDAY AUGUST 15TH  
EVERY GAME \$10—SOME \$15  
UNIVERSITY AVE., COR. ATLANTIC  
Ticket Worth 45c For YOU—Fri. Aug. 14, only at Towner's  
Ticket Worth 45c For A Friend—Fri. Aug. 14, only at Towner's  
Ticket Worth 25c For YOU—Sat. Aug. 15, only at Towner's  
Ticket Worth 25c For A Friend—Sat. Aug. 15, only at Towner's  
ADMIT TWO TOWNER'S HALL TUESDAY 1:30 P. M.  
AUG. 18th \$3 EACH GAME OK-BILL

**BINGO**  
**CAPITOL HALL** 85 W. MAIN ST.  
MON., TUES., THURS. 1:30 P. M.  
SUN — 2:30 P. M.  
WED., FRI. — 8:30 P. M.  
THURS. 1:30 P. M.  
23 Games Each \$5  
30 GAMES MONDAY AND WEDNESDAY

**UNION LEAGUE HALL** GREGORY ST., CORNER SOUTH AVE.  
**SUN. NITE** 8:15 P. M.  
ADMISSION PRICE 28c—3 BOARDS FOR 58c  
**MON. NITE** 8:30 P. M. BINGO \$6  
SPECIALS \$25  
**THURS. NITE** 8:15 P. M. BINGO \$5  
SPECIALS \$25 — LETTER T \$15  
**2 Jack Pots** SUNDAY AND MONDAY Nites  
MATINEE GAMES EVERY  
**WED. FRI. SAT.—1:30 P. M.**  
Wed. Adm. \$3 FRI. and SAT. EVERY ADM. 25c GAME \$4  
25c Every Game SPECIALS \$2 & \$3 or More No Coupon Necessary

**The New PARK HALL** 928 JEFFERSON AV. NEAR PLYMOUTH  
\$5 to \$10 ALL GAMES Sun. Nite 8:15  
\$10 ALL GAMES SAT NITE 8:15 \$500 INC. JACKPOT  
Worth \$1.00 on purchase of two Triple Boards and 2 books of Specials New Park Hall  
Worth \$1.00 on purchase of two Triple Boards and 2 books of Specials New Park Hall  
Worth 50c on purchase of two Triple Boards and 2 books of Specials New Park Hall  
Worth \$1.00 on purchase of two Triple Boards and 2 books of Specials New Park Hall  
COMPLIMENTARY—ADMIT TWO Friday Matinee—August 14th Only  
This ticket good for two admissions and two single boards Friday, August 14th 1:30 P. M. to 4 P. M. 8th. Subject to Government Tax 3c plus 2c service fee. Total 5c per person.  
\$3 EVERY GAME Authorized by Carl  
New Park Hall

**NEW HOLLYWOOD** 35 Pullman Avenue near Lake & Ridge  
**NEW • PRIZES • MANAGEMENT • BOARDS • TABLES**  
Worth \$1.00 on purchase of 2 triple boards and 2 books of specials  
Worth \$1.00 on purchase of 2 triple boards and 2 books of specials  
Worth 50c on purchase of 2 triple boards and 2 books of specials  
Worth \$1.00 on purchase of 2 triple boards and 2 books of specials  
ALL GAMES — \$5 TO \$10 — ALL GAMES  
GAMES EACH WED. THUR. FRI. SAT. EVENING  
NEW HOLLYWOOD

**BINGO EVERY TUESDAY NIGHT BINGO**  
**\$200 SWEEPSTAKES**  
24 GAMES \$20 OR MORE  
New Game for You and a Friend in the U. S. A. Forces  
**\$200 JACKPOT** 55 NUMBERS  
**NEW ROLLER RINK** 155 CHESTNUT ST.  
Between Monroe Ave. and Court St.  
Admission \$1.00 Plus Tax  
Save Your Tires and Gas — 3 Bus Lines Within One Block

**BERGHASH**  
**First FOR VALUES**  
Imported  
**RUM**  
Serita  
Distilled in the West Indies  
**\$1.89**  
Fifth 86 Proof  
**Chateau Martin GRAPE BRANDY**  
Made from full-ripened California Grapes.  
**\$1.69**  
Fifth 82.50 Value  
**Famous Kerrigan's Private Stock Blended WHISKEY**  
**\$2.29**  
Full Quart  
**Bottled In Bond GLOBE STRAIGHT BOURBON WHISKEY**  
100 Proof Full Quart  
**2.29** FULL QUART  
**Du Conte CREAMY HEAD SLOE GIN**  
Popular summer drink. 65 proof. Delicious straight or mixed.  
**\$1.69** Fifth  
**Imported JOHN BEGGS SCOTCH \$3.69** Fifth  
**"Chateau Brisee" 100% Pure California WINE**  
Varieties to please every taste—both sweet and dry. Try the popular new Blackberry  
**\$1.49** Gallon  
**BERGHASH**  
124 CLINTON AVE. S. MAIN 786



If Mrs. Francis Herman, 3 St. Jacob St., will come to The Sun office before noon next Monday she will receive a pair of guest tickets to see "The Talk of the Town" with Ronald Coleman, Cary Grant and Jean Arthur, opening at Loew's next Thursday.

To relieve distress of MONTHLY Female Weakness AND HELP BUILD UP RED BLOOD! Lydia E. Pinkham's TABLETS (with added iron) have helped thousands of girls to relieve functional monthly pain and weak feelings. Pinkham's Tablets also help build up red blood and thus aid in promoting more strength. Made especially for women. Follow label directions. Worth trying!

LOOK AT THE TUCK I CAN TAKE IN MY DRESS

Look at the Fat I've Lost!

Instructions with the package. Marmola is not a cure-all. It is about as any time about adjustability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician.

MOST AMAZING VALUES IN TOWN!

- Heavy, Bleached Sheet 54c
- 30 inch wide, Reg. 75c Yd.
- J. P. Coats or Clarks Crochet Cotton 19c
- Big ball, Regular 25c
- Balls Jar Rubbers 3 pgs. 13c
- Reg. pk. of 12 for 8c
- Hemstitched Pillow Cases 28c
- 42 inch, Regular 45c
- Maderia Style Sheet and Pillow Cases 2.69
- Complete set, Value \$3.98
- Men's Rayon Plaid Suits 11c
- Regular 15c
- Pequot Bed Sheets 1.59
- 42x26 regular 2.18
- Pequot Pillow Cases 38c
- 42x26 regular 49c
- Heavy Unbleached Muslin 46c
- 2 1/2 yds. wide, regular 65c, yd.
- Double Edge Blades 4c
- Pack of 5, Regular 10c
- Ladies Gen. Loom Craft Slips 49c
- Regular 85c
- Cheese Cloth 5c
- Yd. wide, regular 8c, yd.
- Men's Denim Dungaree Pants 98c
- Heavy Blue, Regular \$1.39
- Men's Broadcloth Polo Shirts 59c
- Regular \$1.19
- Men's Knitted Union Suits 49c
- Athletic style, regular 89c
- Ladies Rayon Panties 19c
- Regular 25c

Every Buy a Bargain at BILLS BARGAIN STORE 98 East Main St. Near Water

AMERICA'S MIGHT IS IN THE HOME!

Comfortable, cheerful homes build morale. Pride in our well-furnished homes is a basic characteristic of American democracy. Take advantage of Kominz August Sale NOW... while selections are complete.

BEAUTIFUL 2-PIECE LIVING ROOM \$49.95

Several styles to choose from — all within our low price ceiling — all excellent buys.

WATERFALL BEDROOM SUITE \$49.95

Bed, Dresser and choice of chest or vanity. Sturdy construction. Tied with rich veneers.

COZY 5-PIECE DINETTE \$19.95

White or natural Oak sturdy extension leaf table with 4 heavy sturdy chairs. Neatly decorated.

Other BREAKFAST SETS Low as \$14.95

**KOMINZ CO.**

FURNITURE and APPLIANCES

287 Monroe Ave. (Next to Sears)

Open Thursday, Friday, Saturday Evenings 'Til 9:30

Distiller Head 'Explodes' Sugar Shortage Theme

The tale that sugar shortage is connected with whiskey distilling was debunked recently by Owsley Brown, president of the Kentucky Distillers Association, in a letter to the New York Times, published recently.

The letter, written in reply to a previous letter by a Times subscriber points out that no sugar is used in the production of liquor. "Moonshine," says Brown is the only liquor using sugar. Distillers use grain. Brown also points out that more than 50 percent of the Kentucky distillers are manufacturing 190 proof industrial alcohol which is being used by the government for the manufacture of smokeless powder and synthetic rubber.

The letter follows: I welcome this opportunity to correct an impression fostered by the prohibitionists without any regard for the facts, viz., that sugar is used by beverage distillers in the manufacture of their products. No sugar has ever been used, as far as I know, in the legal manufacture of beverage liquors in Kentucky. During the late prohibition period, there was some sugar used in the manufacture of a beverage called whiskey, but this was only done illegally, by moonshiners.

At the present time, more than 50 per cent of the distillers in Kentucky are manufacturing 190 proof industrial alcohol which is being used by the Government for the manufacture of smokeless powder and synthetic rubber. As soon as the necessary equipment can be installed, the entire industry will be making Government alcohol from grain — and grain alone.

I trust that this statement will convince Aunt Ida that the distillers are in no way responsible for the rationing of sugar but, on the contrary, are doing everything in their power to assist the Government in the winning of the war.

OWSLEY BROWN, President, Kentucky Distillers Association, Louisville.

Lincoln Store Employees Picnic At Lake Resort

More than 75 employees of the Lincoln Store, 118 Main St. E. were guests of that company last week at the annual employees picnic, held at Grand View Beach.

An afternoon of games and swimming was followed by a full course dinner, entertainment acts, dancing, and election of officers for the employees' association.

Miss Irene Finnegan was named president of the group; Mrs. Gladys Watters, vice-president; and Miss Castelle Havert, treasurer.

The picnic committee was headed by Miss Edna Long and Miss Mary DeCillis. Leon Maloney was in charge of the sports program.

TOWNSEND MEETING

Townsend Prosperity Club 19 will meet next Tuesday at 8 P.M., at 208 Main St. W.

When stacking fine china plates, protect them from each other with circles of Canton flannel.

OPEN TONIGHT TIL 9 P. M.

CHAMPION'S ODDS & ENDS SALE NOW IN PROGRESS

MEN'S WHITE CREW SHIRTS (Navy Seconds) 29c ea. 4 FOR \$1.00

**Champion**

KNITWEAR CO. 71 ST. PAUL ST.

1/2 Hour Free Parking Bills' and Strand Station

**RADIO REPAIR SERVICE**

ALL MAKES • ALL WORK GUARANTEED • FREE PICK-UP AND DELIVERY

**SOUND EQUIPMENT CO. Inc.**

114 ST. PAUL ST. Main 6440

Mrs. Ella Carroll, 269 Front Ave.

1942 PHILCO RADIOS

DIFFERENT MODELS INCLUDING PHONOGRAPH COMBINATIONS

\$23.50 TO \$225.00

TERMS LOW AS \$1.25 Week

**UNIT PARTS**

ROCHESTER CORPORATION

1223 MAIN ST. LAKE AVE. & RIDGE ROAD

RUGS 9x12 \$1.00

CLEANED AND STEAMED

Rugs, Stained, Cleaned, Washed, Sized, Matted, Damp and 3.00

Germ-proof

**ELTER CO.** Est. 1872

Glenwood 2466 — 44 Arthur St.

OLDER ... for better OLD FASHIONEDS!

**FINE ARTS WHISKEY**

A Blend of Straight Whiskies ALL 5 YEARS OLD

The straight whiskies in this product are all 5 years old (90 proof), Copr. 1942, Canada Dry Ginger Ale, Inc., New York, N. Y., Sole Distributors

Every Snip of Your Scissors Is Money In Your Pocket

**COUPON Specials**

Like clipping coupons from Government Bonds, clipping the coupons in DAW'S ads you save money in big, generous chunks. Use your scissors... cut yourself a slice of the savings that brings thousands of thrifty shoppers to DAW'S.

BUY YOUR U. S. WAR SAVINGS STAMPS AT DAW'S

**SANITARY NAPKINS**

Large Box of 25 REGULARLY 60c DAW'S LOW PRICE 29c

During this sale only — the large box of 25 SOOTHIES... the napkin with the moisture-proof back... at a sensationally low price!

These Tubes Contain No Tin Or Other Essential Materials — NO EMPTY TUBES NEEDED IN EXCHANGE!

**Milk of Magnesia TOOTH PASTE**

Giant 3 1/4-ozs. 2 Tubes for 25c

You'll like this new pleasant — tasting Milk of Magnesia tooth paste. Scientifically prepared for use in cleaning the teeth and massaging the gums. (Limit of 4)

DAW'S COUPON

**FRESH, JELLIED Orange Slices**

Tender jelly candy slices with a fruity goodness of juicy sun-ripened oranges... lightly coated with sugar... fresh and delicious. (Limit 2 lbs.) 13c

**DAW'S ORIGINAL CUT-RATE DRUGS**

56	31	353	452	880	473	539
Clinton Ave. E. Main St. E. Main St. E. Ridge Rd. W. Main St. W. N. Goodman	Opposite Temple Theater	Corner Aqueduct	Corner Stillton	Corner Dewey	At Bull's Head	Just Off Main Near Goodman

**PHILLIP'S Milk of Magnesia** 50c Size 19c

**FITCH'S SHAMPOO** 75c Size 59c

**CARBONA Shoe White** Cream or Liquid 25c Size 11c

**COTTON 1-OZ. PKGS.** Reg. 10c 2 FOR 13c

**ABSORBINE — JUNIOR —** \$1.25 Size 58c

**AMAMI** 15c Shampoo 25c Auburn Both For 19c

**CASHMERE BOUQUET SOAP** Large Size Bars 3 FOR 27c

**POWDER PUFFS** Reg. 5c Value 2 FOR 25c

**CUTEX Nail Polish** 10c Disc. Size 2 FOR 13c

DAW'S COUPON

**Cleansing TISSUES**

Box of 500 Sheets 12c (Limit 2 Boxes)

DAW'S COUPON

**Hair Curlers**

Perfect for end curls \* SPRING LOCK \* ALUMINUM Short or Long Styles 2 For 9c (Limit of 6)

**GLORIFY YOUR LEGS LIQUID HOSE**

The modern substitute for the sheerest hose. Will Not Run Greaseproof Covers Leg Hairs Washes Off With Soap and Water Applies Easily With Fingertips Non-Injurious To The Skin 6-oz. Size Made to Sell For \$1.00 Full Pint Bottle 69c \$1.39

Special prices good thru Saturday Nite. (Highly Reserved to Limit Quantities)

KRIEHL HAIR Tonic, 1.00 Size	63c
FITCH'S HAIR Oil, Regular Size	6c
TEK TOOTH Brushes, 50c Value	29c
GEM BLADES Package of 12	39c
EAR PLUGS (Rubber)	14c
DOCK'S PLANT Insect Spray, Pint	16c
ANT POWDER Petermann's, 25c Size	16c
COSTI CASTLE Shampoo, 50c Size	37c
DOCK'S PILLS 75c Size	32c
BARBO Compound, 60c Size	36c
DR. WEST'S VRAY 30c Size	39c
GREY SOAP Tincture, Pint Size	31c
BORAX POWDER 1-pound Box	9c
BURMA-SHAVE 50c Jar	39c
MURINE EYE Drops, 60c Size	49c
CORN PLASTERS Medic. Discs, 25c pkg. of 12	16c
OLIVE TABLETS KIDNEY'S, 60c Size	31c
MOSCO CORN Salve, 35c Size	27c
HAIR BRUSH Wave-Style, 75c Value	33c
ROST TOOTH Paste, 40c Size	32c

DAW'S COUPON

**ROOT BEER**

Concentrated EXTRACT Makes 40 pints of delicious root beer. Reg. 25c Size (Limit 2) 9c

DAW'S COUPON

**DUZ**

The New Granulated Soap LGE. 25c BOX (Limit of 1) 18c

DAW'S COUPON

**FLY Swatters**

Full-size mesh swatters — with long wire handles. DAW'S Low Price 7c (Limit of 2)

DAW'S COUPON

**VANILLA FLAVOR — IMITATION —**

Large 25c 6-Oz. Size (Limit of 2) 8c

DAW'S COUPON

**BLADES DOUBLE-EDGE**

5 In Pkg. 2 Pkgs. for 11c (Limit 4 Pkgs.)

DAW'S COUPON

**Playing Cards**

Bridge or Pinochle 35c Quality 23c All Taxes Paid

**FALSE TEETH**

FIT LIKE NEW! Dencur-Eze, the new cushion plastic, makes loose plates fit comfortably for weeks. Not a painful and a pain. Economical. Thousands of satisfied users. Get a tube of Dencur-Eze today! Handy-size tube \$9.95 — New large size \$14.95

**POKER CHIPS** Unbreakable and Noiseless Box of 100 39c

DAW'S COUPON

**Shoe Polish**

Black • Tan • Brown • OxBlood Regular House-hold Size (Limit 2) 4c

DAW'S COUPON

**SUN GOGGLES**

Assorted Sizes and Colors 25c Value (Limit 2) 13c

**SCOTT TISSUE**

1000 Sheet Rolls 3 FOR 19c

**Alka-Seltzer**

60c SIZE 49c



Thursday, August 13, 1942  
**UGS** 9x12 \$1.00  
WASHED AND STEAMED  
St. Steamers, Cleaned, Washed,  
ed, Moth, Damp and  
m-proofed ..... \$3.00  
**ETER CO.** Est. 1872  
Wood 3466 — 44 Arthur St.



product  
1942,  
York, N.Y., Sole Distributors  
**COUPON**  
Milk of Magnesia  
**PASTE**  
**25c**  
nt — tasting Milk of  
scientifically prepared  
h and massaging the  
of 4)

**PHILLIP'S**  
Milk of Magnesia  
50c  
size **19c**  
**FITCH'S**  
**SHAMPOO**  
5c  
size **59c**  
**CARBONA**  
Shoe White  
5c  
size **11c**

**COTTON**  
1-OZ. PKGS.  
2 FOR **13c**  
**BSORBINE**  
—JUNIOR—  
25c  
size **58c**  
**MAMI**  
15c Shampoo  
25c Auburn  
**19c**

**HMERE BOUQUET**  
**SOAP**  
3 FOR **27c**  
**OWDER**  
**PUFFS**  
2 FOR **25c**  
**UTEX**  
ail Polish  
2 FOR **13c**

# ROCHESTER SHOPPING NEWS

## The Rochester Sun

Delivered Free Each Thursday To 75,200 Homes  
In Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

FIFTH YEAR—No. 42

ROCHESTER, N. Y., THURSDAY, AUGUST 20, 1942

Shopping News Is Now Available  
On All Downtown Newsstands.

PHONE, STONE 6000

If You Do Not Receive  
Your Copy Regularly

### COATS to Catch Compliments



**Y**OU'LL have plenty of fur on your fall coat this year—long silky fur, short smooth velvety fur, shining flatly curled fur—to frame your face in beauty, and, on the more practical side, to keep you warm.

The fall collections of coats are outstanding for other reasons, too. They feature materials in lovely colors, among the most prominent of which is brown, ranging all the way from deep warm woodsy tones to light infinitely flattering beige tones. Blues, both bright and muted, are excellent, and green comes in for its share of attention. And the black coat, of course, is always right and always in perfect taste.

You'll be seeing more of the loose boxy silhouette this year, as well as coats that emphasize new soft lines above the waist. And note how many coats, in all styles, feature that tricky how arrangement of fur under the chin.

A visit to the summer sales will be well worth your while—there's beauty for your admiration, value for your appreciation—and plenty of time in which to consider your selection.

(A) A great cloud of silky creamy-beige lynx frames your face, in this lovely coat. Note the soft lines, the gentle gored flare of the skirt, the slender tapered sleeve. All wool, warmly interlined. In brown, blue, and beige.

(B) You'll love the sophistication of black Persian in the lovely rippling bow collar and full sleeves on this black wool coat. Soft lines make this coat easy to wear. Black only.



Outstanding values in Fur Trimmed Coats are now being featured in Shopping News Stores throughout the city. We call your special attention to the values offered by Harris Nussbaum, Page 5.

(C) All wool coat with collar and cuffs of London-dyed squirrel. In black, beaver brown, or blue.



### THRILLING VALUES!.....

**EXTRA SPECIAL! MINK AND SABLE BLENDED NORTHERN MUSKRAT BACKS..... \$149**

Here's a group of luxurious, full cut, latest style coats at a price that will make your fur coat investment doubly worth while. Why not stop in this evening and look over the hundreds of outstanding furs at savings to 30%.

VERY BEST HOLLANDER BLENDED NORTHERN MUSKRAT (BACKS) .....	\$198	CHEKIANG KRIMMER LAMB; OPOSSUM DYED SKUNK; SEAL DYED CONEY BEAUTIFUL BLOCKED LAPIN .....	\$69
KRIMMER CARACUL PAW; SABLE BLENDED CONEY .....	\$48	NORWEGIAN DYED BLUE FOX; SABLE AND MINK DYED MARMOT; HOLLANDER DYED PERSIAN LAMB .....	\$149
RED, BLUE & SILVER FOX (Dyed); BLACK & BROWN PONY; PERSIAN LAMB PAW; HOLLANDER DYED VISCASHA BACKS ASIATIC SILVERED RACCOON .....	\$98	HUDSEAL DYED CONEY; MENDOZA BEAVER DYED CONEY; SO. AMERICAN SILVER FOX .....	\$89
BLACK & BROWN KAFFA PONY; BLACK & BROWN KIDSKIN .....	\$79	NORTHERN SILVERED RACCOON .....	\$198
SILVERTONE MUSKRAT; ASIATIC SILVERED FOX .....	\$129	GREY & BLACK CARACUL; LYNX CAT .....	\$119
NATURAL KID PAW; BLACK & GRAY CARACUL PAW .....	\$59	JACKETS \$22.50 SILVER FOX SCARF (Pair) from .....	\$85

OTHER NECK PIECES \$5 AND UP PER SKIN

★ HUDSON SEAL HOLLANDER DYED MUSKRAT; NATURAL RUSSIAN SQUIRREL .....

**\$229<sup>00</sup>**

OUR ONE-PRICE POLICY ASSURES THE UTMOST IN FUR VALUES

**CLIFFORD FUR CO.**

1283 CLIFFORD AVENUE—ONE BLOCK OFF PORTLAND

"Clifford Fur Sells for Less!"



Substantial  
Savings  
Guaranteed  
On Every  
Garment  
Sold

Every Coat  
Specially  
Made To  
Withstand  
the  
Hardest Wear

#### CONVENIENT TERMS

A credit plan to suit your needs. Budget Plan, Charge or Lay-Away. A small deposit will hold any coat until needed. Open every evening.

### Special Purchase! JERKIN SETS JERKIN AND MATCHING SKIRT



Tweeds and all solid light colors. Sizes for Misses and Juniors.

MADE TO SELL  
FOR \$8.99

Both For

**\$5<sup>49</sup>**

OPEN TONITE 'TIL 9  
AND ALL DAY SATURDAY

★  
Entire Store Air-Conditioned

New and Greater  
**Darling  
Shop**  
190 MAIN ST. EAST

### SEE and FEEL

An Actual Sample of  
**LAUER'S FINEST  
Celanese  
Curtains**

TURN TO LAUER'S  
SPECIAL SECTION  
IN THIS NEWSPAPER

**Lauer's**  
50 STATE  
OPEN TONIGHT



WEEKEND  
SHOPPING NEWS  
SPECIALS

**Weird's**  
EXCHANGE ST.  
City Deliveries  
**DURHAM**  
De Luxe CARD TABLES with  
SNAG PROOF-TAPERED STEEL LEGS

**\$2.98**

Tops are Authentic Wood Mosaic Reproductions.

Washable, Beverage-proof, Stain-proof. Choice of 6 beautiful designs.



**DURHAM**  
STANDARD  
CARD TABLE

at **\$2.19**



Choice of black, dark red, brown or green Spanish grain Durite tops, attractively decorated. . . . You will want several at this low price. . . . The ideal table for study, games, sewing, typing and for serving luncheons.

No Other Table has all these FEATURES

- Gorgeous Tops in Authentic Wood Mosaic Reproductions, and Durable Spanish Grain Durite.
- Plated glider tipped, tapered steel legs. Enamelled smooth as glass. No snagged hosiery.
- Push-button leglock on De-Luxe Tables. Standard Tables have easy operating snap-braces.
- More strength than you will ever need. . . . and more rigidity.
- Deep, rounded edges. Cards are easy to pick up.

**"FELTONA"**

MODERN  
FLOOR COVERING

Waterproof.  
Tough. Highly  
Resistant to Wear

9 x 12  
SIZE

**\$5.95**

Other Sizes at Proportionately Low Prices

Choose from a wide range of COLORS, DESIGNS, and SIZES.

Weed's Basement Store

FREE PARKING OPPOSITE

With Purchase of \$1.00 or Over

Store Hours: 9 A. M. to 5:30 P. M.

Saturdays: 8 A. M. to 1 P. M.

During August

Fashions For Fall



No. 2632. Two-piece with new brief jacket. Sizes 11 to 19 (29 to 37). Size 15, 3 1/2 yds. 39-in. fabric with 1/4 yd. contrasting and 4 yds. braid. No. 2637. Neat and Attractive House Dress. Sizes 14 to 48. Size 36, 2 1/4 yds. 35-in. with 1 1/4 yds. ruffling. No. 2559. Shirtwaist Dress Topped by a Jerkin. Sizes 12 to 20. Size 16, for dress, 4 1/2 yds. 39-in. fabric, and for jerkin, 1 1/2 yds. 35-in. or 1/4 yd. 54-in. fabric. No. 2641. The Dressy Suit with Snuggled-in Waist. Sizes 12 to 48. Sizes 36, 2 1/4 yds. 54-in. fabric.

No. 3509. Smart Little Jumper Frock. Sizes 4 to 9. Size 8, for jumper, 1 1/4 yds. 35-in. fabric; for short-sleeved blouse, 1 yd. 35-in. with 1 1/4 yds. braid; for long-sleeved blouse, 1 1/4 yds. 35-in. No. 3573. A Darling Basque Frock. Sizes 8 to 14. Sizes 12, 2 1/4 yds. 35-in. fabric with 1/4 yd. contrasting. (Send 15c for each pattern. Write plainly your name, address, style number and size you wish.) Address PATTERN DEPARTMENT, Rochester Sun, 420 Burke Bldg., Rochester, N. Y.

Damp Cloth, Mild Soap  
Cleans Furniture

Use a damp cloth on your mahogany furniture if and when you must. Nothing is dearer than soiled furniture. But remember that soap and water,

even if your cloth is thoroughly wrung out and you use only a little mild soap, will eventually dissolve the wax which is so important to your lustrous finish. Rewax as needed, using a good paste wax, applying it sparingly, rubbing in lightly with the grain.

LOANS for converting  
Home Heating from  
OIL to COAL

If you are thinking of converting your oil heating equipment back to coal or gas. . . if you plan to insulate or install storm windows, weather stripping or anything else to conserve heat, you can finance the cost over a one, two or three year period under an F.H.A. insured Title 1 Loan at the Lincoln-Alliance.

Ask an officer at any of the following offices of the

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 OFFICE  
560 Monroe Ave.

FORTLAND-CLIFFORD OFFICE  
520 Portland Ave.  
TWELVE CORNERS OFFICE  
1833 Monroe Ave.  
DEWEY-STONE OFFICE  
2865 Dewey Ave.  
IRONDEQUOIT OFFICE  
621 Titus Ave.  
NEWARK OFFICE  
Newark, N. Y.  
BROOKPORT OFFICE  
Brookport, N. Y.

Member Federal Reserve System

Member F.D.I.C.

Help the War Effort!

Save Your Tin Cans for

Rochester's Salvage Drive, August 22

Correction!

In the front page story of last week's Shopping News concerning new credit regulations an error was made relating to furniture payment terms.

The paragraph should have read correctly: "Uncle S.: You can still buy things on time. All that is required is that you make a certain down payment and pay up the balance in a year. For instance, on Furniture, you pay one-fifth down, with a year to pay the balance. But on appliances (like refrigerators, stoves, etc.), floor coverings and draperies, the minimum down payment is one-third. One-third down payment is also required when you purchase furs or jewelry."

Rochester Sun-Shopping News

O.E.S. Worthy Matron  
To Entertain Club

Ida L. Schipper, worthy matron of Germania Chapter 72 O.E.S., will entertain members of her officer's club and 1942 candidates at Pt. Pleasant picnic grounds next Thursday. Husbands of guests are invited to attend the dinner at 6:30 p. m.

Reservations may be made with Anna Bellem at Glenwood 4246 or Clara Miller, Genesee 5734-W.

What's In A Name?

When mahogany first came into general favor in England, early in the 18th century, it was called "Spanish Mahogany," apparently because it was imported from the Spanish colonies in the West Indies. By the end of the same century, however, when such masters as Chippendale, Adam, Hepplewhite and Sheraton had made it the favorite of all fine furniture woods, its source was more specifically allocated. In

his book "The Cabinet Directory," published in 1803, Thos. Sheraton refers, probably correctly, to "Honduras Mahogany."

Wanted: Mrs. John E. Hillare, 145 Park Ave., to come to The Sun office before next Monday noon to receive a pair of guest tickets to Loew's to see "Panama Hattie," with Ben Blue, Ann Southern and Red Skelton. Opens at Loew's next Thursday.

**MEN!**  
LET SPEEDY CLEAN & PRESS YOUR  
**SUITS**  
LIKE  
NEW **85c**  
Special Cash and Carry  
**SPEEDY'S** 212-226  
COURT ST.  
Park Free At Chimes Station

CARLOAD SALE  
STORM SASH

★ On Sale Both Stores

**1.89**

Size 2'0"x3'11 1/2"

And Up

BOTH STORES  
Open Till 9:30  
Friday  
and  
Saturday

Two light type, 1 1/8 genuine Ponderosa pine frame, glazed with clear glass, Woodguard treated frame against weather and warp. Buy for your entire house on our Budget Plan.

2'0"x4'7 1/2" size .2.09	2'8"x4'3 1/2" size .2.39
2'0"x4'11 1/2" size .2.19	2'8"x4'7 1/2" size .2.59
2'4"x3'3 1/2" size .1.79	2'8"x5'3 1/2" size .3.09
2'4"x3'7 1/2" size .1.98	2'10"x3'11 1/2" size .2.39
2'4"x3'11 1/2" size .2.09	2'10"x4'7 1/2" size .2.79
2'4"x4'7 1/2" size .2.39	2'10"x4'11 1/2" size .3.09
2'4"x4'11 1/2" size .2.39	2'10"x5'3 1/2" size .3.19
2'4"x5'3 1/2" size .2.59	3'0"x5'3 1/2" size .3.79
2'6"x4'7 1/2" size .2.39	3'4"x4'7 1/2" size .3.29
2'6"x5'3 1/2" size .2.79	3'4"x4'11 1/2" size .3.98

Hangers, ea. 10c. Adjusters, ea. 49c. Ventilators, ea. 20c



ROCK WOOL

**1.09**

Regularly \$1.19. Loose type will insulate 18 square feet three inches thick. Other types at sale prices.



TILE BOARD

**29c**

Square Feet Both Stores. Looks like genuine tile, wears like genuine tile. Choice of colors, 1/4 inch thick, glossy finish. Available in sheets 4x4-6x8.



HEX ROOFING

★ Both Stores

**2.09**

Regularly \$2.29 HonorBilt Hex shingle, two bundles, 168 pounds, covers 100 square feet. Choice of 7 colors, guaranteed in writing for 17 years. Buy On Our Budget Plan.



ROLL ROOFING

★ Both Stores

**2.09**

Regularly \$2.29, HonorBilt roll roofing. Slate surfaced, 90 pound roll. Choice of 6 colors. Complete with cement and nails. Guaranteed 17 years. Buy On Budget Plan.



WALL TILE

**4 1/2c**

Square Feet Both Stores. Available in sheets 4x6-8-10, 3/4" thick. Ideal for attics, extra rooms. Won't sag, or buckle, warp resistant treated.



CASEMENT SASH

**1.39**

4x4-1 Both Stores. Four-life, 1 1/8-inch frame. Woodguard treated, glazed with clear glass. Other sizes available at sale prices.



SCREEN DOORS

★ Both Stores

**2.29**

Regularly \$3.29 and \$3.49. Choice of 7 sizes, unpainted or varnished, white pine frame doors, woodguard treated against warp and weather. Has 16-mesh galvanized screen.

WAR STAMPS  
AND  
THEATRE TICKETS

GIVEN AWAY  
EACH WEEK

— BY —

SHOPPING NEWS

Watch for your name and address between the ads; each entitles owner to a dollar's worth of Defense Stamps. Also eight names announcing attractions at Loew's. A pair of guest tickets for each name. Call at The Sun office, 420 Burke Bldg., for your awards. \*If you see a friend's name—notify them.

Sears Roebuck and Co. MONROE at S. UNION  
476 RIDGE ROAD WEST Rochester, N. Y.



lay, August 20, 1942

Rochester Sun, Thursday, August 20, 1942

Look For Your Name Between The Ads. Win War Stamps

PAGE THREE

**ROCHESTER'S SHOPPING NEWS**  
The Rochester Sun  
Published every Thursday by the Rochester Sun Corp., 5 St. Paul St., Rochester, N. Y. — G. C. Gerling, Pres.; Wm. A. Pfaff, Vice-Pres.; Eugene Davis, Sec.; Virginia A. Moran, Treas.  
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NATIONAL REPRESENTATIVES,  
James A. Coveney Co.  
New York Office  
Chicago Office  
444 Madison Ave.  
39 South State St.

### How Much Cash Do You Need?

Save your loan problem quickly, easily, economically. No co-maker or collateral required. No red tape. Application form gladly mailed if you cannot come in.

#### COMPARE OUR LOW BANK RATES

If you borrow	You receive	You make 12 monthly payments of
\$40	\$39.52	\$3.30
120	117.40	10
180	168.60	15
240	224.80	20
300	281.00	25
420	393.40	35

Other amounts at proportionately low rates. Insurance pays up loan in case borrower dies.



**GENESSEE VALLEY TRUST COMPANY**  
ROCHESTER, N. Y.  
Personal Loan Dept.  
2nd Floor  
Main Office Exchange & Broad Sts.  
Valley Office, 1475 Mt. Hope Ave., Spencerport Office, Spencerport, N. Y.  
MEMBER F. D. I. C.

### Midsummer Special

**HELD OVER**  
Until Monday August 24 at 9 p. m.

### Our Regular \$2 Buff Coronet 8x10 PORTRAIT

WITH 12 PROOFS TO CHOOSE FROM

Don't miss this opportunity to save \$1.11 on genuine Edwards-Quality portrait. Twelve separately posed proofs. Sitting takes only 3 to 5 minutes, with our sensational new cinema-action camera. No appointment needed. Come in anytime.

BUY WAR STAMPS & BONDS AT  
**Edwards**

**89¢**

PHOTO STUDIO  
In The Green Room

### ★ Congratulations, Kodak ★ and Gleason Workers!



### YOU'VE WON A WELL-DESERVED WAR PRODUCTION AWARD

We join with all of Rochester in extending congratulations to the men and women employees of the Gleason Works and the Eastman Kodak Company for their achievement in winning the ARMY-NAVY production award pennants, given for outstanding performance in the production of war equipment. Our employees... who produce and distribute the electric power and the gas so vitally necessary to Rochester's great war industries... unite with thousands of other workers in local factories to salute their fellow "soldiers of production" on winning well-deserved recognition of service to our country.

### ★ Rochester Gas and Electric ★

## Vacation — Cruise News

### Steamer Cruise Up Hudson River Added To N. Y. Tour

New York City still occupies first place as America's vacation spot by a wide margin. Every day thousands of people from all over the country arrive in the metropolis to see the sights, walk famous avenues, see the nation's leading shows, and take an active part in the life of the world's largest city.

Rochesterians, particularly favor New York. Those who have been, always plan to return and those who have never visited Gotham, place it way up on the list of things they must do something during their lifetime.

Because of the wide-spread interest in New York, and to relieve readers of this paper of the many details of planning such a trip, the Rochester Sun Travel Department has arranged an attractive New York City tour over the Labor Day week-end, retaining all the features of other successful Sun tours, as well as adding several new ones which are expected to make this final tour of the 1942 season one of the most memorable ever attempted.

Added to the usual entertainment and transportation features is the option of a return journey by river steambot from New York to Albany. This is a delightful daylight trip enjoyed by hundreds of thousands down through the years, and for the first time made available at no extra cost to Sun tourists.

New York headquarters of the party will be at the Hotel Vanderbilt on Park Avenue where rooms with private bath are being reserved for the party. The Hotel Vanderbilt is one of New York's most famous hostels and has been visited by outstanding personalities from every nation on the globe.

Entertainment features of the tour have been arranged to appeal to all ages and classes. Options are given so that each tourist can do just exactly

### Montreal-Quebec Cruise To Visit Historic Spots

A never-forgotten scenic view, is that of the city of Montreal and Montreal harbor, from the top of Mt. Royale, at the city's edge. A breath-taking panorama of Canada's largest city and its huge harbor spreads before one's eyes, and the trip from the heart of the city to the top of the peak is a scenic "must" for Montreal visitors.

The Mt. Royale view of Montreal is just one of the scores of scenic wonders which may be viewed by members of the Montreal-Quebec Cruise party, now being organized by the Travel Department of The Rochester Sun.

The all-expense de luxe tour will begin Wednesday, September 2 aboard the Steamer Kingston, leaving the Charlotte docks at 10:50 p. m. Reservations, at \$49.95 per person, are now being accepted at The Rochester Sun, 420 Burke Bldg. daily.

Included in the all-expense tour, which will return to Rochester late Sunday evening, September 6 is a host of de

what he or she likes best. For instance, do you want to go to a famous night club for dinner and a floor show, or would you rather see the New Ice Show at the Center Theatre? Take your choice, for they're both listed as Sun tour attractions. Want to visit the Empire State Bldg. tower, or see Manhattan Island by boat? Those features are also included. Trips to Radio City, the Hayden Planetarium, the Statue of Liberty and the Rockefeller Center Newsreel Theatre are a part of the tour.

Cost per person, including round trip transportation via New York Central air-conditioned coaches and Hudson River Steambot, two nights at the Hotel Vanderbilt and entertainment features as listed, is \$23.10 (based on two persons occupying a double bedroom).

Reservations, will be limited to 100 persons because of the transportation and hotel space shortage. Therefore, it is imperative to make them early. All reservations must be made at The Rochester Sun, 420 Burke Bldg., 5 St. Paul St. A small deposit will hold reservations until picked up.

A folder, completely describing the tour is available without charge at The Sun office. A phone call to Stone 6000 will bring one to your home by mail.

*Sibley, Lindsay & Curr Co.*



### With Efficient New Cotton Head Wrings Itself! Saves Your Hands! New

### Minute Mop & Drainer 1.45

No getting your hands wet, no stooping, no wringing, when you use the famous Minute Mop! It makes easy work of mopping and cleaning. The durable cotton mop head wrings itself when you press it against the drainer. Price includes mop head, metal drainer and mop handle.

Phone Orders, Stone 656  
HOUSEWARES, FOURTH FLOOR

### Physical Fitness Group Organizes

Newest local organization to enlist in the physical fitness program of the war effort is the Rochester Adult Physical Fitness and Recreation Association, formed here recently.

Aimed to increase the physical fitness of adults, the group provides instruction and facilities for several sports. Teachers have been recruited among experienced players in each division. Complete facilities of the Public School and Playground department have been placed at the disposal of the association.

The present weekly schedule is as follows:  
Badminton instruction, Monday, John Marshall High; Wednesday at Madison High; Fencing, Monday and Wednesday at Jefferson High; Horse-shoe pitching, Wednesday at Rochester Horsehoe Club, Mt. Hope Ave. at Crittenden Blvd.; Friday at John Marshall.

Play areas adjacent to Charlotte, Franklin, Madison, Marshall, Monroe and Jefferson High schools are open every evening for general recreation in addition to instruction periods outlined.

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 become overheated and can be renewed when it has become soiled.

W.M. F. and S. GEO. SHAFER  
Formerly President and Vice-President of

MENG & SHAFER  
Open Every Monday  
Even. and Any Other  
Eve. By Appointment

### Evening Shoppers

#### SPECIAL

Especially for  
SUN Readers

### Sable-Blend Muskrat

**\$220**

Others \$187 to \$297

Prices Include Tax

Be sure to see these August Sale extra-special values. Note the perfection of blend, the fine craftsmanship and styling at the incomparably low price of \$220 for so much quality.

Every Fur Coat Type  
\$89 to \$890

### SHAFER CO. 51 EAST AVE.



Charge Accounts  
Budget Accounts

Mrs. Joseph Jackson, 17 Vassar St.

### in the National's Basement.

STORE OPEN THURSDAY NIGHT 'TIL 9 P. M.

### Last Call . . . Sale Ends Saturday

THE NATIONAL'S  
57th SEMI-ANNUAL  
STORE-WIDE

*Sale of Odd Items*

These Are The Basement Items  
In This Huge Storewide Clearance:  
All Surviving Broken Groups And Small  
Lots From Our Past This-Season's Stocks,  
Now Marked Away Down For Speedy Clearance!

### • Basement Men's Wear Bargains •

- |   |   |
|---|---|
| Odd Reversible Topcoats,<br>Values to \$14.95 . . . \$10.00 | Odd Polo Shirts, Val. to 89c, 66c                   |
| Odd Year-Round Suits,<br>Values to \$23.95 . . . \$16.45    | Odd Neckwear, Val. 29c . . . 11c                    |
| Odd Winter Overcoats,<br>Values to \$23.95 . . . \$18.00    | Odd Hosiery, Val. 33c, 5 for \$1                    |
| Odd Sport Coats,<br>Values to \$15.00 . . . \$5.00          | Odd Sweaters,<br>Values to \$1.95 . . . \$1.49      |
| Odd Raincoats, Val. to \$10 \$3.88                          | Odd Bathing Trunks,<br>Values to \$1.79 . . . . 88c |
| Odd Summer Trousers<br>Values to \$1.95 . . . \$1.19        | Odd Handkerchiefs . . 3 for 29c                     |
| Odd Dress Shirts,<br>Values to 1.39 . . . \$1.00            | Odd Sweaters,<br>Values to \$3.95 . . . \$2.69      |
| Odd Fall Trousers,<br>Values to \$3.95 . . . \$2.89         | Odd Jackets, Val. to \$2.95 \$2.19                  |
| Odd Fall Trousers,<br>Values to \$4.95 . . . \$3.89         | Odd Jackets, Val. to \$3.95 \$2.89                  |
|   | Odd Straw Hats,<br>Values to \$1.65 . . . . 89c     |
|   | Odd Felt Hats, Val. \$3.50, \$2.59                  |
|   | Odd Pajamas, Val. to 1.39, \$1.19                   |
|   | Odd Winter Jackets . . . \$5.00                     |

### • Bargains In Basement Boy's Wear •

- |   |                                      |
|---|--------------------------------------|
| Odd Student suits & coats . . . \$10.85 | Odd Wool slacks . . . . . \$2.79     |
| Odd Prep suits . . . . . 7.85           | Odd Shirt & slacks sets . . . . 1.79 |
| Odd Knicker suits . . . . . 5.85        | Odd Sweaters . . . . . 69c           |
| Odd Campus coats . . . . . 6.85         | Odd Sweaters . . . . . 1.29          |
| Odd Sport coats . . . . . 8.85          | Odd Basque & polo shirts . . . 39c   |
| Odd Wash shorts . . . . . 79c           | Odd Polo & regular shirts . . . 69c  |
| Odd Wash sacks . . . . . 1.19           | Odd Hose . . . . . 15c               |
| Odd Wool knickers . . . . . 1.59        | Odd Underwear . . . . . 23c          |
| Odd Jackets . . . . . 2.95              | Odd Belts . . . . . 49c              |

Charge It!

At The National  
During August



You Don't Have  
To Pay Until  
Oct. 10th!



PAGE FOUR

Names Between The Ads Mean Owners Get a Dollar's Worth of War Stamps

Rochester Sun, Thursday, August 20, 1942

Remove stains from the inside of your coffee pot by rubbing it with a little salt.

### GET OUT OF DEBT

With a  
CENTRAL TRUST LOAN  
Compare the Cost:

Amount	6	9	12
\$100	17.37	11.69	9.90
\$200	34.74	23.37	19.79
\$300	52.11	35.06	29.68
\$400	69.48	46.74	39.57
\$500	86.85	58.43	49.47

The Above Payments Provide Life Insurance to Protect Your Loan

25 E. MAIN  
1806 EAST AVE.

Phone  
MAIN 1625

Member F.D.I.C.

## Sunday Dinner

By Ruth Marie Stone, Director Household Science Institute

Another appetizing, nutritional economical "Sunday Dinner." These recipes, which appear each Thursday, are prepared exclusively for ROCHESTER SHOPPING NEWS readers and are kitchen-tested by the Household Science Institute.

\*Brazilian Corn Pudding  
Topped With Broiled Luncheon Meat  
Buttered Green Beans  
\*Peach Salad  
\*Strawberry Shortcake  
Beverage

\*(Recipes Included)

This menu is properly bal-

anced for nutritional value. It supplies: Brazilian Corn Pudding: Vitamins A, B, B-1, C and G; proteins, minerals, carbohydrates and fats.  
Green Beans: Vitamins A, B, C, D, and G; proteins, minerals, some carbohydrates.

Salad: Carbohydrates, Vitamins A, B, C, and G; minerals  
Dessert: Vitamins A, B, C, and G; carbohydrates, minerals.

To Serve 6 You Need:

- 2 No. 2 cans whole kernel corn
- 1 can luncheon meat
- 1 green pepper
- Brazil Nuts
- 1 No. 2 can green beans
- 1 No. 2 can green beans
- 6 fresh peaches
- 1 package frozen strawberries
- 1 pint ice cream

(Balance of materials among staples)

### Brazilian Corn Pudding

- 6 slices luncheon meat
- 2 onions, sliced
- 1 cup chopped green pepper
- 3 cups whole kernel corn
- 1/2 cup sliced Brazil nuts
- 1 teaspoon salt
- Pepper and paprika

Dice luncheon meat and brown in frying pan with small amount of fat. Remove from pan and cook onions, green pepper and corn in bacon fat, five minutes. Stir in Brazil nuts, seasonings and meat and mix well. Cook three or four minutes longer and serve. Slice the rest of the luncheon meat and broil. Serve as garnish around corn.



There's really nothing corny about this menu for Sunday Dinner, August 23—outside of the main dish which is really a delicious corn casserole. Broiled luncheon meat accompanies this warm-day simple fare. A luscious fresh peach salad further tempts the appetite—and to take advantage of the ever delicious strawberries—we suggest serving them with shortcake for dessert.

### Peach Salad

Peel 6 fresh peaches, sprinkle with lemon juice and cut in half. Place two peach halves on a leaf of lettuce and fill center with cream cheese and top with cherry preserves. Allow 2 halves to each person.

### Strawberry Shortcake

- 1 package frozen strawberries
- 1 cup confectioners sugar
- 3 tablespoons butter
- 1 1/2 cups flour
- 3 tablespoons baking powder
- 1 tablespoon confectioners sugar
- 1/2-3/4 cup milk

Thaw out strawberries, sprinkle with 1 cup confectioners sugar. Sift flour, baking powder and 1 tablespoon sugar, blend in butter and add milk to make a soft dough. Divide dough in two parts. Roll out, place one layer on a well buttered round layer cake pan, spread with melted butter, top with a second round of dough. Pat until smooth, brush top with butter and bake in 350 degree F. oven until a delicate brown. Slice hot cake, cover lower round with half of prepared strawberries, cover with second layer of hot cake. Top with re-

maining berries and serve with a ball of ice cream on each portion.

### Serving Hints

The corn is attractive when served right from a glass casserole. Arrange the remaining broiled meat slices on the casserole and around the edges of the platter. Place green beans in between slices of broiled meat as illustrated.

The salad is attractive served on a leaf of lettuce or on a foundation of finely shredded lettuce. French dressing can be served separately with this salad.

The dessert, when served should be cut in wedge shaped pieces, and then each serving

topped with ice cream. Of course if you prefer you can top the cake with whipped cream.

### Use of Leftovers

The best way to use any of that leftover corn would be to fix it in a chowder. Cut 2 slices of bacon into small pieces and fry until crisp. Brown one sliced onion in this fat. Remove onions and bacon, and add 2 cups diced boiled potatoes. Season with salt and pepper and foundation of 2 cups boiling water, 1 cup lettuce. French dressing can be served separately with this salad. The dessert, when served should be cut in wedge shaped pieces, and then each serving

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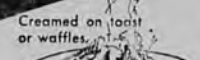
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No waste to this food  
Use even the salad oil it's packed in!

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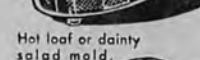
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SAVE UP TO \$10 ON NEWEST FASHIONS IN

3 BIG GROUPS SPECIALLY  
PRICED FOR THIS SALE!

\$29<sup>50</sup> \$39<sup>50</sup> \$49<sup>50</sup>



SIZES  
FOR EVERYONE  
Juniors — 9 to 15  
Misses — 10 to 20  
Women — 38 to 52  
Stouts — 35 1/4  
to 51 1/4



MANY 100% PURE VIRGIN WOOL FURRED COATS! And, what's even more thrilling... AT LAST YEAR'S PRICES! Yes, this sale is really your golden opportunity! If you're planning on buying a new coat for this winter... by all means see to it that you attend this sale... don't miss such a chance to save and to still get the fine materials and luxurious fur trims that later will not only be much higher priced but... may not be available at all. New shipments we are informed will definitely be only PART virgin wool. So... act now! Each price group gives you a grand selection of the newest fashions... styles of long-lived beauty to make you glad, even winters from now... that you bought in this sale! Ask about our convenient lay-away plan that will reserve your coat 'til you want it later on!

**GROUP 1.** Luxurious-looking coats... budget priced... in a selection your choice of rich London-Dyed Squirrel, Skunk-Dyed Opossum, American Silvered Fox, Marmink and Pieced Persian. You'll save dollars at this low price of \$29.50.

**GROUP 2.** Here's quality and value that's unbeatable! All are masterpieces of fashion in 100% ALL WOOL. Botany and Wyandottes fabrics in rich needlepoint and novelty weaves. Fur trims include Baum-Marten Dyed Skunk, beautiful Norwegian and Paradise Fox, London-Dyed Squirrel, rich Blended Mink, Raccoon, Persian and Silver Fox Tails. Be sure to see these at only \$39.50.

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Fashionable Sport styles in beautiful tweeds, herringbones, newest plaids and clever novelty fabrics. Attractively fur-trimmed in Wolf, Fox, Lynx, Raccoon and Lynx. Colors: Miracle Blue, Dateless Beige, Brown, Wintry Green. Thrilling values. Use our lay-away plan.



WITH "ZIP-IN" OR  
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Camel Fleece  
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\$24<sup>95</sup>

OTHERS \$19.95 TO \$32.50

Wear with the lining for winter... and without for Fall and Spring. Styled in the latest Balmain and Boy models. Choice of several camel fleeces, herringbones and tweeds. Truly an exceptional value at Nusbäum's low August Sale price.

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SALE PRICED!  
JUNIOR GIRL'S  
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\$12<sup>95</sup>

Camel Knit back fleeces and the new herringbone tweeds in junior model. Double and single breasted, balmainian styles. All the new fall colors. All warmly interlined. Size 10-16.



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Cute coat and leggings sets in fine quality knit back fleeces, tweeds and shetlands. Tan, copen, wine, navy and teal. Sizes 1 to 6 1/2; 7 to 12. Also a grand group of girls coats at \$10.95. Sizes 8 to 14.



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\$15<sup>95</sup>

A grand selection in large sizes. Knit back fleeces, plaids, tweeds, etc... beautifully tailored finer fabrics. In all the new winter shades. Sizes 8 to 16. Also coat sets with leggings at \$15.95. Sizes 1 to 6 1/2.



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PAGE SIX

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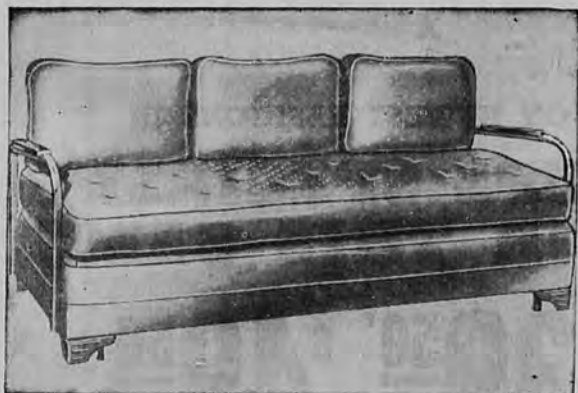
Rochester Sun, Thursday, August 20, 1942

Win with Tin  
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August 22



# Bedding Week

Western New York's Greatest Event!



**Arms and Back  
STUDIO COUCH . . . . \$35**

It's convenience is apparent when it is called upon to do double duty. Sturdily constructed, exceptionally comfortable innerspring mattress. Opens into two single beds or one double bed. A style that can be used in living room, guest room or sun porch. Variety of colors.

EDWARDS—Bedding Dept.—Seventh Floor



**Luxury Innerspring  
MATTRESS . . . . . 27<sup>95</sup>**

An August Mattress value—it starts with discontinued tickings—underneath this there's comfort. Some premier steel offset unit as in one of our finer mattresses. Full spring edge construction, covered in fine panel damask or woven 8-oz. stripe ticking. All standard sizes.

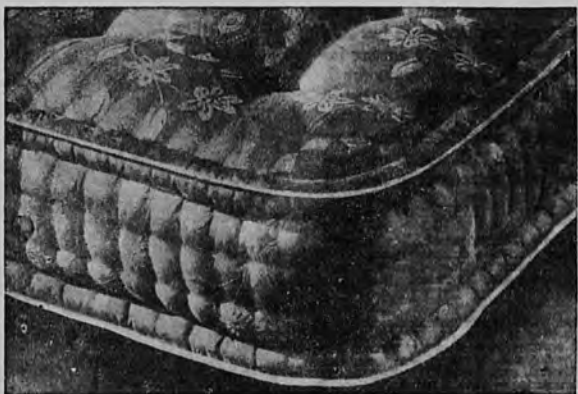
EDWARDS—Bedding Dept.—Seventh Floor



**Super Hotel Built  
Mattress and Box Spring 49<sup>95</sup>**

"Custom built" not just stuffed. Equipped with seat edge border which will not sag or break down. Weight balanced innercoil unit. Upholstered with patented "Insulo Cushion" felt pads. Covered with durable woven stripe ticking. Standard sizes.

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**Deluxe Innerspring  
Mattresses . . . . . 19<sup>95</sup>**

Covered with heavy woven stripe ticking. Full roll edge construction. Handles for easy turning. Flat, smooth tufts—guaranteed innercoil unit. Upholstered with sisal pads and cotton felt filling. Furnished in all standard sizes.

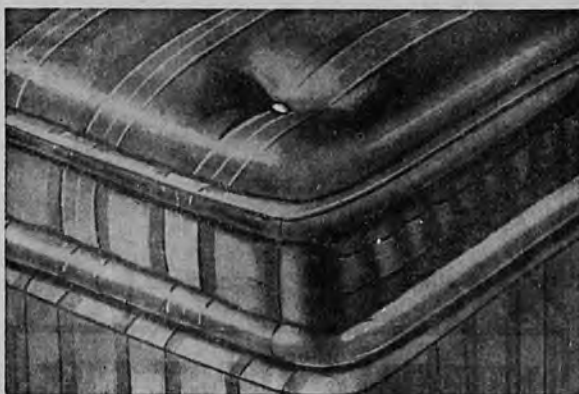
EDWARDS—Bedding Dept.—Seventh Floor



**St. Moritz Innerspring  
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This is probably your last chance to buy a white or black horse hair mattress. Made by Stearns and Foster . . . they're upholstered with fine cotton felt and then padded with horse hair. Every mattress has a weight balanced inner-spring unit, furnishing extra support in the center. Prebuilt borders and inner-roll edge.

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**Custom Built  
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This innerspring mattress has the "silent type" coils with stronger coils across the center. Layers of bouncy cotton felt—the all important sisal pad insulation. Covered in fine woven stripe ticking . . . flat, smooth tufts—furnished in all standard sizes.

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**ON SALE 'FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT**

**Practical Clothes '42 Lads and Lasses Are Wearing Back-To-School Classes**



**TOT'S and TEEN'S  
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Rayon Satin and  
Crepe Slips . . . . . 79c  
Fine Quality  
Cotton Slips . . . . . 39c  
Sizes 2 to 14  
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and Vests . . . . . 39c  
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**BOYS' FINE SHIRTS  
Plenty of whites and fancies. Jr. sizes 8  
to 12, boy's sizes 12½ to 14½. 89c**

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Fine gauge mercerized cotton  
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Gay woven gingham  
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Wash like a hanky and  
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- Princess Lines
- Peasant Types
- Pleated Skirts
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Attractive blouses with gay embroidery trims, ruffles,  
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6X and 7 to 14.



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Quality plaids and plain shet-  
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Sturdy black or brown elk with tips, brown moccasin  
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**BOY'S SWEATERS**

Smart slip-over and button style. Luggage,  
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**BOY'S LONG  
TROUSERS**

Very Special

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Smart herringbone patterns of  
blended wool, rayon and cotton  
fabric. Size 10 to 18.

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Rochester Sun, Thursday, August 20, 1942

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August 20, 1942

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unit. Upholstered with  
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with stronger coils across  
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smooth tufts—furnished

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with tips, brown moccasin  
soles. Sizes 9 to 3.

WEATERS  
e. Luggage. 1.79

BOY'S LONG  
TROUSERS

Very Special

2.69

smart herringbone patterns of  
blended wool, rayon and cotton  
abric. Size 10 to 18.

EDWARDS—Basement



**New**

**Dresses For Fall or For Now**

Really advance styles are arriving daily through special channels to compose a selection of exclusive, one-of-a-kind fashions to complete your Fall outfit. Come in to see them tonight 'til 9 p.m. Open every Monday and Tuesday, 'til 9 p.m.

**C. B. THOMAS**  
DRESSES  
723 HOTEL SENECA  
Right at the Elevator

**VALUES IN TOWN!**  
**MOST AMAZING**

J. P. COATS or CLARK'S Machine Thread, Big spool reg. 10c **7 1/2c**

EXTRA HEAVY WHITE SHEETING 2 yards wide, 65-value reg. 7d **44c**

EXTRA HEAVY TURKISH TOWELS 20x40, Reg. 35c to 40c **28c**

GENUINE SAMARK AND ORIENTAL THROW RUGS

24x40, Reg. \$7.98 **\$2.29**

3'x5', Reg. \$5.98 **\$3.98**

4'x6', Reg. \$10.98 **\$7.98**

GIRLS' GENUINE "DOT & DASH" DRESSES, Reg. \$1, sizes 2 to 14 **68c**

MEN'S ATHLETIC UNDER-SHIRTS, Reg. 35c **23c**

MEN'S RIB OVERALLS Blue denim, Reg. \$1.39 **\$1.23**

LADIES' RAYON PANTIES, Reg. 35c **19c**

MEN'S BROAD CLOTH UNDER-SHIRTS (or knitted), Reg. 35c **28c**

J. P. COATS or GEN. CROCHET COTTON, Big ball, Reg. 25c **19c**

MEN'S PURE SILK NECKWEAR, Beautiful patterns, Value to \$1.49 **29c**

MEN'S WHIPCORD WORK TROUSERS, Battleaxe brand, Reg. \$2.29 **\$1.79**

GIRLS' SILK FILLEMENT SATIN SLIPS, size 2-14, Value \$1.19 **49c**

9-OZ. WATER GLASSES 2 for **5c**

GLASS BERRY BOWLS, Large Ass't. Reg. 5c **3c**

PEQUOT BED SHEETS, 91x92, Reg. \$2.14 **\$1.59**

Above are but a few of our permanent and amazing bargains.

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98 East Main St.  
Near Water

**For Your Information**

EXCLUSIVE at Forman's and McCurdy's... the new Nylon Fleece coats! They're perfect DREAMS! They're water repellent, said to outwear wool 3 or 4 to one — are scorch and burn proof — and ACTUALLY keep you warm in winter — cool in summer. BELIEVE IT OR NOT! Nylon Fleece is a wool substitute, and the most brilliant development resulting from this war. The material improves with brushing and the Nylon pile DEFIES wear. The coats come fitted, double breasted and belted, or in popular boy coat style. Colors are natural camel, brown, blue, red and green. Neither store is offering these coats for immediate sale because quantities of advance shipments do not permit but you may place your order from samples in the stores for near-future delivery.

**NEW FUR OF THE YEAR** is Grey India Lamb. It's curly like Persian Lamb, and comes in grey only — which happens to be one of this Fall's popular colors. These pelts replace Grey Kidskin—now scarce and comparatively expensive. Grey India Lamb sells from \$178 to \$228 at Edwards. In the same fur department we examined the new full length coats of Sable dyed Guanaco (South American Llama). This fur has appeared previously only in jackets. The full length styles feature turn-back cuffs which may be worn plain, as bell sleeves, or turned up high with long gloves for evening dress. \$128 up. This year's style cues are: deeper armholes to make coat comfortable over your suit; straighter shoulders for that military air; small shawl or Johnny collars—without bulkiness.

**LIKE WILDFIRE**, popular fancy sweeps up the cellophane hair bows featured in many Rochester stores this week. Although fragile and dainty looking, these shimmery hair-do accents are really quite sturdy and practical. We saw some extra-pretty ones in Neisner's at 10c and a quarter.

**THE BOYS IN THE AIR** FORCE are wearing mouton lamb lined coats — so if you can't buy one for yourself don't begrudge it; instead try the recommended substitute fur — Blocked Lapin in luscious new shades of Blonde, Rich Brown

**TRUNDLE STICKS** — the new market baskets on wheels, you've probably seen or about which you've heard, are on sale at Sibley's. Colorful canvass bags with a sturdy frame and wheels are shown on the fourth floor at \$1.98. The same thing in the basement — less fancy, and perhaps more serviceable — at the same price. We think they're a swell idea.

**THE SYNTHETIC CHAMOIS** called "Glint" and made by DUPONT is a distinct flop. We gave this article the business in the home test lab (our kitchen) and found it strictly N.G. It's about as soft as our cast iron kettle, as pliable as shoe sole-leather and absorbent as a slab of old rubber! We soaked the thing three days in cold water; in hot water; in soapy water! It WON'T Soak up! You can't even remove the water from its surface — it's as stubborn as friend husband when

**CLOSE OUT**  
★  
**COATS JUST 2**  
Worth \$200

**GEN. BLACK PERSIAN LAMB \$137.50**  
TAX INC.

**H. SCHAFER CO.**  
700 MAIN ST. W.

**BETTER BUY**  
Insist on genuine St. Joseph Aspirin, there's no one else, none safer, none faster — it's the world's largest seller at 10c. You can't buy aspirin that can do more for you, so why pay more? 12 tablets 10c, 36 tablets 20c, 100 tablets 35c. Get St. Joseph Aspirin.

**St. Joseph ASPIRIN**

**TO MAKE GOOD FOOD EVEN BETTER**

**Trynoski's SNAPPY MUSTARD**  
Choice of Food Connoisseurs  
Generous 5-oz. jar... 10c

Also Pint—Half Pint Quarts and Gallons



**HOARDERS don't like RATIONING**  
because it SAFEGUARDS AN EQUAL SHARE FOR EVERYONE

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he makes up his mind. Don't buy.

**PEACHES AND TOMATOES** are government specified Victory Foods of the week. We can all help in food conservation by buying plentifully of these recommended items, thus saving on less abundant produce. Incidentally — the best information available has it that PEACHES will disappear from the canned goods shelves very, very soon. So, while they're in season better dig out grandma's cook book and do a little canning. Or better yet pick up the cook book titled "300 SUGAR SAVING RECIPES" recently published and on sale at local book counters. It's really a complete treatise

**TROPIC COAL \$11.85**  
PER TON  
Shovelled Off

Egg—Stove—Nut... Anthracite  
**Rochester & Pittsburgh Coal Co.**  
Lincoln-Alliance Bank Bldg.  
Stone 7080

If Mrs. Andrew Zubert can manage to come to The Sun office before noon next Monday, she'll receive a pair of guest tickets to see "Panama Hattie," opening at Loew's Theatre next Thursday.

**SO DEEP MY LOVE**  
A Stirring New Novel COMPLETE IN THIS ISSUE

The unforgettable story of a valiant American sailor, a girl and a submarine.

**ROUGH-ON-JAPS DOOLITTLE**  
The behind-the-scenes story of Tokyo Jimmie. Hitherto unknown facts about the famous flyer.

10c Aug. 22 Issue **The Saturday Evening Post** New On Sale 10c

**"BACK-TO-SCHOOL" SPECIAL**  
Introduce A Friend To loucheur's budget department

... get two permanents for the price of one!  
Regular 4.95 **2 FOR 4.95**  
with this ad

**PERMANENTS**

**loucheur's salon de coiffure**  
MAIN 2951... 300 BURKE BUILDING

**DAW'S ORIGINAL CUT-RATE DRUGS**

56	31	353	452	880	473	539
Clinton Ave. S. Main St. E. Opposite Temple Theater	Main St. E. Ridge Rd. W. Main St. W. Bull's Head	1 Door From Stillson Corner Deney	Corner	At	N. Goodman Just Off Main	Monroe Ave. Near Goodman

**DAW'S COUPON**

**MINIATURE GUM-DROP JELLIES 13c**  
Soft-Sugared  
Fruit Flavored  
Delicious  
1-Lb. Pkg. (Limit 2-lbs.)

**BUY YOUR U. S. WAR SAVINGS STAMPS AT DAW'S**

**WITCH HAZEL 19c**  
Pint Size

**IRONIZED YEAST 47c**  
\$1.00 Size

**KREML HAIR TONIC 27c**  
60c Size

**GERBER'S OATMEAL 14c**  
Baby Cereal 1-Lb. Box

**DR. WEST Tooth Brush 25c**  
Genuine NYLON Bristles

**GOOD HOUSEKEEPING**

**P & G SOAP 27c**  
Large Size Bar

**TOILET TISSUE 16c**  
1000 Sheets In Each Roll 3 Rolls For

**DAW'S COUPON**

**RINSO SOAP Powder Large Box 18c**  
(Limit 1)

**DAW'S COUPON**

**DISH CLOTHS 38c**  
Full Size - Knitted Pastel Embroidery Worth 5c Each (Limit of 6)

**DAW'S COUPON**

**STERILIZED-GAUZE BANDAGE 7c**  
(2 inches x 10 Yards) 15c Value (Limit of 2)

**DAW'S COUPON**

**PAPER NAPKINS 21c**  
10c Boxes of 80 (Limit 2 Boxes)

little canning. Or better yet pick up the cook book titled "300 SUGAR SAVING RECIPES" recently published and on sale at local book counters. It's really a complete treatise

**Personal To Certain Fat Women**

You adult fat people may often aim down without starvation. Lax and backbreaking exercise when very excess fat is due to thyroid deficiency and you have sensibly and maturely with you. Just eat sensibly and take Marmola tablets only according to the recommendations and instructions with the package.

Marmola is not a miracle. If in doubt as to any time about advisability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician.

If you need Marmola, why not lose those ugly uncomfortable pounds the Marmola way? Don't defer. Druggists have sold more than twenty million packages during the past thirty years.

**Must The Married Woman Live In Doubt?**

The modern wife often distrusts half-knowledge gathered in adolescence. But, instead of learning the facts, she resorts to over strong solutions of acids for the doughe which can burn, scar and desecrate delicate tissue.

Today such doubts and unhappiness, such risks are needless. Science has given womankind Zonite. So powerful, it kills instantly all germs and bacteria with which it comes in contact. Deodorizes by actually destroying odors. Protects personal cleanliness. Yet Zonite is non-caustic, non-poisonous, safe for delicate tissues. Over 20,000,000 bottles bought. Get Zonite at your druggist today.

**Free Book Tells Intimate Facts**  
Frankly written booklet, "Feminine Hygiene Today," mailed FREE, in plain wrapper. Write Zonite, Dept. 6941D, 870 Lexington Ave., New York, N. Y.

**DAW'S COUPON**

**SHAVING CREAM (BRUSHLESS) 25c**  
REG. 25c, 1/4-LB. SIZE  
2 Jars For  
A special "no-brush" shave cream for daily shavers. Makes the toughest whiskers soft—easy to cut. (Limit 4 Jars)

**PROBAK JUNIOR BLADES 23c**  
Regular 50c Pkg. of 20  
Made By Gillette

**50c SIZE FREE**  
WHEN YOU BUY THE LARGE SIZE  
\$2.25 VALUE FOR \$1.69

**Vimms 6 VITAMINS 3 MINERALS**

**DOG OWNERS, ATTENTION**

This Coupon Is Worth 10c Toward Purchase Of 2-Lb. Bag **ARCADY DOG RATION**

Fill in and bring this Coupon to DAW'S and receive a 2-lb. bag of Arcady Dog Ration, the perfect dog food, for only 17c. You will also receive a 1 Year's FREE subscription for "DOG CARE!"

Dogs Name..... Your Name.....  
Birthday..... Address.....  
Sex..... Breed..... City..... State.....

**DAW'S COUPON**

**CLOTHES LINE 21c**  
Braided Sash-Type Cotton Cord Also Available in 100-Foot Length.

**DAW'S COUPON**

**CLOTHES PINS 7c**  
Square-Polished Box of 40

**DAW'S COUPON**

**CLOTHES BRUSH 8c**  
25c Value (Limit of 2)

**DAW'S COUPON**

**PAPER NAPKINS 21c**  
10c Boxes of 80 (Limit 2 Boxes)

Mrs. Peter F. Fleming, 42 Evergreen St. has a date to see "Panama Hattie," opening at Loew's next Thursday. If she will call at The Sun office before noon next Monday she will receive a pair of guest tickets for this attraction.

**Ride a VICTORY BIKE!**

It's PATRIOTIC — It's HEALTHFUL — It's SPEEDY — It's ECONOMICAL!

**New Liberalized Priorities**

Come in — let our rationing experts explain how you may own a victory bicycle — See these miracles of light weight and speed!

**FROM \$32.50 — TERMS —**

**Buy Your New Home ELECTRIC SEWING MACHINE**

**ON ONE OF UNIT PARTS Easy Pay Plans**

30 DAY CHARGE ACCOUNT requires no down payment, may be paid weekly—no carrying charge.

**EASY TERMS — 4% DOWN.** Balance at only \$1.25 weekly. Small carrying charge.

**\$59.95 to \$149.95**

**UNIT PARTS ROCHESTER CORPORATION**

1223 MAIN ST. LAKE AVE. & RIDGE ROAD

Mrs. Ernest Wagner, 9 Elm St.

**DAW'S COUPON**

**SHAVING CREAM (BRUSHLESS) 25c**  
REG. 25c, 1/4-LB. SIZE  
2 Jars For  
A special "no-brush" shave cream for daily shavers. Makes the toughest whiskers soft—easy to cut. (Limit 4 Jars)

**MINERAL OIL Pure U.S.P. 14c**  
Pint Size

**LILAC AFTER SHAVE LOTION 18c**  
35c Size

**TINCTURE OF IODINE 3c**  
For Cuts, Etc. 15c Size

**PHILLIP'S Face Creams 21c**  
Cleansing or Texture 30c Size

**SQUIBB'S SACCHARIN 23c**  
100 Tablets

**LOVALON HAIR RINSE 16c**  
All Shades 25c Size

**CEREVIM BABY FOOD 39c**  
NEW LOW PRICE 1-Lb. Size

**DAW'S COUPON**

**PAPER NAPKINS 21c**  
10c Boxes of 80 (Limit 2 Boxes)

**DAW'S COUPON**

**PAPER NAPKINS 21c**  
10c Boxes of 80 (Limit 2 Boxes)



Friday, August 20, 1942  
Ten St. has a date to see  
next Thursday. If she  
in next Monday she will  
attraction.

## TORY BIKE!

It's HEALTHFUL!  
It's ECONOMICAL!

Our rationing experts  
may own a victory  
these miracle of light  
weight!

\$32.50

TERMS



\$9.95 to \$149.95

ARTS  
CORPORATION  
VE. & RIDGE ROAD

CREAM  
FULL 1/2 LB.  
GLASS JAR  
with 4 Jars

GENERAL  
Pure U.S.P.  
14c

LAC AFTER  
SHAVE  
LOTION  
18c

STRUCTURE OF  
DINE  
3c

PHILLIP'S  
Creams  
21c

QUIBB'S  
CHARIN  
23c

VALON  
RINSE  
16c

PREVIM  
BY FOOD  
39c

COUPON  
PER  
PKINS  
1c

Rochester Sun, Thursday, August 20, 1942

### ARTICLES FOR SALE

FOR SALE—Modern tabletop gas range,  
excellent condition. Reasonable. Culver  
6320-R.

BEAUTIFUL Philco Bar Radio. Com-  
plete with glasses and decanter. Ideal  
for rumors room. Culver 6320-R.

### To Relieve MONTHLY FEMALE PAIN

Women who suffer from irregular  
periods with crampy nervousness—  
due to monthly functional distur-  
bances—should try Lydia E. Pink-  
ham's Vegetable Compound to re-  
lieve such distress. Made especially  
for women. Follow label directions.  
WORTH TRYING!

LYDIA E. PINKHAM'S VEGETABLE  
COMPOUND

## Fashion Decreases

By ROSELLEN CALLAHAN

Work and study, with an oc-  
casional trip to town for a fur-  
lough date, is to be the college  
girl's routine this next semes-  
ter. And with this in mind, the  
girls are gathering back-to-col-  
lege wardrobes of sturdy, warm  
logs with one or two dressy  
things for faculty teas and din-  
ner in town.

Saks-Fifth Avenue presented  
a preview of fall campus fash-

ions which even went so far as  
to include a capsule trousseau  
for the undergraduate who  
plans to be married over the  
weekend and return to classes  
on Monday. New are the prep  
school pants, which fasten close  
around the calf in knicker  
style, and will keep her warm  
in drafty classrooms. Then  
there was a double-breasted  
jacket in plaid tweed styled  
after Churchill's famous short  
coat, to be worn with solid  
color slacks or gored skirt; a  
group of mix 'em and match  
'em skirts, slacks, jackets,  
sweaters, and waistcoats in  
plaids, checks and solid jewel  
tones to give her endless  
changes; classic sports frocks  
in beige and cherry cashmere;  
and for dates in town, siren black  
with a spattering of sequins, or  
dressmaker suits with jeweled  
buttons, a style with CBS song-  
stress Mary Small favors. In  
short, on the campus she will  
be as casual as she pleases, but  
when she meets her beau she'll  
be as femininely fetching as  
she knows how.

Marie Earle has designed a  
make-up carry-all for the col-  
lege girl which is one of the  
most attractive utilitarian ar-  
ticles we've seen. Of gay plaid  
the silk, the drawstring bag is  
fashioned exactly like an over-  
sized man's collar box. It is fit-  
ted with all the essential  
creams, lotions and make-up,  
with enough room left over for  
the many gadgets a girl gathers.  
We like it well enough to re-  
move the weightier jars and use  
it as a regular handbag.

For some time we've been  
noticing that floor length din-  
ner gowns appear less and less  
often at night clubs and the-  
aters. But the pretty young  
hostesses who hold Open House  
for Officers at New York's popu-  
lar Hotel Delmonico say that  
now the trend is back towards  
formal frocks. Men, who are

## FASHION FIRST



HAT AND BAG ensembles  
—like the spectacular striped  
velvet set which Elizabeth  
Reller, selects to start off the  
fall season—are a fall fashion

first. Designed by John-Fre-  
derics, this black and white  
striped hat has a red  
crocheted band which allows  
the peaked crown to tower  
or hug her head.

lucky enough to get a few days  
furlough, tell them that they  
much prefer to see the girls  
look as gay and colorful as they  
know how—and what better  
means is there than the billow-  
ing or clinging effect of a dance  
frocks. Next time your beau  
wants to take you dancing, wear  
your prettiest dance frock and  
watch his eyes light up.

### Trich Dressing

Mix 2 cups mayonnaise with  
3 tablespoons Herb Mustard  
Sauce, 1 teaspoon Garlic Vine-  
gar. Serve with cold broccoli,  
cold artichokes, or cold aspara-  
gus.

**DOLAN'S**  
Where You  
Buy the  
Cuts of  
Chicken  
You Prefer  
• BREASTS ..... lb. 59c  
• LEGS ..... lb. 45c  
• WINGS ..... lb. 27c  
• NECKS ..... lb. 15c  
• GIBLETS ..... lb. 19c  
• LIVERS ..... lb. 49c  
**DOLAN'S**  
600 JEFFERSON AVE.  
Cor. Barlett  
Telephone Genesee 1417

This one's on us! Come to the Sun office before next  
Monday noon. Mrs. Blanche Oraker, 363 Pearl St. and re-  
ceive a pair of guest tickets to see "Panama Hattie," with Ben  
Blue, Ann Southern and Red Skelton, opening at Loew's next  
Thursday.

## 'Welsh Bunny's' Flavor Praised In Quaint Rhyme

"Which being a bunny  
Without any bones,  
Was cured with mustard  
To give Tuffy Jones!"

These quaint lines singing  
the virtues of the Welsh Rabbit  
are poetical evidence that from  
earliest times this bubbling  
cheese dish has been called "rab-  
bit," not "rarebit." The dish  
was named from the fact that  
it was once substituted for the  
rabbit course on an ancient  
Welsh chieftain's banquet menu.  
Under either name, however,  
Welsh Rabbit is a great favor-  
ite everywhere. Its tangy  
cheese flavor mingled with  
spice according to the taste of  
the individual cook tempts even  
the most languid appetites.

One popular variation is the  
Blushing Bunny.

- Blushing Bunny  
1 pound American cheddar  
type cheese  
1 can condensed tomato  
soup  
1 teaspoon dry mustard  
1/2 teaspoon salt  
1/4 teaspoon cayenne  
1 tablespoon Worcestershire  
sauce

Toast  
India relish or piccalilli  
Melt the cheese in a chafing  
dish, or in the top of a double  
boiler. Add the tomato soup  
gradually, stirring constantly.  
Add the seasonings, and blend  
well. Serve on crisp toast, and  
sprinkle each portion with In-  
dia relish or piccalilli. Serves 8.

Another method of cleaning  
tin is to rub the rusted part well  
with the raw edge of a green  
tomato, let this remain on the  
tin for a few minutes, then wash  
it off and the rust will go with  
it.

### STOP AIR RAIDS ON VITAMIN "C"

Be an air raid warden—when  
it comes to Vitamin "C," for air  
is the greatest enemy to this  
precious vitamin's preservation.  
Guard your Florida grapefruit  
juice—cheapest source of Vita-  
min "C"—from "air raids," for  
it loses some of its generous  
"C" quota when left exposed.  
Fresh or canned, whisk those  
Florida fruit juices into the  
refrigerator and keep them cov-  
ered unless you plan to serve  
right away.

**RUGS** 9x12 \$1.00  
CLEANED AND STEAMED  
Rugs, Stained, Cleaned, Washed,  
Sized, Moth, Damp and  
Germ-proofed ..... \$2.00  
ELTER CO. Est. 1872  
Glenwood 3466 - 44 Arthur St.

## Pertinent Paragraphs

IT'S A MERGER MEANT  
TO BE when creamed vegeta-  
bles crown twin halves of bis-  
cuit puffed up proud with all-  
phosphate baking powder.  
Good for lunch.

TAKE RIGOR OUT OF RA-  
TIONING and make cookies  
without sugar. Just use that  
grand gingerbread mix which  
was good enough for Washing-  
ton (George) when he was a  
boy, since it is based on his ma-  
ma's own recipe and is good  
enough for Washington (DC) be-  
cause you don't need sugar to  
make it—just add water. For  
cookies, use the package-recipe  
for mixing with semi-sweet  
chocolate pieces, dropping out,  
baking—mmmm!

SMOOTH, SHALLOW-EYED  
AND SOUND should be your  
taters when you tote them  
home from market. Boil new  
ones quick, serve with a  
sauce of onion rings browned  
in vitaminized margarine thick-  
ened with flour and cooked to  
smoothness with a cup of milk.

### WALKERS Chicken Pies

ARE STRICTLY ALL  
CHICKEN—NO  
VEGETABLES  
ALSO BEEFSTEAK PIES  
We are equipped to fill your  
order regardless of the amount.  
Ideal for factory, caterers,  
large Banquets, even small Par-  
ties. Special prices for large  
quantities. NO DISHES TO  
RETURN.

**GLENWOOD 3783**  
26 VELOX ST.

Another method of cleaning  
tin is to rub the rusted part well  
with the raw edge of a green  
tomato, let this remain on the  
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Be an air raid warden—when  
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Guard your Florida grapefruit  
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min "C"—from "air raids," for  
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Fresh or canned, whisk those  
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**RUGS** 9x12 \$1.00  
CLEANED AND STEAMED  
Rugs, Stained, Cleaned, Washed,  
Sized, Moth, Damp and  
Germ-proofed ..... \$2.00  
ELTER CO. Est. 1872  
Glenwood 3466 - 44 Arthur St.

## BERCHASH

Money-  
Saving  
Values

IMPORTED  
WEST INDIES  
**RUM**  
Rich flavor, ex-  
quisite bouquet and  
outstanding smooth-  
ness make this Rum  
one of the finest  
available.  
**\$1.89**  
FIFTH  
Compare, \$2.75 Value

Full Quart "L'Opera"  
KUMMEL  
60 Proof  
Compare \$2.75  
Value  
**\$1.99**

GORDON'S  
EXTRA DRY  
MARTINI  
COCKTAIL  
**\$1.75**  
FIFTH  
The only distilled  
spirits used in this  
cocktail is Gordon's  
distilled London  
Dry Gin.  
Compare, \$2.50 Value

IMPORTED, SPANISH  
SAUTERNE  
Fifth  
Vintage of 1935  
**\$1**

KERRIGAN'S  
Private Stock  
BLENDED  
WHISKEY  
86 Proof  
One of our most  
popular and fast-  
est selling brands.  
Worth easily a  
dollar more!  
**\$2.29** FULL QUART  
Compare, \$3.29 Value

BOTTLED IN BOND!  
100 PROOF  
STRAIGHT  
BOURBON  
WHISKEY  
FULL PINT  
**\$1.29**

100% PURE CALIFORNIA  
WINE  
CHATEAU  
BRISAC  
Varieties both  
sweet and dry—  
"Try Black-  
berry!"  
**\$1.49**  
Full  
Gallon

Du Conte' Creamy Head  
SLO GIN **\$1.69**  
70 Proof 4/5 Qt.

MAIN  
786

FREE DELIVERY

124 CLINTON AVE. S.  
Free Parking Across Street

## WIN GUEST TICKETS

Name The Star You  
Will See In

**The Talk of  
the Town**  
A COLUMBIA  
PICTURE

A GUEST TICKET WILL BE AWARDED  
TO EACH OF THE FIRST 25 CORRECT  
ANSWERS

Mail All Entries To: The Contest Editor, Rochester Sun,  
420 Burke Bldg.

Other Manager Hotels  
Rochester, N.Y.: Rochester Washington, D.C.: Hay-Adams  
Burlington, Mass.: Manager Washington, D.C.: Ainsworth  
Chicago, Ill.: Plaza Washington, D.C.: Hay-Adams  
Grand Rapids, Mich.: ...

The New **PARK HALL** 928 JEFFERSON AV.  
NEAR PLYMOUTH  
**\$5 to \$10** ALL GAMES  
Sun, Nite 8:15  
**\$10** ALL GAMES  
SAT NITE 8:15  
\$500 INC. JACKPOT  
Worth For You  
Thursday, Aug. 20th  
50c New Park  
Worth For You  
Friday, Aug. 21st  
50c New Park  
Worth For Friend  
Thursday, Aug. 20th  
50c New Park  
Worth For Friend  
Friday, Aug. 21st  
50c New Park  
COMPLIMENTARY—ADMIT TWO  
Friday Matinee—August 21st Only  
This ticket good for two admissions and two single boards  
Friday, August 21st, 1:30 P. M. to 4 P. M. Subject to  
Government Tax 2c plus 2c service fee. Total 5c per person.  
**\$3** EVERY GAME Authorized by *Earl*  
Mrs. Osborne Gurney, 146 Grand Ave.

Here's Your **SEASON PASS** to the  
**HOLLYWOOD** 26 PULLMAN  
Off Lake and  
Ridge  
Clip out pass below and paste on cardboard to preserve in handling. Good  
until December 31, 1942.

**ADMIT 2—HOLLYWOOD**  
Wed.-Thurs.-Fri.-50c—Saturday 25c  
WORTH the above credits at the Hollywood when buying Book  
of Specials and Triple Board.  
Name Bearer  
CASHIER—Patron is to retain possession of this pass for entire  
year 1942. OK'd by GEORGE

**NEW GAME SUNDAY AFTERNOON 2:30 P. M.**  
ON REGULAR BOARDS  
All Reg. Games  
Thurs. Afternoon 1:45 P. M.  
All Reg. Games \$2  
Special! MONDAY  
NITE  
Free Special Given With Each  
Admission on \$15.00 Special  
• 6 BOARDS  
• BOOK SPECIALS  
Thursday Friday Saturday  
1:45 P. M. 1:45 P. M. 8:15 P. M.  
8:15 P. M. 8:15 P. M.  
**19th WARD BINGO**  
Clubhouse, 257 HAWLEY STREET  
Take Jefferson Bus To Hawley St.

**Where To Play  
BINGO!**

**A B C PARTIES**  
2011 E. MAIN  
Sat. Nite — 8:30 P. M.  
**JACKPOT**

**Beeley's Bingo**  
SUNDAY at 2:30 and 8 P. M.  
WED. at 1:30 P. M.  
Mon., Tues., Wed., Fri., Sat. at 8:15  
EXTRA BOARD FREE  
WITH TRIPLE BOARD  
142 GENESEE ST. IN REAR

If Miss Jane Raines, 20 Am-  
herst St., would like to see  
"Panama Hattie," she'll be at  
Loew's starting next Thursday.  
With her is Ben Blue, Ann  
Southern and Red Skelton.  
Come to the Sun office before  
next Monday noon and you'll  
receive a pair of guest tickets  
to this attraction.

**BINGO—  
CAPITOL HALL**  
85 W. MAIN ST.  
MON., TUES., THURS.  
1:30 P. M.  
SUN — 2:30 P. M.  
WED., FRI. — 8:30 P. M.  
THURS.  
1:30 P. M.  
23 Games  
Each  
**\$5**  
30 GAMES MONDAY  
AND WEDNESDAY

**Towner SPECIAL PARTY REXY**  
WEDNESDAY NITE AUGUST 26th ONLY

**COUPON**  
When buying tri-  
ple board & back of  
book of special-  
ties, Aug. 26, Towner-  
Rexy.  
FOR YOU  
ALL **\$10**  
GAMES  
—SOME \$15—  
**COUPON**  
When buying tri-  
ple board & back of  
specialties, Aug. 26  
Towner-Rexy.  
FOR A FRIEND  
45c

**HOLLYWOOD SPECIAL PARTY HUDSON**  
Tuesday Night, August 25th Only  
**COUPON**  
When buying tri-  
ple board & back of  
book of special-  
ties, Aug. 25, Holly-  
wood-Hudson.  
FOR YOU  
ALL **\$10**  
GAMES  
45c  
**COUPON**  
When buying tri-  
ple board & back of  
specialties, Aug. 25  
Hollywood-Hudson.  
FOR A FRIEND  
45c

**TOWNER-REXY SATURDAY AUGUST 22ND**  
EVERY GAME \$10—SOME \$15  
UNIVERSITY AVE. COR. ATLANTIC  
**FRIDAY NITE**  
ALL GAMES  
**\$5 to \$10**  
AT TOWNER'S  
Ticket Worth  
Thurs. Aug. 21  
For You 45c  
Ticket Worth  
Thurs. Aug. 21  
For A Friend 45c  
Ticket Worth  
Thurs. Aug. 21  
For You 25c  
Ticket Worth  
Thurs. Aug. 21  
For A Friend 25c  
ADMIT TWO  
TOWNER'S  
HALL  
TUESDAY  
1:30 P. M.  
AUG. 25th  
Good for admission  
and single board Tues-  
day, August 25th from  
1:30 P. M. to 4 P. M.  
Subject to 2c Gov't Tax  
—2c service charge—  
total 5c per person.  
**\$3** EACH  
GAME  
OK-BILL

**TERRY'S BINGO** CHILI RECREATION HALL  
509 CHILI AVE.  
— MONDAY NITE —  
25 GAMES  
EACH **\$6.00**  
GAME  
Good Prizes On Specials!  
COUPON GOOD FOR  
FREE ADMISSION  
TUESDAY NOON—3c Tax  
EVE. GAMES  
MON. TUES. THUR.  
AND SAT.  
NOON GAMES  
TUES.-WED.-SAT.  
COUPON GOOD FOR  
FREE ADMISSION  
THURSDAY NITE—3c Tax



### Peach Pickin's

As good as old-fashioned pancakes and sirup are for hearty breakfasts, pancakes can be more glamorous. A Cinderella version for summertime desserts can be made in a twinkling. Bake four normal-sized pancakes. Turn them into a layer cake by spreading each pancake with sliced, sweetened peaches. Serve in wedged-shaped pieces with more of the fruit

sauce. These are good for dessert after a salad meal.

While the boughs in the peach orchard are still heavy with tree-ripened fruit, get out the old recipe for Apple Brown Betty and substitute sliced peaches for the apple in the recipe. Serve with ribbon-smooth cream for a peaches and cream dessert.

Hurry to The Sun office like blazes, Adam Blazes, 420 Remington St. and you'll receive a pair of guest tickets to see "Panama Hattie," opening at Loew's Theatre next Thursday. In the picture are Ben Blue, Ann Southern and Red Skelton. Can you get here before next Monday noon?

Penn Vacuum Stores—One of America's Leading Vacuum Cleaner Chains

FULL CASH PRICE \$19.95

BEAUTIFULLY REBUILT by PENN

Craftsmen Using Only Guaranteed PENN Parts

**HOOVER**

COMPLETE WITH ATTACHMENTS

GUARANTEED

Some Length of Time as a Brand New HOOVER

Liberal Trade-in Allowance

IF YOU CAN'T COME IN PHONE OR WRITE for FREE DEMONSTRATION

HOME DEPOSIT \$1.00

10-DAY TRIAL PLAN!

**PENN VACUUM STORES**

30 SOUTH AVE. STONE 6747

OPEN 'TIL 7 P. M. MONDAYS and THURSDAYS 'TIL 9

Buy From Vacuum Cleaner Specialists. We Sell Nothing Else



### DIARY of a BEAUTY AUTHORITY by Helena Rubinstein

New York—Shakespeare, an authority on so many subjects, was also a sage beauty counselor, when he said "Sleep knits up the ravell'd sleeve of care." Sleep is one of the greatest beauticians in the world, but you must know how to make it work for you. You must know how to sleep, to relax perfectly, to fall asleep without fretful tossing. Forget the office, the unpaid bills, the Soldier's Benefit you are running. These hours of sleep are all-important if you would be your most beautiful self. . . . this is the time when tired muscles under the skin should be freed from tension. And this is the time when you should reap the benefits of a scientifically planned and carefully followed nightly beauty treatment.

You must learn to cleanse your face before going to bed. Make-up and grime must be completely removed before you go to sleep. The first step in the perfect nightly beauty routine is finding the kind of cleansing cream that is best suited to your complexion. Dip your fingers into the cream on your face, using long upward movements from chin to ear, and from nose to temple. With the fingers just below each eyebrow, gently lift the muscles of the outer eyelids upward, firming the delicate skin around the eyes. Place your thumbs at the corners of the nostrils and rub with circular motion vigorously, for this is an area where dirt accumulates heavily. All this time you are cleansing your skin, you are also increasing the circulation and tonight the

muscles. In removing the cream, use the same upward strokes with which you apply them, following the natural muscle structure of your face. For the tired skin or the skin that is sallow, dull, or very dry, use an herbal cleansing cream containing vegetable oils.

The next step in the routine is washing the skin properly. After make-up has been removed with a good cleansing cream, the oily skin should be washed with a granular washing preparation, which helps to correct the oily condition and the coarsened pores. The dry skin should be washed with a mild complexion soap.

The last basic principle for beauty while you sleep is the lubrication of your skin. Especially if your skin is dry, make a habit of using a good night cream. Leave this on while you sleep, and wake up after a good night's rest with your skin firm and invigorated.

Here are a few other beauty hints for your bedroom. You will find that sprinkling a dash of cologne on your pillow before you go to bed, among your nightgowns, is a soothing beauty aid. A warm drink, or some light food and a light book are also aids for beautifying slumber.

If you give your nightly beauty routine a little careful attention, you will wake each morning, glad to look in your mirror, refreshed for the strenuous day ahead of you.

NOTE: Madame Rubinstein will send you on request her chart of "Go To Sleep Exercises." Simply address the editor of this newspaper.

# THIS IS THE BLUNT TRUTH ABOUT RUBBER

and why you must not drive your car unless you have to

1. You will not get any more tires while this war lasts.
2. The Japs now have more than 90 percent of the world's rubber plantations.
3. Any artificial rubber that can be made for years to come will be needed for military purposes.
4. Guayule (a rubber shrub) is not the way out. There is not enough guayule seed in the world to increase our crop appreciably.
5. The busses, streetcars, railroads cannot possibly carry all of us if our cars are out of commission.

Does this mean you should put your car up! No!

It DOES mean that you must nurse your tires so that your car will be there for you to use in any emergency for years to come.

Drive only when you absolutely have to. Cut out pleasure driving, double up for shopping, don't ride when you can walk or take a bus. Share your car, if you must drive to work. Learn all the tricks that make your tires last longer.

Can you do it? Man alive, you'd be foolish not to!

For some day you might have to take your child to the hospital—and not have any tires. Some day you might have to move your family in a hurry—or get to the Red Cross or some other war action center in an emergency—and not have any tires.

So if you are wise (as well as patriotic) you'll save the only tires you've got—or are going to get—for the crucial years that lie ahead!

**DRIVE ONLY WHEN YOU MUST!**

#### HOW TO MAKE YOUR TIRES LAST LONGER

1. Use your car only for essential trips.
2. Check the air pressure in every tire once a week.
3. Drive slowly, never over 40—for high speed causes tire heating and excessive wear.
4. Drive very slowly on hot days and stop occasionally to give your tires a chance to cool.
5. Go around corners slowly. Taking curves fast wears tires faster than anything else.
6. Never slam on your brakes—except to prevent an accident.
7. Have your wheel alignment, front and rear, checked regularly.
8. Shift your tires from wheel to wheel every 5,000 miles to insure uniform wear.
9. Start gently; do not spin your wheels.
10. Do not bump into the curb—no tire will stand such abuse.

This Advertising Space Has Been Contributed to the WAR PRODUCTION BOARD by

**Rochester Sun—Shopping News**

Main at St. Paul

**LINCOLN'S**

We're after THE THIN SOLE

HALF SOLES SEWEN 75c

MEN'S, WOMEN'S, CHILDREN'S

Lincoln—Shoepair—Basement

Mrs. Sheldon Fellow, 31 Edmonds St.

**WINDOW SHADE SPECIAL**

Limited Time Only!

Metal VENETIAN BLINDS 38c

Selection of Colors! New Rollers Included! Size 6x36 39c

Complete line of Armstrongs Quaker made, and standard felt base rugs.

**LUCAS PAINT STORE**

Paints—Wallpaper—Linoleum

80 ST. PAUL ST. FREE PARKING MAIN 2090

Black-Out Shades 39c up

IN NEW YORK AT RADIO CITY

IT'S HOTEL

ALL-EXPENSE TOURS IN NEW YORK 2 DAYS (1 night) \$5.50 3 DAYS (2 nights) \$9.75 Write for Descriptive Folder

EXTRA COMFORT AND ECONOMY

Discover for yourself the homey comforts of this most popular hotel.

Individually controlled radio in each room

Savoy Service

Fine Room With Private Bath One Person—\$2.50 to \$4.00 Two Persons—\$3.50 to \$6.00 3 ATTRACTIVE DINING ROOMS Breakfast from 25c—Lunch 30c—Dinner \$1.10

**BRISTOL**

129 WEST 48th STREET, NEW YORK CITY Joseph E. Barth Theodore E. Tolson, Jr. Alfred B. Tolson

KEY COUPON

**DUZ** Large Box Limit 1 18c

KEY COUPON

**BANDAGE** 2"x10 yds. Limit 2 2 for 13c

KEY COUPON

**PURE BABY CASTILE SOAP** Reg. 10c Limit 6 3 for 11c

KEY COUPON

**WAXPAPER** CUTTER BOX 100 FL. Limit 2 10c

KEY COUPON

**WILDROOT SHAMPOO** Coconut or Tar. Reg. 50c Bottle 25c

KEY COUPON

**HINDS HONEY AND ALMOND LOTION** \$1.00 Bottle 49c

KEY COUPON

**Ironized YEAST TABLETS** Dollar Bottle 48c

KEY COUPON

**NOXZEMA** BOUDOIR SIZE CREAM Regular 75c 49c

KEY COUPON

**DR. WEST TOOTH PASTE** 25c TUBE 2 for 29c

KEY COUPON

**BOXED LINEN STATIONARY** 24 Sheets 24 Envelopes 35c Value 19c

KEY COUPON

**IPANA TOOTH PASTE** 50c Size 39c

KEY COUPON

**KOTEX or MODESS** Economy Box of 54 89c 2 for \$1.75

TODAY THRU NEXT WEDNESDAY

**KEY** ROCHESTER'S MODERN CUT RATE DRUG STORES

470 N. GOODMAN NEAR MAIN 1861 MONROE NEAR WINTON

**HAY FEVER RELIEF** WILSON HAY FEVER DISK 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 3 Disks, 50 Filters, Inhalant, etc.

**POUR YOURSELF a pair of STOCKINGS** with SUNNY'S LIQUID MAKE-UP and save your self hosiery headaches. Just smooth it on. . . . Looks like gossamer silk hose. No runs! No twisted seams! Stays on for hours! Gives stockingsless legs a velvety attractiveness and eye-catching glamour. Will not rub off or streak!

**SUNNY Liquid Make-Up For The Legs** Large 6 oz. Bottle 49c

**BETENE** No fatty taste at all, but the real "mouthful" taste! Supplement your diet with BETENE, the food that banishes that nagging, half-starved feeling! BETENE, the food that doctors approve. BETENE contains Vitamins A, B, C, D and G. Not a drug, but a food for health. For sale at all KEY Drug Stores.

**HAY FEVER REMEDIES**

POTASS. CHLORIDE Tablets, 5-Gr. (100's) 49c

PAGE'S INHALER Cigarettes, 60c Size 49c

ASTHMADOR Powder, \$1.25 Size 83c

VICK'S NOSE DROPS, 50c Size 39c

BENEZDRINE Inhaler, 60c Value 49c

CALCIUM LACTATE Tablets, 5-Gr. (100's) 37c

ESTIVIN DROPS For the Eyes, \$1.25 Size 98c

EPHEDRINE INHALANT COMPOUND 1 oz. Dropper Bottle 39c

**EPHEDRINE CAPSULES**

3/4 gr. 40's 69c 3/4 gr. 40's 98c 3/4 gr. 100's \$1.19 3/4 gr. 100's \$1.69

**Nose & Throat ATOMIZER** Sprays Oil or Water Regular \$1.25 Value 98c

**STOP HEAT BREAKAGE WITH TUFFY NURSERS** MADE OF HEAT-RESISTANT GLASS 2 FOR 25c

**HEAVY AMERICAN MINERAL OIL** Guaranteed Free From Chemical Impurities

PINT 25c

QUART 45c

1/2 GALLON 85c

GALLON \$1.49

**9 OUNCE DRINKING GLASSES** Gleaming crystal clear all-purpose tumblers. Non-chip rolled edge. 39c DOZEN 3 for 10c

**FREE Vimms** 6 VITAMINS 3 MINERALS 50c SIZE FREE when you buy the large size \$2.25 VALUE FOR \$1.69

B COMPLEX VITAMINS [B<sub>1</sub>, B<sub>2</sub>, P-P] VITAMINS A, C, D and CALCIUM, PHOSPHORUS and IRON

KEY COUPON

**Waldorf Toilet TISSUE** 3 for 11c Limit 6

KEY COUPON

**PHILLIP'S Milk of Magnesia Tooth Paste** 25c Size Limit 1 11c

KEY COUPON

**JERGEN'S All-Purpose Cream** Giant \$1 Size Limit 1 49c

KEY COUPON

**CARBONA** Shoe White 25c Bottle or Tube Limit 1 11c

KEY COUPON

**JOHNSON BABY POWDER** Regular 50c Size 39c

KEY COUPON

**AMPHOJEL** \$1.50 Size \$1.29

KEY COUPON

**FITCH HAIR OIL** Reg. Size 2 for 11c

KEY COUPON

**EDWARDS Olive Tablets** 30c Size 12c

KEY COUPON

**CONTI CASTILE SHAMPOO** 50c Size 37c

KEY COUPON

**Peterman's Roach Food** 25c Size 16c

KEY COUPON

**ANACIN TABLETS** Reg. 75c Bottle 50 59c

Clapp's Strained BABY FOODS Complete Assortment 3 for 19c



# Here's Value for Your Home!

Lauer's August Sale is more than just an annual merchandising event. We've done our very best to satisfy your every need for home furnishings. Examine these pictures carefully. Note the unusually low sale prices. See the wide variety of merchandise. You're sure to find the values you've been looking for when you come to Lauer's.



**Solid Maple  
3 PC. BEDROOM**  
Fully dust proofed soundly built chest and dresser. Plate glass mirror. Attractive paneled bed. 3-pc. \$49



**Solid Maple  
DINETTE GROUP**  
The table leaves pull out to seat extra guests; four comfortable chairs complete this five piece group. \$34.75



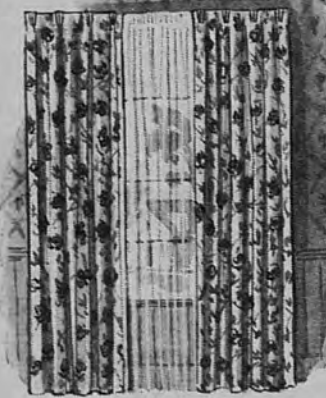
**Perfect Fitting  
KNITTED SLIP COVERS**  
They slip on easily to fit standard styled sofas and chairs perfectly. Wine, blue and green colors. Davenport cover... \$5.98; Chair cover... \$2.98



**Full Innerspring Construction  
MATTRESS**  
You'll sleep soundly and restfully every night on this soft, well built innerspring mattress. Striped ticking. — All sizes... \$17.95



**Lauer's Solid Maple  
CRICKET CHAIR**  
A gay splash of color for bedroom, living room or den. Thickly padded seat and back; box pleated valance. Blue, green or wine colors. \$4.95



**Floral Patterned  
RUFTEX DRAPERIES**  
Lend sparkle and charm to your windows with Lauer's tailored pinch pleated Rutex draperies, complete with tie backs and hooks for hanging. Choice of colors. .... \$4.95



**Maple or Walnut  
BEDS**  
Buy either style in full, single or three-quarter size. These are very well built beds. The poster bed is \$9.95; the Jenny Lind style is \$11.95

**Lauer's**  
50 STATE

PAY CASH... CHARGE... OR BUDGET

# See and Feel THE SUPERB QUALITY OF LAUER'S WASHABLE CELANESE\* CURTAINS!

We show you Lauer's finest Celanese curtain! Hold the sample up to the light... Examine the closely meshed nylon weave... Feel its silky texture... Remember—this sample has been laundered in Lux! These curtains are perfectly styled, superbly tailored of the self same fabric attached to this advertisement. We've two popular sizes to sell (4,000 pairs in all). The price is 1/3 less than usual! Telephone, write, or bring your order to Lauer's. We'll deliver as many pairs as you want as fast as our trucks can get to your door. We're open tonight, tomorrow and all day Saturday. Act now for the curtain value of your lifetime.

OPEN TONIGHT  
SIZE 66"x72" USUAL PRICE \$2.79

LAUER'S SALE PRICE **1.88**

SIZE 86"x72" USUAL PRICE \$3.49  
**2.37**

WASHABILITY TEST  
by the LUX LABORATORIES  
ESPECIALLY FOR LAUER'S  
Here are the Splendid Results!

Washability Test  
by the LUX LABORATORIES  
LUX LABORATORIES  
LUX BROTHERS CO., Cambridge, Mass.  
AGENTS: LAUER FURNITURE CO., INC.  
Date: 1942

Material: LAUER'S WASHABLE CELANESE CURTAINS

Tested for: (This test applies only to the particular sample)

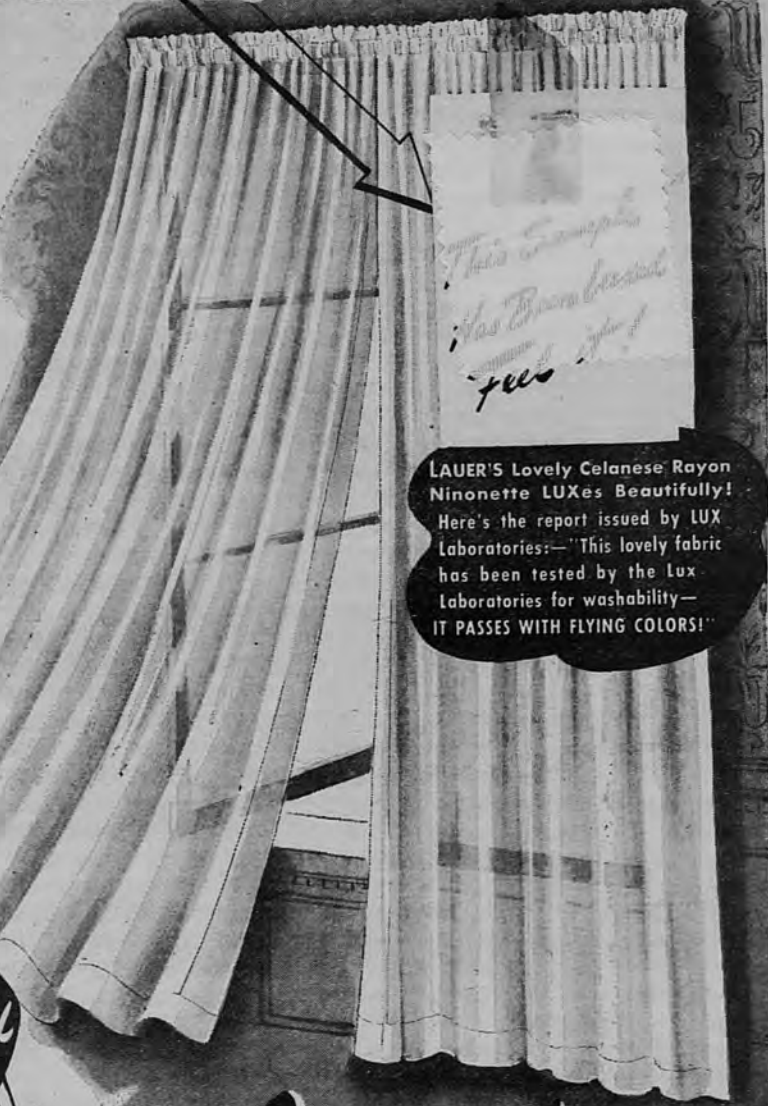
Unwashed Sample: [Image of unwashed sample]

Washed with Lux: [Image of washed sample]

Simplified Washing Directions:  
Make rich, lukewarm Lux suds. Immerse material. Squeeze suds through and through material. Rinse thoroughly in lukewarm water. Gently squeeze out water. Roll in towels. Squeeze out water. Dry quickly in shade and press while slightly damp on wrong side with a warm-iron's hot-iron.

Results of Lux Washability Test:  
No. 1-1832  
Degree of color change: None  
Degree of color loss: None  
Degree of color stain: None  
Degree of color fading: None  
Degree of color soiling: None  
Degree of color discoloration: None  
Degree of color fading: None  
Degree of color soiling: None  
Degree of color discoloration: None

Fabrics washed the Lux way last longer



LAUER'S Lovely Celanese Rayon Ninonette LUXes Beautifully! Here's the report issued by LUX Laboratories:—This lovely fabric has been tested by the Lux Laboratories for washability—IT PASSES WITH FLYING COLORS!

**Lauer's**  
50 STATE

PHONE ORDERS TAKEN  
CALL MAIN 7250

If you can't come to Lauer's  
PHONE MAIN 7250 or Write to  
LAUER'S—50 STATE ST.  
Please send me

SIZE	NO. OF PAIRS	PRICE	
66"x72"		\$1.88 per Pair	Ninonette Curtains
86"x72"		\$2.37 per Pair	Ninonette Curtains

I understand the fabric is exactly the same as the sample attached to this advertisement.

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
CHARGE IT ☐ C.O.D. ☐ MONEY ENCLOSED ☐





**Lauer's Mahogany  
3 PC. BEDROOM**

Every piece of this beautiful group is full size, soundly built and beautifully finished. The vanity, not pictured, has 5 drawers. The bed, chest and dresser are exactly as sketched. Three pieces, bed, chest, vanity or dresser. . . . \$98

**Pin Stripe Walnut  
7 PC. DINING GROUP**

The table takes a center leaf to accommodate extra guests. The buffet and china cabinet are built-to-the-floor for loads of storage space. Four very attractive chairs. 7 pieces \$139



**Porcelain Chrome  
5 Pc. BREAKFAST SET**

Note the extra strong four legged chairs. Thickly padded seats and curved backs. The table has a large partitioned silver drawer and two pull out leaves. 5 pcs. . . . \$59



**Lustrous Kid Mohair  
DAVENPORT and CHAIR**  
Streamlined modern. Both pieces have full innerspring construction and broad comfortable arms. Note the inviting seat cushions. A splendid value! 2 pieces \$139

# Lauer's always Feature Quality!

Rochester and Western New York knows Lauer's as a 'good' store! Why? Because Lauer's never compromise with quality. No matter what we advertise. . . no matter what we sell! you are guaranteed absolute satisfaction. We picture here a page full of August Sale values. We want you to read this page carefully and select the furniture you need. You can rest assured that everything you buy—regardless of the price you pay—will meet or surpass our rigid quality specifications. We're open tonight, tomorrow and all day Saturday. Come in and be convinced!

**OPEN TONIGHT AND ALL DAY SATURDAY**



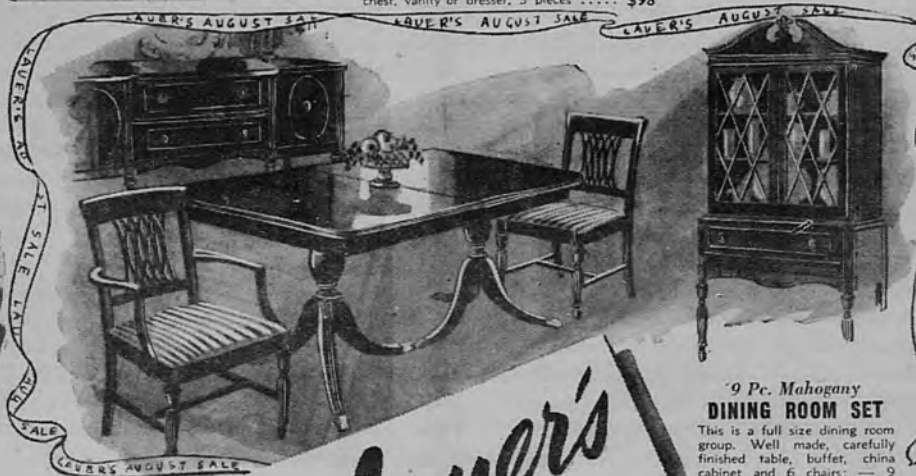
**3 Pc. Modern  
LIVING ROOM GROUP**

One of Lauer's outstanding August Sale values. The davenport is full length. You can really stretch out comfortably. Both chairs are big and deep. The fabric is Lauer's famous Duratex. 3 pieces . . . . \$129



**Lauer's Burled Walnut  
3 PC. BEDROOM GROUP**

Here is a beautiful suite for your bedroom! Note the distinctively styled plate glass mirrors. . . The many large drawers. . . The graceful modern styling. You'll like the beautifully matched woods. Twin beds available. Buy bed, chest, vanity or dresser. 3 pieces . . . . \$98



**9 Pc. Mahogany  
DINING ROOM SET**

This is a full size dining room group. Well made, carefully finished table, buffet, china cabinet and 6 chairs; — 9 pieces . . . . . \$139

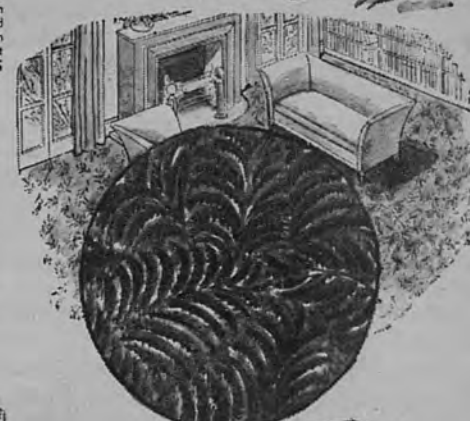
**WIN WITH TIN!  
WE CAN DO IT!**

Collection Day  
Saturday  
August 22nd



**Lauer's Popular  
NUMDAH RUGS**

We've just received them from British India. They're full sized (4'x6') with colorful woven on patterns. We're featuring last year's price . . . . . \$5.95



**Lauer's Leaf Pattern  
Heavy Broadloom**

We'll cut this all wool face carpeting from big full rolls right on our floor. Just bring in your room measurements. — Wine, blue, green, beige, brown and rose colors. Square yard . . . \$5.50  
9x12 size . . . \$68.10



**Lauer's All-Mahogany  
OCCASIONAL TABLES**

Famous Grand Rapids quality perfectly finished tables for every purpose. Every one pictured here and many more on our floors, each . . . . . \$9.74

**Lauer's**

**12 MONTHS  
TO PAY**

**USE LAUER'S  
BUDGET TERMS**





See the grand values inside  
on top quality, nutritious  
foods! Dairy, meats, fresh  
fruits & vegetables & others!

*For Labor Day Shopping!  
For Everyday Shopping!*

**GET ACQUAINTED NOW WITH THE FAMOUS  
— EVERYDAY LOW PRICE —**

# A & P Super Markets

*Here's What  
Your A & P Offers*

**EVERYDAY  
LOW PRICES!**

**ALL YOUR  
FOOD NEEDS  
AT ONE STOP!**

**SAVINGS UP  
TO 25% ON  
MANY QUALITY  
A & P MADE  
FOODS!**

## *An Important Message . . .*

Wise selections of good food . . . served in plenty . . . will help assure to our "Home Front" strong workers in fields and factories to supply the important things needed by our fighting men. This is one of the major objectives of our Government's National Nutrition Program. And A & P, as the Nation's foremost maker and retailer of foods, accepts a serious responsibility to this cause. A & P recognizes that its duty is two-fold. First, it must make available wide varieties and abundant quantities of the foods recommended in Uncle Sam's Nutritional Program. Second, it must bring these foods to consumers at the lowest possible prices. As this is written more than 90,000 A & P workers are devoted to this task.

Now . . . for YOUR PART — as the quartermaster of the home front. Do as Uncle Sam suggests — (1) **SERVE MORE HEALTHFUL FOODS** — leafy green vegetables, citrus fruits, fresh ripe fruits — healthful meats and Dairy Foods . . . you'll find them all here at A & P. (2) **JOIN WITH YOUR NEIGHBORS IN SAYING GAS FOR SHOPPING** . . . make up a shopping trip . . . to ONE STORE for all your food needs! You can do JUST THAT here at A & P for you'll find all your food needs in our over 2000 quality foods. What's more you'll find A & P's famous everyday low prices will save you a penny here, two pennies there . . . before you know it your savings will amount to a tidy sum . . . a swell start toward those extra War Bonds. **COME IN TODAY. SEE WHAT A & P OFFERS . . . BE CONVINCED!**

★ ★  
*Everything  
you need  
for the  
defense  
worker's  
and  
school  
children's  
lunches*  
★ ★



**SHARE YOUR CAR** *with your Neighbors!*

★ *Make up a shopping trip to A & P this week for Grand Savings!*



Try These Delicious Cookies!

# BURRY'S DICKENS ASSORTMENT



A delicious assortment of cream filled English style cookies.

lb. box **21c**

Another Burry's favorite

# Bisc-o-Bit Crackers 2 9-oz. pkgs. **21c**

Picked Vine Ripe--  
and juiced vine fresh!

# Libby's



# TOMATO JUICE

3 14 oz. cans **20c**

Enjoy Libby's refreshing Tomato juice! It's picked vine ripe and juiced vine fresh—rich in vitamin C. It makes a bracing breakfast drink — delicious as a refresher in between meals! Use it also in soup and sauces. Try Libby's tomato juice and be satisfied!

For picnics or the main meal appetizer —

# Libby's Pickles

Dills quart jar **25c** ★ Sweet pint jar **21c**

## Canned Vegetables

Iona Ripe

# TOMATOES No. 2 can **10c**

Reliable Peas	Grade A	2	No. 2 cans	<b>29c</b>
Green Giant Peas		2	cans	<b>27c</b>
White Corn	Iona Cream Style		No. 2 cans	<b>9c</b>
Mixed Vegetables			can	<b>10c</b>
Pumpkin	A&P Solid Pack	2	No. 2 1/2 cans	<b>15c</b>
Sliced Beets	Iona	3	No. 2 cans	<b>25c</b>
Iona Cut Beets		2	No. 2 1/2 cans	<b>19c</b>
Wax Beans	"Reliable"		No. 2 can	<b>16c</b>
Green Beans	A&P Grade A Fancy Stringless		No. 2 can	<b>27c</b>
Iona Corn	Golden Sweet Cream Style	2	No. 2 cans	<b>21c</b>

Deerfield Cut

# ASPARAGUS 2 14 1/2 oz. cans **25c**

## Canned Fruits

# Sunshine Georgia Elberta PEACHES No. 2 1/2 can **15c**

Fruit Cocktail	Sultana	2	tall cans	<b>27c</b>
Cranberry Sauce			16 oz. jar	<b>15c</b>
Cherries	Red Sour Pitted	2	No. 2 cans	<b>29c</b>

# GRAPEFRUIT Sections 2 No. 2 cans **27c**

Pineapple	Pond Lily Crushed		No. 2 can	<b>21c</b>
Apricots	Unpeeled Halves		No. 2 1/2 can	<b>20c</b>
Raspberries	Black		No. 2 can	<b>21c</b>

# "Sun Gem" Sliced PINEAPPLE Dozen Cans \$3.45 No. 2 1/2 can **29c**

## Miscellaneous

Kraft Dinner	Macaroni and Cheese	2	pkgs.	<b>19c</b>
Macaroni	and Spaghetti	4	lb. box	<b>25c</b>
Noodles	Encore, Fine, Medium or Broad		lb. bag	<b>14c</b>
Macaroni	Seashell or Elbow for Salads and Soups	2	lb. pkg.	<b>17c</b>
Campbell's Tomato Soup		3	cans	<b>20c</b>
Campbell's Soups	Eighteen Kinds	2	cans	<b>19c</b>
Dried Prunes	A & P	2	lb. pkg.	<b>25c</b>
Apple Butter	Dutch Girl		38 oz. jar	<b>15c</b>
Marmalade	Old Homestead	2	lb. jar	<b>25c</b>
Cloverdale Honey			lb. jar	<b>21c</b>
Shredded Wheat			pkg.	<b>11c</b>

For more Grand Values - SEE  
Page 7- Soap, Household Needs  
Page 8- Dairy Foods & Baked Goods



Sunnyfield Barley	lb. pkg.	<b>9c</b>
Tapioca	Sunnyfield Java	lb. pkg. <b>12c</b>
Jelly	Quince or Crabapple	8-oz. jar <b>10c</b>
Jelly	Blackberry or Currant	8-oz. jar <b>14c</b>

Tender New Pack

# PEAS

No. 2 can **12c**

Ann Page Preserves	Except Raspberry & Strawberry	2	lb. jar	<b>31c</b>
Ann Page Marmalade			lb. jar	<b>17c</b>
Ann Page Grape Jam			lb. jar	<b>15c</b>
Ann Page Jam	Raspberry, Blackberry		lb. jar	<b>21c</b>
Campbell's	Bouillon, Consomme or Chicken		can	<b>11c</b>
Grapelade	Welch's	12-oz. jar	<b>14c</b>	



Cherries	Red or Green Maraschino	3-oz. btl.	<b>9c</b>
Cocktail Cherries		5-oz. jar	<b>15c</b>
Maraschino Cherries		16-oz. jar	<b>35c</b>
Mueller's Noodles		6-oz. pkg.	<b>9c</b>
Mueller's	Macaroni and Spaghetti	2	pkgs. <b>19c</b>
Creamettes		2	8-oz. pkgs. <b>15c</b>

Iona Tender Cut

# GREEN BEANS

2 No. 2 cans **21c**

Soup Mix	Minute Man	3	pkgs.	<b>25c</b>
Walnut Meats	Or Pecan 2-oz. Meats		pkg.	<b>10c</b>
Salted Peanuts			lb.	<b>27c</b>
Planter's Peanuts			8-oz. can	<b>23c</b>
Ann Page Extracts	Almond, Lemon, Orange, Vanilla		btl.	<b>18c</b>
Knox Gelatin			pkg.	<b>19c</b>





August 27, 1942

Rochester Sun, Thursday, August 27, 1942

DO YOUR PART—BUY WAR STAMPS

**Best Seller**  
BECAUSE OUR BEST BUY!  
**SALAD DRESSING**  
JAR 2c



Barley lb. 9c  
anyfield lb. 12c  
Java p.kg. 10c  
or 8-oz. jar 14c  
erry ant

New Pack  
**EAS**  
12c

Except 2 lb. 31c  
Raspberry Jar  
Jade lb. 17c  
Jam lb. 15c  
Raspberry lb. 21c  
Blackberry  
Bouillon, Consomme can or Chicken  
Welch's 12-oz. jar 14c

**Preferred**  
ANN PAGE  
YONNAISE  
delicious—rich in oil content. Love it!  
ANN PAGE  
YONNAISE  
AR  
C



Rad or Green 3-oz. 9c  
Maraschino  
Cherries 5-oz. 15c  
Jar  
No Cherries 16-oz. 35c  
Jar  
Noodles 6-oz. 9c  
pkg.  
Macaroni and Spaghetti 2 pkgs. 19c  
ps 2 8-oz. 15c  
pkgs.

Tender Cut  
**REEN EANS**  
No. 2 cans 21c

Minute 3 pkgs. 25c  
Man  
Meats Or Pecan 2-oz. 10c  
Meats p.kg.  
Peanuts lb. 27c  
Peanuts 8-oz. 23c  
can  
Almond, Lemon btl. 18c  
Orange, Vanilla  
Latin p.kg. 19c

PT JAR.  
22c



**PERFECT**  
FOR PICNICS  
dipped mixed pickles in a creamy-smooth dressing! A perfect tartar sauce too!

**Sea Food Values!**  
★ LARGE VARIETY!  
★ LOW IN PRICE!

What do you get in fish — besides delicious flavor? Any food expert will agree you get excellent nourishment. Fish is one of the finest of foods! It has minerals and proteins aplenty! Yet fish is one of the thriftiest main-course dishes you can serve. That's particularly true when you buy in your A&P Super Market. You save because our wide selection of fish is handled direct; we do away with unnecessary in-between expenses, share the savings with you. Serve fish more often — not just on Fridays — and save! Treat yourself to greater mealtime pleasure today!

Redfish Fillets	lb.	23c
Yellow Pike	Freshly Caught lb.	25c
Blue Pike	Freshly Caught lb.	21c
Lake Perch	Freshly Caught lb.	23c
Whitefish	Freshly Caught Lake Erie lb.	37c
Flounder Fillets	lb.	29c
Haddock Fillets	Fresh lb.	33c
Sea Scallops	lb.	45c

**HALIBUT STEAK**  
LB. 33c

**HADDOCK FILLETS**  
POLESTAR  
LB. 27c

Here's A Thrifty Delicacy  
**SHRIMP**  
"Jumbo"  
A choice delicacy brought from Southern waters... finest quality, thrifty priced.  
lb. 35c



**Fruits & Vegetables**  
★ HIGH QUALITY ★ LOW IN PRICE ★ ALWAYS FRESH

City housewives, apartment housewives, victory garden-less housewives... all are crowding A&P Super Markets! For here in the vast display of fresh fruits and vegetables... they can buy the natural extra vitamins Uncle Sam suggests... make big savings too! A&P Fruits and Vegetables are HOURS FRESHER... rushed to market at a flavor peak! A&P prices are so low, because we buy and sell direct... share the savings we make on "in-between" expenses with YOU! Come into an A&P Super this very day! Get values galore!!

Juicy Large 300 Size  
**LEMONS** dozen 33c

Cucumbers	Vitamins B, C, G	5c
Seedless Grapes	2 lbs.	29c
Duchess Apples	For Cooking Vitamin C 8 lbs.	25c
Green Onions	Vitamin C 2 bchs.	11c
Beets	Homegrown Vitamin C 2 bchs.	9c
Radishes	Large Red Vitamin C 3 bchs.	10c
Sweet Potatoes	Vitamins A, B, C 3 lbs.	23c
Fresh Peas	Vitamins A, B, C 2 lbs.	25c
Carrots	Homegrown Vitamins A, B, C 2 bchs.	9c

U. S. No. 1 Yellow Cooking  
**ONIONS** 10 lb. bag 35c

**FRESH CRISP CELERY**  
3 stalks 19c

★ Get Vitamins This Natural Way!

Fresh Fruits and Vegetables is Nature's way of getting healthful vitamins to you. Serve more fruits and vegetables to your family—keep them healthy and energetic during these trying times.

Juicy California 200-220 Size  
**ORANGES** Vitamins BC doz. 35c

**TOMATOES** Vits. ABC lb. 5c

**NEW POTATOES**  
Enjoy these Homegrown Potatoes—They're extra delicious served in potato salads, creamed, or served with drawn butter.  
15 lbs. 33c  
Contains Vitamins B C



**Favorite Meating Place for Particular People**  
Your **"A&P MEAT DEPT."**

Join the thousands of thrifty housewives who buy A&P "Super-Right" Meat and enjoy quality — flavor — and savings. — Yes and A&P's "Super-Right" Meats are sure to take all guesswork out of your meat buying! For they're all superb quality... tender, juicy, and delicious! The only grades our experts buy are the top grades of beef, pork, veal and lamb. Then, there's only one price on each cut! A&P's lowest! You see, folks buy tons of these meats so we need only a very small profit per pound. Come in today. Just try a thick, juicy steak — a tender, delicious roast, or any cut you prefer. There's no gamble to it — remember, every single pound of "Super-Right" A&P meat is guaranteed to please you or your money back!



SHIN  
BONE REMOVED  
BEFORE WEIGHING

For Your Convenience...  
Self Service Meat Cases Have Been Installed in Most A&P Super Markets! Serve yourself to savings!

"Super-Right"—Genuine Spring  
**LEG OF LAMB** lb. 35c  
**DUCKLING** Genuine Long Island lb. 25c

**FRESH DRESSED FRYERS** lb. 37c  
**SMOKED CALLIES** Short Shank 5 to 7 lb. avge. lb. 29c  
**SKINLESS WIENERS** lb. 29c  
**BREAST OF LAMB** To Stew lb. 21c

Sliced Bacon	Sunnyfield Rindless	lb.	32c
Slab Bacon	2 to 3 lb. pieces	lb.	27c
Pimento Loaf	Sliced	lb.	29c
Pork Liver	Sliced	lb.	19c
Lamb Patties	A Great Treat!	lb.	31c
Veal Patties	Makes An Economical Dinner	lb.	29c

"Super-Right"  
Fancy Grade-to fricassee or stew  
**FOWL** 3 1/4 lb. size lb. 29c

**Sauces and Condiments!**

Cocktail Sauce	Sniders	btl.	19c
Chili Sauce	Sniders	btl.	19c
Worcestershire Sauce	Rajah 5-oz. btl.	10c	
Lee & Perrins Sauce	5-oz. btl.	31c	
Kitchen Bouquet	For Delicious Gravies	btl.	39c
Gravy Master	1-oz. btl.	13c	
A-1 Sauce	6-oz. btl.	27c	
Miracle Whip	French Dressing	8-oz. btl.	15c
Miracle Whip	Salad Dressing	pt. jar	25c
Kraft Mayonnaise		pt. jar	31c
Durkee's Famous Dressing		btl.	29c
Horseradish Mustard	Heinz Weber	10c	
Dill Pickles	Crisp Slices	16-oz. jar	15c
Garden Relish	Ann Page	qt. jar	33c
Asstd Pickles	Mayfair	7-oz. jar	10c
Mustard Pickles		7-oz. jar	10c

**HUNT CLUB DOG FOOD**  
The APPETIZING ANSWER to the DOG FEEDING QUESTION  
Also packed in the still more economical 5-lb. bag, the equivalent of 15 unopened cans of dog food.

**HUNT CLUB DOG FOOD**  
Meat-Abundant Vitamin-Rich Economical

Not a wartime substitute but a long-proved food with a rich, meaty, flavor. Supplies everything needed for health, vigor and splendid coats. The largest selling meal-type food in the grocery field.

2 1/2 lb. bag 25c

With MOISTURE RESTORED. Each 2 1/2 lb. bag of HUNT CLUB has the feeding value of 7 1/2 cans of dog food.





To win a husband's  
kiss and pat,  
Be sure his salad  
isn't FLAT!

Does your husband rebel over eating salads because they taste flat? Then watch his eyes sparkle and hear him change his tune when you use genuine Ivanhoe Mayonnaise. Deliciously seasoned the homestyle way, Ivanhoe Mayonnaise is rich, creamy and extra flavorful. Order a jar today. . .



### Miscellaneous

## Gibb's Delicious PORK & BEANS

Packed in a grand Tomato  
Sauce. Try Gibb's beans today!

2 1-lb. cans 15c

Iona Cocoa	Rich and Full Flavored	2 lb. can	15c
Imitation Vanilla	Iona	1/2 pt. jug	10c
Hemo	The Chocolate Flavored Health Drink	lb. can	59c
Hershey's Cocoa		lb. can	17c
Clapp's Baby Foods		3 cans	20c
Pablum Baby Cereal		pkg.	39c
Gerber's Cereal		8 oz. pkg.	15c
Heinz Ketchup		2 14 oz. btl.	37c
Molasses	Green Label	No. 1 1/2 can	14c
Karo Syrup	Blue Label	No. 1 1/2 glass jar	14c
Calumet Baking Powder		lb. can	17c
Davis Baking Powder		12 oz. can	12c
Rumford Baking Powder		12 oz. can	21c
Pea Beans	Hand Picked	2 lbs.	15c
Baby Lima Beans		2 lbs.	23c
Dad's Root Beer		6 12 oz. btl.	25c
Ballantines Beer		quart bottle	21c

Delicious!  
ANN PAGE  
PRESERVES



GOOD AS YOUR OWN!  
Delicious flavor of the  
real fruit itself... at a  
price surprisingly low  
for such fine quality  
pure preserves.

Diamond Crystal Salt	pkg.	8c
Grandmother's Salt	25 lb. sack	35c
Grandmother's Salt	4 lb. bag	8c
Rock Salt	10 lb. bag	17c
Lunch Bags	Pkg. of 20	5c
Paper Plates, 9"	dozen	8c
Cul Rite Wax Paper	125-ft. roll	15c

"Nutley" Vegetable

Margarine  
Fortified with Vitamin A.  
16c

Shredded Cocoanut	8-oz. pkg.	12c
Argo Cornstarch	lb. pkg.	7c
Cream Cornstarch	lb. pkg.	9c
Kingsford Cornstarch	lb. pkg.	10c
Dry Mustard	Colman's 4-oz. can	25c
Medford Mustard	15-oz. jar	9c
Gulden's Mustard	8-oz. jar	13c

Rich in  
VITAMINS B<sub>1</sub> & G

A superb spread... fresh-roasted, selected peanuts smoothly ground and salted. A superb value... top quality, yet thrifty!



Popcorn	lb.	9c
Wheatena Cereal	pkg.	24c
Heinz Rice Flakes	pkg.	10c
Astor Rice	12-oz. pkg.	9c
Pillsbury's Bran	20-oz. pkg.	17c
Mallex Cereal	pkg.	23c

Plain or Kosher

DILL  
PICKLES  
2 1 qt. jars 33c

Corn Kix Cereal	2 pkg.	21c
Cornmeal	White or Yellow 5 lb. sack	19c
Cream of Wheat	14-oz. pkg.	14c
Coco-Wheats	Choc. Cereal 12-oz. pkg.	21c
Ry-Krisp	6-oz. pkg.	13c
Shredded Raisins	2 12-oz. pkg.	25c

ANN PAGE

Mustard

Distinctive flavor... not too sharp, not too mild—just right for the American taste. Very thrifty, too!



### Canning Needs

EZ SEAL JARS Qts. doz. Pts. doz. 63c 73c

MASON JARS Qts. doz. Pts. doz. 59c 69c

Jelly Glasses	dozen	39c
Ideal Glass Lids	dozen	18c
Bernadine Caps	For Mason Style Jars dozen	21c
Canning Wax	2 lb. boxes	27c
Fruit Pectin	Queen Anne 3 pkgs.	25c
Certo	For jams or Jellies 8 oz. btl.	19c

### Miscellaneous

Condensed Milk	Whitehouse 2 cans	27c
Marshmallows	Recipe 12 oz. bag	10c
Cracker Jack	Delicious Confection 3 pkgs.	11c
Pet Milk	Carnation, Pearl or Silver Cow 3 cans	25c
Four Season's Salt	2 3 lb. boxes	13c
Sterling Salt	Plain or Iodized 2 2 lb. pkgs.	15c
Cleansing Tissue	Queen Anne pkg. of 200	8c
Kleenex	Cleansing Tissue 2 pkg. of 200	25c
Paper Cups	dozen	8c
Dinner Napkins	pkg. of 80	13c

IT'S NEWS!



IT MAKES  
SANDWICHES



MAKE A HIT!

EASY TO MIX—JUST BLEND PLAIN BUTTER WITH FRENCH'S MUSTARD

MAKES SANDWICHES TASTE SUPER-DUPER!

Take 1/2 cup butter and soften to room temperature. Blend into it 4 tbsps. French's Mustard. (French's is so smooth and creamy it blends perfectly.) Keep in icebox and use instead of plain butter in sandwiches. Wonderful in meat or cheese sandwiches. Makes a hit with the menfolks! Just try it and see.

SMOOTHER—CREAMIER  
America's largest selling prepared mustard

9 oz. jar 12c



and broad comfortable arms. Note the inviting seat cushions. A splendid value! 2 pieces \$139

TO PAY

BUDGET TERMS



August 27, 1942

Rochester Sun, Thursday, August 27, 1942

DO YOUR PART—BUY WAR STAMPS

**Delicious!**  
ANN PAGE  
**SERVES**  
1 LB. JAR  
**21c**  
AS YOUR OWN!  
us flavor of the  
uit itself...at a  
surprisingly low  
ch fine quality  
reserves.

Crystal Salt pkg. 8c  
er's Salt 25 lb. sack 35c  
er's Salt 4 lb. bag 8c  
10 lb. bag 17c  
Pkg. of 20 5c  
es, 9" dozen 8c  
ax Paper roll 15c

Vegetable  
argarine  
**16c**

Cocoanut 8-oz. pkg. 12c  
starch 1 lb. 7c  
starch 1 lb. 9c  
Cornstarch 1 lb. 10c  
d Colman's 4-oz. can 25c  
Mustard 15-oz. jar 9c  
Mustard 8-oz. jar 13c

**Pick in**  
**MINIS B&G**  
rb spread...fresh-  
l, selected peanuts  
hly ground and  
A superb value...  
ality, yet thrifty!

ANN PAGE  
**PEANUT BUTTER**  
**25c**  
1 LB. JAR

Cereal 1 lb. pkg. 9c  
Flakes 1 lb. pkg. 24c  
12-oz. pkg. 10c  
Bran 20-oz. pkg. 9c  
real 20-oz. pkg. 17c  
real 20-oz. pkg. 23c

or Kosher  
**DILL PICKLES**  
qt. 33c

Cereal 2 pkg. 21c  
White or 5 lb. sack 19c  
Wheat 14-oz. 14c  
als Cereal 12-oz. 21c  
6-oz. 13c  
Ralsfon 2 12-oz. 25c

**NO PAGE**  
**Mustard**  
inctive flavor...  
too sharp, not too  
—just right for  
American taste.  
thrifty, too!

For over  
the Holiday  
serve - - -  
**"Yukon Club"**  
**GINGER ALE**

And Assld. Beverages  
**3** 29 oz. btls.  
**25c**



A&P Refreshing  
**GRAPE JUICE**  
**2** pint btls. **27c**

**Three Outstanding Values**

Compare the low prices of these three quality foods with those of other nationally known foods of comparable quality. These foods are obtainable only at A & P Food Stores — are guaranteed tops in quality — These foods are obtainable only at A & P Food A & P made foods you can make savings up to 25% compared to comparable products. Come to A & P — and Save !!

Nationally Known Whitehouse There's none better — for all milk uses — infant feeding, etc.  
**EVAP. MILK** 6 tall cans **47c**

Save Money On This High Quality Shortening  
**dexo** For frying, baking, cake making — deep fat frying. 3 lb. can **59c**

Top Quality Sunnyfield — Super Sifted  
**CAKE FLOUR** 2 3/4 lb. box **17c**



Not connected with any other company using a similar brand or name.

Freshly made -  
**"JANE PARKER"**  
**POTATO CHIPS**

8 oz. bag **17c**



**"White Cap"**  
**BEER or ALE**  
12 oz. btl. **7c**

## Flours

<b>Bisquick</b> For Shortcake or Biscuits	40 oz. box	<b>31c</b>
<b>Softasilk Cake Flour</b>	2 3/4 lb. pkg.	<b>27c</b>
<b>Sno-sheen Cake Flour</b>	2 3/4 lb. pkg.	<b>25c</b>
<b>Swansdown</b> Cake Flour	pkg.	<b>25c</b>
<b>Duff's Cake Mixes</b> Devils Food, Ginger Bread	pkg.	<b>21c</b>
<b>Duff's Waffle Mix</b>	14 1/2 oz. pkg.	<b>21c</b>
<b>Pancake Flour</b> Sunnyfield	1 1/4 lb. 5 lb. sack	<b>6c 17c</b>
<b>Kreemex</b> or Pillsbury's Pancake Flour	2 pkgs.	<b>19c</b>
<b>Aunt Jemina</b> Pancake Flour	2 20 oz. pkgs.	<b>21c</b>
<b>Pastry Flour</b> Sunnyfield	24 1/2 lb. sack	<b>79c</b>
<b>Enriched Flour</b> "Sunnyfield"	24 1/2 lb. sack	<b>79c</b>
<b>Hecker's Flour</b> Superlative	24 1/2 lb. sack	<b>\$1.15</b>

## Crackers and Cookies

<b>Crax</b> An Educator Cracker	lb. pkg.	<b>17c</b>
<b>Soda Crackers</b> N. B. C. Excel	2 lb. pkg.	<b>19c</b>
<b>Ginger Snaps</b> "Zion"	2 1-lb. pkgs.	<b>25c</b>
<b>Fresh Fig Bars</b> "Zion"	2 lb. pkg.	<b>27c</b>
<b>Chocolate Peaks</b>	lb. pkg.	<b>21c</b>
<b>Crispo Cheese Chips</b>	8 oz. pkg.	<b>10c</b>
<b>Crispo Cookies</b> Oatmeal or Black Walnut	10 oz. pkg.	<b>10c</b>
<b>Burrry's Cookies</b>	3 rolls	<b>25c</b>
<b>Graham Crackers</b> N. B. C. Excel	2 lb. pkg.	<b>21c</b>
<b>Butter Cookies</b> Burrry's	2 12 oz. pkgs.	<b>29c</b>
<b>Champion Flake Butters</b>	lb. pkg.	<b>18c</b>
<b>Skyflake Wafers</b> N. B. C.	lb. pkg.	<b>20c</b>
<b>Ritz Crackers</b> N. B. C.	lb. pkg.	<b>21c</b>

WANT A COFFEE OF DISTINCTIVE FLAVOR?  
HERE'S THE ANSWER:  
**Change to Bokar!**



**1 LB. BAG 26c**  
AN OUTSTANDING A&P VALUE!

Every single pound of Bokar Coffee is Custom Ground at the very moment you buy... and it's ground exactly right for the coffee maker you use. That's why you get more real coffee flavor in every cup! Try it!



But, Mommie  
**HOW ABOUT ME?**

This is the U. S. Official Food Guide. Ask your doctor how to adapt it for your baby's feeding... easy with Libby's variety of Baby Foods that are extra easy to digest!

**Libby's**

Specially Homogenized  
**BABY FOODS**

3 cans **20c**



These are not specific recommendations for your baby's feeding, though they suggest many additions that are wisely made early to an infant's diet. — ASK YOUR DOCTOR real soon when to start feeding these foods.

**U.S. NEEDS US STRONG**  
**EAT NUTRITIONAL FOOD**  
Every day, eat this way

MILK and MILK PRODUCTS... at least a pint a day for every one — more for children — or evaporated or dried milk.	EGGS... or two cubes of solid eggs — at least one of these.	MEAT, POULTRY or FISH... dried beans, peas or nuts occasionally.
ORANGE, TOMATOES, CUCUMBERS... or a few cubes of solid green — at least one of these.	SOB... at least 2 of a week, cooked any way you choose — in "made" dishes.	BUTTER and OTHER SPREADS... rich fats, pure butter, and similar spreads.
GREEN or YELLOW VEGETABLES... helping or more — some raw, some cooked.	OTHER VEGETABLES, FRUIT... potatoes, vegetables or fruits in season.	

Then eat other foods you also like

OFFICE OF DEFENSE HEALTH AND WELFARE SERVICES  
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Easy To Digest!



# 'Ceiling Prices' Are Low At A & P

—Because A & P Prices  
Are Always Low!

Many customers ask us: "Do price ceilings mean that prices are identical in all food stores?" The answer is "No." Each store has its own ceiling prices, depending on the highest prices that store charged in March. Since A&P's prices have been invariably low, you can still be sure of enjoying fine foods at really low prices—often at lower prices—by shopping at you A&P Super Market. Visit your A&P today—compare prices—see our low "ceilings"! Get more good food for your money—and pocket more cold cash savings!

All Your Food Needs At One Stop!

Add Zest to Your Meals

with **RITTER'S  
TOMATO  
CATSUP**

Flavored with  
Genuine Tabasco

mild - snappy - not hot

2 12-oz. 25<sup>c</sup>  
btl.



## Cereals

<b>Kellogg's Cornflakes</b>	6 oz. pkg.	5 <sup>c</sup>
<b>Kellogg's Krumbles</b>	10 oz. pkg.	11 <sup>c</sup>
<b>Kellogg's</b>	Rice Krispies or Wheat Krispies	pkg. 11 <sup>c</sup>
<b>Kellogg's</b>	Whole Wheat Biscuit	2 pkgs. 21 <sup>c</sup>
<b>Variety Pack</b>	Kellogg's Asst'd. Cereals	pkg. 24 <sup>c</sup>
<b>Kellogg's Pep</b>		pkg. 12 <sup>c</sup>
<b>Kellogg's All Bran</b>	1 lb. pkg.	19 <sup>c</sup>
<b>Post Toasties</b>	8 oz. 2 pkgs.	17 <sup>c</sup>
<b>Post Tens</b>	Assorted Post's Cereals	pkg. of ten 24 <sup>c</sup>
<b>Grapenuts</b>	or Grapenuts Flakes	2 pkgs. 27 <sup>c</sup>
<b>Post's Bran Flakes</b>		2 14 oz. pkgs. 27 <sup>c</sup>
<b>Muffets Cereal</b>		8 oz. pkg. 9 <sup>c</sup>
<b>Cherrioats</b>	The New Oat Cereal	2 pkgs. 23 <sup>c</sup>
<b>Wheaties</b>	Whole Wheat Flakes	2 pkgs. 21 <sup>c</sup>
<b>Puffed Wheat</b>	A Quaker Cereal	pkg. 9 <sup>c</sup>

## Gibb's Tomato SOUP

3 cans 17<sup>c</sup>

<b>Cloverleaf Salmon</b>	No. 1/2 can	27 <sup>c</sup>
<b>Buffet Spread</b>	Armour's 1/4 can	10 <sup>c</sup>
<b>Armour's Treet</b>	12-oz. can	33 <sup>c</sup>
<b>Pigs Feet</b>	14-oz. btl.	19 <sup>c</sup>
<b>Spam</b>	A Hormel Luncheon Meat 12-oz. can	35 <sup>c</sup>
<b>Sliced Beef</b>	5-oz. jar.	31 <sup>c</sup>
<b>Deviled Ham</b>	Broadcast 3-oz. can	11 <sup>c</sup>
<b>Potted Meat</b>	3 cans 2 1/4 cans	11 <sup>c</sup>

## Swift's PREM

And All Pork  
Luncheon Meat  
12 oz. can 33<sup>c</sup>

## ★ Sunnyfield Cereals ★

Get acquainted with the "Sunnyfield" variety of cereals. They're all tops in quality and goodness — there is none better! — What's more you can enjoy a different fresh crisp Sunnyfield cereal every morning if you desire — try the variety pack — small individual servings of all Sunnyfield cereals. Once you try them you'll want the large box of each!

## CORN FLAKES WHEAT PUFFS

Fresh & Crisp, A Grand Treat!  
Giant 11-oz. box—7<sup>c</sup> 8 oz. pkg. 5<sup>c</sup>  
or Rice Puffs 2 reg. 11<sup>c</sup>  
Favorite of the Kiddies

<b>Bran Flakes</b>	15-oz. pkg.	10 <sup>c</sup>
<b>Wheat Flakes</b>	Crisp and Fresh 8-oz. 2 pkgs.	17 <sup>c</sup>
<b>Rice Gems</b>	A New Addition to the Sunnyfield Family	pkg. 10 <sup>c</sup>

<b>Variety Tray</b>	Assorted Cereals	pkg. of ten 19 <sup>c</sup>
<b>Wheat Puffs</b>	Or Rice Puffs	2 8-oz. pkgs. 19 <sup>c</sup>
<b>Rolled Oats</b>	Quick or Regular	20-oz. box 8 <sup>c</sup>



## Miscellaneous

<b>Wax Paper</b>	"Queen Anne"	2 125 ft. rolls	29 <sup>c</sup>
<b>Baking Soda</b>	"Sunnyfield"	lb. box	5 <sup>c</sup>
<b>Corn Starch</b>	"Sunnyfield"	2 reg. pkgs.	11 <sup>c</sup>
<b>Stuffed Olives</b>	Queen Olives	10 oz. jar	55 <sup>c</sup>
<b>Plain Olives</b>	Queen Olives	3 oz. btl.	14 <sup>c</sup>
<b>Tomato Juice</b>	"Campbell's"	3 20 oz. cans	25 <sup>c</sup>
<b>Peanut Crunch</b>	Holsum's	lb. jar	29 <sup>c</sup>
<b>Tomato Juice</b>	"Tona"	2 46 oz. can	33 <sup>c</sup>
<b>Peanut Butter</b>	Sultana	2 lb. jar	31 <sup>c</sup>
<b>Crisco or Spry</b>		3 lb. can	67 <sup>c</sup>

## Sultana Wet Pack SHRIMP

can 18<sup>c</sup>

<b>Dad's Root Beer</b>	3 qt. btl.	25 <sup>c</sup>
<b>Betty Crocker</b>	Soup Mix 2 pkgs.	19 <sup>c</sup>
<b>Cigarettes</b>	All Popular Brands	2 pkgs. 29 <sup>c</sup>
<b>Cigarettes</b>	Sensation, Wings, Twenty Grand	2 pkgs. 25 <sup>c</sup>
<b>20 Mule Team Borax</b>	2 lb. box	25 <sup>c</sup>
<b>Candy Bars</b>	Assorted	3 for 10 <sup>c</sup>
<b>Popcorn</b>	French Fried or Caramelized	pkg. 10 <sup>c</sup>
<b>G.E. Mazda Lamps</b>	40-60 Watt	13 <sup>c</sup>
<b>Sani Flush</b>	22-oz. can	18 <sup>c</sup>

## "JUNKET" RENNET POWDER

For making Rennet Custards — a delicious easy way to serve more milk to the Kiddies!

2 pkgs. 19<sup>c</sup>

## "HEINZ" BABY FOODS

3 cans 20<sup>c</sup>

Heinz Junior Foods  
Assorted kinds for the older babies! 3 cans 25<sup>c</sup>

and broad comfortable arms.  
Note the inviting seat cushions.  
A splendid value! 2 pieces \$139

TO PAY

BUDGET TERMS



DO YOUR PART—BUY WAR STAMPS

day, August 27, 1942

Rochester Sun, Thursday, August 27, 1942

Gibb's  
Tomato  
SOUP  
17c

Salmon No. 1/2 27c  
read Armour's 1/4 10c  
Treef 12-oz. 33c  
14-oz. 19c  
A Hormel 12-oz. 35c  
Beef 5-oz. 31c  
Ham Broadcast 3-oz. 11c  
Meal 3 cans 25c 2 cans 11c

Swift's  
REM  
And All Pork  
uncheon Meat  
33c

★  
and good.  
Sunnyfield  
rings of all

8 oz. 5c  
2 reg. 11c  
pkgs.

pkgs. of 19c  
2 8-oz. 19c  
pkgs.  
Regular 20-oz. 8c  
kg., 17c



Sultana  
Wet Pack  
SHRIMP  
18c

ool Beer 3 qt. 25c  
ocker Soup 2 pkgs. 19c  
les All Popular 2 pkgs. 29c  
es Sensation, Wing 2 pkgs. 25c  
e Team Borax 2 lb. 25c  
Bars Assorted 3 for 10c  
n French Fried 10c  
or Caramelized 10c  
azda Lamps 40-60 13c  
Watt  
ush 22-oz. 18c

NZ"  
BY  
DS  
20c

or Foods  
3 cans 25c

## PET FOOD Department

Here at your A&P Super Market you'll find a pet food for all pets—bird seed, cat food, dog food, puppies. We have them all at consistently low prices.

Daily  
KENNEL  
FEED  
5 lb. sack 27c

Kibble Biscuits 2 lb. 17c  
Brisko Meat Bone Crisp 3 lb. 29c  
Beacon Pellets 2 lbs. 23c  
Kennel Feed Pellets 5 lbs. 33c  
Kellogg's Gro-Pup 1 pkgs. 23c  
Pard Dehydrated 8-oz. 12c  
Dog Food  
Red Heart Kibbled Biscuits 2 lbs. 25c  
French's Bird Seed 2 pkgs. 25c  
French's Bird Gravel 2 pkgs. 17c

## Household Needs and Laundry Needs

Duz or Rinso 1ge. pkg. 22c  
Kirkman's Flakes 1ge. pkg. 22c  
Oxydol or Super Suds 1ge. pkg. 22c  
Klek Soap Powder 1ge. pkg. 21c  
Clean Quick Soap Chips giant box 39c  
Fels Naptha Soap Flakes 2 1ge. pkgs. 39c  
Chipso Flakes or Granules 1ge. pkg. 22c  
Matches A & P Doubletip 6 pkgs. 25c  
Lux Flakes or Ivory Flakes 1ge. pkg. 23c  
Strong Brooms Crown Brand No. 6 each 35c  
Waldorf Tissue 6 rolls 25c  
Gauze Tissue Linenized roll 4c

WHITE  
SAIL  
Household Aids

From cellar to attic... for big cleansing jobs and small, A&P brings you the "White Sail" household aids — every one tops in quality, ready to make your home ship shape and spotless for fall. Discover too, the White Sail Laundry Aids — Soap Grains, Soap Flakes, Laundry starch, soap etc. — They're tops in quality and will save you up to 25% compared to other nationally known products of comparable quality.

4 DAYS  
CLEANING  
AT THE  
PRICE OF  
ONLY 3!



SOAP GRAINS For General Laundry Use 2 1ge. pkgs. 35c  
SOAP FLAKES For Fine Laundering 2 1ge. pkgs. 27c  
SCOURING CLEANSER 3 cans 10c  
LIQUID WAX For Glistening Shiny Floors pt. can 23c  
TOILET SOAP A New White Sail Product 3 cakes 12c  
LAUNDRY SOAP 2 10 oz. bars 9c

Hand Soap For Grimy Greasy Hands 3 cans 20c  
White Sail Paste Wax pt. can 29c  
Liquid Blue For White Spotless Laundry 12-oz. 5c  
Floating Soap 6 bars 25c Sal Soda 2 1/2 lb. box 5c



## USE DAILY FEEDS



For Productivity Uniformity  
★  
A Feed For Every Feeding Need!

"Daily" Feeds are not new. They have been tried and improved by years of test feeding. What's more "Daily" Feeds are produced under a closed formula which insures a feeder a uniform feed at all times — quality feeds milled only from high grade grains and raw materials under constant expert supervision.



## Soaps - Laundry Needs and Household Needs

Octagon Soap or P & G Soap 2 bars 9c  
Kirkman's Soap 2 bars 9c  
Ivory Soap or Swan Soap 2 1ge. bars 19c  
Lava Soap 4 med. bars 25c 3 cans 20c  
Camay For The Hands 3 cakes 20c  
Lifebuoy or Lux Toilet Soap 3 cakes 20c  
Babbitt's Cleanser 3 cans 13c  
Bon Ami Powder Can 10c Deluxe Can 19c cake 10c  
Ivory Snow Makes Suds in Cool Water 1ge. pkg. 23c

For a whiter laundry use

Clorox 15 oz. 10c quart 19c

EQUIVALENT TO BUYING CANNED  
DOG FOOD FOR 3 1/2c A CAN

# Munchy

THE MEAT-LADEN, VITAMIN-ENRICHED DRY



## dog food

THIS 2 LB. BAG (water added) MAKES 6 LBS. of Meat-Laden Vitamin-Enriched DOG FOOD.

COSTS LESS than HALF as much to feed as CANNED DOG FOOD.

CONTAINS (in dry form) OVER TWICE AS MUCH MEAT per pound as CANNED DOG FOOD — also the ESSENTIAL VITAMINS, PROTEINS and MINERALS to AID in MAINTAINING your Dogs Health.

DOGS LOVE ITS RICH  
MEAT TASTE — THRIVE  
ON A MUNCHY DIET

2 LB. BAG 19c

# "Statler" JUMBO-ROL

300 full size paper towels

FOR A  
HUNDRED  
DIFFERENT  
USES!

Roll 15c  
This roll fits  
your regular  
Fixtures!





# COUNT 'EM! ONLY MARVEL GIVES YOU ALL 5!

NO MATTER HOW MUCH YOU PAY...NO OTHER NATIONALLY  
SOLD BREAD GIVES YOU ALL THESE OUTSTANDING BENEFITS

**DATED DAILY!**  
**QUALITY INGREDIENTS!**  
**GREATER VALUE!**  
**FULL 1½ lb. LOAF!**  
**OVER 3 TIMES MORE**  
**VITAMIN B1** *than ordinary*  
*White Breads!*



If you are not now using Marvel compare the loaf you now use with these advantages that Marvel offers. — (1) Marvel is **GUARANTEED FRESH**... the only nationally sold bread that dares to print the "Freshness Date" right on the wrapper. That's why you get oven-fresh bread at the peak of flavor... why millions of housewives agree that Marvel is always **FRESHER!** (2) No other nationally sold bread in America uses finer, costlier flours or as much shortening and milk. That's why every loaf is so deliciously good, so fragrant, so tender. (3) Marvel not only gives you all the health advantages of **ENRICHED** bread so necessary in these times... but you also get a bigger loaf for your money! (4) Marvel gives you not a 1-lb loaf... nor a 1¼-lb. loaf... but a full 1½-lb. loaf at an amazingly low price. (5) Above all, Marvel is **ENRICHED** with over 3 times more Vitamin B, than ordinary white breads... plus niacin (a B vitamin) and iron... exceeding the Government's minimum standards! — Be convinced — get a loaf of Marvel this week... we'll guarantee you'll be well pleased!

**Toast it! Taste it! Test it!!**  
**YOU'LL AGREE 'MARVEL' IS TOPS ALWAYS**



## A Fall Variety of Quality Fresh Dairy Foods

When you come to your A&P "Dairy Center" you get more than the rich, wholesome nourishment you expect... more than pure, quality dairy foods for which A&P is famous. You also get big savings! So enjoy America's finest dairyland cheese, butter, eggs, cream and milk and the big savings A&P's direct buying helps you make on your total food purchases! Come in for some quality, dairy "hits" now... The "Dairy Center" of your A&P Super Market is the place to visit. While you're there — stroll around — see all of our 2000 values — save real money!

### Cheese Variety!

<b>Sharp Cheese</b>	American Cheddar	lb.	<b>35c</b>
<b>Swiss Cheese</b>	Domestic	lb.	<b>39c</b>
<b>Dairy Cheese</b>	Short Held Medium Sharp	lb.	<b>33c</b>
<b>Brick Cheese</b>	Delicious, Mild and Creamy	lb.	<b>27c</b>
<b>Sharp Cheese</b>	White Cheddar	lb.	<b>37c</b>
<b>Natural American</b>	Loaf Style	lb.	<b>35c</b>
<b>Mel-o-Pure Cheese</b>	A New Cheese Treat	lb.	<b>39c</b>
<b>Mammoth Redskin</b>	Medium Sharp	lb.	<b>35c</b>
<b>McLaren's</b>	Imperial Sharp Cheese	lb.	<b>43c</b>
<b>Longhorn Cheese</b>	from Wisconsin	lb.	<b>29c</b>
<b>Limburger Cheese</b>		lb.	<b>33c</b>
<b>Gorgonzola</b>	A Sharp Flavorful Italian Type Cheese	lb.	<b>45c</b>
<b>Fresh Current Cheese</b>		lb.	<b>29c</b>
<b>Edams Cheese</b>		lb.	<b>39c</b>
<b>Braumeister Cheese</b>		lb.	<b>35c</b>
<b>Bleu Cheese</b>	Strong Flavorful	lb.	<b>43c</b>
<b>Tangy Links</b>	Smoked Cheese	each	<b>25c</b>
<b>Baby Goudas</b>		each	<b>31c</b>
<b>Cottage Cheese</b>	With Cream or Salad Style	lb.	<b>12c</b>
<b>Cream Cheese</b>	Abbott's 8-oz. wedge	lb.	<b>17c</b>
<b>Velveeta</b>	Velveeta Pimiento or Chateau 2 8-oz. pkgs.		<b>35c</b>
<b>Margarine</b>	Nutley Vegetable Fortified with Vit. A	lb.	<b>16c</b>

### MEL-O-BIT CHEESE

BRICK or AMERICAN

2 Lb. Loaf **55c**



Wildmere Creamery

### ROLL BUTTER

Lb. **45c**

Our Finest Quality

Tub BUTTER lb. **46c**



Selected Guaranteed

### CRESTVIEW EGGS

Grade C Dozen **43c**



Selected Guaranteed

WILDMERE

Grade B

EGGS  
dozen **47c**

Dairy Center  
Prices Subject  
To Market Change!



"Jane Parker" — plain or sugared

**DATED DONUTS** Carton Of a Dozen **12c**

"Jane Parker" — sandwich or

**FRANKFURT ROLLS** Pkg. Of Eight **11c**

"Jane Parker" — golden, marble or silver

**POUND CAKE** Each **23c**

**SOUR RYE BREAD** 1-Lb. 4 Oz. Loaf **13c**

### Recipe!

#### CHEESE SOUFFLE

Costs 63 Cents (August 1942)—6 Large  
Servings—Women's Day Kitchen

½ CUP BUTTER  
½ CUP FLOUR  
2 TEASPOONS SALT  
½ TEASPOON PAPRIKA  
DASH OF CAYENNE OR TOBACCO  
2 CUPS OF MILK  
2 CUPS OF FINELY CUT AMERICAN  
CHEESE (½ POUND)  
8 EGGS, GRADE B, SEPARATED

Melt butter in upper part of double boiler. Add flour and seasonings; mix well. Add milk, stirring constantly, and cook until sauce is thick and smooth. Add cheese, stirring until melted. Beat whites until stiff but not dry. Beat yolks until light and pour slowly into cheese sauce, stirring constantly. Remove from heat. Pour slowly over whites, folding the sauce into the whites. Pour mixture into a well-greased 3-quart casserole. Bake in a very hot oven, 475° F., for 10 minutes. Reduce temperature to 400° F., and bake 25 minutes longer. If you like the longer, slower method, bake this souffle in a moderate oven, 350° F., about 60 minutes. Serve immediately!

### Coffee Cake Variety!

<b>Butterscotch Rolls</b>	pkg.	<b>19c</b>
<b>Cinnamon Rolls</b>	pkg.	<b>12c</b>
<b>Streusel Cake</b>	Rich Crumbly Topping each	<b>17c</b>
<b>Sugar Nut Buns</b>	pkg.	<b>15c</b>
<b>Coffee Cake</b>	Orange Pineapple each	<b>19c</b>
<b>Pecan Coffee Rings</b>	Iced each	<b>17c</b>

### Bread Variety!

<b>Marvel Sandwich Loaf</b>	1-lb. 8-oz. loaf	<b>11c</b>
<b>Cracked Wheat</b>	1-lb. 4-oz. loaf	<b>10c</b>
<b>Whole Wheat</b>	Sliced 1-lb. 4-oz. loaf	<b>10c</b>
<b>Vienna Bread</b>	New Larger Loaf 1-lb. 4-oz. loaf	<b>10c</b>
<b>Tea Rolls</b>	Jane Parker pkg.	<b>8c</b>

### Cake Variety!

<b>Angel Food Cake</b>	Bar Style	<b>25c</b>
<b>Layer Cake</b>	Assorted Large Family Size	<b>39c</b>
<b>Loaf Cake</b>	Assorted Each	<b>21c</b>
<b>Fresh Orange</b>	Square Cake each	<b>27c</b>
<b>Jelly Rolls</b>	Jane Parker Each	<b>21c</b>



Thursday, August 27, 1942

# ROCHESTER SHOPPING NEWS

## The Rochester Sun

Delivered Free Each Thursday To 75,200 Homes  
In Rochester, Brighton, Greece and Irondequoit.  
Mail Subscriptions: In Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

Shopping News Is Now Available  
On All Downtown Newsstands.

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

FIFTH YEAR—No. 43

ROCHESTER, N. Y., THURSDAY, AUGUST 27, 1942

A Saving on Every Purchase or Your Money Back

**OPEN**  
Every  
Evening  
Til 9

**3**

**CLOSED**  
Monday  
Morning  
Til Noon

### HOT SPECIALS For Cold Weather

BOYS' LINED & HOODED

#### MACKINAW

- ZIPPER HOOD
- PLAID LINING
- 4 POCKETS
- 16% NEW WOOL
- 64% RE-USED WOOL

**\$6.98**

Sizes 8 to 16

Many features in this coat now government restricted.



CHILDRENS LINED & HOODED

#### SNOW SUITS

- 100% Reprocessed Wool
- Tyrolean Trim
- Completely Lined
- Navy, Teal and Brown
- Zipper Ski Legs

**\$7.59**

Sizes 3-6

OTHERS PRICED  
TO \$12.95—SIZES TO 16

#### Girls' Poplin JACKETS

- Zelan Treated
- Water Repellent
- Fly Front
- Red, Natural and Teal
- Contrasting Trim

**\$1.98**

Sizes 12-18

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

## Most Likely to Succeed --



A—To wear over everything, the beloved and very smart finger tip length jacket. Big pockets; neck can be buttoned up close or worn as shown here. Soft wool material. Sizes 12 to 16 in red or camel's hair color.

**BUY  
WAR  
BONDS  
and  
STAMPS  
HERE**

THE story in the college shops this season is quality. That doesn't mean that the girls who are bound for college don't love bright colors, vivid jewelry, gay accessories, soft fabrics, pretty date dresses, just as much as ever.

But they, like all other women in this wartime world, realize the necessity of having clothes that are serviceable as well as beautiful, coats and dresses that won't be through at the end of the season.

So you'll find them choosing coats and suits in all-wool material, paying particular attention to lines as well as to fabric. The pretty date dresses will be classically simple so they will be new-looking for more than one season.

If you're college bound, see the lovely things that have been assembled in the college shops of Shopping News stores. And career girls take note—you'll find these styles are beautifully adapted to your busy office life; take a look at them.

Outstanding values are now on display in the College Fashion Shops of many Shopping News Stores. We call your attention to the values advertised by Darling Shop, Page 2.

12c  
11c  
23c  
13c  
19c  
12c  
17c  
15c  
19c  
17c  
11c  
10c  
10c  
10c  
8c  
25c  
39c  
21c  
27c  
21c

A SAVING on Every Purchase or Your Money Back

SHOPPING  
CONVENIENCE

OPEN EVERY EVE. • FREE PARKING • MAIL ORDERS FILLED • FREE DELIVERY OVER \$5.00



A SENSATION WITH EVERY  
RED BLOODED BOY!

#### Junior Air-Raid Warden's Coat!

That smart military appearance all the boys idealize! Neat and practical for dry or wet weather. Made of water repellent gabardine; completely lined. Sizes 6 to 12.

- INCLUDES:
- Air Raid Whistle
  - Search Light
  - Arm Insignia

**\$5.98**

Helmet \$1.00

#### Boys' Sweaters

1000 to choose from! Button, zipper or slip on styles. Plain colors, two-tones or fancy, with or without sleeves. Part or all-wool; many popular colors to choose from.

SIZES 24 TO 38

**95c  
TO \$2.98**

#### BOYS' JACKETS

Only Rochester Jobbing House offers such vast assortments of practically every type of leather, suede, wool or poplin jackets on the market. Priced low to meet your particular budget.

Sizes 8-20

**\$2.98 TO  
\$7.98**

#### Boys' Hard-Finish Knickers

Hard-finish for more wear and better value. Full lined with snug fitting cuffs and pleated.

SIZES 6 TO 15

**\$1.39**

LONGIES—THE THRILL  
OF A LIFETIME!

New Fall

#### SUITS

WITH LONG PANTS

Double breasted and completely lined. Choice of three popular colors and patterns. Well tailored for smart fit and appearance. Sizes 10 to 16.

**\$7.98**

Others To \$19.95



#### Boy's REVERSIBLE FINGER-TIP COATS

Wool on one side reversed to gabardine.

**\$7.98**

Others To \$15.95

Boys Black Rubber  
JUNIOR WARDENS  
COAT  
(Two Way Cap)  
Sizes 6 to 14  
**\$2.79**



#### BOY'S BRIGHT PLAID Flannel Shirts

Made by Big Yank—a name that's always stood for quality. Full cut and well tailored.

**\$1.00**

Sizes 8-14 1/2

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

BOY'S CASHMERE  
**LONGIES**  
Many of these were purchased months ago before present restrictions in styling. Quality in TOPS! See 'em tonight.

**\$2.19**

Sizes 8-18



OPEN TONIGHT 'TIL 9



and what **Values!**

HERE THEY ARE!  
THOSE SNUGGLY,  
NEW

**TEDDY  
BEAR  
COATS**

White And all colors.  
Misses and junior sizes.  
You'll love one — and  
just look at the price!

**\$24<sup>99</sup>**

Coat Shop  
Second Floor

**NEW MONKEY FUR  
JACKETS**



Original exclusive  
style in genuine  
"gold coast"  
monkey.

Fur Shop  
Second Floor

**\$59<sup>95</sup>**

ENTIRE  
STORE AIR CONDITIONED

New and Greater  
**Darling  
Shop**  
190 MAIN ST. EAST

## Travel and Tour News

### Reservations Mount For New York Labor Day Tour Leaving Sept. 4

The call for reservations for the Rochester Sun New York City Labor Day Tour has been mounting in volume all week and is expected to reach its peak this week-end.

More than half the available reservations had been snapped up by last night as Sun readers took advantage of the opportunity offered by this paper's travel department to see New York, enjoy the luxuries of a famous New York hotel, and participate in a lovely boat cruise up the Hudson river to Albany on the return journey.

Cost of the tour is \$23.10 per person (based on the occupancy of two people in a double bedroom) and includes, besides transportation, a stay at the Hotel Vanderbilt on Park Avenue; sightseeing tours, visits to the Empire State Bldg. tower, Radio City, Modern Museum of Art, the newsreel theatre, and the optional features including a visit to the Village Barn, famous Greenwich Village night club, for dinner and an evening of dancing and floor show entertainment; and a yacht cruise around Manhattan Island.

The tour will leave from the New York Central station here at 10:25 p. m. next Friday, in air-conditioned coaches for a speedy, comfortable trip to New York where arrival will be made early Saturday morning. Excellent rooms with private baths will be ready for occupancy at the Hotel Vanderbilt upon arrival.

The return to Rochester may

be made any time Monday, with a choice of a dozen fast express trains of the New York Central railroad. However, as an added feature of this tour, members of the party may return by river steamship, leaving New York's 42nd St. piers at 9:20 a. m. Monday, sailing up the Hudson for Albany where direct connections will be made with the New York Central for the return to Rochester by rail. The Hudson river trip, noted for its scenic beauty is truly delightful. Passing under the George Washington, Bear Mt. and Mid-Hudson bridges, the steamer passes the Palisades, West Point, Hyde Park (home of the President) and right through the heart of the area immortalized by Washington Irving in his tales of the early nineteenth century.

Reservations are on sale at The Sun office, 420 Burke Bldg., daily between 9 a. m. and 5 p. m. except Saturday when the office closes at 1 p. m. They are made in the order received and are limited because of the transportation shortage and holiday hotel space shortage.

A postcard or telephone call to The Sun office will bring a folder to your address giving complete details of the tour. If Clark Gable means Mrs. William Clark, 172 Averill Ave., when he says "Somewhere I'll Find You," in his new picture opening at Loew's next Thursday, he'd better look right in the theatre. Two guest tickets await Mrs. Clark at The Sun office. Stop in before next Monday noon.

### Montreal-Quebec All-Expense Cruise Starts Wednesday

Less than one week remains before the third and season's final Montreal - Quebec all-expense tour sponsored by the Travel Department of this paper, gets underway from the Charlotte docks aboard the steamer Kingston.

The party will leave Rochester next Wednesday at 10:50 p. m. and return the following Sunday night.

Eight reservations are still available, so, if you haven't yet made yours and want to participate in one of the finest lake and river cruises ever to be organized in Rochester, you'd better act promptly and get your reservations in.

The tour costs \$49.95 per person and every last bit of expense to the individual is included except for three meals to be taken at individual option. DeLuxe steamer transportation in outside staterooms, delicious meals aboard ship and at the Chateau Frontenac in Quebec are included. Also a stay at the Mt. Royal Hotel in Montreal, a side trip to the world-famous shrine of Ste. Anne de Beupre in Quebec, a daylight sail through the Thousand Islands and the St. Lawrence River. During the cruising hours deck sports and other entertainment has been arranged. In the evening hours an orchestra will be provided for dancing and entertainment in the ship's ballroom. Evenings to hellboys in hotels and aboard ship will be taken care of by the tour conductor who will personally accompany the party to care of the myriad details.

Reservations may be made at The Sun office, 420 Burke Bldg., daily between 9 a. m. and 5 p. m. except Saturday when the office closes at 1 p. m. Full details may be had by telephoning Stone #900.

### More Women Physicians Enact To Overcome Doctor Shortage

The growing shortage of medical practitioners in many communities, due to the demands of the armed services, is giving a break for America's women's physicians, who had difficulty in establishing themselves in the profession until need overcame prejudices, it appears.

In New York and other large cities, hospitals are opening more internships to women, and medical schools expect a larger enrollment by women. Today there are approximately 7,500 women M. Ds. in the U. S., says an article in Tab, the new weekly magazine. When war began, the ratio of girl medical students to men was 1 to 10.

### Comic Magazine Spurs Juvenile War Stamp Sales

Sponsored by the U. S. Treasury to stimulate the sales of War Savings Stamps to children, War Victory Comics Magazine is now on sale at local newsstands and news dealers.

War Victory Comics features America's greatest comic characters, such as Blondie, Lil' Abner, Joe Palooka, Winnie Winkle, Smilin' Jack, Dick Tracy, The Gumps, and many others. All are represented in the Summer Issue.

All profits from the sale of War Victory Comics will be turned over to the U. S. O. and Army and Navy Relief Funds as the contribution of the printing industry as part of their share towards the sale of War Savings Bonds. The magazine has wided appeal to children and should do a great job of promotion for the sale of War Savings Bonds and Stamps.

Mrs. Thomas Blackburn, 197 Boxart St., will receive two guest tickets to Loew's Theatre to see Clark Gable in "Somewhere I'll Find You," opening at Loew's next Thursday, if she'll come to the Sun office before next Monday noon.

WM. F. and S. GEO. SHAFER Formerly President and Vice-President of

MENG & SHAFER

### Evening Shoppers

Open Every Monday Eve. and Any Other Eve. By Appointment

LAST WEEK OF AUG.  
**SPECIAL**

Kidskin Grey **\$198**

Other Kidskins to \$231  
Prices Include Tax

Highly recommended for smartness and service. Turn-back cuffs for all occasion uses. Matrons as well as misses appreciate its usefulness.

EVERY DESIRED FUR COAT  
**\$89 to \$890**

Whatever the Fur or the Fashion, see how much better you can do here... whether ready-to-wear or custom-created to measure.

Charge Accounts Budget Accounts



FREE Storage 'Til Fall  
Ask About Our Lay-Away Plan

**SHAFER CO.**  
51 EAST AVENUE

## CAMERA-SHY?

Are you one of those people whom cameras "scare to death"? Do you "freeze" at the thought of having your picture taken? If you do... this studio will be a treat to you! Our expert photographer has the knack of putting you at ease... of getting those natural, lifelike poses. Just come in and look at some of the photos we've taken!... Note the QUALITY of our work. Come in and see your Christmas Photos taken now!

EXTRA SPECIAL FOR LIMITED TIME ONLY  
**LOVELY Miniature PHOTO \$1.95**  
Finish in natural oil colors. Reg. price \$2.50 Special.....

SPECIAL PRICES ON MINIATURE PHOTOS FOR YOUR SOLDIER FRIEND

NO APPOINTMENT NEEDED

**Nelson's**  
STUDIO, MAIN FLOOR

200 E. MAIN ST.

## Final CLEARANCE

**White Shoes**

With good materials hard to get and shoe rationing a probability for the immediate future, wise buyers should take advantage of this sale. Then they know they'll have quality white shoes to wear next summer. Buy and lay away several pairs now.

### • WOMEN'S Selby ARCH PRESERVERS

All White — Brown and White — Blue and White — Black and White — Variety of styles and sizes.

**\$7.95**

### • WOMEN'S Selby STYL-EEZ

All White — Brown and White — Blue and White. — Variety of styles and sizes.

**\$5.95**

### • PIGEON'S FOOT AIDERS \$2.95 and \$3.95

Children's White Shoes, values to \$4 **\$1.98**

Kedettes — Women's and Children's formerly \$1.98 **98c**

Men's

### WRIGHT ARCH PRESERVERS

All White, Brown and White, 2-tone Sport Shoes. **\$7.95**

Regular Sport Shoes, values to \$8.95  
Now \$2.95—\$4.95—\$5.95



**PIDGEON'S**

25 CLINTON AVE. SO.



**Sensational  
5-Tube  
CAMERA-TYPE  
Admiral  
RADIO**

**\$29<sup>95</sup>**  
1.25 WEEKLY

Three-way radio — plays on AC-DC or battery. Automatically turned on by opening door. Powerful dynamic speaker.

**RUDOLPH'S**

CORNER EAST MAIN AT SOUTH AVENUE  
In Batavia, 109 Main Street — Open Monday Evenings

Mrs. Eliza Roe, 22 Woodlawn St.



★ **Stock up now on  
BREAST-O'-CHICKEN BRAND TUNA**

While the summer catch is available It pays to always have plenty of Breast-O'-Chicken Brand Tuna on hand because this versatile food can be used in most any recipe hot or cold.

Look ahead to those hearty Fall meals you'll be preparing soon — and to children's and worker's lunch boxes. Lay in a supply from this fresh, new summer pack. You'll be glad you used such foresight!

WESTGATE SEA PRODUCTS CO., San Diego, California

Be sure you're stocked up on U.S. WAR BONDS!



ay, August 27, 1942

MENG & SHAFER

Every Monday Eve.  
Any Other Eve. By  
Appointment

WEEK OF AUG.  
ECIAL

\$198

idskins to \$231  
Include Tax

commended for smartness  
turn-back cuffs for all  
Matrons as well as  
late its usefulness.

SURED FUR COAT  
to \$890

ie Fur or the Fashion,  
i better you can do here  
ready-to-wear or cus-  
to measure.

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Budget Accounts

ER CO.  
AUENUE

HY?

"scare to death"  
your picture taken?  
to you! Our expert  
at ease... of getting  
e natural, lifelike  
s. Just come in and  
at some of the  
os we've taken! ...  
the QUALITY of  
work. Come in and  
your Christmas  
os taken now!

PECIAL PRICES  
MINIATURE  
OTOS FOR YOUR  
OLDIER FRIEND

DO E. MAIN ST.  
UDIO, MAIN FLOOR



\$7.95

\$5.95

and \$3.95

\$1.98

98c

VERS

\$7.95

Rochester Sun, Thursday, August 27, 1942

Clark Gable's new picture, opening at Loew's next Thursday is en-  
titled, "Somewhere I'll Find You." Two guest tickets at The Sun Office  
say we'll find Miss Corinne Thibault, 131 Pomeroy St. if she'll come to  
The Sun office before next Monday noon.

**SALE**

**Utili SLIDEWELL  
WARDROBE**

3 POPULAR  
SIZES

20 in. by 20 in.  
by 39 in. high. **\$198**  
Reg. \$2.55

30 in. by 20 in.  
by 39 in. high. **\$298**  
Reg. \$3.55

30 in. by 22 in.  
by 66 in. **\$398**  
Reg. \$4.55

Well made of Wood-Tone fibre board with  
wood reinforcements. The economical answer to  
your need of extra storage space.

Realistic  
WOOD-TONE  
Finish

MAIN 7900

**Ward's**  
15  
EXCHANGE ST.  
—Free City Deliveries—  
FREE PARKING OPPOSITE  
CLOSED SATURDAY 1 P. M. IN AUGUST

Mrs. George Lloyd, 405 Linden St.

**in the National's Basement...**

Store Open Thursday Nights 'til 9 p.m.



Basement  
Savings  
In Boys'  
Fashion-Rite  
School  
Clothes!

**Student Suits**

**\$12.95**

Smart new tweeds, bright overblends, heather  
mixtures and diagonal weaves. Three-  
button drape models that can also be worn  
as a sport coat. Sizes 32 to 38.

**Prepster Suits**

**\$10.95**

Nicely tailored tweeds, herringbones and  
diagonals in both single and double-breasted  
models. Durable fabrics. For boys who are  
ready for first long pants. Sizes 8 to 16.

**Rev'sible Coats**

**\$11.85**

The most popular coats in town! Fingertip  
reversible in Camel, Teal and Luggage brown.  
Water-repellent reverse side. Zipper front,  
military collar. Sizes 12 to 22.

**School Slacks**

**\$2.95**

A huge selection in tweeds, herringbones,  
heather mixtures and diagonals. Sturdily  
tailored. Pleated fronts, zipper or button  
closings.

**Póplin Jackets**

**\$2.95**

Water-repellent and wind-proof... the  
kind of protection your boy needs. Well  
tailored with two slash pockets and zipper  
front. Marvellous values.

**School Sweaters**

**\$1.79**

Several styles to choose from. Zipper and  
button fronts as well as the popular crew  
necks in plain shades and contrasting colors.  
Values worth seeing.

Charge It!

At The National  
During August

**The  
NATIONAL  
EAST MAIN AT STONE**

You Don't Have  
To Pay Until  
Oct. 10th!

New Staff Heads  
Named By Distillery



HARRY G. SERLIS

J. L. Leban, president of  
Stagg-Finch Distillers corpora-  
tion, which is the straight whis-  
key affiliate of Schenley Dis-  
tillers corporation, this week  
announced the appointment of  
Harry G. Serlis as assistant gen-  
eral sales manager, K. H. Sei-  
del as advertising manager, and  
Jules E. Anderson as executive  
assistant and budget admini-  
strator.

Serlis has been a sales execu-  
tive with Schenley since 1936  
when he joined the company.  
He served successively as south-  
eastern regional manager, assist-  
ant general sales manager in  
charge of marketing for "open"

states. Prior to joining Schen-  
ley, Serlis was engaged in ad-  
vertising, sales and merchandis-  
ing in Chicago.

Seidel was formerly adver-  
tising manager of Oldetyme  
Distillers corporation, a Schen-  
ley affiliate. He previously  
worked as an advertising execu-  
tive with Harper & Brothers  
and later directed advertising  
and public relations for the  
Terminal Cab division of Gen-  
eral Motors Truck company.

Anderson started with Schen-  
ley in 1933 as a cost accountant.  
He became head of the general  
ledger department, chief audi-  
tor, and finally sales controller.  
He was previously associated  
with Price Waterhouse com-  
pany.

Free 'Smokes' for Soldiers  
Drug Company Offers

A way to get free 'smokes' to  
the boys in the armed services  
overseas has been worked out  
by local units of the Daw Drug  
Co. in cooperation with the  
War Department and the mak-  
ers of Camel cigarettes.

Officials of Daw's announced  
this week that for every 100  
Camel cigarettes sold, two  
packages will be sent to the  
boys overseas at no cost to any-  
one. This offer is in force at all  
seven Daw Drug stores in this  
area. As an added inducement  
the drug concern has placed a  
special price of 71 cents for two  
flat fifty packages.

According to connoisseurs,  
America now makes the best  
Limburger cheese.

GET OUT OF DEBT

With a  
CENTRAL TRUST LOAN  
Compare the Cost:

AMOUNT	4	8	12
\$100	37.37	11.69	8.89
\$200	34.54	11.37	15.75
\$300	51.81	15.96	26.88
\$400	69.67	46.74	35.58
\$500	86.31	58.43	44.47

The Above Payments Provide  
Life Insurance to Protect Your Loan

**CENTRAL  
TRUST  
CO.**  
25 E. MAIN  
1806 EAST AVE.  
Phone  
MAIN 1625  
Member F. I. C.

**LINCOLN'S**

MAIN AT  
ST. PAUL

**REPAIR YOUR OLD SHOES**  
Help Conserve Leather for Uncle Sam



**HALF SOLES  
75c**

Sturdy Genuine Oak Leather Half Soles—Neatly Sewed  
Tomorrow Only.  
LINCOLN—Shoe Repair—Basement

*Sibley, Lindsay & Carr Co.*



IT'S EASY TO CONSERVE GAS AND TIRES  
AND STILL BUY THE THINGS YOU WANT

**WHEN YOU SHOP AT SIBLEY'S  
BY TELEPHONE OR MAIL**

Two "Personalized" Services That Shop For You As  
Efficiently and Accurately as You'd Shop Yourself!

PHONE STONE 6500

A corps of over 20 telephone "salespeople" are "at your service." They're specially trained and ex-  
perienced to do more than take your order. They have a thorough knowledge of departments and  
merchandise. They know how to "shop" and suggest, and are well-informed to give you the infor-  
mation you need about merchandise or the store. Whether it's groceries, home furnishings, fabrics,  
or fashions you need, your telephone salesperson will shop for you as efficiently and accurately as  
though you were shopping in person.

PHONE SHOPPING HOURS:

Mondays . . . 8 A. M. to 9 P. M.  
Tuesday through Friday . . . 8 A. M. to 5:30 P. M.  
Saturday Summer Schedule . . . 8 A. M. to 1 P. M.

OR WRITE

Our same efficient corps of telephone "salespeople" takes care of your mail orders. Shopping for  
your needs in every department, supplying wanted information, and giving you such "personalized"  
service as matching thread and fabric, and doing any number of "personal" store errands, which  
you ordinarily think you have to do yourself.

**REMEMBER! SIBLEY'S IS AS NEAR AS YOUR PHONE OR MAILBOX!**



# NOTICES

All notices must reach Shopping News office 430 Burke Bldg. by Tuesday noon for the Thursday publication. Notices received AFTER that deadline will be disregarded.

Clara Barton Tent, D.U.V. will meet in Odd Fellows Temple, 11 Clinton Ave. N. tomorrow for initiation ceremonies.

Capt. Henry Lomb Circle, Ladies of the G.A.R., will meet tomorrow in City Hall Annex, Court St. to plan fall and winter activities.

Townsend Prosperity Club No. 19 will meet next Tuesday at 8 p. m. at 208 Main St. W.

Knights of Calvin will show movies at their meeting hall on Clifford Ave. at Remington St. Thursday, September 3 at 9 p. m. Members and friends invited.

A model railroad exhibit will open Sept. 7, Labor Day in the Rochester Museum of Arts and Sciences for a two-week stand. A working model of an entire system will be shown, as well as models from Rochester clubs, railroad companies and the collection of Edward Hungerford of Pittsford.

Goodman O. Sarachan, assistant United States Attorney and Dr.

## JUST ONE OF A KIND!



Advance Exclusives from the Drafting Boards of Famous Designers!

Look your loveliest for fall in one of C. B. Thomas' ultra-new dresses, secured thru special channels and sold to you at prices that will surprise and delight you!

Open Even 'til 9 P. M. Mon. & Thurs. For Your Convenience

**C. B. THOMAS**  
DRESSES

723 HOTEL SENECA  
Right at the Elevator

# Prepare for Winter Now

By ROSELLEN CALLAHAN



SHORT ERMINE jacket is one of the best buys of the year. Flattering, slimming and not as expensive as it looks, the short jacket which Frances oodward wears here is an after-five favorite out Hollywood way. It is a perfect complement to today's street length dinner dress and of course is the perfect wrap for formal wear.

This winter there'll be less heat and many more occasions when we'll have to walk rather than ride. It's a good year to buy that fur coat you've been considering. Fur coats don't necessarily mean expensive minks or broadtails. There are excellent buys to be had in new blonde muskrat, nutria, safari sealskin, and camel hair lapin. True, the initial cost of a fur coat is great, but with the proper care it will last you several years. Here are a few suggestions from fur experts which will help preserve its lustre, shape and longevity.

Buy a coat plenty full so that when you sit down or reach there will be no unusual strain... when your fur is wet, don't throw it into a heap on a chair or try drying it over a radiator. Hang it in a cool room where it will dry slowly, and then gently brush the matted fur... To preserve its color, keep your coat in a dark and cool place, and try not to wear it in the bright sun... Don't carry your hand bag under your arm, for the constant friction will wear down the pelt... And when storing it for the summer, make certain that is cleaned by an expert, so that the skins will not dry and crack.

If Mrs. August Althen, 83 Roslyn St. would like to see Clark Gable in "Somewhere I'll Find You," opening at Loew's next Thursday, she should stop in at The Sun office before next Monday noon when two guest tickets await her.

For Victory Day Bonds.

## HOW OUR FORCES WILL MEET INVASION

An intimate picture of the defense we've set up against hit-and-run raids along our coasts.

## FAMILY DINNER — A Complete Novel

An unusual novel — showing how one family rebelled against a mother's tyranny by Frances Egan Green.

10c The Saturday Evening Post Now On Sale 10c

## How Much Cash Do You Need?

Solve your loan problem quickly, easily, economically. No co-maker or collateral required. No red tape. Application form gladly mailed if you cannot come in.

## COMPARE OUR LOW BANK RATES

If you borrow	You receive	You make 12 monthly payments of
\$ 96	\$ 95.92	\$ 8
120	112.40	10
180	164.00	15
240	224.00	20
300	281.00	25
420	393.40	35

Other amounts at proportionately low rates. Insurance pays up loan in case borrower dies.



Personal Loan Dept. 2nd Floor  
Main Office Exchange & Broad Sts.  
**GENESEE VALLEY TRUST COMPANY**  
Rochester, N.Y.  
Valley Office, 1475 Mt. Hope Ave. Spencerport Office, Spencerport, N.Y.  
MEMBER F. D. I. C.

Mrs. John Balch, 403 Columbia Ave.

## Open Tonight 'til 9!

Today, As Never Before, Industry Needs Good Vision!

PROTECT YOUR EYES! Don't tire or strain them. If you have the least indication that they need attention see Dan G. Albert, Registered Optometrist at Smalls for a check-up. Don't Guess!

## GLASSES ON EASY CREDIT

**Smalls**

28 MAIN STREET EAST



We Use Only Bausch & Lomb And Shuron Lenses!

BAUSCH & LOMB RAY BAN GLASSES \$4.75 UP

Blake McKelvey, assistant city historian will discuss "Our Fascist Enemies Within," at the JYM-WA Forum at 8 o'clock tonight.

Registration of pupils at Brighton schools, District 1, at Monroe and Elmwood Avenues will take place Tuesday Sept. 8 at the following hours: 9 a. m., primary through grade 8; 9 to 10:30 a. m., seniors; 10:30 a. m. to noon, juniors; 1 to 2:30 p. m., sophomores; 2:30 to 4 p. m., freshmen.

Rochester members of the first World War's 78th Division will send a delegation to a national reunion in Newark, N. J., Saturday and Sunday, Sept. 12 and 13.

Rochester barbers will fetter Frank C. Nizer, business manager of the local union and president of the State Journeymen Barbers, at a testimonial dinner Sept. 12 at the Seneca Hotel.

A cafeteria supper will be served this afternoon from 5:30 to 7:30 p. m. on the lawn of Winton Congregational Church, Winton Rd. N. and Farmington Rd.

Odd Fellow and Rebekah representatives to the annual meeting of the Lockport Home will meet next Monday in Odd Fellows Temple, 11 Clinton Ave. N.

Flower City Sisterhood, Dames of Malta will meet at 8 o'clock tonight in Malta Temple, 217 Lake Ave.

Members of the John Gubler Jr. Auxiliary, 205, Army and Navy Union, will hold a sausage roast Saturday, starting at 8 p. m. at the home of Kathryn Bennett, 411 Cottage St.

Two guest tickets to see Clark Gable in "Somewhere I'll Find You," opening at Loew's next Thursday await Mrs. Henry Bardo, 411 Wilder St. at The Sun office. Stop in for them before next Monday noon.

Never wash a waffle iron, as the water will ruin the heating element. Brush the grids with a stiff wire or fibre brush while they are still warm, then wipe off all remaining oil with a dry cloth.

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

THE CLEANER WITH 101 USES... BEAUTIFULLY REBUILT  
Complete with Attachments

Used **ELECTROLUX** Fully Guaranteed  
Same Length of Time as a Brand New Electrolux

10-DAY TRIAL PLAN

IF YOU CAN'T COME IN... Phone or Write for Free Home Demonstration

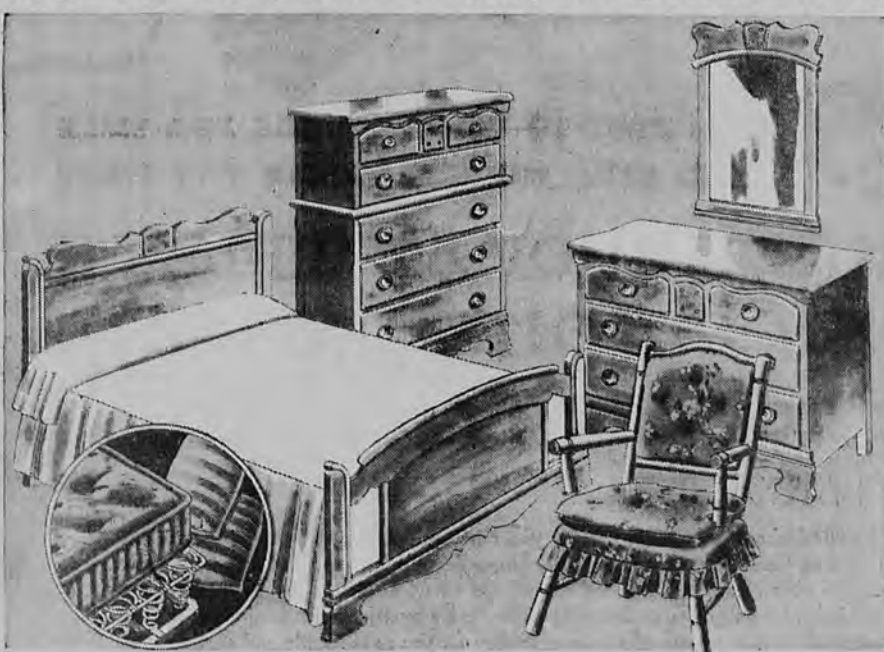
**PENN VACUUM STORES**  
30 SOUTH AVENUE  
MON. & THURS. 'TIL 9 P.M.  
OPEN 'TIL 7 P.M.

BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

REMEMBER! WE'RE OPEN TONIGHT 'TIL 9 P.M.

# MIRACLE VALUES IN RELIABLES AUGUST SALE!

Maple For Every Room... Every Budget... At Drastic Price Reduction! Easy Credit Terms On All Purchases



## COMPLETE 8 PIECES BEDROOM OUTFIT

\$95.76 Value! Last Few Days For Only...

Your Opportunity To Save! A completely furnished Colonial bed room in rich Maple finish... priced to give you a sensational value! Sturdily built all the way through... and SIMMONS BEDDING is included to give you restful comfort as well. Listed below are the items included:

- Dresser • Chest of Drawers • Bed • Simmons Coil Spring
- Simmons Mattress • Cricket Chair • Two Lamps

Open An Account... Terms \$1.50 Weekly!

**\$79 Complete!**

**THE RELIABLE** 80-84 STATE ST ROCHESTER



**SIMMONS BED OUTFIT**  
THREE PIECES: Steel bed in enamel finish, coil spring, mattress.  
Easy Terms  
**\$22.95**



**INNERSPRING STUDIO**  
\$39.95 value. Innerspring mattress, springs to turn, full size bed!  
\$1.25 Weekly  
**\$34.95**



**ICE REFRIGERATOR**  
All steel, heavy enamel finish. Large ice and food compartments!  
Open An Account  
**\$24.95**



## SPECIAL! 10 PC. MAPLE LIVING ROOM

Your living room completely furnished... with nothing else to buy! Smart three piece suite with Maple finish frames, coil spring filled cushions covered in heavy homespun. The accessories are all in matching finish for greater beauty and charm. Listed below are the items included:

- Sofa • Club Chair • Wing Chair • Maple Coffee Table
- 2 End Tables • 2 Table Lamps • Floor Lamp • Bridge Lamp

Terms Only \$1.25 Weekly... Open An Account

## SEVEN PIECE MAPLE DINETTE

**\$89**



\$106.77 value. Solid Maple in an attractive, early American design. Ideal for the dinette or smaller dining room! Buffet, Extension Table, China Cabinet and four chairs... at a smashing low price for the last few August Sale Days!  
\$1.50 Weekly

TO PAY

BUDGET TERMS



Rochester Sun, Thursday, August 27, 1942

A Dollar's Worth of War Stamps If Your Name Is Between The Ads

# Special Values for Friday and Saturday!

BUY WAR STAMPS & BONDS AT

## Edwards

Store Hours:  
FRIDAY  
9:45 to 5:30 P. M.  
SATURDAY  
9:45 to 1 P. M.

FREE RULERS to Boys and Girls! Children of School Age can come to Edwards and get a Free Ruler with the Presidents names imprinted. — Boys' Dept.—1st Floor — Girls' Dept.—3rd Floor

## Exceptional Savings in "Fruit of the Loom" COLONIAL DAME SHEETS



Sheets  
63x99 ..... **1.39** Case  
45x36 ... **39c**

Only Edwards August Sales could bring you such exceptional saving. The ever-popular brand that sells so well. Nicely boxed to keep them spotlessly clean.  
Size 72x99 —August Sale Price .... 1.49  
Size 72x108 —August Sale Price .... 1.59  
Size 81x99 —August Sale Price .... 1.59  
Size 81x108 —August Sale Price .... 1.79

EDWARDS—Second Floor

## NEW STANDARD SIZE A-B Table Top GAS RANGE



August Sale Price

**89<sup>44</sup>**

First quality, standard size 36" table top range. Full insulation... automatic top lighting—Robert Shaw heat control. All porcelain. Just a few left of this fine quality, moderately priced range. LIGHT INCLUDED.

Pay 1/3 Down—Balance in 12 Months

EDWARDS—Sixth Floor



## SPECIAL SALE! Living Room PILLOWS

Reg. 1.39 ..... **1.19**

Beautifully finished, nicely filled living room pillows. Choose several in green, blue, maroon or rose. All regular 1.39 values.

Reg. \$1, Stamped PILLOW CASES ..... **89c**

Here's a fine muslin pillow case, neatly hemstitched, ready for left fingers to embroider. Regulation size.

EDWARDS—Art Shop Second Floor



## THE POST OFFICE SAYS "THUMBS UP" FOR OVERSEAS SHIPMENTS ON THESE GIFT MESS KITS

These Are Some Delicacies He'll Like!



PARADE MESS KIT ..... **1.59**

Size 11 3/4" x 11 3/4" packed weight, 4 lbs. Also at the same price, CANTEEN JUNIOR, containing crackers, cheese, marmalade, cookies and candies.



Bugle Call Mess Kits

3-Lb. Box ..... **99c**

Edwards has sold hundreds of these kits for the "boys". Contains: crackers, jellies, cookies and candies.

EDWARDS—Street Floor



Beautiful Round 3 1/2 Pound Decorated Tin

## Home Style COOKIES 99c

Tin keeps cookies fresh indefinitely. Pussy Cat tin, Boston Terrier tin or Rose scene tin.

- Chocolate and Vanilla
- Filled and Plain
- Spicy and Toll House Cookies



VICTORY PACKAGES

4-Lb. Box ..... **99c**

Soldier? Sailor? Marine? They'll all love this Victory package. Glace fruits, cookies, stuffed fruits and candy.

## ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT

Quality Footwear Made To Wear — In Styles For Men, Women and Children!



Quality SHOES

FOR MEN!



Thrift Buys

**4.40**

In Fine Calfskin and Grained Leather

Well know "Townway" shoes with custom lasts, moccasins, plateau toes, wing tips, straight tips. Leather, rubber or corded soles. Long wear and lasting comfort for only \$4.40!

EDWARDS—Basement

Don't Wait For Ice or Snow! Prepare Yourself Now Against Further Rubber Shortage!

## Women's Talon Rubber Arctics

Sizes 5 to 8 **2.15**

Popular heel heights in one piece collar, straight cuff style. Warmly fleece lined. Black, brown.



## BOY'S BLACK OR TAN STURDY OXFORDS



Welt Constructed **3.49**

Dressy wing or straight tips, tan moccasins with leather, rubber and corded soles.

EDWARDS—Basement

## Back to SCHOOL SHOES

For children  
Sizes 8 1/2 to 3



Real Values **2.69**

BLACK or BROWN

Snappy oxfords for the "little man" or dressy straps for the "little lady". Designed especially for growing feet in styles children like.

EDWARDS—Basement



One way to renew awnings is to dye them a solid color, preferably the original color of the brightest stripe. Naturally the stripes will show a bit, making a shadow stripe effect, but the result generally is most satisfactory. The dyeing is done before the cloth is put on.

For Victory Buy Bonds.

100% SATISFACTION GUARANTEED  
**COKE \$10.50**  
100% ANTHRACITE HARD COAL \$11.75 Egg, Stove, Nut  
WEST END FUEL CO. 2 Lake Ave. Glen 745  
Mrs. Wm. Dean, 95 Northview Terr.

## YOUR SUNDAY DINNER

\*Vegetable Dinner  
(Consisting of peas, carrots, cauliflower and asparagus)  
\*Hot Muffins  
\*Polka Dot Cup Cakes  
Beverage

(Recipes Included)  
This menu is properly balanced for nutritional value. It supplies: Cauliflower: Vitamins A, B, C, and G; minerals, Vitamin D if served buttered; proteins. Carrots: Vitamins A, B, C, and G; minerals, Vitamin D if served buttered. Peas: Pro-



V is for vitamins—and this meal abounds in them. A cheese sauce served with the cauliflower adds more protein to the meal. The other vegetables are served buttered. It's a light meal—but nutritious for your Sunday Dinner August 30. The dessert is something a little different—cupcakes with polka dots. Tells how to make them here.

tein, Vitamins A, B, C and G; minerals, Vitamin D if served buttered. Asparagus: Vitamins A and C; minerals, Vitamin D if served buttered.

### To Serve 6 You Need

- 1 large head cauliflower
  - 2 bunches carrots
  - 2 lbs. fresh peas
  - 1 lb. can of asparagus or 24 stalks fresh asparagus
  - 1/4 lb. American cheese
  - 1 pkg. coconut
  - 1 pkg. tiny candy balls
- (Balance of materials among staples)

### Vegetable Dinner

Remove the leaves from the cauliflower and cut off any bruised or dirty spots. Place it, top downward, in a deep bowl of cold salted water and allow it to stay there about half an hour to draw out dust and other impurities. Cook it whole in boiling water, uncovered. Cook 15-25 minutes until tender. Add about 1/2 cup milk to the water in which it is boiled—it will keep the cauliflower white. Lift out the cauliflower carefully.

Wash 1 large bunch or 24 stalks asparagus thoroughly. Trim off hard stalks and scales to the tip. Tie in small bunches. Stand upright in boiling salted water. Cook 15 to 20 minutes or until tender. Drain and butter.

### Cheese Sauce for Cauliflower

Melt 3 tablespoons butter in pan, add 3 tablespoons flour and blend. Then add 1 1/2 cups milk, salt and pepper to taste. Cook until thickened. Then fold in 1/4 lb. sliced American cheese. Remove from heat and stir until cheese is melted. Pour over cauliflower just before serving.

### Apricot Feather Muffins

- 1/2 cup dried apricots
- 2 cups sifted flour
- 4 teaspoons baking powder
- 1/2 teaspoon salt
- 1/3 cup sugar
- 1 egg, beaten
- 1 cup milk
- 1/4 cup melted butter

Wash apricots and soak for 1 hour, in warm water. Drain and cut in small pieces. Sift flour, baking powder, salt and sugar together. Combine beaten egg, milk and melted shortening and add to dry mixture, stirring only until moistened. Add apricots and fold into batter. Drop by spoonfuls into greased muffin pans, filling them 2/3 full. Bake in 425 degree F. oven for 20 minutes. Makes 12 muffins.

### Polka Dot Cup Cakes

- 1/4 cup butter
- 1/4 cup shortening
- 1 cup sugar
- 2 squares chocolate
- 2 eggs
- 1 1/4 cup all purpose flour
- 1 teaspoon baking powder
- 1 teaspoon soda
- 1 cup buttermilk
- 1 teaspoon vanilla

Cream shortening and sugar until smooth. Add well beaten egg yolks and beat vigorously. Stir in melted chocolate, then soda dissolved in buttermilk. Add flour sifted with baking powder. Add vanilla. Fold in stiffly beaten egg whites. Pour into greased cup cake pans. Bake 15 minutes in 375 degree oven. Frost with butter icing and press brightly colored tiny balls of candy into soft frosting.

### Serving Hints

Arrange the cauliflower in the center of a large platter. Pour buttered peas around cauliflower, for centerpiece. (Continued on Page 9)

## BETTER MEALS at GREATER SAVINGS!

(Like This Lamb Steak Dinner)

They're Yours Whenever You Use  
The 64-page Meal-Planning Book!

## "52 SUNDAY DINNERS"

The book that solves all your meal-planning problems . . . making it easy for you to get appetizing, nutritious meals that are surprisingly economical and still have extra food value. Get "52 SUNDAY DINNERS" today while the supply lasts. Its modest price will pay you 52 times over!

**25c**

### The Menu For This Big Steak Dinner

- BROILED LAMB STEAKS
  - Parley Potato Balls
  - MINTED CARROTS
  - Buttered Cauliflower
  - Apple and Lettuce Salad
  - BANANA CREAM TARTS
- Variety and Nutrition in an Economical Dinner!

MAIL OR BRING THIS COUPON WITH 25c TO SHOPPING NEWS

ROCHESTER SHOPPING NEWS  
420 Burke Bldg.  
5 St. Paul St., Rochester, N. Y.

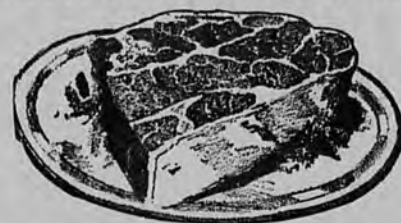
I enclose . . . cents in (stamps) (wrapped coins) for . . . (copy) (copies) of the new book "52 Sunday Dinners" selling with the coupon at 25c per copy, including mailing cost.

Name . . . . .  
Street . . . . .  
City . . . . .

### MONEY-BACK GUARANTEE

If, after having and using this book, you decide you don't want it, return it within 7 days and Rochester Shopping News guarantees you return of the purchase price.

SATISFACTION GUARANTEED!



WEGMANS TENDER JUICY ROASTS

## SHOULDER BEEF

**27c**  
lb.

Tender, juice-filled roasts . . .  
well mottled with fat. Good  
eating GUARANTEED or  
your money refunded in full!

FRIDAY and SATURDAY ONLY

**Wegmans**  
HOME OWNED SUPER MARKETS  
FREE PARKING FOR CUSTOMERS

## WEGMANS Grocery Prices

ARE GUARANTEED TO BE

## AS LOW OR LOWER

THAN THOSE ELSEWHERE!

"Kitchen-Tested" Flour

**Gold Medal** 24 1/2 lb. **99c**

Requires No Sugar-Kraft

**Cocoa Mix** 1/2 lb. **17c**

Widmers Pure Sweet

**Grape Juice** 2 pints **29c**

Green Gables

**Sandwich Spread** jar **19c**

Economical Soap

**Fels Naptha** 10 bars **45c**

Ontario

**Club Crackers** lb. pkg. **19c**

Simon Pure Beer or

**Old Abbey Ale** qt. **18c**

Quart Cans

**Lion Beer** qt. **21c**

**Wegmans**  
HOME OWNED SUPER MARKETS  
FREE PARKING FOR CUSTOMERS



★  
ALWAYS  
ON THE  
TABLE  
★

Trynoski's

**SNAPPY MUSTARD**  
Full of Zip and Flavor  
Generous 5-ounce trial size  
at your favorite  
grocers. **10c**



August 27, 1942

Rochester Sun, Thursday, August 27, 1942

Look For Your Name Between The Ads. Win War Stamps

# SATURDAY LAST DAY SEARS SALE!

BOTH STORES OPEN FRIDAY AND SATURDAY NITES TIL 9:30

LAST CHANCE TO GET A NEW  
COIL SPRING FILLED SUITE  
AT SEARS SALE SAVINGS!



MAPLE MIRACLES  
THREE COMPLETE  
ROOMS - 12 PIECES

Yours For Only

**\$50**

For Each Room

3 PIECE LIVING ROOM  
3 PIECE BED ROOM  
6 PIECE DINETTE

LIVING ROOM—3 PIECES

Large size davenport and matched club chair, with wing arm in contrast cover. All pieces with reversible spring filled back cushions. Use Budget Plan. Second Floor Monroe.

BEDROOM—3 PIECES

Solid Maple—in authentic period style, even to simulated hand pegged frames. Bed in full or single sizes. Chest and dresser or vanity. Use Budget Plan. Second Floor Monroe.

DINETTE—6 PIECES

Your choice—Drop leaf or extension table, buffet and four chairs. Beautifully crafted of selected Hard Northern Maple, hand rubbed to a smooth amber finish. Use Budget Plan. Second Floor Monroe.



Values to \$8.98

6 WAY LITE  
FLOOR LAMP  
OR SWING ARM

**7<sup>98</sup>**

Ornamental bronze base supports fluted bronze column, three candle lites and top lite on floor lamp, indirect 3 way lite on swing arm. Complete with pleated silk shade. Second Floor Monroe.



Searoleum

FELT BASE  
YARD GOODS

**33<sup>c</sup>** Square Yard

Choice of 10 high gloss patterns tiles florals and geometrics.—Every inch perfect all cut from full rolls. Six foot widths suitable for any room. Buy on Budget Plan. Second Floor Monroe.



9x12 AXMINSTER

**RUG**  
**31<sup>88</sup>**

Not a clearance deal of hard to move patterns—not mill ends, not these beauties. A choice of over 10 patterns in Modern, Texture and Chinese designs, of fine, firmly woven Axminster beauties. Buy on Budget Plan. Second Floor Monroe.



\$1.98 Values!

PARCHMENT SHADES  
**1<sup>29</sup>**

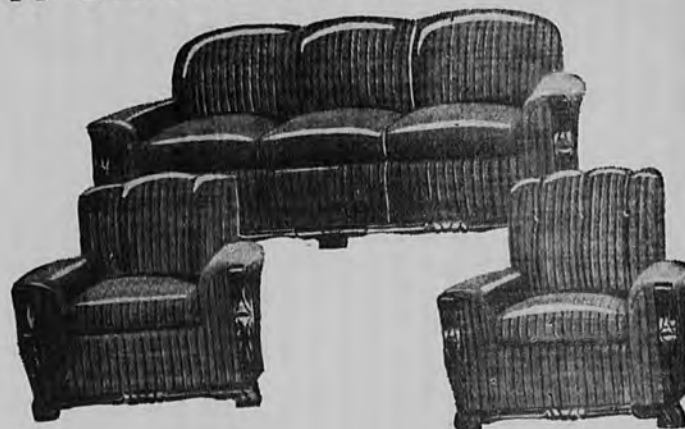
Bridge, table and reflector styles in assorted colors. Sturdy wire frame. On sale Second Floor Monroe.



\$3.29 Value

TABLE LAMP  
**2<sup>98</sup>**

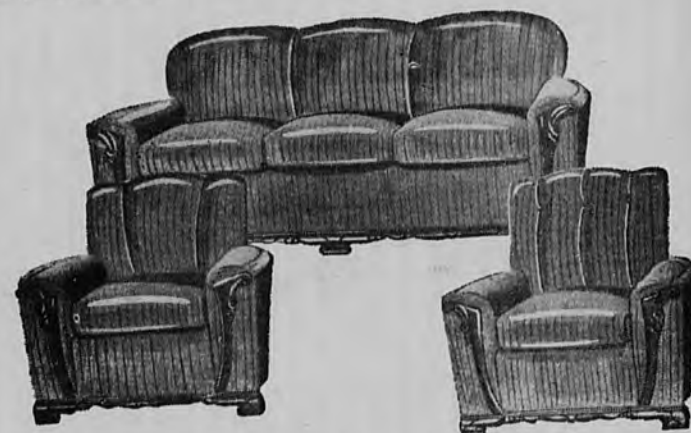
Smartly designed pottery base lamps finished with high lustre glaze. Complete with acetate shade.



VERIFIED VALUE \$109.95! SAVE \$30

Modern design fully proportioned three piece tapestry living room suite. Reversible cushion Davenport. Matching Lounge chair and contrast club chair. Buy on Budget Plan. Second Floor—Monroe.

**79<sup>.95</sup>**



VERIFIED VALUE \$119.95! SAVE \$30

Hardwood frame in modern styling, richly covered in tapestry, generously proportioned davenport and matching lounge chair, contrasting high back chair. Buy on Budget Plan. Second Floor—Monroe.

**89<sup>.95</sup>**



VERIFIED VALUE \$129.95! SAVE \$30

Twentieth Century styling, amply proportioned. Three Pieces, beautifully covered in durable tapestry. Davenport and matching Lounge chair, contrast High Back chair. Buy on Budget Plan. Second Floor—Monroe.

**99<sup>.95</sup>**



98c Value!

SHEET BLANKET  
**79<sup>c</sup>**

Single size 70x80 woven of fine domestic cotton, brushed to soft high nap. Blue, brown and pink plaids. On sale Both Stores.



\$3.59 Value!

PLAID BLANKET  
**\$3<sup>29</sup>**

Guaranteed wool content not less than 5%. Double bed size—woven in one continuous length, 72x180. Washable plaids, matching twin towel binding. On sale Both Stores.



\$4.98 Value!

72x84 COMFORT  
**\$3<sup>98</sup>**

Paisley patterned center in fine broadcloth covers. Plumply filled with 25% reprocessed wool. Choice of 5 colors. On sale Both Stores.

**SEARS ROEBUCK AND CO.**  
MONROE AT S. UNION ★ RIDGE ROAD AT DEWEY  
MAIN 7000 GLENWOOD 556



**MOST AMAZING VALUES IN TOWN!**

J. P. COATS OF CLARK'S Machine Thread  
Big Spool, Reg. 10c ..... **7½c**

EXTRA HEAVY WHITE SHEETING  
2 yards wide, 66c value ..... **44c**

EXTRA HEAVY TURKISH TOWELS  
2x40  
Reg. 25c to 45c ..... **28c**

GENUINE SAMARK AND ORIENTAL  
THROW RUGS  
2x40  
Reg. \$2.50 ..... **\$2.29**

2'x5'  
Reg. \$5.98 ..... **\$3.98**

2'x6'  
Reg. \$10.98 ..... **\$7.98**

GIRLS' GENUINE "DOT & DASH"  
DRESSES  
Reg. \$1.50 to 14 ..... **68c**

MEN'S ATHLETIC UNDER-  
SHIRTS Reg. 35c ..... **23c**

MEN'S RIB OVERALLS  
Blue Denim, Reg. \$1.50 ..... **\$1.23**

LADIES' RAYON PANTIES  
Reg. 35c ..... **19c**

MEN'S BROADCLOTH UNDER-  
SHORTS (or knitted)  
Reg. 25c ..... **28c**

J. P. COATS or GEN CROCHET  
COTTON  
Big ball, Reg. 25c ..... **19c**

MEN'S PURE SILK NECKWEAR  
Beautiful patterns.  
Values to \$1.49 ..... **28c**

MEN'S WHIPCORD WORK TROUSERS,  
Battledore brand,  
Reg. \$2.99 ..... **\$1.79**

GIRLS' SILK PILLMENT SATIN  
SLIPS, Sizes 7-14  
Value \$1.19 ..... **49c**

9-OZ. WATER GLASSES 2 for  
Reg. 4c ..... **5c**

GLASS BERRY BOWLS, Large  
Ass. Reg. 5c ..... **3c**

PEQUOT BED SHEETS  
Reg. \$2.19 ..... **\$1.59**

Above are but a few of our  
permanent and amazing bargains.  
Every Buy a Bargain at  
**BILLS BARGAIN STORE**  
98 East Main St.  
Near Water

## For Your Information

VERY SOON, thousands of our children will be returning to school — some with glad hearts and some with resentment. YOU can make school days happy ones for your children by bolstering their ego with clothing they'll prize — clothing that will swell little boys' chests and add a sparkle to little girls' eyes. This is accepted as sound psychology by leading authorities. Use it.

YOUR BOY will go head-over-heels for the 'Air Raid Warden' coat at Rochester Jobbing House! It's a smart looking double-breasted, belted coat of water-repellent fabric, lined, and designed for wet or dry weather. The big punch is in the Air-Raid emblem emblazoned on the sleeve — the whistle on a cord around the neck, and the 'black-out' flashlight included. This regalia will steal a boy's heart — and it sells complete at \$5.98; however — to complete the effect you'll probably want the waterproof composition 'tin helmet', made to look exactly like a soldier's. \$1. To the best of our knowledge, Rochester Jobbing House has a temporary 'exclusive' on this outfit in town.

YOUR LITTLE GIRL will just burst to wear one of the two-piece dresses we saw downtown! They consist of a plaid spun rayon dress with a bright colored corduroy jerkin. They're styled as smartly as the nicest fashions in the exclusive women's shops! Every little girl wants to feel grown-up — here's her chance. One of the best

buys we found in this outfit is at Edwards — \$5.95; 3rd floor.

SPUN RAYON has been cleverly moulded into simulated wool for conservation and economy. The imitation is so good it takes an expert to tell the synthetic from the genuine wool! Of course, YOU needn't be an expert, because government regulations demand that labels carry exact specifications of materials used in every garment. It is reported that this pretend wool is superior to real wool because during the winter, wearers of this synthetic do not become as readily overheated indoors — yet the fabric resists the cold outdoors very efficiently.

We upset the town trying to get a line on TIMMIE TUFT for you — and everybody wound up confused — including the clerks, buyers and your reporter. TIMMIE TUFT appears to be both a material and a style

—in other words the material is inseparable from a definite style featuring boxiness and big, big buttons. Nearly as we can learn the material is mohair fleece, composed of 60 percent wool fleece and 40 percent mohair pile. (Mohair is Angora goat) The BEST we could find were at Edwards, lined with Alpaca (100 percent mohair) that insures you'll be as snug as a bug in a rug. Only \$29.95!

**ATTENTION  
FACTORY  
SAMPLES**

TRUNKS and  
LUGGAGE at  
Bargain Prices

**KRIEGER**

TRUNK STORE  
135 S. Clinton Open Eves.

**WINDOW SHADE SPECIAL**

Limited Time Only!  
Metal  
VENETIAN  
BLINDS **38c**

Selection of Colors  
New  
Rollers  
Included!

Custom made.  
Minimum 10 sq. ft.  
Size  
\$2.36

Complete line of Armstrongs Quaker made, and standard felt base rules.

**LUCAS PAINT STORE**

Paints — Wallpaper — Linoleum  
80 ST. PAUL ST. FREE PARKING MAIN 2090

Black-Out  
Shades up **39c**

These coats have been on the market 10 days. The white ones are lovely, colors perhaps a bit more practical.

Preserve your olive oil with a lump of sugar to each pint when you open it — this prevents it from turning rancid.

**TROPIC COAL \$11.85**

Egg—Stove—Nut Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Alliance Bank Bldg.

Stone 7080

**RADIO REPAIR SERVICE**

ALL MAKES • ALL WORK GUARANTEED  
FREE PICK-UP AND DELIVERY

**SOUND EQUIPMENT CO. Inc.**

114 ST. PAUL ST. Main 6440

**LANA TURNER'S MADCAP MARRIAGE**

Why did Lana say "Men interest me very little" and slope with Stephen Crane the same night? Here is the inside story.

**YOUR FAVORITE MOVIE STAR IN FULL-COLOR**

LANA TURNER DONNA REED  
JOHN GARFIELD GEORGE SANDERS  
MAUREEN O'HARA MARY MARTIN  
IDA LUPINO

15c PHOTOPLAY AND Now On 15c

"Somewhere I'll Find You," says Clark Gable, opening in his new picture at Loew's next week. He'll find Mrs. Frank Gaffney, 123 Ridgeway Ave. in the theatre if she'll come to The Sun office before Monday noon and pick up her two guest tickets to Loew's.

For Victory Buy Bonds.

**LOOK AT THE TUCK I CAN TAKE IN MY DRESS**

**Look at the Fat I've Lost!**

New you may all down your face and figure without starvation dieting or back-breaking exercises. Just eat sensibly and take Marmola under the conditions and according to directions on the package.

Marmola Tablets have been sold to the public for more than thirty years. More than twenty million boxes have been distributed during that period.

Marmola is not a cure-all. Marmola is only for adult persons whose fatness is caused by a thyroid deficiency (hypothyroidism) but who are otherwise normal and healthy. We do not make any diagnosis as that is the function of your physician, who must be consulted for that purpose. Why not try to lose those ugly, uncomfortable pounds the Marmola way? Get a box of Marmola today from your druggist.

## To Relieve distress from MONTHLY FEMALE WEAKNESS

Try Lydia E. Pinkham's Vegetable Compound to help relieve monthly pain with its weak, nervous feelings — due to monthly functional disturbances. It helps build up resistance against such distress of "cramp" days. Follow label directions.

## Your Daughter Has a Right to Know

It is every mother's duty to tell her daughter physical facts. How much better that she learn them from you, rather than from girls her own age. In feminine hygiene, facts may be distorted, or wholly untrue. As a result, many brides use over-zealous solutions of acids for the douche which can actually burn, scar and even desensitize delicate tissue.

Today such risks are needless. Science has given womankind Zonite. So powerful, it kills instantly all germs and bacteria with which it comes in contact. Douches — by actually destroying odoriferous personal daintiness. Yet Zonite is non-caustic, non-poisonous, safe for delicate tissues. Over 20,000,000 bottles bought. Get Zonite at your druggist today.

**Free Book Tells Intimate Facts**

Frankly written booklet "Feminine Hygiene Today" mailed FREE, in plain wrapper. Write: Zonite, Dept. 594A, 370 Lexington Ave., New York, N. Y.

**NEARLY 2,000,000 STORES HAVE ENLISTED FOR THE DURATION**

**Prices on These ARE NOT CONTROLLED**

Butter  
Cheese  
Canned milk  
Fresh fruits and vegetables  
Flour  
Mutton and lamb  
Fresh sea food  
Game  
Nuts  
Dried prunes  
Dry beans  
Poultry  
Eggs

But, remember all other grocery and meat products cannot be sold at a higher price than that store charged in March!

**Be cooperative  
Give your store a chance  
to get used to it!**

When retail merchants were told that most prices must stay put and that cost of living must not rise, they cheerfully stepped into line—even though it possibly meant losing money on certain items or continuing work on a bare subsistence basis.

As a customer, your duty is equally clear. Controlled prices work to your advantage. In return, you have certain obligations.

Patronize the stores that are doing their bit to keep prices strictly in accordance with Government regulations. When you think you are being charged too much, don't make a scene; don't rush out to telephone the authorities. Talk it over with the storekeeper in a friendly way.

**REMEMBER—you have both enlisted for the duration.**

In the interests of Co-operating Stores, this space is donated to the War Production Board, Washington, D. C. by

**ROCHESTER SUN-SHOPPING NEWS**

**RINSO**

Large Box Limit 1 **18c**

**BORAXO**

Large Can Limit 2 **10c**

**Paper Cups**

HOT OR COLD  
Reg. 10c Pkg. Limit 4 **2 for 13c**

**JERGEN'S TOILET SOAP**

Reg. 10c Pkg. Limit 3 **3 for 11c**

**FREEZONE**

Regular 35c Size **16c**

**HERSHEY COCOA BUTTER**

1-lb. box  
8-1-oz. Fingers **26c**

**MEAD'S Dextrin Maltose**

Pound Can **63c**

**BEECHNUT BABY FOODS**

Complete Assortment  
**3 for 23c**

**NAVITOL**

Reg. 75c  
10 cc **67c**  
50 cc for \$2.67

**MODESS NAPKINS**

Box of 56  
2 for \$1.75 **89c**

**Jar Rubbers**

Box of 12 **4 for 19c**

**MOLESKIN**

1 Ft. by 7 inches **19c**

**KEY**

ROCHESTER'S MODERN CUT RATE DRUG STORES

470 N. GOODMAN NEAR MAIN  
1861 MONROE NEAR WINTON

724 WATSON ROAD NO. COV. TONAWANDA  
457 RIDGE RD. W. NEAR DEWEY

**DO YOUR OWN DRY CLEANING at HOME**

**Dri-Kleen 50c**

**ONE CAN MAKES ... 10 GALLONS of FLUID**

Here's real economy! Fluid is non-inflammable, odorless, harmless to fabric. Removes soil instantly from dresses, suits, drapes, spreads, rugs, upholstery, etc.

**KODAK FILM**

At Lowest PRICES

Movie:

#370 Panchromatic, 25 ft. .... \$1.94  
#399 Super X, 25 ft. .... \$2.16  
#369 Kodachrome, 25 ft. .... \$3.45  
#369A Kodachrome, 25 ft. .... \$3.65

#120 ..... 21c  
#115 ..... 26c  
#127 ..... 18c  
#620 ..... 21c  
#616 ..... 26c

**VERICHROME**

#120V ..... 32c  
#116V ..... 37c  
#127V ..... 26c  
#620V ..... 32c  
#616V ..... 37c  
#122V ..... 58c

**KODACOLOR**

Film For Color Prints

Kodacolor film in all popular roll film sizes is the big news at our camera counter. No extra equipment needed to take the pictures. Prints may be ordered through us — processed by Eastman. Ask us for details.

**FILMS DEVELOPED and PRINTED**

Any 6 or 8 Exposures Roll **23c**

**Brush your teeth the safe liquid way**

**Teel**

Large 50c Bottle **39c**

**Luckies, Camels, Chesterfields, Raleighs, Herbert Tareyton,**

Pall Mall, Philip Morris

2 PKGS. **29c**

**LUCKY STRIKE**

**WAX PAPER**

EXTRA HEAVY  
125 Feet  
Regular 25c  
Limit 2 **12c**

**SANITARY NAPKINS**

Box of 12  
Limit 2 **12c**

**WHITE ACE**

SHOE CLEANER  
25c Bottle  
Limit 1 **11c**

**Paper NAPKINS**

Pkg. 20 — Reg. 10c  
Limit 2 **2 for 11c**

**LORESS FACIAL TISSUE**

Box of 200  
REG. 15c **8c**

**SAL HEPATICA**

60c Size **49c**

**Book Matches**

Box of 15 Books **4c**

**POLAROID SUN GLASSES**

All Sizes and Shades  
Light or Dark Frames **\$1.95**

**FEENAMINT**

25c Size **19c**

**DR. WEST TOOTH PASTE**

Giant 40c Tube **25c**

**SAFETY PINS**

BUNCH OF 20  
**2 for 9c**

**Bayer Aspirin**

Bottle of 100 **59c**







## 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.; Eugene Davis, Sec.; Virginia A. Moran, Treas.

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James A. Coveney Co.  
New York Office  
Chicago Office  
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38 South State St.

### ARTICLES FOR SALE

BEAUTIFUL Philco Bar Radio. Complete with glasses and de-canters. Ideal for rumpled room. Reasonable. Culver 6320-R.

### FOR RENT

FURNISHED ROOMS — newly decorated, for sleeping or light housekeeping. Clean and cozy. Centrally located. 225 So. St. Stone 4436.

### ENTERTAINERS

BOY, piano accordion, entertainment for parties and picnics. Stone 1080-R, 6 p. m.

Men and Women!  
**YOUR HAT**  
LIKE NEW  
Thoroughly Cleaned  
Expertly Blocked  
**SPEEDY'S 50c**  
Extra Large Hats, 75c  
212-216 COURT STREET  
Free Parking at Chimes  
Station Opposite Store

Last Days—August Fur Sale!!

This is our greatest fur event — featuring our finest furs. We gladly extend terms. Budget, charge or Lay-Away.

Reductions to 30%

Hundreds of Bargains to Choose From

**Clifford Fur Co.**

1283 Clifford Av. Block Off Portland  
CLIFFORD FUR SELLS FOR LESS!

**ACT NOW!**

Fill Your Bin  
At Once! We  
Can Give You



**PROMPT DELIVERY**

On JEDDO Or SPECIAL

**COAL**

SAVE WITH MILLER'S

SPECIAL \$11.95

Stove, Egg or  
Nul, Per Ton  
Cash

Know Your Fuel Dealer

**ARDEAN R. MILLER**

Finest Service For 32 Years 500 WEST AVE.

WIN GUEST TICKETS

TO LOEW'S!

Read Rules Below

**PANAMA HATTIE**

Starring  
**Red SKELTON  
ANN SOTHERN**

"RAGS" RAGLAND • BEN BLUE  
MARSHA HUNT • VIRGINIA O'BRIEN • ALAN MOWBRAY  
DAN DAILEY, Jr. • JACKIE HORNEN • M-G-M Musical Hit!

### NOTE:

Simply name 5 pictures in which either Red Skelton or Ann Southern has appeared. Mail all entries to Rochester Sun Contest Editor before Friday, August 28. The first 25 correct answers receive guest tickets to Loews for next week's show.

**LOEW'S**

## WALKERS Chicken Pies

ARE STRICTLY ALL  
CHICKEN — NO  
VEGETABLES

ALSO BEEFSTEAK PIES

We are equipped to fill your order regardless of the amount. Ideal for factory, caterers, large banquets, even small parties. Special prices for large quantities. NO DISHES TO RETURN.

**GLENWOOD 3783**

26 VELOX ST.

## St. Joseph ASPIRIN

36 TABLETS 20¢ 100 TABLETS 35¢

WORLD'S LARGEST SELLER AT 10¢



**loucheur's salon de coiffure**

MAIN 2951... 300 BURKE BUILDING

## RUGS 9x12 \$1.00

CLEANED AND STEAMED

Rugs, Steamers, Cleaned, Washed, Stained, Moth, Damp and Germs-Proofed

**ELTER CO.** Est. 1872

Glenwood 3466 — 44 Arthur St.

REPEAT-SPECIAL

"BACK-TO-SCHOOL" SPECIAL

Introduce A Friend To

**loucheur's budget department**

... get two permanents for the price of one!

Regular 4.95

**PERMANENTS 2 FOR 4.95**

This Offer Is Good Until Labor Day

with this ad

**loucheur's salon de coiffure**

MAIN 2951... 300 BURKE BUILDING

# DAW'S

## ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. Opp. Temple Theater	31 MAIN ST. E. Corner Aschmole	353 MAIN ST. E. 1 Door from Stillman	452 RIDGE RD. Corner Dewey	880 MAIN ST. W. Bull's Head	473 N. GOODMAN AVE. Just Off Main	539 MONROE AVE. Near Goodfellow
------------------------------------	--------------------------------	--------------------------------------	----------------------------	-----------------------------	-----------------------------------	---------------------------------

## Dr. LYONS TOOTH POWDER

25c Size **11c**

## SEIDLITZ POWDERS

Box of 12 25c Size **16c**

## Pure U.S. Milk of Magnesia

Pint or Jar **11c**

## Barbasol SHAVE CREAM

TUBE OR JAR 50c Size **19c**

## DAW'S COUPON

### Assorted — SUMMER NOUGATS

• MOLASSES COCONUTS • CARAMEL • FRENCH JELLS • PISTACHIO NUT • STRAWBERRY • FRUIT JELLS

1-LB. BOX **21c**

Presenting a new and wonderfully delicious summer candy. Soft, individually-wrapped Chews filled with fruit jells and chipped nuts. (Limit 2 Lbs)

## For Your Picnic

Reg. 10c

SPoons & FORKS Sanitary Pkg. 8c	23c
DIXIE CUPS Hot or Cold 8c	23c
Drinking Straws Box of 100 8c	23c

Waterproof

## PAPER PLATES

Large 9-Inch 12c 2 for 15c

In Each Box 8c

## Wax Paper

Large, 125-Foot Rolls Extra-Heavy

In Cutter-Edge Box **12c**

(Limit 2 Rolls)

## CRIB SHEETING

A new chemically-treated parchment that is absolutely waterproof. Can be washed and laundered. Practically odorless.

Size 36x42 Inches **29c**

## DAW'S COUPON

### APPLE BLOSSOM TALCUM

Reg. 50c 1-Lb. Can (Limit of 2) **19c**

## BELL-ANS TABLETS

75c Size **34c**

## IRON & YEAST Tabs.

100 Tablets **29c**

## NOXZEMA CREAM

25c Size **19c**

## GERBER'S CEREAL or OATMEAL

Reg. 2 for 29c Boxes

## BABY FOODS

MEADS PABULUM 15c, 25c  
BORDEN'S BIOLAC 25c  
CERVEN 1-Lb. 35c  
DEXTRI-MALTOSE 1-Lb. 65c  
ROBIN'S BARKLEY 25c, 46c

## VITAMINS

OLEUM PERCOMORPHUM 67c  
Whites MULT-BETA 10c, 83c  
Sec VIOSTEROL 55c  
SQUIBB'S NAVITOL 10c, 67c  
Mead Cod Liver OIL 8-Oz. 65c

## BABY NEEDS

JOHNSON'S SOAP 2 for 25c  
ZBT POWDER 21c, 43c  
THERMOMETER 31 Value 55c  
25c ZINC STEARATE Pow. 13c  
DYPERSINE 44c, 77c

## CHAMPION OPEN TONITE TIL 9 P. M.

### HEADQUARTERS FOR SWEATERS, JACKETS AND PANTS

COMBINATION WATER AND WIND REPELLENT

# SWEATER JACKET

OUR CEILING PRICE \$2.98

SALE PRICE **\$1.99** A REAL BUY

Insulate Your Lightweight Jacket With This Warm Pullover Sweater Reg. \$2.98 Val. **\$1.98**

## Champion

KNITWEAR CO. 71 ST. PAUL ST.

12-HOUR FREE PARKING AT BILL'S AND STRAND STATION

ODDS & ENDS of Sweater Shirts, Football Jerseys, Etc. 75c and 89c Values Galore!

## 50,000 Packs of CAMELS

### FREE FOR OUR BOYS OVERSEAS!

DAW'S WILL SEND 2 PACKS OF CAMELS TO OUR BOYS OVER THERE FOR EVERY 100 CAMELS at 71c YOU BUY FOR YOURSELF!

Good American cigarettes are first on every Fighting Man's list serving overseas. In cooperation with the War Department and the Makers of Camels, we'll send 2 packs of Camels to the Armed Forces Overseas WITHOUT CHARGE every time you purchase 100 Camels (2 flats) at 71c for yourself. ... Here's a swell way to do something for our buddies over there!

100 CAMELS (2-FLAT 50's) **71c** ON SALE AT ALL DAW'S STORES

Special Prices Good Thru Saturday. (Limit Reserved To Limit Quantity)

## DAW'S COUPON

### SWEETHEART SOAP

Regular Large Size 2 Bars For **7c**

(Limit of 2)

## DAW'S COUPON

### TODDY

"The Original Chocolate Malted Milk" HALF POUND TINS REG. 25c SIZE **12c**

(Limit 2)

FAZO OINTMENT 50c Size	48c
VITALIS HAIR Tonic, 50c Size	39c
TERRO ANT Killer, 25c Value	19c
BAY RUM After Shave, 50c Value	26c
MAZON Ointment, \$1.00 Size	73c
COLLYRIUM EYE Wash, 75c Size	59c
LAVA SOAP Medium Size	6c
HAIR PINS Pkg. of 40	8c
GEM RAZOR BLADES, Pkg. of 12	39c
RAE PLUGS Rubber, 25c Value	19c
COLD CREAM 14-Ounce Jar	59c
STYPTIC PENCIL 10c Value	4c
SYRUP OF FIGS 3-Ounce Size	19c
CONTI CASTLE SHAMPOO, 50c Size	37c
LAVER'S MOUTH WASH, 50c Size	39c

BUY YOUR U. S. WAR SAVINGS STAMPS AT DAW'S

## ASPIRIN TABLETS

5-Grains Package of 100 **8c**

## EPSOM SALTS

5-Lb. Pkg. **17c**

## Black Flag Insect Spray

Pint Size **17c**

## PACKER'S Shampoos

60c Size **29c**

## PEROXIDE PINT BOTTLE

25c Value **12c**

## ONE-A-DAY VITAMIN A and D TABLETS

Compare THESE PRICES

Box of 30 49c  
Bottle of 90 \$1.17

## FALSE TEETH

FIT LIKE NEW! Dentur-Eze, the new cushion plastic, makes loose plates fit comfortably for weeks. Not painful — not a pain. Economical. Thousands of satisfied users. Get a tube of Dentur-Eze today! Hand-drawn tube \$3.95 — New large size \$8!

**DENTUR-EZE** MONEY-BACK GUARANTEE

## 50c SIZE FREE

WHEN YOU BUY THE LARGE SIZE \$2.25 VALUE FOR **1.69**

## Vimms

6 VITAMINS 3 MINERALS

## Clip This Coupon

### SUN COCCLES

ASSORTED STYLES AND SHAPES 25c Size (Limit 2) **13c**

## Clip This Coupon

### SHOE POLISH

ALL COLORS Big Value! (Limit of 2) **4c**

## Clip This Coupon

### TOOTH PICKS

World's Fair Brand REGULAR 5c BOXES 2 Boxes For **5c**

(Limit of 2)

## Clip This Coupon

### Dental Plate BRUSH

For Cleaning False Teeth — Full or Partial Plates. 35c Value (Limit 2) **14c**

## Clip This Coupon

### FITCH'S —QUINOIL— Hair Tonic

10c Size (Limit 2) **4c**

## Clip This Coupon

### ROOT BEER CONCENTRATED EXTRACT

be bottle makes 4 pints of delicious Root Beer. 25c Size (Limit of 2) **9c**



ay, August 27, 194

P. M.  
D PANTS

ET  
SUPER SPECIAL!

ODDS & ENDS  
of  
Sweat Shirts  
Football  
Baseball  
Jerseys, Etc.  
75c and 89c  
Values  
Galore!



UR U. S. WAR  
STAMPS AT  
DAW'S

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3 MINERALS

OT BEER  
NCONCENTRATED  
TRACT  
the makes 40 pints of  
us stout  
Size  
it of 2)

9c

This Coupon

OT BEER  
NCONCENTRATED  
TRACT

9c

# ROCHESTER SHOPPING NEWS

Delivered Free Each Thursday To 75,200 Homes  
In Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

## The Rochester Sun

Shopping News Is Now Available  
On All Downtown Newsstands.

ROCHESTER, N. Y., THURSDAY, SEPTEMBER 3, 1942

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

FIFTH YEAR—No. 44

CHAMPION CLOSSES TONITE AT 5:30 P. M.  
★ OPEN ALL DAY SATURDAY TIL 5:30 P. M. ★

### INSULATE AGAINST WINTER COLD

WITH WARM WOOL CLOTHING  
FROM CHAMPIONS

★ MOTHERS! LOOK HERE FIRST  
FOR BOYS' AND GIRLS' WARM ★

### SNO SUITS

**\$8.95**  
AND UP

SIZES 4 TO 12



Hundreds Of Warm All  
Wool Pullovers in  
**SWEATERS**  
For Men, Women and Children

ALL  
COLORS **\$2.98** ALL  
SIZES

Men's All Wool  
Button Front

### COAT SWEATERS

Sizes  
38  
to  
46 **2.98** AND  
UP

FOR WORK  
PART WOOL  
Men's

### COAT SWEATERS

**\$1.98**

BUTTON OR  
ZIPPER

★

Men's and Young Men's

### TROUSERS

**\$2.95**  
AND UP

All New Fall Colors

For Work, Play  
and Warmth

Men's & Young Men's  
All Wool

### SPORT JACKETS

**\$5.95**  
AND UP

For The Kids!  
Football Jerseys  
29c ea. 4 for \$1

## Champion

KNITWEAR CO. 71 ST. PAUL ST.

1/2-Hour Free Parking at Bill's and Strand Station

(A) The Prepster  
long-trouser suit for  
the younger school  
lad. Husky tweed in  
gray, tan, brown, or  
blue. Sizes 8 to 14.

(C) Suit in herring-  
bone pattern. A good  
choice for all-around  
suit in the high school  
boy's wardrobe. 12 to  
20.

(D) Perky plaid in  
wool and rayon mix-  
tures. Light weight,  
warm enough for cool-  
er weather. In brown,  
blue, red plaids. Sizes  
8 to 14.

(E) Simply tailored  
corduroy dress with  
swing skirt, inverted  
pleat in navy, green,  
or red. 7 to 14.



## School Days Straight Ahead!

THE stores are filled with young customers  
these days — girls and boys at work on the  
very important problem of getting their back-to-  
school clothes. For in the midst of war and disaster,  
American youth is most happily able and eager to  
go on with the education that is their heritage.

And so they're busy choosing their clothes. The  
girls, all the way from tots to teens, like color —  
bright plaids and stripes, and maybe a pretty print  
or two. They go for corduroys; cottons get their  
vote for an important part of the back-to-school  
clothes program. Skirts must be full, dirndl style  
or swing. White collars are well-liked for the clean,  
crisp look they give to a young dress.

Boys are looking for casual things — suits in tweed  
or herringbone effect make a fine choice for all-  
around school wear. A sweater in the school colors  
is a "must".

See what Shopping News stores have to offer in  
back-to-school clothes — styles young people will  
love, value mothers will appreciate.

The items illustrated here may be purchased at  
one or several of the Shopping News stores whose  
advertisements are listed here: Champion Knitwear  
Co., this page; Edwards, p. 5; McFarlin's, this page;  
National Clothing Co., p. 3; Sears, Roebuck, p. 7;  
Sibley, Lindsey & Curr Co., p. 2.

at McFARLIN'S...

Smart Suits That  
Get Real Attention



## Sale! Students' Tweed Suits

Regularly \$24.75

**\$18.85**

Here are the suits that get  
the attention of the best-  
dressed students. And just  
as important, they catch the  
eye of the girls who appre-  
ciate a smartly-clothed man.  
They're fine quality tweeds  
in herringbone and other  
popular patterns... woven  
to take the hardest wear!  
Full-cut 3-button models.  
Very special!



Sale! "Prepster" Jr. Long-  
Trouser Tweed Suits

\$18.50 Value!

## McFARLIN'S

**\$13.95**

195 MAIN STREET EAST

at McFARLIN'S...

## Savings!



Sale! \$5.95 School Slacks **\$4.98**

Solid-color covers and patterned tweeds. With pleats  
and zipper closure!

Sale! \$1.75 School Shirts **\$1.38**

Patterned broadcloths... all guaranteed pre-shrunk  
and color-fast! All sizes.

Sale! \$3.50 Sweaters... **\$2.69**

Popular crew neck models of all-wool yarns! Long  
sleeves. Rich solid tones.

at McFARLIN'S...

More Wear, More  
Value... in "Quality"



## SCHOOL SHOES

**\$4.25 to \$5.50**

Leathers specially selected  
for their greater endurance  
and scuff-resisting prop-  
erties! All quality-built mod-  
els... roomy in the toes,  
snug at the heels, full-sup-  
porting at the arch... the  
way good school shoes  
should be! Let our expert  
fitters recommend the last  
for your boy.





If Mrs. Violet F. Jamison, 238 Cedarwood Ter. will come to The Sun office before next Monday noon she will receive two guest tickets to see Clark Gable and Lana Turner in, "Somewhere I'll Find You," opening at Loew's today.

WM. F. and S. GEO. SHAFER **MENG & SHAFER**  
Formerly President and Vice-President of

## Last 2 Days Friday and Saturday UNTIL 5:30 P. M. AUGUST SALE

We are open until 5:30 Saturday of this week-end. Such savings will not come again for the duration. And a Shafer Fur Coat is your utmost assurance of Fashion and Quality—a mighty important consideration.



sketched  
**Kaffa Caracul Coat**  
**\$187**

Sealine (dyed Coney)  
**\$100 to \$132**

Persian Paw **\$137.50 to \$220**

Mink and Sable-Blend  
Muskrat **\$187 to \$297**

Kidskin Coats **\$198 to \$231**

Skunk Coats, **\$220 to \$352**

Black Persian, **\$209 to \$495**

Grey Persian, **\$330 to \$473**

Prices Include Tax

**SHAFER CO.**  
**51 EAST AVE.**

Charge Accounts Budget Accounts

"Somewhere I'll Find You," is the title of Clark Gable's new picture opening at Loew's today. If James W. Milner, 44 Devon Rd. will come to The Sun office before next Monday noon, he'll find two guest tickets for this attraction.

## Fall Fashion Leaders



No. 2638. The very Smart Two-Piece with Jacket Top. Sizes 12 to 40. Size 16, for jacket, 2 1/2 yds. 39-in. fabric; and for skirt, 1 1/2 yds.

No. 2664. This Princess Frock Makes the Perfect Date Dress. Sizes 12 to 20. Size 16, 3 1/2 yds. 35-in. fabric with 1/2 yd. contrasting and 1 1/2 yds. lace edging.

No. 2825. Choose This Shirtdress Dress for an All-Purpose Frock. Sizes 12 to 40. Size 16, 3 1/2 yds. 39-in. fabric.

No. 3577. Two Versions of a Front-Buttoned Dress for a Little Child. Sizes 6 mos., 1, 2 and 3 yrs. Size 2, 1 1/2 yds. 35 in. fabric, and, for dress with scalloped front, 2 1/2 yds. pleating; for panties, 1/2 yd. 35-in.

No. 2630. Swank Little Dress for In-Between Age. Sizes 8 to 14. Size 8, 1 1/2 yds. 35-in. with 1/2 yd. contrasting.

No. 3544. Sleek, Smooth and Ride-Buttoned Jumper Dress. Sizes 10 to 40. Size 16, for jumper, 2 1/2 yds. 35-in. fabric; and for blouse, 1 1/2 yds.

Send 15c (plus 1 cent for mailing cost) 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.

## Fashions YOU'LL TALK ABOUT!



Brilliant, NEW styles that you're reading about right now in advance issues of the leading fashion magazines. You'll always find C. B. Thomas' dresses a jump ahead of the trends — and TRULY EXCLUSIVE, too. Nearly all one-of-a-kind.

Open Monday & Thursday, Even. Until 9 P. M. For Your Convenience

**C. B. THOMAS**  
**723 HOTEL SENeca**  
Right At The Elevator

## BACK-TO-SCHOOL Big Basement Buys SIBLEY, LINDSAY & CURR CO.



For Warmth  
Wear and Looks!  
**Boys' Corduroy  
Jackets**  
**3.49**

A corduroy jacket your sons will go for in a big way! Shirred back, zip front. Sleeves finished with knit cuffs. Two breast pockets plus zipper safety pocket. Fleece lined. Green, grey or brown. 6 to 18.

"Neva-Wet" Processed  
**Zip Fly Corduroy  
Slacks 3.95**

These slacks sport a zipper closed pocket for change or your son's watch too! The corduroy is famous Juilliard "Neva-Wet" processed that is spot resistant, water repellent. Blue, green, brown or gray. Sizes 10 to 18. . . . .

ABLE 8



**Water Repellent  
Corduroy  
REVERSIBLES**  
**7.95**

Sturdy corduroys with the casual air both boys and students prefer. 2 deep hook pockets and zipper change pocket. Natural color gabardine on reversible side. Wine, brown, luggage or teal. 10 to 18. 34 to 42.

## Ward's ENAMEL WARE



**SALE**  
TRIPLE COATED  
WHITE

Highest quality triple coated enamel ware to insure long life. Easy to clean, smart looking. In your choice of white with red or light blue trim.

Reg. Priced to . . . \$1.95

**YOUR  
CHOICE  
\$1.49**

- SIX QT. COVERED **★ TEA KETTLES**
- FOUR QUART **★ STRAIGHT POTS**
- FOUR QT. COVERED STRAIGHT **★ SAUCE PANS**
- 12 QT. EXTRA DEEP ROUND **★ DISH PANS**
- 1, 1 1/2 AND 2 QT. **★ SAUCE PAN SETS**
- 1 1/2 QT. 5 PURPOSE **★ DOUBLE BOILER**
- 6 CUP ENAMEL INSERT **★ PERCOLATOR**

MAIN 7900

**Ward's**  
15  
EXCHANGE ST.  
—Free City Deliveries—

**FREE PARKING OPPOSITE**

With Purchase of \$1.00 or Over

## Bank-by-Mail

A Lincoln-Alliance  
Bank Service for  
Those Who Want to

## Save Gas and Tires

If gas rationing and the tire situation make it difficult for you to get to a Lincoln-Alliance office, then BANK-BY-MAIL!

You just make out your deposit in the regular manner, then mail it in a special Bank-by-Mail envelope which we provide.

By return mail we will send you a receipt and a new envelope for your next deposit. That's all there is to it!

**NEED MONEY?** If circumstances make it necessary for you to borrow—apply for a low cost Lincoln-Alliance PERSONAL LOAN. No red tape, no delay.

**LINCOLN-ALLIANCE  
BANK AND TRUST COMPANY**

Member Federal Reserve System

Member F. D. I. C.

Mrs. Jacob Baker, 83 Evergreen St.

**LAUER'S—50 STATE  
OPEN  
TONIGHT  
From 9 A. M. til 9 P. M.**

**Lauer's**  
50 STATE

Clark Gable tells Lana Turner, "Somewhere I'll Find You," in their new picture opening at Loew's today. Miss Margaret Owenberg, 1832 St. Paul St. will come to The Sun office before next Monday noon she'll find two guest tickets for this movie.

Good Looks, Long Wear and Big Values  
Distinguish these "Back to School"

**COTTONS 2.95**

The backlog of every school girl's wardrobe is sturdy, stand-up-under-many-washings cotton dresses that are pretty and inexpensive. You'll find stripes, checks, plaids and even plains with bright trimmings in Sibley's Big Basement selection in both regular sizes and chubbies. Regular sizes 7 to 14; chubbies 7 1/2 to 16 1/2.

Cut After the Fashion  
of Famous Trench Coats!  
**Girls' Fleece  
COATS . . 12.95**

In the market for a warm, good looking coat for your school going daughters? You'll like this double breasted fleece with wide lapels and shirred back much in the manner of trench coats. You'll like the colors too of camel-tan, wine or RAF blue. Sizes 7 to 12.

ABLE 14

Long Wear "Back to School"  
**ANKLETS**

Seconds of  
50c Quality **25c**

6x3 ribs in combed cotton and lisle with knitted elastic cuffs to be up or down! Smart plain colors in black, navy, white and a long line of pastels to add variety to school wardrobes. Sizes 7 1/2 to 10 1/2.

ABLE 8, CENTER



Girls' Built-Up Shoulder  
**Broadcloth  
SLIPS 59c**

Sizes 6 to 14

"Beverly" brand white broadcloths with attractive flounce hems! Also nainsook with embroidery and lace trimming.

ABLE 16, REAR

It's Easy to arrange for a Sibley Charge Account at Our Friendly Credit Office. You'll Find Your Account a Great Shopping Convenience.





September 3, 1942

Rochester Sun, Thursday, September 3, 1942

A Dollar's Worth of War Stamps If Your Name Is Between The Ads

PAGE THREE

## DARLING SHOP'S CLEARANCE OF SUMMER DRESSES



Your Unrestricted  
Choice Of  
Thousands Of  
Summer Dresses  
Priced To Clear  
Quickly!

**\$1<sup>77</sup>**  
**\$2<sup>77</sup>**

Each Dress Worth Many  
Times Its Price!

### FASHION CENTER—DOWNSTAIRS

Your opportunity to save more than you spend for lovely, this season's dresses you can wear right now and for weeks to come. We've thrown our entire summer stock open to you thrifty customers who know values. See our tremendous assortment . . . every style, material, color and size. Silks! Sheers! Crisp Cottons! Suit Dresses! Party Frocks! Misses Sizes! Juniors! Women's Sizes! Smart shoppers will buy several for next year's wear.

ENTIRE STORE  
Air Conditioned  
★  
THREE  
TREMENDOUS FLOORS  
OF FASHIONS

New and Greater  
**Darling Shop**  
190 MAIN ST. EAST

### NOTICES

Socials, Card Parties, Meetings,  
Etc.

All notices must reach Shopping News office 429 Burke Bldg. by Tuesday noon for the Thursday publication. Notices received after that deadline will be disregarded.

The Union League Club will meet next Tuesday at 8 p. m. in the Gregory St. clubhouse. William Pundt, president will have charge of this first fall meeting.

Members and friends of No. 11 School PTA and the Lattimore Men's Club will sponsor a lawn carnival at No. 11 School on Webster Ave., Saturday, Sept. 12, starting at 2 p. m. Dancing will be held in the school auditorium in the evening.

Mothers and wives of men in the 108th Infantry wishing to join an auxiliary, now being formed, are asked to get in touch with Mrs. John Nelson at Cuiver 2833-J for complete information.

Venus Rebekah Lodge will hold its first fall meeting next Thursday at the I.O.O.F. Temple, 11 Clinton Ave. N. Noble Grand Marge Slack will preside. A social hour, with

### Furniture Company Takes New Quarters

To take care of his fast-growing furniture business Edward L. Masline is moving to larger quarters at 1338-1340 Clinton Ave. N.



EDW. L. MASLINE

For a number of years Masline conducted his own piano and furniture business in this city. Since then he has been connected with Howe & Rogers and several other prominent furniture houses. He returned to his own store in 1940. Masline has appointed John Fischer, formerly associated with a downtown furniture house, as his sales manager. Officials of the new organization extend a cordial welcome to the public to visit them in their new location where a promise of personal service and complete satisfaction awaits them.

### Alhambra Set Clambake Date

An order for 8,000 clams will be needed for the annual clambake of the Alhambra, Order of the Alhambra scheduled for Sunday, September 13, at Dailey's Wishing Well, 1190 Chili Ave., the committee states.

Heading the committee are Assemblyman Nelson E. Owen and John P. Lomenzo as co-chairmen.

Highlighting the day's program will be a reception for candidates for public office at 6 p. m. The reception committee will be headed by Grand Commander Norman A. O'Brien and District Attorney Daniel J. O'Mara, a past grand commander of the Caravan.

The bake will open at 1 p. m. Friends of the Alhambra, both men and women will partake of the menu arranged by Chairman Lewis J. Zwierlein.

A sports program on the lawn will be run off by Lester J. Munding while Deputy Supreme Commander Frank M. Beaucaire will have charge of the activities indoors including dancing and games. Prizes will be awarded by Rocco F. Natalie.

### GET OUT OF DEBT With a CENTRAL TRUST LOAN Compare the Cost:

Amount	6	9	12
\$100	12.37	11.48	8.30
\$200	24.74	22.97	16.60
\$300	37.11	34.45	24.90
\$400	49.48	45.93	33.20
\$500	61.85	57.41	41.50

The Above Payments Provide  
Life Insurance to Protect Your Loan

25 E. MAIN  
1806 EAST AVE.  
Phone  
MAIN 1625  
Member F.D.I.C.

### RENT A PORTABLE

Keep your typewriter in condition; you may not be able to get another in some time. Repairs, rentals, supplies.  
Satisfaction guaranteed

**CITY  
TYPEWRITER**  
160 CLINTON AVE. SO.  
STONE 3424

games and refreshments will follow the business meeting. Annual clambake of the Alhambra, Order of the Alhambra will be held at the Wishing Well, 1190 Chili Ave. on Sunday, September 13 beginning at 1 p. m. Candidates for public office will be introduced at 6 p. m.

A district fall conference of the PTA will be held at Monroe High School from 10 a. m. to 3:30 p. m. next Thursday. Mrs. Carl Brister of Auburn will discuss "The Home Front Is The Job of the PTA," to

Special! Ladies' Plain  
**DRESSES**  
Dry Cleaned  
and Hand-  
Finished  
**79c**  
**SPEEDY'S**  
212-216 Court St.  
Park Free at Chimes Station

be followed by a round table conference. More than 250 Monroe County selectees will be guests of the Rochester Elks Club at its fourth Sendoff Party on Monday, Sept. 14, at the lodge. Inductees are being given printed invitations at local induction centers.

West Study Club, Order of the Eastern Star will conduct a luncheon meeting on Saturday at 12:30 p. m. in Powers Hotel. Wahoo Tribe, Improved Order of Red Men, will have its annual clambake at Thurston's Grove on Sept. 13. Ben Lee is general chairman.

Ladies Auxiliary of the Knights of Columbus will meet at 8 o'clock tonight in Columbus Civic Center. Plans will be discussed for a rummage sale in October. Cards will be played. Active Maria Review, Woman's Benefit Association will meet at 8 o'clock tonight in the Taylor Bldg.

## Smalls... Open Tonight Until 9 P. M.

### MAKE SCHOOL EASY FOR HER!

Don't handicap your child with poor vision. Let Dan G. Albert, Registered Optometrist, examine her eyes and prescribe proper, corrective lenses. Pay the Easy Smalls' Way.

### GLASSES... ON EASY CREDIT

We Use Only Bausch & Lomb  
And Shuron Lenses!

# Smalls

28 MAIN STREET EAST



"ROCHESTER'S FINEST BOYS' AND GIRLS' SHOP"



### Bargains In Boys' Wear And In Girls' Apparel

Specially Purchased, Months In Advance, To Give You The Finest  
Fabrics For Long Wear . . . The Largest Most Complete Selection  
In Town . . . And Values We're Quite Sure You Won't See Equalled

### SALE! STUDENT SUITS . . . \$17.95

Sturdy-wearing student suits in the popular new Fall shades. Values The National is noted for. Pleated trousers, zipper closures.

### SALE! PREPSTER SUITS . . . \$11.95

Grand-wearing fabrics, correctly tailored and modelled for young fellows of first-long-trouser age. All the wanted fabrics. Sizes 10 to 16.

### SALE! STUDENT SLACKS . . . \$3.95

Covers and fancy patterns . . . the hard-wearing kind. Pleated, zipper closures. Colors that blend well with separate sport coats. 27 to 32.

### SALE! Student SPORTCOATS

Fancy patterns and plain colors. Three-button, longer length coats that are so much in demand now. A grand selection. Sizes 32 to 38. **\$12.95**

### SALE! BOYS' SWEATERS

Crew-neck baby shakers, fancy coat styles and slip-overs. Every boy needs at least one, for school and play. These are grand values. **\$2.45**

### SALE! Boys' SCHOOL SHIRTS

Fancy stripes, popular plaids and figures. All sanforized shrunk and tailored to withstand the wear an active lad gives them. 11 1/2 to 14 1/2. **\$1.29**

- SALE! BOYS' SCHOOL KNICKERS . . . \$2.45
- SALE! BOYS' SCHOOL SOX . . . 4 pairs \$1.00

### Children's Shoes \$2.45



Perfect little shoes make perfect little feet. These come in styles for girls and boys. Sizes 8 1/2 to 12 — 12 1/2 to 3.

### Boys, Oxfords \$3.45

Strong, sturdy, well-made boys' school oxfords. Blacks and tans. Several styles. Sizes 2 1/2 to 6.

Charge Yours!  
AT THE NATIONAL



You Don't Have To Pay  
For September Charges  
Until NOVEMBER 10th!



# The Big Basement SIBLEY, LINDSAY & CURR CO.

Headquarters for Famous Lee, Spaide and Big Yank

## WORK CLOTHES

Precision Cut Sanforized Blue Denim

### 'LEE' OVERALLS

With Full Dimensions Throughout! No Binding!

2.10 2.49

For comfort, better fit and longer wear "Lee" overalls fill the bill for you men on heavy jobs whose clothes take a beating. Triple-stitched seams! Sanforized — 99% shrink-proof! Bar-tacked! Full bibs! Extra wide backs!

#### Other Precision Made "Lee" WORK GARMENTS

- "Lee" White Carpenters' Overalls .....2.89
- "Lee" Unionalls in Hickory Stripes Blue and Khaki .....3.95
- "Lee" Dungarees .....2.10
- "Lee" Work Caps in Blue, White and Hickory Stripes .....29¢
- "Lee" White Painters' Overalls .....2.10
- "Lee" Blue Chambray Work Shirts .....1.39
- "Lee" Heavy Covert Grey Work Pants .....2.95
- "Lee" Heavy Covert Forest Green Work Pants .....2.95
- "Lee" Matched Shirt and Pants Sets—Shirt.....1.95 —Pants.....2.95



Uniformly Perfect for Your Work-a-Day World!

### "BIG YANK" MATCHED SETS

Shirts 1.39 Pants 1.69

Mechanics! Defense workers! Farm workers! All men who need heavy covert tailored to a "T" work outfits for comfort and freedom . . . sanforized (less than 1% shrinkage) for perfect fit for the life of the garments! Shirts with two sturdy pockets, including a pencil pocket. Matching trousers with 5 heavy lined pockets.

### 'BIG YANK' WORK SHIRTS 89c

Take your pick from grey and blue covert, and blue chambray work shirts with plenty of features! Elbow action sleeves! Extra large dimensions! Sweat-proof cigarette pocket! Stain-proof yoke! Rip-resistant quality-tested fabrics!

Built to Fit You! Built for Your Job!

### Spaide Work Shirts

Button Front 1.39 Zipper Front 1.79

Iron-tough chambray or covert in blue or grey . . . all sanforized shrunk (less than 1% shrinkage) to fit you for life. Triple stitched seams that won't rip! Reinforcements at hardest points of wear.

### For the Busiest Days in Our History! WORKERS' NECESSITIES

#### "CARTER'S" WORK APRONS

- Heavy Machinists' Aprons .....89¢
- Butchers' Aprons .....79¢
- Bartenders' Aprons .....69¢

#### "BOSS" WORK GLOVES

18c to 1.00

All leather! Leather combinations and cotton! All colors! Famous brand gloves of every description for every worker's needs.

#### FAMOUS BRAND ITEMS

- J. B. Blue Denim Work Aprons .....59¢
- J. B. Sanforized Shop Coats .....2.79
- J. B. Blue or Red Work Handkerchiefs 12¢
- Melrose White Duck Waiters' Coats ..2.45
- Alpaca Office Coats .....3.50
- Blue Bell Sanforized Dungarees .....1.39
- Blue Bell Boys' Sanforized Dungarees and Overalls .....1.09

aisle 2, basement

## ED SAYS:-

He was forced to move to larger quarters to take care of his fast growing furniture business. Ed carries all HIGH GRADE FURNITURE for the Living Room, Dining Room, Bed Room and Baby's Room. All at the LOWEST POSSIBLE PRICES. Don't worry about getting to Masline's Store—Just Phone and Ed will send a taxi . . . the charges to be credited to your purchase.

FURNITURE, STOVES, RADIOS, VACUUM CLEANERS, SEWING MACHINES, REFRIGERATORS, LINOLEUM, LAMPS AND SMALL APPLIANCES

Expert Service On Radios, Washers, Cleaners, Refrigerators

## QUALITY RANGES \$94.95

MODEL J-1

Plus Tax



All the features usually only found in much more expensive ranges.

Model J-6 Illustrated

## Coolerator

The New Washed Air

### Refrigerator

We are fortunate in having secured a limited supply of these Nationally Advertised COOLERATOR REFRIGERATORS. If you are going to need new refrigeration facilities for the duration, we suggest that you inspect these now—before they're gone, too.



KEEPS FOOD BETTER!

5.2 CU. FOOT SIZES

10.5 SHELF SPACE

\$79.50 PRICE CEILING

COOLERATOR gives you air-conditioned refrigeration and other features which have not been available in other boxes.

## EDW. L. MASLINE

1340 CLINTON AVE. N.

ONE BLOCK SOUTH OF NORTON STREET  
OPEN EVENINGS 'TIL 9

SAVE AT MASLINE'S

## SPECIAL CARLOAD SALE



### PREPARE FOR CANNING, NOW!

Take advantage of this opportunity to stock up on canning jars at a big saving. Regardless of what you can, don't miss this sale!

FULL QUART SIZE

## MASON FRUIT JARS

For HOME CANNING PURPOSES

12 for 65¢

COMPLETE WITH JAR TOPS



2-PIECE ATLAS MASON JAR TOPS

**Wegman's**  
HOME OWNED SUPER MARKETS

FREE PARKING



If You Can't Come  
Mail or Phone Your  
Order, Call Stone 2300

BUY WAR STAMPS & BONDS AT

**Edwards**



**Last 2 Days**  
Edwards August Sales  
For The Home Front

OPEN AN EDWARDS  
CONVENIENT CHARGE ACCOUNT.  
Now more than ever you want a record of  
your purchases. Apply today for an  
Edwards Charge Account, seventh floor  
Credit Dept.

## No More to Be Had for the Duration! FAMOUS FINE QUALITY Cresco Extra Fancy Delicacies

On Sale for Friday  
and Saturday

YOUR  
CHOICE **3 for 99¢**



- French Dressing with Chutney
- White Elberta Freestone Peaches
- Whole Peeled Green Gage Plums
- Spiced Stewed Prunes
- Large Pitted Ripe Olives
- Pure Honey Spread
- Sliced Yellow Elberta Freestone Peaches
- Pitted Cocktail Cherries (with stems)

CHOICE  
YOUR **4 for \$1**



- Fancy Homemade Style Watermelon Rind
- Fancy Homemade Style Sweet Mixed Pickles
- Delicious grapefruit Marmalade
- No. 1 Tins Sliced, Yellow Cling Peaches
- No. 1 Tins Whole Peeled Green Gage Plums
- No. 1 Tins Fruit Cocktail
- Large Tins Large Grapefruit Segments
- Port Wine Jelly
- Grapefruit Marmalade with Burgundy Wine Jelly
- Lemon Marmalade with Tokay Wine Jelly
- Orange Marmalade with Sherry Wine Jelly

EDWARDS—Street Floor

## First to Edwards and then to School

Girl's Double Duty Coats

**12.98**

She'll wear the coat for the first brisk Fall days  
and later she'll add the ski pants and be snug  
as a bug all winter. Made of Silver Mist  
Fleece . . . double and triple breasted styles.  
Teal Blue and Burgundy.

Sizes 7 to 12

Girl's Knit Fleece Coats

**16.98**

For back-to-school and cold winter days ahead.  
Warmly interlined, two side pockets. Boxy coat  
and wrap around model with 3-pc. belt. Camel  
color only. Small sizes in these same models  
for \$15.98. Sizes 10 to 16.

EDWARDS—Third Floor



**Boys' Zipper Hood  
Mackinaws 8.95**

Early purchase makes this value exceptional. Double  
breasted style, fully lined. Four pockets . . . and that  
all-important zipper hood. Maroon blue, green, brown  
plaids. Sizes 8 to 18. — Use Edwards Lay-Away plan.

**Jr. Cotton Sweaters 1.29**

Mothers are proud to have their boys wear these sweat-  
ers . . . they're tough . . . but good looking. Crew neck  
style with long sleeves. Blue, brown, maroon cross stripes  
with plain sleeves. Sizes 4 to 12.

**Boys' School Shirts 1.29**

White and Fancy shirts. All fast colors. Will stand  
plenty of washing. Junior Sizes 8 to 14. Boy's Sizes  
13 to 14½.

EDWARDS—Street Floor

## ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT

Footwear Styled For Comfort and Fall — For Men, Women and Children



Attractive Styles for Women!  
"TENDERFOOT" ARCH  
SHOES for FALL

At An Affordable Price

**3.95**

For defense workers . . . housewives  
. . . office workers . . . waitresses . . .  
teachers — the shoe that needs no  
breaking in! Soft black kid step-ins,  
ties, oxfords with built-up arch, flex-  
ible leather soles. Sizes 5 to 10.

Edwards—Basement

For Misses and Women!  
RED RUBBER SOLED  
SADDLES

Real  
Buys

**3.15**

Thick, cushiony rubber soled oxfords for  
home comfort or campus wear. Flexible and  
comfortable. White elk with brown saddle.

CHILDREN'S STURDY OXFORDS

Sizes  
9 to 3

**2.89** PR.

Mothers! Here's the answer to your youngster's  
shoe problem. Black or brown elkskin with tips  
or brown moccasin style. Goodyear welted sewed  
soles, rubber heels.

Edwards—Basement



Men! Put Your Best Foot Forward!  
FAMOUS "TOWNWAY"  
FALL SHOES

At An Outstanding Price

**4.40**

"Keep 'em Walking" . . . that's the cry for  
Fall 1942! And here's the way to do it!  
Black or brown oxfords. Red rubber or  
corded soles. A great variety of lasts! —  
Choose yours early!

Edwards—Basement





## YOUR SUNDAY DINNER

Meat Balls with Chili Sauce Is a Dish Sure to Please Dad  
The Dinner  
\*Dad's Favorite Meat Balls  
\*Browned Rice  
Tossed Green Salad  
Crispy Rolls Butter  
\*Tutti-Frutti Ice Cream  
\*Raspberry Sauce Beverage

(\*Recipes Included)  
This menu is properly balanced for nutritional value. It supplies: The Meat: Proteins, phosphorus, Vitamins A, B, C, and G and Fats. Rice: Carbohydrates and fats.  
Salad: Minerals, Vitamins A, B, C, and G, some fats.  
Rolls and Butter: Vitamins A, B, B<sub>1</sub>, C and G, Carbohydrates and fats.

Dessert: Carbohydrates, Vitamins A, B, C, and G; some minerals.  
To Serve 6 You Need  
1 lb. ground beef  
1/2 lb. ground pork  
1/2 pound ground veal  
1 pkg. rice  
1 head lettuce  
1 stalk celery  
1/2 lb. fresh peas  
1 bunch green onions



Ground meat is always a big help to the budgeteer—but it's just as delicious and popular as any expensive roast. And here's Dad's favorite way of serving it. The balls are browned and simmered in chili sauce. Browned rice accompanies. Salt sticks go with the tossed green salad. Tutti-Frutti ice cream is a simple and easy dessert, but takes on newness when served with raspberry sauce.

1 bottle maple syrup  
1 can crushed pineapple  
(Balance of materials among staples)  
Dad's Favorite Meat Balls  
1 lb. ground beef  
1/2 lb. ground pork  
1/2 pound ground veal  
1 cup bread crumbs  
2 eggs slightly beaten  
1 teaspoon paprika  
Salt and pepper  
1 teaspoon prepared mustard  
1 teaspoon Worcestershire sauce  
Chili sauce

Mix all ingredients together except chili sauce. Form into balls and brown in a hot skillet; lower heat and simmer in chili sauce until done. Add 1/2 cup water to frying and reserve for rice.

Browned Rice  
2 1/2 cups hot boiled rice  
Frying from meat  
Mix meat fryings with rice and pile onto hot platter. Serve immediately.

Tutti-Frutti Ice Cream  
1 cup maple syrup  
1/2 cup cream  
1/2 cup chopped cherries  
1 cup canned crushed pineapple  
Whip cream until stiff, fold in maple syrup and drained fruits. Freeze until firm.  
Raspberry Sauce  
Thin 1/2 cup raspberry jam with 1/4 cup cold water. Pour over ice cream just before serving.

Serving Hints  
Pile rice in deep platter. Lay Dad's favorite meat balls all around edge of platter. Let the family help themselves from the mixed vegetable bowl. Have salad plates at each place for this salad.

Just before serving ice cream pour sauce over each sherbet. This makes the dessert more attractive because the sauce does not run down as the cream melts.

3 ROOM  
OUTFIT!  
\$178  
COMPLETE



Either Suite May Be Purchased Separately

### 10 Piece MODERN BEDROOM

As new as tomorrow! Quality-built for years of service. Beautiful woods. Expert craftsmanship. Included is the bed and chest, your choice of dresser or vanity, springs, mattress, a pair of pillows, choice of night table or bench and 2 handsome boudoir lamps. Now... at saving!

\$89

EASY TERMS... SMALL DOWN PAYMENT... BALANCE 12 MONTHS



### 10 Piece Modern Living Room

A handsome outfit you'll be proud to own. And it will stand up beautifully for years to come because it's made right. The massive davenport is beautifully covered. And you also have your choice of either chair. Also included are two end tables, two table lamps, a floor lamp, bridge lamp and two choice pictures.

\$89

A YEAR TO PAY!

OPEN 'TIL 9 EVERY NIGHT

MAJESTIC

FURNITURE COMPANY

204 Court St. (Between Clinton and Stone St.)

### OUR GIFT TO YOU



AT NO EXTRA COST  
This lovely, smart 5-pc. breakfast set is yours free of charge if you purchase the living room and dining room outfit offered here. Purchased separately, it would cost you \$29.75.

Eliminate sugar-using desserts. Serve DELICIOUS, HEALTHFUL SALADS DRESSED WITH TASTY CAIN'S MAYONNAISE

**CAIN'S**  
Mastermint  
MAYONNAISE

**DOLAN'S**  
Where You Buy the Cuts of Chicken You Prefer

- BREASTS... lb. 59c
- LEGS... lb. 53c
- WINGS... lb. 29c
- NECKS... lb. 17c
- GIBLETS... lb. 25c
- LIVERS... lb. 49c

**DOLAN'S**  
600 JEFFERSON AVE.  
Cor. Bartlett  
Telephone Genesee 1417

PROMPT DELIVERY  
**COKE \$10.50**  
100% ANTHRACITE HARD COAL PER TON Shov. Off \$11.75 Egg. Store, Nat  
WEST END FUEL CO. 2 Lake Ave. Glen 745

A FULL GALLON OF FIRST QUALITY  
**CLEANING SOLUTION for PENNY**  
Just one tablespoonful of TRIG in a gallon of warm water makes the BEST CLEANING SOLUTION MONEY CAN BUY for washing painted walls, woodwork, linoleum, etc. Trig saves your time and money both! Why pay more?

**AT YOUR GROCERS-25¢**

## CEILING PRICES Do Not Affect Our LOW PRICE POLICY!

## NOETH'S LOW PRICES

7 YEARS OLD  
SCHENLEY'S BELMONT  
STRAIGHT KENTUCKY  
**BOURBON**  
FULL QUART  
**\$2.79**  
Aged in temperature controlled warehouses. A white key Schenley is mighty proud of! Compare with any nationally known brand selling up to \$3!

EXTRA SPECIAL!  
FAMOUS NATIONAL BRAND  
**DRY GIN**  
90 PROOF  
DISTILLED FROM 100% NEUTRAL GRAIN SPIRITS  
We are not allowed to mention this famous brand by name when advertising our prices. Hurry to get your share. Today's guaranteed value—\$2.75.  
**\$1.99**  
FULL QUART

Pogues Famous Blend  
"Old Time"  
**WHISKEY**  
NO FREE delivery at this price. Blend of 100% 4 yrs. old — 20% 6 yrs. old and finest 6 yrs. old and finest neutral spirits. 86.8 proof.  
Regular \$3.25 Value!  
**\$1.99**  
FULL QUART

A LOW PRICE FOR THE BEST!  
PARK & TILFORD  
RESERVED  
**BLENDED WHISKEY**  
86.8 proof. Stock up on this popular whiskey today! Ask for Noeth's extra-low case prices.  
**\$2.89**  
FULL QUART  
Regular Price \$2.25

Mouquin's  
**SLOE GIN**  
4 1/2 Quart 84 Proof  
Reg. \$1.25  
**\$1.89**

AN EXTRAORDINARY NOETH VALUE! BUY AT THIS LOW PRICE  
**SCOTCH \$2.80**  
FIFTH  
A special purchase permits this unusual buy in one of the finest Scotch whiskeys available. We advise early buying.

**PAUL NOETH**  
DELIVER ★ 19 CLINTON AVENUE SOUTH ★ MAIN 874  
Just a Step Off Main St., Opposite Hotel Seneca—Open Every Night Till Midnight

STOCK UP NOW  
**BREAST-O'-CHICKEN**  
TUNA FISH

## THE SUMMER CATCH OF BREAST-O'-CHICKEN BRAND TUNA FISH IS NOW ON THE MARKET

Look ahead to those hearty Fall meals you'll be preparing soon—and to children's and worker's lunch boxes. Lay in a supply from this fresh, new summer pack. You'll be glad you used such foresight!

EVERY PAYDAY  
★ BUY A BOND ★  
WESTGATE SEA PRODUCTS CO. San Diego, California

## First and Only Meal Planning Book 52 SUNDAY DINNERS 64 Pages... 52 Illustrations

What to buy for Dinner  
How to prepare it  
How to serve it  
Use of Left-Overs

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• Prepare your dinners—for maximum satisfaction and appeal—with tested recipes and menus from the book, "52 Sunday Dinners."  
• Your family and guests will commend your skill when you employ the inexpensive serving hints in "52 Sunday Dinners."  
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You've doubtless read and enjoyed the Shopping News meal planning feature, "Sunday Dinner." Now—get "52 Sunday Dinners"—an attractively printed, profusely illustrated book. It's the first and only meal planning book on the market—complete, accurate, helpful the year 'round. Get your copy now—  
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Rochester Sun, Thursday, September 3, 1942

September 3, 1942

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25c Pint  
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# BACK-TO-SCHOOL



Regularly \$1.29  
**BOYS' HATS**  
**1.00**

Fitch and slope front felts in grey, brown and blue. Leather band lined, contrast band. Main Floor, Monroe.

Regularly 29c  
**SPORT SOCKS**  
**25c**

Rayon and cotton mixtures in solids and fancy patterns, and plaid, reinforced heels and toes. Main Floor, Monroe.

Regularly \$1.79  
**BIB PANTS**  
**1.69**

Fine wale corduroy bib front pants in red, green and blue, reinforced crotch, 12 button pockets. Main Floor, Monroe.

Limited Quantity  
**SPORT SLACKS**  
**2.29**

Sanitized slacks in solid and fancy patterns, light, dark and medium colors, sizes to 18. Main Floor, Monroe.

Limited Quantity  
**SLACK SOCKS**  
**19c**

Slack length with ribbed knit or elastic tops, solid and bright gay colors and combinations. Sizes to 18. Main Floor, Monroe.



JUNIOR EDITIONS IN  
**HONEYSUCKLES**

**1.19**

High fashions for your 3 to 6 1/2 year old youngsters. Cunning personalized styles, some gaily nautical or military, cute shirtwaists, princess and jumper effects in fine quality broadcloth and prints, solid colors or patterns. Main Floor, Monroe.

Honeysuckles for girls 7 to 14. Second Floor, Monroe.



**WOOL SWEATER**  
\* Monroe Store

**1.98**  
Coat style button and zip front. Beautifully tailored. Choice of colors, sizes 3 to 6 1/2. Main Floor.



**CHILD'S SWEATER**  
\* Monroe Store

**1.19**  
Slip-on style in assorted colors. Ideal for skirts and sport outfits. Sizes 3 to 6 1/2. Main Floor.



**RAYON UNDIES**  
\* Monroe Store

**35c**  
Knit rayon, tailored to fit, tearose colors, brief, bloomer, or vest, size 2 to 14. Main Floor.



**DICKEY SLIP**  
\* Monroe Store

**1.19**  
Smartly tailored cotton slips, dickey and blouse style, white, sizes to 16. Main Floor.



**JAMARETTE'S**  
\* Monroe Store

**1.59**  
Man tailored styles with loose fitting jacket, smartly tailored trousers, sanforized flannel, sizes 8 to 16. Main Floor.



**PEN - PENCIL**  
\* Both Stores

**89c**  
Propel and repel pencil and fountain pen, mottled and plain colors, for men and women.



**BRIEF CASE**  
\* Both Stores

**2.49**  
Three section cowhide leather case with handle and lock. Brown or black. Others to \$5.95.



**WORLD GLOBE**  
\* Both Stores

**1.69**  
Eight inch size on rotating metal base. May be revised. Limited quantities.



**PENCIL BOX**  
\* Both Stores

**50c**  
Seventeen piece set, ruler, pen, eraser, pencil and other necessary school supplies, choice of colors.



Extra Wear in Every Pair  
**BILTWELL SHOES**

**2.39**

School shoes that will earn "A" rating, a shoe that will hold its own against the hardest wear. Built on natural last for perfect fit without cramping. Sizes 1 1/2 to 3 in black or brown. Main Floor, Monroe.



**WOOL LONGY**

**2.49**  
Tweed, herringbone and solid pattern, all wool, pleat front, high waist band. Main Floor, Monroe.



**CINDERELLAS**

**1.98**  
Dainty wisp of spun rayon, chambray, printed cottons that retain their original loveliness after tubbing, sizes 3 to 6. Main Floor, Monroe.



**DRESS SHIRTS**

**79c**  
Sanforized broadcloth in white and fancy patterns, blue, green and tan, sizes to 14. Main Floor, Monroe.



**JR. LOAFER COATS**

**1.98**  
Snappy, comfortable spun rayon in tan and brown. Yoked back and patch pockets, sizes to 14. Main Floor, Monroe.



**BOYS' PAJAMAS**

**1.00**  
Two piece coat and middie flannellette pajamas. Striped patterns and solid colors, small, medium and large sizes. Main Floor, Monroe.



**SPORT COATS**

**7.95**  
All wool, two and three button styles, plaid, solids, tweeds, tans, browns, blues and greens, sizes to 18. Main Floor, Monroe.



**Deluxe Longy  
PREP SUIT**

**11.50**

Slip into one of these deluxe tailored suits with that 'made to order' look for high schoolers just ready for college. Single and double breasted models in tweeds, herringbone and spicy mixtures. Pleat front trousers with zip fronts, high waist bands. On the Main Floor, Monroe.

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FRIDAY-SATURDAY**

Buy on our Budget Plan anything and everything in amounts of \$10 or over, complete details in department or Credit Office, Second Floor. Both Stores.

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MONROE AT S. UNION \* RIDGE ROAD AT DEWEY  
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**CHILD'S ROWDIES**

**1.29**  
Semi-moccasin type with canvas soles and rubber heels, black, brown, sizes 1 1/2 to 2. Main Floor, Monroe.



**STYLISH T-STRAPS**

**1.49**  
Soft patent T-Strap, sturdy leather soles, rubber heels, sizes 5 to 8. Main Floor, Monroe.



**MOCCASINS**

**2.49**  
Comfortable, sporty brown with white saddle or white with brown saddle, sizes 4 to 8. Main Floor, Monroe.

**SANDY NEVIN**

Here are the shoes that will score the most when it comes to being well dressed. Smart brouge and wingtip styles built on Goodyear last. Leather soles and rubber heels, sizes 6 to 11. Main Floor, Monroe.

**SCHOOL OXFORDS**

**2.98**

Famous Goodyear shoes built for comfort and style, 18 new models, black, brown and tan, 2 1/2 to 6. Main Floor, Monroe.



**BOYS' OXFORD**

**2.98**  
New sporty models to choose from, wing tip and brogue styles, sizes 2 1/2 to 6. Main Floor, Monroe.

**SANDY JUNIOR**

**3.45**  
For boys to 6, smartly styled for dress or school wear. All leather soles. Main Floor, Monroe.



**BOYS' MOCCASIN**

**2.98**



**SPORT MOCCASIN**

**2.49**



**SADDLE OXFORD**

**2.49**  
Popular school shoes with brown saddle rubber heel and sole. Sizes 4 to 9. Main Floor, Monroe.



**CAMP MOC**

**2.29**

Girls' and women's moccasin with sport soles. Choice of white or brown. Sizes 2 1/2 to 8. Main Floor, Monroe.



**POPLIN JACKET**

**2.98**  
Sturdy, wind, weatherproof, plaid flannel lined, zip fastened, tan, brown, small, medium and large sizes. Main Floor, Monroe.



**FLANNEL JACKET**

**4.15**  
Heavy 33 ounce mackinaw cloth, solid color set in sleeves with plaid body, zip fastened front, green, blue, brown, 6 to 15. Main Floor, Monroe.



### FREE GIFTS WITH PURCHASE OF SHOES!

for **CHILDREN!**

Smart variety of up-to-the-minute styles that give long wear and hold their good appearance. They are made on scientific lasts that allow young feet to grow naturally.



**\$1.29**  
Others \$1.69—\$1.98

SIZES TO BIG 31

**EDUCATOR SHOES** for Children

Sold exclusively at Kinney's

**KINNEY'S**  
70 EAST MAIN STREET

Mrs. Edna Matteson, 210 Wisconsin St.

PINN VACUUM STORES, ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

**Beautifully REBUILT HOOVER**  
★ COMPLETE WITH ATTACHMENTS  
**\$19.95**  
FULL CASH PRICE  
Rebuilt by Penn's Expert Craftsmen... Using Guaranteed Penn Parts!  
10-DAY TRIAL PLAN!  
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30 SOUTH AVENUE  
MON. & THURS. 'TIL 9  
OPEN 'TIL 7 P. M.  
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**OLDER...for better OLD FASHIONEDS!**

**FINE ARTS WHISKEY**  
A Blend of Straight Whiskies  
ALL 5 YEARS OLD



The straight whiskies in this product are all 5 years old (90 proof). Copr. 1942, Canada Dry Ginger Ale, Inc., New York, N. Y., Sole Distributors

WIN GUEST TICKETS—TO LOEW'S—

Write in 25 words or less why you should buy War Bonds and Stamps!

**PANAMA HATTIE**

Starring **Red SKELTON**  
**ANN SOTHERN**

**LOEW'S**

### Lawn Carnival Planned By No. 11 School Groups

An afternoon of games and sports and an evening of dancing have been arranged for patrons of the annual lawn carnival, jointly sponsored by the No. 11 School PTA and the Lattimore Men's Club, to be held Saturday, September 12 on the school grounds.

Festivities will start at 2 p. m. with dancing scheduled in the school auditorium from 7:30 to 10:30 p. m.

Mrs. Raymond H. Dana, Homer Klump and Milton Priddy, are chairmen of the committees.

### Now I Wear Slacks And Look Swell

Since I Lost That Ugly Fat... You admit fat people may often slim down without starvation diets and backbreaking exercises when your excess fat is due to thyroid deficiency and you have nothing else the matter with you. Just eat sensibly and take Marmola tablets only according to the recommendations and instructions with the package. Marmola is not a cure-all. If in doubt at any time about advisability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician. If you need Marmola, why not lose those ugly uncomfortable pounds the Marmola way, Dr. M. J. Dargatzis has sold more than twenty million packages during the past thirty years.

A varnished floor should lukewarm water is best, and never be washed with hot each piece must be dried as it is water. A cloth wrung out in washed.

### THE TOUGHEST MAN IN WASHINGTON

How our Under Secretary of War, Robert Patterson, cracks down ruthlessly on anything that interferes with winning the war. — By Forrest Davis.

### ISLAND OF NAVY WIVES

The story of 2000 heroic women, wives of U. S. naval officers, living on Coronado Island, and how they keep busy while their men are on the firing line.

### DON'T YOU CRY FOR ME—A Complete Novel

By Mary Freels Rosborough  
10c Sept. 5 Issue The Saturday Evening Post Now On Sale 10c

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Coolite  
THE YEAR'S BEST REFRIGERATOR BUY  
MORE THAN 5 CU. FT. CAP.  
SEE IT TODAY  
**\$79.50**  
NO DOWN PAYMENT  
CHARGE ACCOUNT PLAN  
EASY TERMS  
6 to 12 Months To Pay  
Our Installment Plan Conforms to Government Regulations.

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ROCHESTER CORPORATION  
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**NO ASPIRIN FASTER SURE SAFER**  
St. Joseph Aspirin is as pure as money can buy. No aspirin can do more for you. So why pay more? Always demand genuine, pure St. Joseph Aspirin, the world's largest seller at 10c. Even bigger savings in the large sizes. 36 tablets, 20c, 100 tablets, 36c.

**TROPIC COAL \$11.85**  
Egg—Stove—Nut Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Alliance Bank Bldg.

If You Suffer Distress From  
**PERIODIC FEMALE WEAKNESS**  
and want to  
**BUILD UP RED BLOOD!**

Take heed if you like so many women and girls have any or all of these annoying symptoms: Do you on such days suffer from cramps, headache, backache, nervousness, weak and faint feelings, periods of the blues, distress of "irregularities"—due to female functional monthly disturbances?

Then start at once—try Lydia E. Pinkham's Compound Tablets (with added iron)—one medicine you can buy today that's made especially for women to relieve such distress.

Thousands Upon Thousands Report Benefit

Lydia Pinkham's Tablets not only help relieve monthly pain but also accompanying tired, nervous feelings of this nature. This is because of their soothing effect on one of woman's most important organs.

And here's a tip for you modern girls! Taken regularly thruout the month—Lydia Pinkham's Tablets should help build up resistance against such symptoms.

Important! Monthly losses often cause a lack of iron with some women. HERE AGAIN Lydia Pinkham's Tablets should be especially helpful. Used as directed—these little tablets are one of the best and quickest ways to get precious iron into the blood to help build up red blood cells and thus aid in promoting a more refreshed and vigorous bloodstream—more strength.

Lydia Pinkham's Tablets are also a fine stomachic tonic! Follow label directions. WORTH TRYING!

*Lydia E. Pinkham's COMPOUND TABLETS (with added iron)*

**DAW'S**  
ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. Opp. Temple Theatre	31 MAIN ST. E. Corner Argonaut	353 MAIN ST. E. 1 Door from Stillman	452 RIDGE RD. Corner Dewey	880 MAIN ST. W. At Bull's Head	473 N. GOODMAN AVE. Just Off Main	539 MONROE AVE. Near Goodman
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These Special Prices Good Thru SUNDAY (Right Reserved To Limit Quantities)

**DAW'S COUPON**  
FULL SIZE 9-INCH **PAPER PLATES**  
(Water-Proofed) 2 Boxes For **11c**  
(Limit 2 Boxes)

**PICNIC NEEDS**  
37-PIECE **PICNIC SET**  
Service For Six **16c**  
Daw's Low Price

CONTAINS: 6 Spoons, 6 Forks, 6 Dinner Plates, 6 Napkins, 6 Cups, 6 Salad Plates, 1 Table Cover.

**DIXIE CUPS**  
HOT OR COLD **8c** Pkg. 3 for 23c

**DRINKING STRAWS** **8c** 3 for 23c Box of 100

Tube or Liquid **CARBONA SHOE WHITE** 25c Size **11c**

**MOLLE SHAVE CREAM** 50c Size **23c**

**ZINC OINTMENT** 25c Size **12c**

**SACCHARIN TABLETS** 1/4 or 1/2 Grain Bottle of 100 **9c**

**KREML HAIR TONIC** \$1.00 Size **59c**

**FLIT INSECT SPRAY** Pint Size **16c**

**SHAVING SOAP** 5c Cakes **25c**

**GALLON THERMIC JUG** With FAUCET **\$2.19**  
DAW'S LOW PRICE

- For hot or cold food or beverage
- Exclusive vacuum-release valve allows free flow of liquids
- Wide mouth allows easy cleaning
- High efficiency cork insulation
- High density white clay liner
- Strong plastic cap—aluminum neck

(Other Jugs From \$1.09)

**SCHOOL SUPPLIES**  
SAVE 20% ...and MORE  
All Standard Rochester School Supplies—Pads, Paper, Pencils, Ink, Etc. at CUT PRICES!

**DAW'S COUPON**  
**FRUIT-FLAVORED SUCKERS**  
Box of 18 Assorted **8c**  
Reg. 15c Value (Limit of 2 Boxes)

**DAW'S COUPON**  
**Woodbury's Tooth Paste**  
LARGE 25c SIZE **12c**  
(Limit 2)  
Please bring an old tube of any type—in exchange.

**50,000 Packs of CAMELS FREE FOR OUR BOYS OVERSEAS!**

**DAW'S**  
WILL SEND 2 PACKS OF CAMELS TO OUR BOYS OVER THERE FOR EVERY 100 CAMELS at 71c YOU BUY FOR YOURSELF!

Good American cigarettes are first on every Fighting Man's list serving overseas. In cooperation with the War Department and the Makers of Camels, we'll send 2 packs of Camels to the Armed Forces Overseas WITHOUT CHARGE every time you purchase 100 Camels (2 Hats) at 71c for yourself... Here's a swell way to do something for our buddies over there!

**100 CAMELS (2-FLAT 50's) 71c** On Sale at All Daw's Stores

This Offer Expires **LABOR DAY**

**BUY YOUR U. S. WAR SAVINGS STAMPS AT DAW'S**

**Single-Edge RAZOR BLADES**  
10c PKGS. OF 4's  
**2 Pkgs. For 11c**  
(Limit 4 Pkgs.)

Made of the finest Surgical Steel. Superbrazed... every blade inspected. Fits all GEM type razors.

**DAW'S COUPON**  
**OXYDOL Soap Powder**  
Large Box (Limit 1) **18c**

**DAW'S COUPON**  
**WAXED SANDWICH BAGS**  
Full-size waxed paper bags for packing sandwiches and lunches—Keep 'em fresh and sanitary!  
Pkg. of 40 (Limit 2) **8c**

**PHILLIP'S MILK OF MAGNESIA**  
50c Size **21c**

**GILLETTE—THIN—BLADES**  
Pkg. of 12 **27c**

**EDWARD'S OLIVE TABLETS**  
30c Size **13c**

**VICK'S Nose Drops**  
30c Size **24c**

**WITCH HAZEL**  
Pint Bottle **19c**



September 3, 1942

Rochester Sun, Thursday, September 3, 1942

Look For Your Name Between The Ads. Win War Stamps

PAGE NINE

\$11.85  
PER TON  
Shovelled  
Off



**Important!**  
Losses often cause a  
on with some women.  
Lydia Pinkham's  
should be especially  
as directed—these  
cts are one of the best  
test ways to get pre-  
into the blood to help  
ed blood cells and thus  
romoting a more re-  
and vigorous blood-  
more strength.  
Pinkham's Tablets are  
ne stomachic tonic!  
abel directions. WEL-  
YING!

ETS



IPS AT DAW'S  
LIP'S  
OF  
NESIA  
21c  
ETTE  
IN—  
DES  
27c  
ARD'S  
IVE  
13c  
K'S  
Drops  
24c  
CH  
ZEL  
19c

**GRAND OPENING**

Of the new,  
conveniently located  
retail coal office under  
the management of

**FRANK MARSHALL**  
formerly of the Lake Coal & Coke Company

**GUARANTEED  
COAL AND  
COKE**

If you want reasonable prices on  
the very best grades of coal,  
courteous capable  
men; and prompt, speedy  
action on your orders, try  
Frank Marshall's new  
service.

**MARSHALL'S  
COAL and COKE CO.**  
GLEN 109 - 296 DRIVING PARK AVE.

**NEW YORK'S MOST UNUSUAL HOTEL**  
Invites You to discover the extra quiet, comfort and  
economy of the Bristol, so centrally  
located at Radio City. Individually  
controlled radio in each room. *Sanitized Service*

**HOTEL  
BRISTOL**  
129 West 48th St., New York City  
Joseph E. Bath  
Theodore E. Tolson, Jr. • Alfred B. Tolson

3 ATTRACTIVE DINING ROOMS  
Breakfast from 25c-Lunch 60c  
De Luxe Dinner 1.25

AT RADIO CITY

**LINCOLN'S** MAIN AT ST. PAUL

**REPAIR YOUR OLD SHOES**  
Help Conserve Leather for Uncle Sam

**HALF SOLES  
75c**

Sturdy Genuine Oak Leather Half Soles—Neatly Sewed  
TOMORROW  
LINCOLN—Shoe Repair—Basement

**RADIO REPAIR SERVICE**  
ALL MAKES • ALL WORK GUARANTEED  
FREE PICK-UP AND DELIVERY  
**SOUND EQUIPMENT CO. Inc.**  
114 ST. PAUL ST. **Main 6440**

**CHILI RECREATION HALL**  
509 CHILI AVE.

**MONDAY NITE** Games \$6  
Jackpot Increases Automatically

**TUESDAY NITE** Reg. \$5  
Jackpot Increases Automatically

**THURSDAY NITE—FREE GAME**

**SAT. NITE** Reg. \$3  
Games

Take Gen. Park Blvd. Bus

**Beeley's Bingo**  
SUNDAY at 2:30 and 5 P. M.  
WED. at 1:30 P. M.  
Mon., Tues., Wed., Fri., Sat. at 8:15  
EXTRA BOARD FREE  
WITH TRIPLE BOARD  
142 GENESEE ST. in REAR

**HIGHLAND HALL**  
**LE BERTH'S BINGO**  
EVERY WED. NITE  
8:15 SHARP  
REG. GAMES  
STARTING  
WED. SEPTEMBER 9th

**CAPITOL HALL**  
85 W. MAIN ST.  
Mon. — Tues.—Thurs. 1:30 P. M.  
Sun. 2:30 P. M.  
Wed.—Fri.—Sat. 8:30 P. M.

\$4 Games Sun Afternoon

Mon. 30 Games \$3

\$4 Games Tues. Aft.

Wed. 30 Games \$5

\$5 Games Thurs. Aft.

**SATURDAY NITE \$5**  
REG. GAMES

**ADMISSION 28c** Inc. Tax

**Where  
To Play  
BINGO!**

**ROCHESTER'S NEWEST GAME!**

★ Every TUESDAY NITE ★  
155 Chesnut Street

**Electric Blower and Viewer**

Where Everyone Sees The Number Called. Something New In Bingo.

**PLUS USUAL FINE PRIZES**

Admission \$1.00 Plus Tax — Three Bus Lines Within One Block

**DIARY  
Of a Famous  
Beauty Authority**

By HELENA RUBINSTEIN

NEW YORK—Walking down  
Fifth Avenue at noon one day  
this week, I found myself in a  
crowd of busy shoppers, work-  
ing girls and women. I noticed  
that there were many of them  
who looked bright and healthy,  
as though they had just re-  
turned from their vacations or a  
week-end in the country. There  
were several women who I  
knew so beautiful that I looked



**2  
BIG  
LABOR  
DAY  
WEEK**

**SPECIALS**

FINGER WAVES 35c  
SHAMPOO & WAVE 60c

Until Labor Day  
**2 PERMANENTS  
FOR THE PRICE OF 1**  
Permanents for  
yourself and an-  
other — BOTH for  
**4.95**

Open Evenings by Appointment  
**loucheur's**  
salon de coiffure  
Main 2951 300 BURKE BLDG.

**2 for 1 Special**

(For 10 Days Only...  
Offer Ends Monday,  
Sept. 14, 9 p. m.)

Get Twice As Many  
Pictures As Ordinarily  
At The Same Price

LOVELY 5x7 BUFFTONE  
**PORTRAITS**  
**2 for \$1.39**  
(OR 6 FOR \$3.95)

**CHOOSE  
48 PROOFS**

Our amazing Polyfoto camera  
exclusively offers you an indi-  
vidually dozed proof from which  
to choose. That's why Polyfoto  
portraits are natural, life-like  
and real. A sitting takes only a  
few moments. Come in anytime.  
No appointment is necessary.

**PHOTO STUDIO**  
Main Floor Rear  
Main St. at St. Paul  
**LINCOLN'S**

**SAVE GAS AND TIRES**  
**PLAY BINGO AT**  
**19th WARD CLUB HOUSE**  
HAWLEY ST.

**SUNDAY 2:30 P. M.** REG. GAMES \$5

**THURS. REG. GAMES \$2 and \$5** 8:15 P. M. REG. GAMES \$2  
1:45 P. M.

**FRI. EVE. ADMISSION 10c PLUS TAX**

**SATURDAY 8:15 P. M. \$2 and \$5 GAMES** REG. GAMES \$5  
**19th WARD CLUBHOUSE**  
Take Jefferson Ave. Bus  
To Hawley St.

For Victory Buy Bonds.

**HOLLYWOOD SPECIAL PARTY HUDSON**  
Tuesday Night, Sept. 8th Only

**COUPON** When buying tri-  
ple board &  
book of special-  
Sept. 8th, Holly-  
wood-Hudson  
FOR YOU 45c

**ALL GAMES \$10**

**COUPON** When buying tri-  
ple board &  
book of special-  
Sept. 8th, Holly-  
wood-Hudson  
FOR A FRIEND 45c

**New Fuel Company Office**



Opened recently is the headquarters of Frank A. Marshall's  
Coal and Coke Co., at 296 Driving Pk. Ave., where coal, coke  
and fuel oil will be sold. Marshall was formerly associated with  
the Lake Coal Co.

twice in their direction. But  
when I looked closely at their  
faces, I discovered, much to my  
disappointment, that their com-  
plexions, though tanned and  
glowing, looked parched and dry  
and rough from exposure. They  
had not realized that in the  
summer more than at any other  
time of year, the skin must re-  
sist exposure to heat, sun, wind  
and sea or lake waters, and  
they had enjoyed their leisure  
in the country without think-  
ing of their complexions. The  
damage that had been done had  
aged their skins five, ten, or  
even fifteen years. In spite of  
their skill in choice of color for  
their hair, eyes, and lips, they  
could not conceal the injury to

their skin, or the loss of the  
soft freshness of a youthful  
skin.  
I wanted to help these women  
and offer them the benefits  
of my long experience with  
similar complexion problems. I  
wanted to tell everyone of  
them the importance of caution  
and protection from summer  
aging, that leathery, dry ap-  
pearance, the network of pre-  
mature fine new lines, the  
drab, dull look, the roughened  
texture. More important even  
than the sun lotion which pro-  
tects the complexion during  
exposure, are two aids to beau-  
ty, which help one to maintain  
a soft, fresh complexion all  
through the summer.

First, summer skins require  
a pasteurized cream to cleanse  
the skin of impurities, soften  
parchedness, and relieve ten-  
sion with its rich creaminess.  
Such a cream used liberally  
during the summer helps pre-  
vent the effects of summer  
weathering. Second, is the lei-  
surely treatment which works  
while you sleep—a richly  
lubricating night cream which  
accomplishes its ends gradually  
and surely. With these two aids,  
you can enjoy the outdoor life  
of summer without sacrificing  
the health and beauty of your  
complexion.

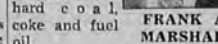
If you would like a makeup chart  
illustrating the correct use of rouge, face-  
powder, lip-stick, and eye-shadow, for  
your individual type, simply address  
Helena Rubinstein, in care of this paper.

A peach sandwich tastes as  
unusual as it sounds. Spread  
cream cheese liberally over  
tosated slices of enriched bread  
and arrange thinly cut peaches  
over top. For an epicurean  
touch, dash a bit of nutmeg  
over the sandwiches. Serve im-  
mediately.

Mrs. Robert Baird, 392 Arnet St. Blvd.

**New Firm Organized  
By Well-Known  
Local Coal Dealer**

Announcement has been  
made of the opening of  
Marshall's Coal & Coke Co. at  
296 Driving Park Ave. under  
the direction of Frank A. Mar-  
shall, formerly of the Lake  
Coal Co.



Marshall, who  
has been asso-  
ciated with  
the coal busi-  
ness in this  
area for the  
past 12 years  
will sell a  
complete line  
of high grade  
hard coal,  
coke and fuel  
oil.

A feature of the new fuel  
organization is the promise of  
immediate delivery made on  
all orders. Marshall is advising  
his customers to order their  
winter's fuel supply now be-  
cause of the scarcity which of-  
ficials see looming in the win-  
ter months ahead.

Sandwiches are the mainstay  
of many a victory lunch these  
days. The sandwich will do its  
nutritional utmost only when  
made with enriched bread.

Mrs. Charles F. Delis, 23 Ripley St.,  
will receive two guest tickets to Loew's  
if she'll stop in The Sun office before  
next Monday noon. Clark Gable and  
Lana Turner are on the Loew's screen  
starting today in "Somewhere I'll Find You."

**The VANDERBILT HOTEL**  
OFFERS THE NEW YORK VISITOR  
SO MANY EXTRAS,  
YET COSTS YOU NO MORE

The EXTRA specialness of a Park  
Avenue address, the EXTRA en-  
joyment of more elegantly furnished  
rooms and suites; and the EXTRA  
convenience of being just five min-  
utes from Grand Central and Penn  
Stations are among the many  
advantages of staying here.

500 Outside Rooms, Each with Bath  
SINGLE from \$11 DOUBLE from \$15  
SUITE from \$18

**The VANDERBILT HOTEL**  
PARK AVENUE  
AT EAST 34th ST.  
NEW YORK  
Oscar F. Bance, Manager

OTHER MANAGER HOTELS  
Rochester, N.Y., Rochester, Washington, D.C., New Adams  
Boston, Mass., ... Manager Washington, D.C., Annapolis  
Chicago, Ill., ... Plaza Washington, D.C., Hamilton  
Grand Rapids, Mich., ... New

**MORE HEAT FROM LESS FUEL**

Treat your heating equipment right and you'll get better-than-ever ser-  
vice. Here are helpful hints that will give you more efficient heat this  
winter.

**HOW TO TAKE CARE OF YOUR CLOTHES**

Two dozen practical tips that will lengthen the life of your clothing.  
This is the 25th Anniversary issue of Better Homes & Gardens, founded  
in 1922 by E. T. Meredith.

15c September Issue **Better Homes & Gardens** Now On Sale 15c

Say, how about taking your wife to  
Loew's next week. Albert F. Bicheff,  
582 Lexington Ave. Clark Gable's new  
picture, "Somewhere I'll Find You,"

**TOWNER SATURDAY, SEPT. 5th**  
**EVERY GAME \$10-SOME \$15**

**HALL-REXY University Ave., Cor. Atlantic**

**FRIDAY NITE**

**ALL GAMES \$5 to \$10**

**AT TOWNER HALL**

**Ticket Worth 45c** For You Friend, Fri., Sept. 4, only at Towner Hall

**Coupon Worth 45c** For You Friend, Fri., Sept. 4, only at Towner Hall

**Ticket Worth 25c** For You Friend, Fri., Sept. 4, only at Towner Hall

**Coupon Worth 25c** For You Friend, Fri., Sept. 4, only at Towner Hall

**NEW HOLLYWOOD**  
35 PULLMAN AVENUE, near LAKE and RIDGE

**NEW • PRIZES • MANAGEMENT**  
**BOARDS • TABLES**

**Ticket Worth 50c** When buying Triple Board and book of Special at the Holly-wood. Wed. Sept. 9

**Ticket Worth 50c** When buying Triple Board and book of Special at the Holly-wood. Thurs. Sept. 3

**Ticket Worth 50c** When buying Triple Board and book of Special at the Holly-wood. Fri. Sept. 4

**Ticket Worth 25c** When buying Triple Board and book of Special at the Holly-wood. Sat. Sept. 5

**ALL GAMES — \$5 TO \$10 — ALL GAMES**

**GAMES EACH WED., THUR., FRI., SAT. EVENING**

**NEW HOLLYWOOD**

**TOWNER HALL SPECIAL LABOR DAY PARTY**

**HOLLYWOOD**

**Monday Nite Sept. 7th Only**

**SILVER DOLLAR NIGHT**

**COUPON WORTH 25c** When buying Triple Board and book of Special at Towner-Hollywood

**ALL GAMES \$10 SOME \$15**

**COUPON WORTH 25c** When buying Triple Board and book of Special at Towner-Hollywood

**Opera Star Reveals  
Success Secret In  
Magazine Article**

Gladys Swarthout, glamorous  
opera singer, reveals the secret  
of her success and tells a story  
that has all the warmth of a  
hearthfire plus the haunting  
loveliness of a love letter in the  
October issue of True Story  
Magazine. Entitled, "I Sing For  
Every Sweetheart," the article  
relates how an old European  
folk song, Thous Art In My  
Heart, was the first number she  
and her husband, Frank Chap-

man, sang as a duet and the song  
became the theme of their hap-  
pily married life.

**THE COOLEST COOLER  
OF THEM ALL!**

**Pete Hagen's  
RUM  
N'COLA**

TRY IT—EASY TO SERVE  
Use 10 oz. glass—plenty of ice-  
cubes of RUM N' COLA — lime  
juice if desired. Add carbonated  
water—stir well 17 or  
more delicious Cuba  
Libres to each bottle.  
At your neighborhood  
liquor store—or write 18 proof

1.59

Compare \$4 Value

Product of Portugal  
84 Proof

Imported  
West Indies

**RUM \$1.89**  
Fifth  
Rich flavor, outstanding bou-  
quet and rich smoothness.

**DISTILLED  
DRY GIN**  
Distilled from American grain  
only. We recommend it's quality  
and flavor. Quantities limited.

**100% California  
Chateau Brissac  
Wine \$1.49** GAL.

Private Stock  
**KERRIGAN'S** \$2.29  
Blend. Whiskey

**BERGHASH**  
WINES LIQUORS

124 CLINTON AVE. SOUTH  
NEXT TO LOEW'S THEATRE  
Phone ... MAIN 786  
Free Parking Opposite Our Store

**WINE \$1.49** GAL.

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more delicious Cuba  
Libres to each bottle.  
At your neighborhood  
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1.59

Compare \$4 Value

Product of Portugal  
84 Proof

Imported  
West Indies

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Fifth  
Rich flavor, outstanding bou-  
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**DISTILLED  
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Distilled from American grain  
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ARTICLES FOR SALE

**WAS RANGES**—3 and 4 burners \$5 up. Call mornings. 51 Ellison St. (off Webster Ave.)

**STERLING COMBINATION**—gray enamel range and Andes Bungalow. A-1 condition, late models, cheap. Also Norman, Red Cross enamel ranges, 51 Ellison St.

**EIGHTY-HUNTER** A. B. Gas Range, with two ovens and separate broiler and warming oven. Lou Marra, 51 Ellison St. (formerly with Siebert's).

**UNIVERSAL** Washing Machine, good as new, \$44.50. 51 Ellison St.

Will some friend of Mrs. William Eyer, 73 Fair Oaks Ave., tell her that she can receive two guest tickets to see "Somewhere I'll Find You," with Clark Gable, opening at Loew's today, if she'll come to the Sun office before noon next Monday.

If you're going to be downtown before next Monday noon, Miss Carolyn Zulauf, 26 Resolute St., stop in at The Sun office and receive two guest tickets to see "Somewhere I'll Find You," starring Clark Gable and opening at Loew's today.

**VICTORY SPECIAL!**  
**Suede Shoes**  
Reg. 50c

**CLEANED RE-DRESSED 35c**  
Like New NO RUB OFF

**SPEEDY SHOE REPAIR**  
314-216 COURT ST.  
Open Sat. Eve. 'Til 9 P. M.

**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 take unnecessary risks with their nerves, health, happiness. Why? Generally because feminine hygiene is considered too personal to be discussed. And so, many women use over-strong solutions of acids for the douche which can actually burn, scar and even desensitize delicate tissues.

Today such risks are needless. Science has given womankind Zonite. So powerful, it kills instantly all germs and bacteria with which it comes in contact. Deodorizes by actually destroying odors. Protects personal daintiness. Yet Zonite is non-caustic, non-poisonous, safe for delicate tissues. Over 20,000,000 bottles bought. Get Zonite at your druggist today.

**Free Book Tells Intimate Facts**  
Frankly written booklet "Feminine Hygiene Today," mailed FREE, in plain wrapper. Write: Zonite, Dept. 594B, 370 Lexington Ave., New York, N. Y.

**WALKERS Chicken Pies**  
ARE STRICTLY ALL CHICKEN—NO VEGETABLES

Also Beefsteak Pies  
We are equipped to fill your order regardless of the amount. Ideal for factory, caterers, large banquets, even small parties. Special prices for large quantities. NO DISHES TO RETURN.

**GLENWOOD 3783**  
26 VELOX ST.

**MOST AMAZING VALUES IN TOWN!**

27" White Heavy BED SHEETING Reg. 50c. Yard 44c

Reg. 4c, 50c. WATER GLASSES 2 for 5c

Men's 50c. Woolen COAT SWEATERS (slightly irregular.) \$1.39 \$2.49 value

GALLON GLOSS FLAT OR ENAMEL PAINT \$2.09 Value \$1.39

MEN'S FLEECE SWEAT SHIRTS Regular \$1.19 Value 89c

27"x27" Birdseye DIAPERS \$1.09 Pkg. of 10, reg. \$1.39

HEAVY TURKISH TOWELS—Size 27" by 48"—25c Value 28c

A. P. Coats' or Clark's BIG BALL CROCHET COTTON Reg. 25c 19c

Ladies' Genuine Loomcraft SATIN SLIPS Regular 88c 49c

36"x50" Infants' CRIB BLANKETS, \$1.00 value 69c

CHEMILLE BATH MATS with toilet covers to match. Reg. \$1.39 Value 89c

CHILDREN'S KNEE HOSE—Slightly irregular. Regular 13c 9c

Dawn Worsted KNITTING YARN—2-oz. skein. Regular 48c 38c

MEN'S NON-WRINKABLE TIES Regular 25c 9c

J. P. Coats' or Clark's Big Spool MACHINE THREAD Regular 10c 7 1/2c

FANCY BUTTONS Large choice Reg. 10c 3c

Above Are But a Few of Our Permanent and Amazing Bargains

Every Buy a Bargain at **BILL'S BARGAIN STORE**

98 East Main St. Near Water



Sale!... Our Finest  
AT REDUCTIONS TO **30%**

Luxurious, sable-dyed muskrat coats—the number one fashion coat this year—one of the best wearing coats money will buy. Hundreds of other outstanding furs. Prices lowest now! Terms, Budget, Charge or Lay-Away—Open every evening till 9:30 P. M.

**Clifford Fur Co.**  
1283 Clifford Av. Block Off Portland  
CLIFFORD FUR SELLS FOR LESS!

Mrs. Walter Munnings, 332 Child St.

**WINDOW SHADE SPECIAL**

Limited Time Only!  
**Venetian Blinds 38c**  
Custom made, No Fl. Minimum 10 sq. ft.

Selection of Colors New Rollers Included! **39c**

Complete line of Armstrongs Quaker made, and standard felt base rugs.

**LUCAS PAINT STORE**  
Paints—Wallpaper—Linoleum

80 ST. PAUL ST. FREE PARKING MAIN 2090

WINDOW SHADE HEADQUARTERS

**KEY COUPON**  
**Sweetheart SOAP 3 for 11c**  
Limit 3

**KEY COUPON**  
**WOODBURY ALMOND-ROSE HAND LOTION 18c**  
50c Bottle Limit 1

**KEY COUPON**  
**CLOTHES LINE 14c**  
50 Feet Limit 2

**KEY COUPON**  
**PURE BABY CASTILE SOAP 3 for 11c**  
Reg. 10c Limit 6

**NEW LOW PRICE!**  
**Mazda Bulbs 10c**  
25, 40, 50 60 Watts

**TREET RAZOR 15c**  
Complete With 2 Treet Blades

**CANNING JAR RUBBERS 4 for 19c**  
Box of 12

**CANNING JAR COVERS 23c**  
Box of 12

**BOTTLE OF 1000 SACCHARIN TABLETS 49c**  
1/2 or 1/4 Grain

**50c BOT. PHILLIP'S MILK OF MAGNESIA 21c**

**REG. 30c PLAYING CARDS 26c**  
Bridge or Pinochle

**ASPIRIN TABLETS 8c**  
Bot. of 100

**TODAY THRU NEXT WEDNESDAY**

**KEY COUPON**  
**470 N. GOODMAN NEAR MAIN 1861 MONROE NEAR WINTON**

**KEY COUPON**  
**724 WINTON ROAD NO. 10 (NEAR MICHIGAN) 457 RIDGE RD. W. NEAR DEWEY**

**ROCHESTER'S MODERN CUT RATE DRUG STORES**

**20% SAVINGS ON ALL SCHOOL NEEDS**

Ink, Pencils, Typewriting Paper, Composition Books, Ink Tablets, Pencil Tablets, Stenography Note Books, Spiral Note Books, Etc.

**ALL REGULAR 5c ITEMS**

**ALL REGULAR 10c ITEMS**

**4c 8c**

**SPECIAL STOCK UP SALE 3 for 19c**

**STOP HEAT BREAKAGE WITH TUFFY NURSERS**  
MADE OF HEAT-RESISTANT GLASS

**2 FOR 25c**

**COMPARE! SIZE PRICE RESULTS**

**LISTERINE TOOTH PASTE**  
Still only 33c

**Try THE AMAZING NEW DENTAL LIQUID CUE**  
BRUSHES TEETH TO DAZZLING BRILLIANCE

**MEDIUM SIZE 10c**  
LARGE SIZE 23c

**GIANT SIZE 39c**

**YOU SAVE 15c**

**Buy the GIANT SIZE COLGATE SHAVE CREAM**  
5 oz. tube 39c

**50c SIZE FREE Vimms**  
WHEN YOU BUY THE LARGE SIZE \$2.25 VALUE \$1.69 FOR 6 VITAMINS 3 MINERALS

Miss Rosiland Cohen, 942 Harvard St. is invited to attend the showing of "Somewhere I'll Find You," starring Clark Gable and opening at Loew's today. Come to The Sun office before noon next Monday and receive your guest tickets.

For Victory Buy Bonds.

**DO YOU NEED CASH FOR COAL**

Fill your bins with coal now while deliveries can be made, and save by paying cash. We make loans for all worthy needs.

**COMPARE OUR LOW BANK RATES**

If you borrow You receive 12 monthly payments of

\$ 50 120 132.40 10 150 168.50 15 200 224.00 20 250 281.00 25 300 338.00 30

Other amounts in proportionately low rates. Insurance pays up loan in case borrower dies.

**GENESEE VALLEY TRUST COMPANY**  
MEMBER F. D. I. C.

**R. H. GALINSKY FUR SHOP**  
Formerly 81 Clinton Ave., North 10 MORRIS STREET  
Furs Repaired—Remodeled Made To Order Latest Fashions  
TEL. MAIN 2441

**Open All Day Labor Day**

★ **WE SAID IT BEFORE AND WE SAY IT AGAIN...OUR DEEP CUT PRICES ENABLES YOU TO BUY THE FINER BRANDS AT THE LOWEST PRICES!**

★ **Stock-Up... For The Holiday and For The Future At These Low Prices....**

★ **LIVADAS**

★ **Our Best Value! "WHITNEY CLUB" STRAIGHT RYE**

**5 YEARS OLD**

This whiskey is meant for those who insist upon the best. We honestly feel that this value cannot be duplicated. 80 proof.

**\$1.90 FULL QUART**  
Compare—\$2.65 Value!

★ **Compare with the Finest! KING GEORGE IV SCOTCH**

Outstanding quality at a very low price. Thousands of Livadas customers regularly choose this as the best value in Scotch Whiskey. Distilled and bottled in Scotland. 85.8 Proof. A great buy.

**\$3.19 FIFTH**  
Compare—\$4.25 Value

★ **A Low Price For Extra Fine Quality! Pete Hagen's COCKTAILS**

• Manhattan • Dry Martini • Old Fashioned • Daiquiri

**\$1.49 FIFTH**  
86 Proof

★ **College Inn CORDIALS \$1.49**  
Very Low Priced

Rock 'n' Rye (Q.I.), Creme de Menthe, Cherry Liqueur, Creme de Cacao, Anisette, Kummel, Fifth.

★ **Famous Livbro Kentucky Straight BOURBON WHISKEY**

Bottled for us by "Beam" famous Kentucky distillers. Made from a formula 146 years old! The product of 5 generations of distilling skill. Supremely smooth.

**\$2.49**  
COMPARE! \$3.50 VALUE!

★ **A Big Seller! LIVBRO QUALITY RYE WHISKEY**

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 of bottles of this rye because of its exceptionally fine quality and outstanding low price.

**\$2.50 FULL QUART**  
\$3.75 Value—86.8 Proof

★ **Remember! Our Case - Lot Prices Are As Low or Lower Than Anywhere in New York State!**

★ **PETE HAGEN'S SLOE GIN \$1.49**  
Fifth

Creamy Top. A very fine quality at an exceptionally low price. Makes a superior fizz or rocky—48 proof.

★ **TRY THIS POPULAR DRINK THAT HAS EVERYTHING! Balboa WINES**

**DRY... • Burgundy • Zinfandel • Claret • Barbera • Rhine Chianti • Sauterne**

**SWEET... • Muscatel • Sherry • Port • Tokay • White Port**

Don't compare Balboa with ordinary wine! This quality usually sells at \$1.75 per gallon.

**\$1.10 GALLON**  
3 QUARTS \$1.25

★ **LIVADAS**

A NAME YOU CAN TRUST

**183 MONROE AVE.**

N. Y. STATE LICENSE L-4229

Open Nitely 'Til 12







Though the average American can eat about twice as much cheese as 25 years ago, our per capita consumption is still below that of many other countries.

**TROPIC COAL** \$11.85  
Egg—Stove—Nut . . Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Alliance Bank Bldg.  
Stone 7080

**NEED MONEY**  
For Income Tax Payment,  
College Expenses or  
Emergency Expenses?

**Figure It Out for Yourself**

You Borrow	Charge For Year	*Life Insurance Premium	You Receive	12 Monthly Payments
\$100	\$ 6.45	\$ .36	\$101.36	\$ 9.00
150	9.56	.52	151.88	13.00
200	12.67	.68	202.40	17.00
250	15.78	.84	253.02	21.00
300	18.89	1.00	304.09	25.00
350	21.99	1.16	355.25	29.00

\*Insurance Pays Up Loan in Case Borrower Dies.

**LINCOLN-ALLIANCE**  
BANK AND TRUST COMPANY

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

**TAKE THE Burden**  
OFF YOUR "VICTORY SHOPPING"

WHEEL your purchases home  
the EASY WAY in a

**Victory Van**

SMART SHOPPING BAG ON WHEELS

**\$1.98**

It's your patriotic duty to help conserve paper, gas, rubber and manpower. So everyone is carrying her purchases home. But it's infinitely lighter to WHEEL it home in a "Victory Van".

This smart "carry-all" has a large DuPont "Fabrikoid" bag that can carry up to 80 pounds of groceries, etc. The frame is made of hardwood maple. A special Back Rest allows "Van" to stand upright, loaded or unloaded. And you can even detach the bag from the frame for the tradesman to fill. Bag and frame is finished in Navy Blue. Heavy, 5-ply wood wheels are finished in Military Red.

Light weight.  
Folds compactly for easy carrying or storing.

MAIN 7900

**Weed's**  
15 EXCHANGE ST.  
Free City Deliveries

**FREE PARKING OPPOSITE**

With Purchase of \$1.00 or Over

Store Hours: 8 A. M. to 5:30 P. M. Daily

**Irene Dunne To Appear At War Bond Show Here**

Among the special events planned to spur U. S. War Bond sales as a "Salute to Our Heroes" in September will be a musical program at the Eastman Theater Sunday evening, headlining Irene Dunne, singing star of the screen.

Admission will be free, but tickets may be obtained only by buying a War Bond. Seats will be allotted on a sliding scale, from two mezzanine seats to the investor in a \$500.00 bond, to two balcony seats for each \$25.00 bond.

Members of the Women's Division of the New York State War Savings Committee are co-operating with the movie industry in their effort to raise a billion dollars throughout the nation during the month. A special "Commando Band" has been appointed with four co-chairmen at its head: Mrs. B. Emmett Finucane, Mrs. Paul Carter, Mrs. John R. Booth and Mrs. Jean McLean Pratt. Mrs. Vilas M. Swan has been given charge of publicity for the women's activities.

Miss Dunne will be a feature attraction of the musical entertainment to be staged at the Eastman Theatre starting at 8 o'clock. Appearing on the program will be the Rochester Philharmonic Orchestra and several soloists. In addition it is expected to have an address by a famous war correspondent recently returned from the far-eastern battle zone. A dramatic feature will be the actual induction of a soldier into service.

About sixty Commandos will comprise the special committee who will urge all patriotic citizens to buy their September bonds before the 12th so they may attend this gala performance.

The War Bonds may be bought wherever the purchaser is accustomed to buying them, at Rochester banks, post offices or at booths established by the Women's Division. All the booths at the theaters have bonds on sale this month, as well as at booths at Sibley, Lindsay & Curr Co., McCurdy & Co., B. Forman & Co., E. W. Edwards & Son, Lincolns, H. L. Green Co., S. S. Kresge Co., Neisner Brothers, J. C. Penney Co., both F. W. Woolworth & Co. stores, and at the National Clothing Company and Bond Clothing Company.

Opening at Loew's today is the picture, "Panama Hattie." It's a great show and we want Mrs. Grace Manners, 6 Dove St., to be sure and see it. That's why there are two guest tickets for Mrs. Manners at The Sun office. Stop in and pick them up before next Monday noon.



**The VANDERBILT HOTEL**  
OFFERS THE NEW YORK VISITOR  
SO MANY EXTRAS,  
YET COSTS YOU NO MORE

The EXTRA graciousness of a Park Avenue address, the EXTRA enjoyment of more elegantly furnished rooms and suites, and the EXTRA convenience of being just five minutes from Grand Central and Penn stations are among the many advantages of staying here.

400 Outside Rooms, Each with Bath  
SINGLE from \$11 DOUBLE from \$15  
SUITES from \$25

**The VANDERBILT HOTEL**  
PARK AVENUE  
AT EAST 34TH ST.  
NEW YORK  
Oscar F. Banne, Manager

OTHER MANGER HOTELS  
Rochester, N.Y., Rochester, Washington, D.C., Hay Adams  
Boston, Mass., Chicago, Ill., New York, N.Y., New York, N.Y.  
Chicago, Ill., Plaza, Washington, D.C., Hamilton  
Grand Rapids, Mich., Rome

Look For Your Name Between The Ads. Win War Stamps

**G-MAN HOOVER'S MENTOR** man of the Supreme Court. Revealing a little known fact, Through the lean years, the difficult periods of political sharp-shooting and in back of all Hoover does not talk ver's success, looms the tall with his mentor and idol, Chief Justice Harlan Stone, strong and friend.

**LINCOLN'S** MAIN AT ST. PAUL

**REPAIR YOUR OLD SHOES**  
Help Conserve Leather for Uncle Sam

**HALF SOLES**  
**75¢**

Sturdy Genuine Oak Leather Half Soles—Neatly Sewed

LINCOLN—Shoe Repair—Basement  
Jeanette V. Line, 127 Lux St.

Here comes "Panama Hattie," opening at Loew's today. And if Mrs. Walter Wittman, 295 Inglewood Dr. will come to The Sun office before next Monday noon, she'll receive two guest tickets to Loew's for this attraction.

"Panama Hattie" is at Loew's starting today. And two guest tickets for this attraction are at The Sun office for Mrs. John Selg, 359 Rugby Avenue. Stop in before next Monday noon.



**I DON'T LIKE SCHOOL...  
It Makes My Head Ache!**

Did you ever consider that your child may be handicapped by poor vision? Have his eyes examined. Consult Dan G. Albert, registered Optometrist. If glasses are needed he will prescribe correct lenses and practical frames. Don't Delay...

**GLASSES... ON EASY TERMS**

**Smalls**

28 MAIN STREET EAST

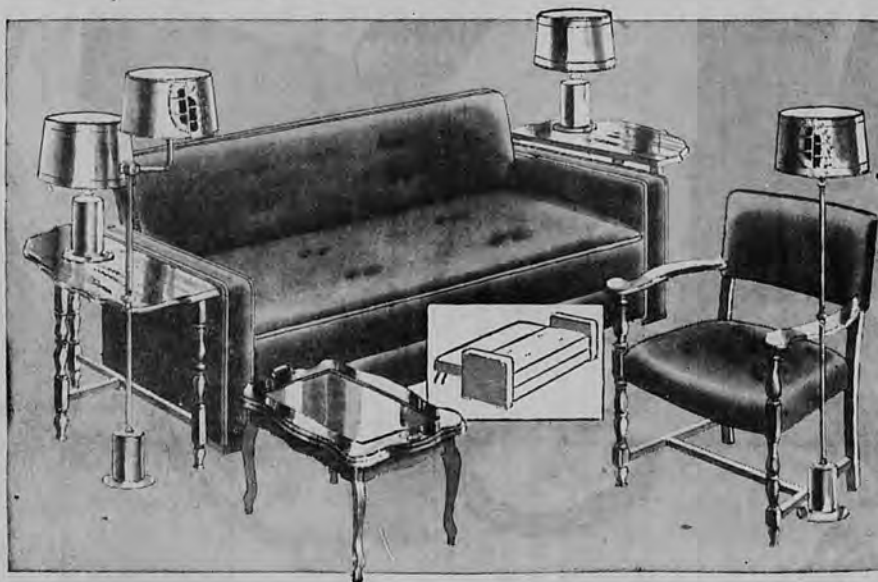
Store Open Mondays 'Til 9!

We Use Only Bausch & Lomb And Shuron Lenses!

FREE PARKING  
Rear Of Store

SHOP "THE RELIABLE" TONIGHT 'TIL 9

**SENSATIONAL VALUE! SERVES YOU 24 HOURS A DAY!**  
**9 Piece Bed Daveno Outfit**



Now On Sale  
At Only

**\$59**

Featured For Sun Readers While Quantities Last! A completely furnished room... ideal for homes where space is at a premium! The Bed Daveno is a smart Sofa by day, at night it easily opens to a comfortable full size bed! Listed below are the NINE PIECES included:

- Upholstered Bed Daveno
- Guest Chair
- Coffee Table
- Two Smart End Tables
- Two Table Lamps
- Floor Lamp
- Bridge Lamp

TERMS \$1.25 WEEKLY



**SOLID MAPLE DINETTE**

FIVE PIECES! Extension Table and four carefully braced chairs, all of rugged Maple in a dull hand rubbed finish. Unusual value at only \$29.95

Easy Terms!

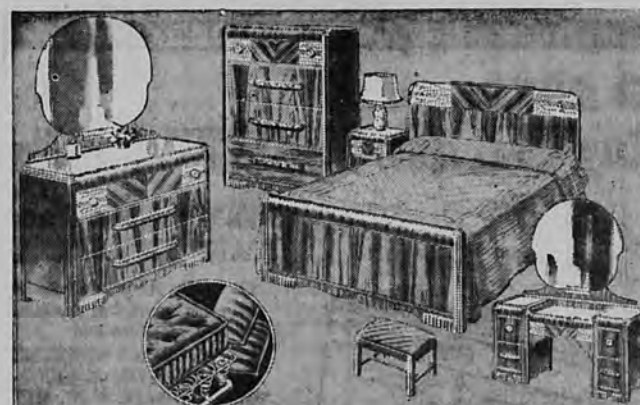


**\$89**

**KNUCKLEARM 3 PIECE LIVING ROOM SUITE**

Three luxurious pieces tailored in heavy Tapestry... with guaranteed coil spring construction throughout! Note the richly carved wood arm grips... extra protection where most of the wear occurs. See it at the Reliable!

Terms Only \$1.75 Weekly!



**10 PIECE MODERN BEDROOM ENSEMBLE**

COMPLETE WITH "SIMMONS" BEDDING!

- INCLUDED:
- Dresser or Vanity
  - Chest
  - Bed
  - Simmons Coil Spring
  - Simmons Cotton Mattress
  - Pair Feather Pillows
  - Pair Boudoir Lamps
  - Bench
  - A Typical Reliable Value...

**\$89**

Reliable Terms Only \$1.75 Weekly!

**BENGAL DUAL OVEN COAL AND GAS RANGE**

In glistening White Porcelain with two coal and four gas burner top, large porcelain lined oven that can be heated with either. Has Oven Heat Control... is designed for greater efficiency and economy of operation!

**\$139.95**

Terms Only \$2 Weekly!



**THE RELIABLE FURNITURE CO.**  
80-84 STATE ST. ROCHESTER

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

**Used ELECTROLUX**  
COMPLETE WITH ATTACHMENTS  
\$16.95  
EASY TERMS  
10-DAY TRIAL PLAN  
LIBERAL TRADE-IN ALLOWANCE  
ON Your Old Vacuum Cleaner  
MAIL ORDERS FILLED  
SEND DEPOSIT OF \$1  
**PENN VACUUM STORES**  
30 SOUTH AVENUE  
OPEN 'TIL 7 P. M.  
MON. & THURS. 'TIL 9  
STONE 6747  
BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!



### WALKERS Chicken Pies

ARE STRICTLY ALL  
CHICKEN — NO  
VEGETABLES

ALSO BEEFSTEAK PIES

We are equipped to fill your order regardless of the amount. Ideal for factory, Cafeteria, large Banquets, even small Parties. Special prices for large quantities. NO DISHES TO RETURN.

GLENWOOD 3783  
26 VELOX ST.

## Shopping News Offers Gift Bundle Service For Men In Armed Forces

Shopping News today inaugurates a new service for its readers—Cheer-Up Bundles for those in service.

A Cheer-Up Bundle is a gift package. It's all made up for you. It's packed with the things any man in the service will like. It's carefully cartoned for shipping. Its arrival is guaranteed. Its cost is small.

Beginning today readers will be able to purchase these Cheer-Up Bundles through this new Shopping News Service... There are five different Cheer-Up Bundles ranging in price from \$2.20 to \$7.75. The contents of these Cheer-Up Bundles are described completely in an announcement elsewhere in this paper.

The Cheer-Up Bundle has

age to New York.

Here's an example of what you get in a Cheer-Up Bundle. In the \$2.20 bundle—the Cub—you get a pound box of assorted cakes and cookies, manufactured by the National Biscuit Co., a tin of Planters famous salted peanuts; a box of Delicious National Biscuit Co. fig Newtons, a bag of caramels, a big box of Sunmaid raisins, a Serviceman's post card wallet, 18 Marlin razor blades, a fine quality handkerchief (either white or khaki), three packages of chewing gum, a cake of Colgate soap, and an atlas of the world today, with 30 maps.

Millions of our young men have entered on a completely new way of life. Thus many things sent them within the very best of intentions just do not fit into the pattern.

**Bundles Practical**  
We have packaged only those items which the boys themselves have asked for. Cheer-Up Bundles are practical, useful and pleasure giving.

Shopping News will acknowledge your order and send you a receipt as proof of shipment.

In addition each Cheer-Up Bundle contains two cards, one stating that the Bundle comes as a gift from you, and the second being a business reply card by which the recipient can note that he has received the Bundle, and also note the condition in which the Bundle reached him.

To send one to your boy in service all you have to do is send a check or money order or bring your money to the Shopping News Office, 420 Burke Bldg., 5 St. Paul St., and give us the name and address of the one to whom the package is to be sent. The money should cover not only the cost of the package as advertised but also include the postage.

**Postal Rules**  
Postage rates to various points in the United States are quoted in the announcement. If your service man is located outside of the United States, either in the Army, Navy or Marines, you only have to pay postage to the nearest port in the United States. Thus if the one to whom you want to send a package is located in Iceland include in the money the cost of the Cheer-Up Bundle you select and post-

**Cheer-Up Bundle Selections**  
There are five types of Cheer-Up Bundles. In the ad you will find the description of the contents of each with the exact shipping weight and price.

**Repeat Orders**  
If you want us to repeat a shipment each month, just send us your order and we will bill you for packages when they are shipped.

**Delivery Guaranteed**  
We unconditionally guarantee delivery anywhere in the world where United States Force serve. This service is free of charge.

### NEW YORK'S MOST UNUSUAL HOTEL

Invites You to discover the extra quiet, comfort and economy of the Bristol, so centrally located at Radio City. Individually controlled radio in each room. **Sanitized Service**

**Hotel**  
**BRISTOL**  
129 West 48th St., New York City  
Joseph E. Bath  
Theodore E. Tolson, Jr. • Alfred B. Tolson

**AT RADIO CITY**  
Mrs. John McNally, 251 Cottage St.

### GET OUT OF DEBT

With a  
CENTRAL TRUST LOAN  
Compare the Cost:

Amount	12	24	36
\$100	17.37	11.69	8.93
\$200	34.74	23.37	17.86
\$300	52.11	35.06	26.79
\$400	69.47	46.74	35.72
\$500	86.84	58.43	44.65

The Above Payments Provide Life Insurance to Protect Your Loan

25 E. MAIN  
1806 EAST AVE.

Phone  
MAIN 1625

Member F.D.I.C.



LAST  
3  
DAYS

Offer Ends Monday  
At 9 P. M.

Get Twice As  
Many Pictures  
As Ordinarily  
At The Same Price

LARGE 5x7 PORTRAITS  
In Our Beautiful  
Bufftone Finish **2 for \$1.39**

(OR 6 FOR \$3.95)

CHOOSE from  
48 PROOFS

We exclusively offer you 48 individually posed proofs from which to choose the most natural, lifelike and real portraits you've ever seen. There is no substitute for our Polyfoto process. Try us and be convinced.

Main St. at St. Paul  
PHOTO STUDIO  
Main Floor — Rear

LINCOLN'S

in the National's Basement

Boys'  
School-  
Clothes  
At Real  
Economy  
Prices



Poplin Jackets

\$2.95

Water-repellent and wind-proof... the kind of protection your boy needs. Well tailored with two slash pockets and zipper front. Marvelous values.

School Sweaters

\$1.79

Several styles to choose from. Zipper and button fronts as well as the popular crew necks in plain shades and contrasting colors. Values worth seeing.

School Slacks

\$2.95

A huge selection in tweeds, herring-bones, heather mixtures and diagonals. Sturdily tailored. Pleated fronts, zipper or button closings.

Flannel Shirts

\$1.29

Something new this year in flannel sport shirts. Bright shades of red, green, blue and tan with contrasting plaid trim. All the lads will be wearing them.



- BOYS' SCHOOL SHIRTS ..... 89c
- BOYS' SCHOOL HOSIERY ..... 23c
- BOYS' SHIRTS & SHORTS ..... 25c
- BOYS' SCHOOL KNICKERS ..... \$1.65

The  
**(NATIONAL)**  
EAST MAIN AT STONE

TOWER CLOCK  
RADIO PROGRAM  
9:45 to 10 A. M.  
Monday thru Friday



Sibley, Lindsay & Curr Co.

TIS OF THEE COLORS

In a Big

COLORelated  
WARDROBE

Save dollars for defense stamps and time for war work by buying your entire fall wardrobe from the COLORelated fashions at Sibley's. You can completely outfit yourself in a few minutes with clothes that are carefully designed and dyed to go together... coats, dresses and accessories. Priced for the war-minded, yet styled for the fashion-minded.



COLORelated  
CLASSIC COAT  
29.95

A straight box coat of Greenock tweed, man-tailored with flap pockets and vented back. Bred to outstay the war. Pilgrim Brown, Liberty Blue, or Rapture Red. 12 to 18.

COAT SHOP, SECOND FLOOR



COLORelated  
POUCH BAG  
3.00

Fabric pouch bag on a tortoise shell frame. Pilgrim Brown, Liberty Blue or Rapture Red.

HANDBAGS, MAIN FLOOR



COLORelated  
VOGUE PUMP  
9.75

V-throated, saddle-stitched pump with walled toe and Cuban heel. Black, Tobacco Brown or Kona Red.

SHOE SALON, SECOND FLOOR

COLORelated  
SIDE-DRAPE DRESS  
17.95

Slim-silhouetted rayon-crepe dress with the new side-drape. Handsome jeweled shoulder clip. Pilgrim Brown, Liberty Blue, or Rapture Red. 12-20.

BETTER DRESSES, SECOND FLOOR

COLORelated  
CULOTTE and SHIRT  
Culotte 10.95 Shirt 5.95

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Complete with index  
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Block plaids of blue, green, rose, cedar and white. Shell stitched. — Slightly imperfect.



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Scranton cloths in scroll and lace design.



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**15c**

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**Wash  
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FLORAL CRASH  
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## SUNDAY DINNER

Beef Cubes in Sour Cream Are Delicious and Different!

**The Dinner**  
\* Beef Cubes Smothered in Sour Cream Sauce  
\* Au Gratin Potatoes  
\* Buttered Wax Beans  
\* Celery Cabbage and Beef Salad  
\* Rolls  
\* Apple Up-Side-Down Cake  
\* Beverage

\*Recipes Included.  
This menu is properly balanced for nutritional value. It supplies: The Meat: Proteins, phosphorus, carbohydrates, Vitamins A, B, C, B1 and G. Potatoes: Carbohydrates, minerals, Vitamins A, B, C, and G. Buttered Wax Beans: Vitamins A, B, C, D, and G; carbohydrates and minerals. Salad: Minerals, Vitamins A, B, C, and G; some fats. Rolls and Butter: Vitamins A, B, C, D, and G; carbohydrates and fats. Dessert: Vitamins A, B, C, and G (carbohydrates, fats and some minerals).

To Serve 6 You Need  
2 lbs. Beef Shank  
6 potatoes  
2 No. 2 cans Wax beans  
1 celery cabbage  
Spiced beets  
3 apples  
(balance of materials among staples)  
Beef Cubes Smothered in Sour Cream Sauce  
1 pound beef shank  
Flour for dredging

**Fat for browning:**  
2 onions  
1/2 cup thick sour cream  
1/2 cup water  
Salt and pepper

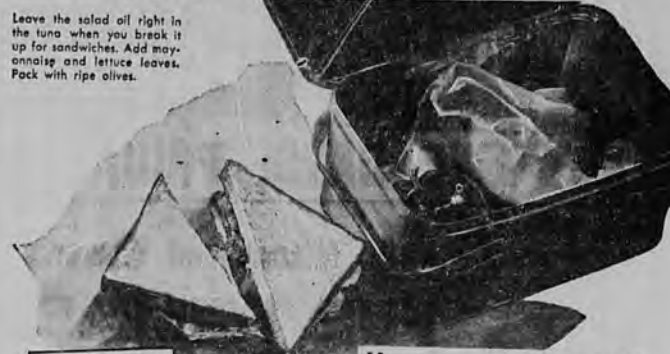
Cut meat into 1 inch cubes. Dredge with flour and brown well in hot fat. Add the onions, sliced, cream, water, salt and pepper. Cover tightly and let cook slowly until tender—about 2 hours. Add more water when necessary. Serve the meat on a large platter with the sauce poured over.

**Apple Up-Side-Down Cake**  
1/2 cup butter  
1 cup brown sugar  
2 large baking apples  
1/2 cup seedless raisins  
1/2 cup sifted cake flour  
1/2 teaspoon salt  
3 teaspoons baking powder  
1/2 cup shortening  
1/2 cup granulated sugar  
2 eggs, well beaten  
1/2 teaspoon vanilla  
1/2 cup water

Melt butter in baking pan. Add sugar and stir until thoroughly melted. Peel, core and slice apples; place on sugar. Sprinkle with raisins. Sift flour, salt and baking powder together. Cream shortening with sugar until fluffy. Add eggs, vanilla and beat thoroughly. (Continued on Page 9)

## LUNCH BOX IDEA!

**Fresh, moist BREAST-O'-CHICKEN TUNA FISH Sandwiches**



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While Summer Catch Is Available

Men and women workers and children in school need the extra nourishment delicious tuna sandwiches provide. Plan now to have tuna on hand in months to come. It's a food without waste. Every ounce you pay for you can use!

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**SPRY 3 lb. 71c**  
**RINSO, 1 lb. ... 2 for 49c**  
**LIFEBUOY ... 3 for 22c**  
**SWAN, 1 lb. ... 2 for 21c**  
**FAIRY ... 4 for 16c**  
**SILVER DUST ... 25c**

**CAMAY SOAP ... 8c**  
**LAVA SOAP ... 7c**  
**CHIPSO Large Package ... 24c**  
**D U Z Large Package ... 24c**

**PILLSBURY'S**  
Best Flour 5 lb. bag ... 28c  
2 1/2 lb. bag ... \$1.03

**KIRKMAN'S**  
BORAX SOAP ... 5c  
SOAP FLAKES ... 25c

**IVORY SNOW**  
Large ... 24c

**OXYDOL**  
Large Package ... 24c

**CRISCO**  
3 lbs. ... 71c

**SELOX ... 15c**  
**P & G SOAP ... 5c**

**IVORY SOAP**  
Large 11c—Med. 2 for 13c  
Guest Size ... 5c

**IVORY FLAKES**  
Large ... 24c

**3 ROOM OUTFIT! \$178 COMPLETE**



**10 Piece MODERN BEDROOM \$89**  
As new as tomorrow! Quality-built for years of service. Beautiful woods. Expert craftsmanship. Included is the bed and chest, your choice of dresser or vanity, springs, mattress, a pair of pillows, choice of night table or bench and 2 handsome boudoir lamps. Now... at saving!

**EASY TERMS... SMALL DOWN PAYMENT... BALANCE 12 MONTHS**



**10 Piece Modern Living Room \$89**  
A handsome outfit you'll be proud to own. And it will stand up beautifully for years to come because its made right. The massive davenport is beautifully covered. And you also have your choice of either chair. Also included are two end tables, two table lamps, a floor lamp, bridge lamp and two choice pictures.

**OUR GIFT TO YOU**  
This lovely, smart 5-pc. breakfast set is yours free of charge if you purchase the living room and dining room outfit offered here. Purchased separately, it would cost you \$29.75.

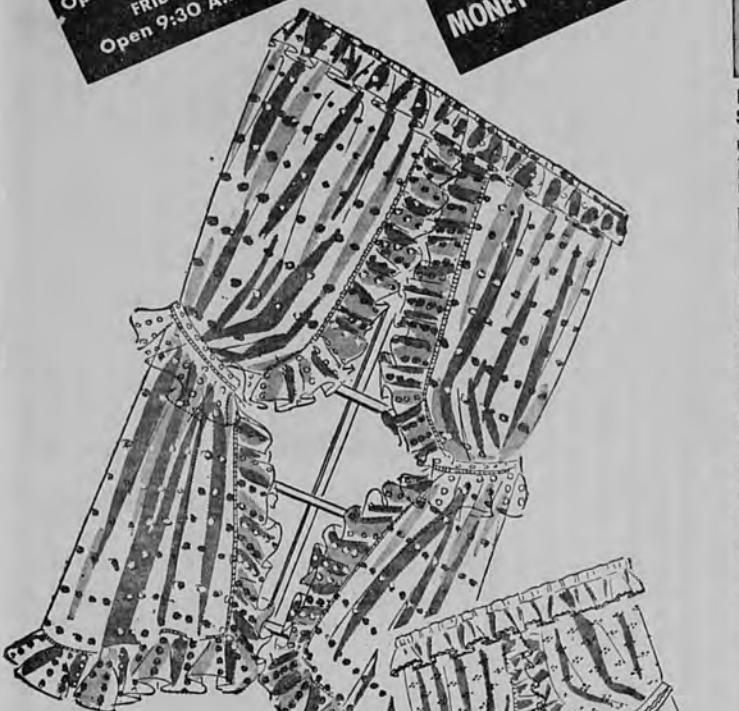
**MAJESTIC FURNITURE COMPANY**  
**204 Court St.** (Between Clinton and Stone St.)  
**OPEN 'TIL 9 EVERY NIGHT**



## STARTS TOMORROW

**NEW STORE HOURS**  
MONDAY  
Open 12 Noon, Close 9 P.M.  
TUESDAY, WEDNESDAY, THURSDAY  
Open 9:30 A.M., Close 5:30 P.M.  
FRIDAY and SATURDAY  
Open 9:30 A.M., Close 9 P.M.

**\$1,000,000 WORTH  
OF NEW FALL  
MERCHANDISE AT  
SENSATIONAL SALE  
MONEY-SAVING PRICES**



### WINDOW MAGIC!

**3000 PAIRS OR SETS  
NEW CURTAINS  
REGULARLY \$1.49**

**\$1.**

PAIR  
OR SET

- ★ 1.49 COTTAGE SETS
- ★ 1.49 KNITTED PAIRS
- ★ 1.49 TAILORED SETS
- ★ 1.49 PRISCILLAS

No ordinary sale of curtains—but one of the hottest buys that was ever made from Maine to California—Every imaginable type of curtain included! Extra full Priscillas, 82 inches wide to the pair, of white or colored pussywillow dots, pebble-dot point d'Esprit, tailored pairs with wide hems, or cottage sets of fine colored marquisette, every pair headed, hemmed, ready to hang. We suggest getting here early for best selection. On the Second Floor Monroe.

**SEARS ROEBUCK AND CO.**  
MONROE AT S. UNION ★ RIDGE ROAD AT DEWEY  
MAIN 7000 GLENWOOD 556

**A BARGAIN BARRAGE BEYOND COMPARE  
EVERY DEPARTMENT SHARES AT BOTH STORES**

## SEARS 56<sup>th</sup> ANNIVERSARY SALE



**METAL  
SMOKER . . . 56¢**  
Regularly 79¢. Black enamel finish, sturdy non-tip base. Limit one. Second Floor, Monroe.



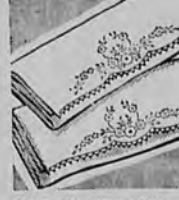
**2 DECKS  
CARDS . . . 58¢**  
Regularly 67¢. Bridge or pinocchio linen finish cards, assorted colors. On sale Both Stores.



**3 BOXES  
TISSUES . . . 55¢**  
Regularly 23¢ each. Satinette, 500 in box, soft dual fold in handy dispenser box, at Both Stores.



**WOMEN'S  
SLIPPER . . . 88¢**  
Regularly \$1. D'Orsay type. Rayon upper, soft sole, cushion heel, sizes 4 to 9. Main Floor Monroe.



**PILLOW  
CASES . . . 56¢ pair**  
Regularly 79¢. New stamped designs. Finest Peppercorn, 42x36 size. Main Floor, Monroe.



**CHILD'S  
DRESS . . . 59¢**  
Regularly 69¢. Dainty printed cottons and spun rayons beautifully detailed, sizes 1 to 6. Main Floor Monroe.



**SHIRTS  
SHORTS . . . 21¢**  
Regularly 29¢. Fancy patterned broadcloth shorts and white combed cotton shirts, men's and young men's sizes. Both Stores.



**27" OUTING  
FLANNEL . . . 14¢**  
Regularly 19¢. Heavy quality white outing flannel, every inch perfect, on sale Both Stores.



**RAYON  
UNDIES 3 for \$1**  
Regularly 39¢ each. Beautifully knit, form fitting, briefs, panties, and vests, tearose, regular sizes. Main Floor Monroe.



**SWEAT  
SHIRT . . . 59¢**  
Regularly 69¢. Warm, heavy cotton flannel, deeply napped, white and colors. Boys' sizes. Main Floor Monroe.



**SPORT  
ANKLETS for 18¢**  
Regularly 2 pair 25¢. Women's and misses' sizes in solid and gay color combinations, cuff top. Main Floor Monroe.



**CARTON 200  
CIGARETTES 1.39**  
Regularly \$1.41. Philip Morris, Camel, Chesterfield, Old Gold, Raleigh. Limit 2. Main Floor Monroe.



**PIQUE  
DICKEY . . . 37¢**  
Regularly 49¢. Crisp neckline transformations for fall frocks, suits or sweaters. Main Floor Monroe.



**6 DISH  
CLOTHS . . . 25¢**  
Regularly 39¢. Lock knit, 13x14 size, assorted colors in package of six, on sale Both Stores.



**HUNT  
CAP . . . 50¢**  
Regularly 69¢. Waterproof duck, reversible, brown and red, all sizes, on sale Both Stores.



**100 FOOT  
LINE . . . 48¢**  
Regularly 59¢. Famous "Air-O-Line," double braided cotton line, weather resistant. On sale Both Stores.



**CLOTHES  
PINS . . . . . 2¢**  
Regularly 40 for 10¢. Hardwood, smoothly sanded square, limited quantities. On sale Both Stores.



**FLOOR  
BRUSH . . . 88¢**  
Regularly 98¢. Fourteen inch head, with long, smoothly sanded hardwood handle. On sale Both Stores.



**CHICKEN  
FRYER . . . 59¢**  
Regularly 69¢. Steel, fast heating, perfectly round, flat bottom, limited quantities, at Both Stores.



**HEATER  
HOSE . . . . . 8¢**  
Regularly 11¢. Reinforced heavy quality, black only, 5 feet, at Both Stores. Service Station.



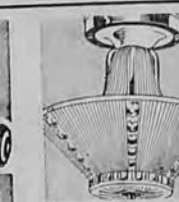
**ROOF  
COAT . . . . . 1.59**  
Regularly \$2.19 in five gallon lots. Finest quality asbestos fibre base, on sale Both Stores.



**1 1/2-BUSHEL  
BASKET . . . 1.49**  
Regularly \$1.98. Galvanized triple dipped, one-piece seamless weld, on sale at Both Stores.



**LIGHT  
BULBS 2 for 15¢**  
Regularly 10¢ each. Lightmaster guaranteed, 15 to 75 watts. Limit 1 dozen. On sale Both Stores.



**BEDROOM  
FIXTURE . . . 1.29**  
Assures good lighting and extra smartness to any room. Ivory and gold color holder combines with beautifully decorated glass shade. Crystal, rose, and blue. Both stores.



**26 QUART  
BASKET . . . 59¢**  
Regularly 69¢. Heavy metal, assorted colors. Limited quantities. Both Stores.



**STEP-ON  
CAN . . . . . 79¢**  
Heavy steel step-on can in assorted patterns and finishes. Large 10-quart size container. Both Stores.



**CANVAS G  
GLOVES for 79¢**  
Regularly 89¢ for 6 pair. Five finger gauntlet type, knit wrist, heavy 8 ounce canvas. On sale Both Stores.



**TOILET  
SEAT . . . . . 2.97**  
Regularly \$3.25. White enamel hardwood seat for standard toilet. On sale Both Stores.



**POPULAR  
RECORDS . . . 22¢**  
Regularly 37¢ each. Popular and hill-billy. Limited quantities. No phone, mail orders.



**ENAMEL  
ROASTER 69¢**  
Regularly 89¢. Double dipped blue enamel. Self basting. Limited quantities. On sale Both Stores.

**385 ONLY REGULAR VALUES TO \$1.49!**



**THROW  
RUGS**  
Axminster, Velvet, Bar Harbor cotton Scatter rugs in one of the most magnificent displays of solid and color combinations you've ever seen. Oval, fringed, square, oblong, 24x42, 20x40, 20x36, 18x36 sizes, washable and reversible included. You'll find these if you hurry on the Second Floor Monroe.



**PROMPT DELIVERY**  
**COKE \$10.50**  
100% ANTHRACITE HARD COAL \$11.75  
WEST END FUEL CO. 2 Lake Ave. Glen 745  
Mrs. Frank Wischmeyer, 151 Fillmore St.

"Panama Hattie" is quite a gal. See her at Loew's starting today. Miss Elizabeth J. Kolmer, 425 Barnard St. and her best friend can see this attraction as guests of Shopping News if Miss Kolmer will stop at the Sun office before next Monday noon for her guest tickets.

When "Panama Hattie" comes to town, everyone wants to see her. She's coming to Loew's for a week, starting today. If Miss Hattie Parks, 250 Bay St. will stop in at The Sun office before next Monday noon for her guest tickets.

### Facts No Married Woman Should Be Denied

It is every wife's right to know certain facts. Her greatest happiness, her physical and mental well-being may be at stake. Yet thousands unknowingly use over-dose solutions of acids for the douches which can burn, scar and desensitize delicate tissue.

Today such doubts and unhappiness, such risks are needless. Science has given womankind Zonite. So powerful, it kills instantly all germs and bacteria with which it comes in contact. Deodorizes—by actually destroying odors. Protects personal cleanliness. Yet Zonite is non-caustic, non-poisonous, safe for delicate tissues. Over 20,000,000 bottles bought. Get Zonite at your druggist today.

**Free Book Tells Intimate Facts**  
Frankly written booklet, "Feminine Hygiene Today," mailed FREE, in plain wrapper. Write: Zonite, Dept. 594C, 370 Lexington Ave., New York, N. Y.

### MOST AMAZING VALUES IN TOWN!

- MEN'S DOUBLE CROTCH SHORTS, Reg. 28c 28c
  - EXTRA HEAVY SHIRTING, Bleached, 2 yds. wide, Reg. 44c 44c
  - J. P. COATS OR CLARK'S CHEST COTTON, Big ball, Reg. 25c 19c
  - EXTRA HEAVY COMBS, 8 in. long, Reg. 15c 8c
  - SCREW TYPE JAR TOP COVERS, Pkg. 12, Reg. 30c 24c
  - BALL'S RUBBER JAR, 3 doz. 13c
  - DAWN KNITTING WORSTED YARN, 7 oz. skein, Reg. 38c 38c
  - EMBOSSED PAPER NAPKINS, Pkg. 12, Reg. 18c 6c
  - GALLON ENAMEL GLOSS OR FLAT PAINT, Reg. 52.00 \$1.39
  - GENUINE PEPPEREL PILLOW TUBING, 42 in., Reg. 32c 32c
  - HIRSHY DIAPERS, Pkg. 10, Reg. \$1.45 \$1.09
  - MEN'S UNION SUITS, Short sleeve, long leg, Reg. 80c 69c
  - MEN'S DUNGAREE PANTS, Reg. \$1.29 98c
  - LADIES' CHIFFON WEIGHT PANTS, Semi-fashional, Reg. 33c 33c
  - LARGE HEAVY TURKISH TOWELS, 8, 28x18, Reg. 28c 28c
  - GENUINE SAMARKAND RUGS, 8x10, Reg. \$2.29 \$2.29
- Above Are But a Few of Our Permanent and Amazing Bargains
- Every Buy a Bargain at BILL'S BARGAIN STORE**  
98 East Main St. Near Water

**ICE CONDITIONED**  
**Coolerator**  
**Coolite**

THE YEAR'S BEST REFRIGERATOR BUY  
More Than 5 Cu. Ft. Cap.  
**SEE IT TODAY**  
**\$79.50**  
NO DOWN PAYMENT  
CHARGE ACCOUNT PLAN

EASY TERMS  
6 to 12 Months To Pay  
Our Installment Plan Conforms to Government Regulations.

**UNIT PARTS**  
**ROCHESTER CORPORATION**  
1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD

**FULL FLAVOR**  
for a better MANHATTAN!

**FINE ARTS WHISKEY**  
A Blend of Straight Whiskies  
ALL 5 YEARS OLD

**FINE ARTS**  
The straight whiskies in this product are all 5 years old (90 proof). Copr. 1942, Canada Dry Ginger Ale, Inc., New York, N. Y., Sole Distributors

**NOETH'S**  
7 YEARS OLD  
SCHENLEY'S BELMONT  
STRAIGHT KENTUCKY  
**BOURBON**  
FULL QUART  
**\$2.79**  
Aged in temperature controlled warehouses. A whiskey Schenley is mighty proud of! Compare with nationally known brand selling up to \$5!

**A LOW PRICE FOR THE BEST!**  
PARK & TILFORD  
RESERVED  
BLENDED WHISKEY  
FULL QUART  
**\$2.95**  
66.8 proof. Stock up on this popular whiskey today! Ask for Noeth's extra-low case prices.

**LOWEST PRICES ON ALL NATIONALLY KNOWN BRANDS**

IMPORTED **RUM \$1.89** 4 Quart 86 Proof  
CALIFORNIA **WINE 50c** 25c Pint 1/2 Gal. 89c  
Mouquin's **Sloe Gin 99c** 4 Pint Reg. \$1.25

**PAUL NOETH**  
DELIVER ★ 19 CLINTON AVENUE SOUTH ★ MAIN 874  
Just a Step Off Main St., Opposite Hotel Seneca—Open Every Night Till Midnight

**KEY**  
ROCHESTER'S MODERN CUT RATE DRUG STORES

**PARKE-DAVIS VITAMINS**

HALIBUT LIVER OIL CAPSULES	50's..... 57c
	100's..... 89c
	250's..... 1.79
	500's..... 3.19
HALIBUT LIVER OIL & VIOSTEROL CAPSULES	25's..... 67c
	50's..... 1.17
	100's..... 1.97
	250's..... 4.17
NATOLA CAPSULES	25's..... 47c
	50's..... 77c
	100's..... 1.39
	250's..... 2.79
IRRADOL	Small..... 79c
	Med. Size..... 99c
	Hospital Size..... 2.23

**FLASHLIGHT BATTERIES**  
Fits All Standard Flashlight  
**2 for 7c**

**NOXZEMA**  
BOUDOIR SIZE CREAM  
Regular 75c Value  
**49c**

**GEM BLADES**  
MICROMATIC  
Pkg. of 12  
**39c**

**MOLESKIN**  
1 Foot By 7 Inches  
**19c**

**25c SIZE PHILLIPS MILK OF MAGNESIA**  
TOOTH PASTE  
**11c**

**POUND CAN Paradichlorobenzene Moth Crystals**  
**23c - 4 for 89c**

**DR. WEST TOOTH PASTE**  
Giant 40c Size  
**25c**

**POLAROID SUN GLASSES**  
All Sizes All Shades  
**\$1.95**

**LOOK ONE-A-DAY**  
VITAMIN A and D TABLETS  
Box of 30  
**49c**

**Luckies, Camels, Chesterfields, Raleigh, Old Gold Philip Morris**  
Carton  
**\$1.41**  
Tax Paid

**BUY ALL YOUR FOOD IN ONE STOP AT HOME-OWNED WEGMANS MARKETS**

**WEEK-END VALUES!**

Boneless Rolled Roast or	lb.	<b>33c</b>
<b>Legs O' Lamb</b>		
Campbells Delicious	3 cans	<b>20c</b>
<b>Tomato Soup</b>		
Pound Package	pkg.	<b>17c</b>
<b>Educator Crax</b>		
Ontario	pkg.	<b>19c</b>
<b>Club Crackers</b>		
Dependable Daisy	24 1/2 lbs.	<b>69c</b>
<b>Pastry Flour</b>		
Handy Cleanser	4 cans	<b>19c</b>
<b>Sunbrite</b>		
Old Abbey Ale or	qt.	<b>18c</b>
<b>Simon Pure Beer</b>		
Quarts Cans	qt.	<b>21c</b>
<b>Lion Beer</b>		

**Wegmans**  
HOME OWNED SUPER MARKETS  
FREE PARKING FOR CUSTOMERS

72 West Main Street  
375 East Main Street  
90 Clinton Ave. South  
61 Front Street  
815 Dewey Avenue  
409 Ridge Road West  
818 Brown Street  
575 Monroe Avenue  
12 Corners, Brighton

**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, 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 \$1.98**  
**50 Day Supply \$3.49**

**MAYFAIR TABLETS**  
Guaranteed To Give Quick Relief of Pain Due To  
**HEADACHE** Bottle of 20, 19c  
**COLDS AND NEURALGIA** Bottle of 50, 39c  
Bottle of 100, 59c

**20% SAVINGS ON ALL SCHOOL NEEDS**

Ink, Pencils, Typewriting Paper, Composition Books, Ink Tablets, Pencil Tablets, Stenography Note Books, Spiral Note Books, Etc.

**ALL REGULAR 5c ITEMS 4c**  
**ALL REGULAR 10c ITEMS 8c**

**HAY FEVER RELIEF**  
WILSON HAY FEVER DISKS  
Prevent Pollen Entering Nostrils  
Invisible - Worn out of sight

**RELIEF**  
Comfortable - Made of soft rubber  
Self Adjusting to any size nostril  
Endorsed by Hay Fever Association, Medical Magazines, and thousands of relieved sufferers.  
Price \$1.50 for complete outfit of 2 Disks, 50 Filters, Inhalant, etc.

**EVERSHARP**  
PEN AND REPEATER PENCIL  
GIFT SET... Complete at  
only **\$5.95**  
Smart streamlined set with distinctive two-tone stripe - choice of colors - sizes for men and women - in presentation case.

AT ALL KEY DRUG STORES







**SPECIAL**  
OLD  
TIES  
**MADE NEW**  
Cleaned, Pressed,  
Repairs, Linings  
Replaced FREE.  
**8 for \$1**  
212-216  
**SPEEDY'S COURT ST.**  
Free Parking Opp. Our Store

**Principal To Speak  
At No. 33 PTA Meet**  
First regular meeting of No. 33 P.T.A. will be held at the school next Tuesday at 1:30 p. m. Mrs. Caroline Brown, principal, will be the principal speaker.  
After the business meeting there will be a reception for the faculty. A special invitation is extended to mothers of kindergarten to be present.

Frank Spaker, 506 Melville St., come up to the Sun office before next Monday noon and pick up the two guest tickets we have for you to see "Panama Hattie" opening at Loew's today.  
Miss Gladys Hartung, 84 Keel St., will receive a pair of guest tickets to see "Panama Hattie" opening at Loew's today if she'll come to the Sun office before next Monday.

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

**Girdle Shortage  
Need Not Worry  
Certain Fat Women**  
You adult fat people may often slim down without starvation diets and backbreaking exercises, when your excess fat is due to thyroid deficiency and you have nothing else the matter with you. Just eat sensibly and take Marmola tablets only according to the recommendations and instructions with the package.  
Marmola is not a cure-all. It is doubt as to how much suitability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician.  
If you need Marmola, why not lose those ugly unsightly pounds the Marmola way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

**BEST KNOWN MEDICINE**  
to relieve 'PERIODIC'

# FEMALE PAIN

Helps Build Up Resistance Against It!

On certain days of the month do you suffer from cramps, headache, backache, nervousness, weak and faint feelings, periods of the blues—due to female functional monthly disturbances?  
Then start at once—try Lydia E. Pinkham's Vegetable Compound—famous for years and still the best known medicine you can buy today that's made especially for women.

**Why This Medicine  
Is So Beneficial—**

Lydia E. Pinkham's Compound is so helpful to relieve such distress because

of its soothing effect on ONE OF WOMAN'S MOST IMPORTANT ORGANS. It not only helps relieve monthly pain but also accompanying weak, nervous feelings of this nature.  
Taken regularly throughout the month—Pinkham's Compound helps build up resistance against such symptoms. Thousands upon thousands of women and girls—rich and poor alike—have reported benefits. Pinkham's Compound is well worth trying!

**Important!**

There are no harmful opiates in Lydia Pinkham's Compound. It contains na-



ture's own roots and herbs (fortified with Vitamin B<sub>1</sub> which should make this grand formula even better than ever).  
Lydia Pinkham's Vegetable Compound is also a fine stomachic tonic! Telephone your druggist right now for a bottle. Follow label directions. Worth trying!

**R. H. GALINSKY  
FUR SHOP**  
Formerly Clinton Ave., North  
10 MORRIS STREET  
Furs Repaired—Remodeled  
MADE TO ORDER  
Latest Fashion  
TEL. MAIN 2441

**NONE SAFER**  
**St. Joseph**  
ASPIRIN  
World's Largest Seller at 10¢

**YES WE CAN FILL  
Your Bin Immediately**  
FRANK MARSHALL  
GUARANTEED R&P  
**COAL** EGG \$1.85  
STOVE NUT  
**COKE** STOVE \$1.00  
NUT  
Old Line Anthracite  
Egg—Stove—Nut  
**\$12.90**  
GLEN  
**109**

**MARSHALL'S COAL & COKE CO.**  
296 DRIVING PK. AVE.

**BUY NOW!**  
Be Sure of  
Your Supply!  
**PROMPT  
DELIVERY**  
We Are Exclusive  
Dealers For  
**JEDDO COAL**

**SAVE**  
With Miller's  
**SPECIAL**  
100% Guaranteed  
**COAL**  
**\$11.95**  
Tons  
CASH  
Short  
Off  
Careful Deliveries!

**ARDEAN R. MILLER**  
Know Your Dealer! PHONE GENESEE 20 Finest Service For 32 Years

**Sale!... Our Finest  
Furs** AT  
REDUCTIONS TO **30%**  
Luxurious, sable-dyed muskrat coats—the number one fashion coat this year—one of the best wearing coats money will buy. Hundreds of other outstanding furs. Prices lowest now! Terms, Budget, Charge or Lay-Away—Open every evening till 9:30 P. M.  
**Clifford Fur Co.**  
1283 Clifford Av. Block Off Portland  
CLIFFORD FUR SELLS FOR LESS!

Get acquainted with Loucheur's new  
**BUDGET DEPARTMENT**  
**PERMANENTS \$1.95 - \$4.95**  
SOME OF OUR SPECIALS:  
OIL PERMANENTS ..... 3.95  
CREME-OIL PERMANENTS 4.95  
Finger Waves 35c—Shampoo and Wave 60c  
Evening Appointments, Phone Main 2951  
**Loucheur's SALON DE COIFFURE**  
SUITE 300 - BURKE BLDG.

**MUST BRITAIN GIVE UP INDIA?**  
Edward Snow, noted Far Eastern authority, in a brilliant article, gives you the reasons why Britain cannot hold India against both the Indians and the Japanese.  
**LEND-LEASE WORKS BOTH WAYS**  
What do we get out of sending planes, tanks and guns all over the world? Edward H. Stettinius, Jr., administrator of the act, gives the answers.  
**THIS IS WHERE I CAME IN**  
A COMPLETE NOVEL BY ROBERT T. CARSON  
10c SEPT. 12 The Saturday Evening Post NOW ON SALE 10c

## ADDITIONAL BINGO ADS ON PAGE 9

**HIGHLAND HALL  
LE BERTH'S BINGO**  
EVERY WED. NITE  
8:15 SHARP  
REG. GAMES **\$5**

**Beeley's Bingo**  
SUNDAY at 2:30 and 8 P. M.  
WED. at 1:30 P. M.  
Mon., Tues., Wed., Fri., Sat. at 8:15  
EXTRA BOARD FREE  
WITH TRIPLE BOARD  
142 GENESEE ST. IN REAR

**BINGO, FRI. NITE, 8:30**  
**\$345** No Jackpots **\$100**  
NO GAME All Money Given  
UNDER \$10 Out Each Nite  
PRIZE ON  
REGULAR CARD  
**O. L. P. H. HALL** Admission  
55c Incl. Tax  
Joseph Avenue - Bus To Door

**UNION LEAGUE HALL**  
GREGORY ST., CORNER SOUTH AVE.  
**NOW OPEN! Sun. & Mon. Nites**  
**SUN. NITE** 8:15 P. M.  
ADMISSION PRICE 25c—3 BOARDS FOR 58c  
SUN. NITE **\$500** 55 NUMBER **\$100**  
10 NUMBER JACKPOT On Reg. Bingo Full Card

**MON. NITE** 8:30 REG. **\$6**  
SPECIALS \$25 P. M. BINGO  
**2 Jack Pots** SUNDAY  
And MONDAY Nites  
MATINEE GAMES EVERY  
**WED. FRI. SAT.—1:30 P. M.**  
Wed. **\$3** FRI. and SAT. EVERY  
ADM. 25c ADM. 25c GAME **\$4**  
25c Every Game SPECIALS \$2 & \$3 or More  
No Coupon Necessary

**DAW'S COUPON**  
**DR. LYONS**  
Tooth Powder  
50c Size **21c**  
(Limit of 1)

**PARKE, DAVIS**  
**VITAMINS**  
NEW LOW PRICES  
HALIVER OIL  
—Capsules—  
Box of 50 ..... 57c  
Box of 100 ..... 89c

**DAW'S COUPON**  
**LIFEBUOY**  
SOAP  
Large Bars (Limit of 3) **3 for 14c**

**DAW'S COUPON**  
**HAIR CURLERS**  
Perfect for  
End Curls Long or  
Short Styles  
**2 for 9c**  
(Limit of 6)

**HALIVER OIL**  
With VIOSTEROL  
—Capsules—  
Box of 25 ..... 67c  
Box of 50 ..... \$1.17  
Box of 100 ..... \$1.39

**DAW'S COUPON**  
**ADHESIVE**  
PLASTER  
1/2 in. x 5 Yards  
Reg. 10c Rolls **6c**  
(Limit 2)

**FITCH'S**  
Genuine "Ideal"  
**Hair Tonic**  
35c Size **17c**

**CASCARA**  
Aromatic, 2-Oz. Size ..... 21c  
DENTAL FLOSS  
12-Yard Spool ..... 8c  
ZINC OXIDE  
Ointment, 25c Size ..... 13c  
MULTIPURPOSE SHAMPOO  
35c Size ..... 18c  
RESINOL  
Ointment, 60c Size ..... 33c

**YOUR MONEY BACK**  
If This Treatment  
Doesn't Bring You  
**Instant  
Relief  
from Hay Fever**  
And All Allied Allergic Conditions  
If you suffer from Hay Fever, Asthma,  
Sinus or Summer Colds, try MASON'S  
CAPSULES! They're brought quick re-  
lief to hundreds— and they're sold  
under a money-back guarantee. Dub-  
bly this sale you can buy the 60c  
regular \$1.50 size for only... **98c**

**CORN  
PLASTERS**  
With Medicated Discs  
25c Pkg. of 12 **16c**

**GERBER'S**  
Strained or Chopped  
**BABY FOODS**  
**3 for 17c**

**1/4 or 1/2 Grain  
SACCHARIN  
TABLETS**  
Bottle of 1,000 **48c**

**Vimms**  
6 VITAMINS 3 MINERALS  
**50c SIZE FREE**  
when you buy the  
large size  
1.25 VALUE FOR .69

**FOOT  
POWDER**  
Soothing, comforting to hot,  
tired, tender, perspiring feet.  
25c Size **19c**

**FALSE TEETH**  
FIT LIKE NEW! Durable, like the new  
acrylic plastic, makes loose plates fit  
comfortably for weeks. Not a powder—  
a paste. Economical. Thousands of satis-  
fied users. Get a tube of Dentur-Eze today!  
Handy size tube 85c—New large size 95c  
DENTUR-EZE

**SCHOOL SUPPLIES**  
**Composition  
BOOKS**  
Rochester Quality  
60 Pages **8c**

**DAW'S bring down the cost of  
education by bringing you school  
supplies at the same deep-cut  
prices you enjoy throughout the  
big DAW'S stores. We list but a  
few, from these big new depart-  
ments that contain all the essen-  
tials for school work... at the  
same record prices as those listed  
on this page!**

**LOOSE LEAF NOTE BOOK**  
**FILLER  
PAPER**  
Daw's Low  
Price  
Large Pkg. 8c

**Loose Leaf Binders** .8c  
**Pen Holders** .4c  
**Carter's Ink** .8c  
**LePages Mucilage** .8c  
**Pencils** 13c, 23c  
**Steno. Note Books** .8c  
**Type Paper** Yellow  
2nd Sheets 4c  
**Reinforcements** 4c

**Typewriter  
PAPER**  
25c Pkg. of 165 Sheets **21c**  
60 Sheets ..... 8c

**DAW'S COUPON**  
**Full Size  
LEAD  
PENCILS**  
With Erasers  
PKG. of 6 **9c**  
(Limit of 12)

**INK  
TABLETS**  
Reg. 8c  
10c 8c

**5c LEAD  
PENCILS**  
With Jumbo  
ERASERS  
Each **4c** 2 for 7c

**CRAYONS**  
Genuine Grayola Brand  
25c Pkg. of 24 **23c** Reg. 25c  
**PENCIL TABLETS**  
- Ruled -  
Regular 10c Size **8c**

**PENCIL  
Sharpener**  
Automatic  
for home,  
school or  
office. **59c**

**MILK OF  
MAGNESIA  
Tablets** 9c  
(Mint Flavored)  
25c Tin  
of 30

**POND'S  
CREAMS**  
All Types  
55c Jar **39c**

**Black Flag  
POWDER**  
For Insects  
25c  
Size **17c**

**WOODBURY'S  
SHAVE CREAM**  
35c  
Size **14c**

**LOVALON  
HAIR RINSE**  
28c  
Size **16c**



September 10, 1942

SAFER  
Joseph  
SPRIN  
Largest Seller at 10¢  
see St.

FILL  
Immediately  
MARSHALL

85  
TON  
CASH  
SHOW  
OFF

00

COKE CO.

VE.

Buy Your U. S.  
War Savings  
Stamps  
at DAW'S

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Luxe

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Filter con-  
air-le  
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PAD  
BOX

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listied re-  
price will

N  
(customer)

KE, DAVIS

RADOL-A

/ LOW PRICE

IC 99¢

ARROW

SHAMPOO

. 48¢

LK OF

GNESIA

lets 9¢

(avored)  
n

OND'S

REAMS

. 39¢

ck Flag

WDER

17¢

DBURY'S

E CREAM

. 14¢

VALON

R RINSE

. 16¢

# ROCHESTER SHOPPING NEWS

## The Rochester Sun

Shopping News Is Now Available  
On All Downtown Newsstands.

Delivered Free Each Thursday To 75,200 Homes  
In Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: in Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

FIFTH YEAR—No. 46

ROCHESTER, N. Y., THURSDAY, SEPTEMBER 17, 1942

10

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

HARRIS NUSBAUMS

Look At These Marvelous

### VALUES



These prices will quickly convince you that Harris Nusbau's complete stock of warm, winter apparel represents the best values you can find anywhere! Stop in this evening—see the thousands of other items at Nusbau Savings.

A Knit Back Fleeces; Box and Wrap—around styles. Smart, sporty and practical for the teen age miss. Sizes 10 to 16; 8½ to 16½. Colors Red, Tan, Wine and Blue. **\$15.95**

B Smartly fitted coat and leggings sets with stylish velvet trim. See the dozens of adorable styles in sizes 1 to 6½. All the newest colors. **\$12.95**

C Double-Duty Coat and Legging Sets with matching hoods. Super Values, every one! Some with fur trim. Practical, all-purpose sets for either dress or play. Sizes 7 to 12. **\$10.95**

D Cute, novelty snow suits with hats to match. All-wool fabrics; zipper ankles. Colors Tan, Wine and Blue. Sizes 2 to 8. Also in water-repellent gabardine. **\$7.95**



E Cute, Knitted Fleece Coat Sets for boys. Hats to match. Colors, Tan, Navy and Blue. Warm and inexpensive coat. **\$6.50** Hats 75c extra.

F Knitted Fleece Coat Sets for Girls. Novelty patterns; Charming Hats to match; trimmed or plain. An adorable outfit is easy to select from Nusbau's complete stock. Coat **\$6.50** Hats 75c extra.

G All Wool! Hooded Snow Suits that can really take it! One of Nusbau's very finest values! Sizes 3 to 8. Selection of colors. Only **\$6.95**



## Gifts for Service Men.



EVERY day we see them go marching off. Rochester's men, to join the men of the whole country who know there's a job to be done, and that they have to do it. And every one of us wants to do everything he can to make that job as easy as possible.

We know of course that they'll be well fed and well clothed and well looked after. But we still want to give them gifts, gifts to show our love and the constant thoughts that go with them.

You will find that Shopping News stores have set up gift centers for service men, where they have assembled comprehensive collections from which you may make your selection. Writing kits, sewing kits, shoe shine outfits, duffle bags, belts, bill-folds,—you'll find them in great variety and in many price ranges.

For Shopping News Stores Where These Items May Be Purchased, See The Following Advertisements: Eaton & Sims, p. 3; Edward's, p. 7; Likely, p. 3; Sibley, Lindsay & Curr Co., p. 2.

SEE PAGE 2  
For Mailing  
Instructions

1. Duffle bag in either navy or khaki. Contains complete shaving kit, sewing kit, shoe shine outfit.
2. Billfold of fine leather with compartments for identification cards, credentials, important papers.
3. Writing portfolio of handsome russet leather, sturdy and durable.
4. Pen and pencil set in attractive red, white, and blue case. Pen will not leak at high altitudes.
5. Shoe shine kit in khaki case. Contains polish, dauber, brush, and cloth.
6. Utility belt. Ties around the waist. Holds toilet articles while wearer is shaving. Prevents loss of toilet articles.
7. Military money belt. Light weight comfortable, water repellent. No zippers or snaps. Has a secret pocket.

HARRIS NUSBAUM'S

### Super Values From Our Boy's Department

BOYS' "HIT OF THE SEASON"

## SUITS \$10.95

Try to match this value! See them, feel them, compare them! Nusbau's suits for boys are values that will please you—and the smart, natty tailoring will please the young man, too. . . . One pair of longies.

OTHERS 9.95 TO 19.95. Sizes 8 to 16

BOYS' SINGLE BREASTED

## FINGER-TIPS COATS \$9.95

He'll want to wear this for both play and dress, and why not? These coats were designed for REAL BOYS. They'll wear, and wear, and still come back for more. Good looking and warm, too.

Sizes 8 to 20  
OTHER COATS TO \$13.50



HARRIS NUSBAUMS

### TWO VALUES YOU CAN'T AFFORD TO MISS!

#### BOYS' ALL-WOOL HOODED MACKINAWs

Here's an ideal coat for every boy. Buy now and save at this low sale price. Beautiful new plaids, smartly styled with hoods. Exceptionally fine tailoring—fully lined. Sizes 8 to 18.

## \$6.95

OTHERS TO \$9.95



#### BOYS' NAVY BLUE, MELTON COAT SETS

## \$7.95

Brass buttoned double breasted! Here's a coat he'll be proud of—Navy or Cadet blue. Coat and leggings fully lined with zipper anklets. Sizes 3 to 8. Hats to match, 75c extra.

OTHERS TO \$13.95



## HARRIS NUSBAUM

221-229 JOSEPH AVENUE Corner KELLY

Plenty Of Free Parking Rear Of Store



**For Your "Soldier Choppie"**

**SERVICE BILLFOLDS**  
100 UP

**BAGS ZIPPER**  
695 UP

**UTILITY KITS**  
200 UP

*A host of other items he'll like!*

**Caton & Sims**  
"WHERE BETTER GOODS COST LESS"

STONE 4088 29 SOUTH CLINTON Opposite Hotel Seneca

**Clambake Planned By Union Leaguers**

Fifty-sixth annual stag clambake of the Union League Club will be held at The Wishing Well, 1190 Chili Ave., on Sunday, Sept. 27, beginning at 1:30 p. m.

William Pundt, president of the club is honorary chairman of the bake with Irving Drew as co-chairman.

**GET OUT OF DEBT**  
With a  
**CENTRAL TRUST LOAN**  
Compare the Cost:

Amount	6	9	12
\$100	17.37	11.69	8.99
\$200	34.74	23.37	17.98
\$300	52.11	35.06	26.97
\$400	69.48	46.74	35.96
\$500	86.85	58.43	44.95

The Above Payments Provide Life Insurance to Protect Your Loan

**CENTRAL TRUST CO.**  
25 E. MAIN  
1806 EAST AVE.  
Phone MAIN 1625  
Member F.D.I.C.



**Sibley, Lindsay & Curr. Co.**

**UNCLE SAM SAYS...**

**MAIL CHRISTMAS GIFTS  
To Overseas Service Men  
BY OCTOBER**

Australia, Iceland, Hawaii... Christmas has a long way to go this year! To be sure your fighting men get their gifts on time, the United States Government advises you to send the presents by October. You can start right in shopping at Sibley's... our Service Gift Shop is well-stocked with carefully chosen things the boys will like and use. We're ready... to help you make your selections, and wrap and mail them according to Postal regulations, so that the gifts will arrive safely, in good condition.

SERVICE GIFT SHOP, MAIN FLOOR

**He's Back To School---**  
**HOW GOOD IS HIS VISION?**

An examination, and if necessary correction now may both prevent poor eyesight later on and make his school work easier. Don't take chances. Send or bring him to Dan G. Albert, registered optometrist at Smalls. If glasses are needed he will prescribe corrective lenses and comfortable and practical frames. Learn how you can arrange for

**GLASSES... ON EASY TERMS**

**Smalls**  
28 MAIN STREET, East

*We Use Only Bausch & Lomb And Shuron Lenses!*

**FREE PARKING**  
Rear Of Store

**The ROCHESTER SUN Offers The  
Solution To Your Gift Problems**

**CHEER UP BUNDLES**  
FOR THOSE IN THE SERVICE



Why worry and fret over what to send that most important person? CHEER UP BUNDLES contain the "things they want and ask for" (determined by an actual survey), they're easy to send, they're bound to arrive, and you pay only the combined retail price of the items, plus the postage — we do all the rest! Clip out the coupon below, and mail today — remember Christmas-time is approaching!

\* Packed! Shipped! Insured!  
\* Delivery Guaranteed! At no extra cost to you!

**5 Unusual Packages to Choose From!**

**CUB... \$2.20** Assorted Cakes and Cookies, Planters Salted Peanuts, Fig Newtons, Sour Balls, Raisins, Post Card Wallet, Marlin Razor Blades, Handkerchief, Wrigley's Gum, Colgate Soap, Atlas of the World weighs 6 lbs.

**ACE... \$3.15** Chocolate Nut Cake, Chocolate Cookies, Ginger Snaps, Strawberry Preserves, Hormel Spam, Sour Balls, Raisins, Colgate Soap, 2 Handkerchiefs, Writing Kit, Colgate Tooth Paste, Chewing Gum, Reader's Digest... weighs 8 lbs.

**FIGHTER... \$4.35** Chocolate Fruit Cake, Raisin Biscuits, Chocolate Snaps, Strawberry Preserves, Peach Preserves, Sour Balls, Playing Cards, Writing Kit, Hoyle Game Book, Marlin Blades, 3 Handkerchiefs, Chewing Gum, Sewing Kit, Colgate Shaving Cream, Button Cleaner Shield, Colgate Soap, Atlas of the World... weighs 8 lbs.

**EAGLE... \$5.55** Assorted Cookies, Chocolate, Wafers, Hormel's Spam, Liver & Beef Paste, Strawberry Preserves, Blackberry Jelly, Fig Newtons, Planters' Peanuts, Sour Balls, Writing Kit, 3 Handkerchiefs, Sewing Kit, Shaving Mirror, Razor Blades, Tooth Paste, Button Cleaner Shield, Colgate Soap, Reader's Digest... weighs 11 lbs.

**VICTOR... \$7.75** Hormel Ham, Assorted Cookies, Ginger Wafers, Chocolate Nut Cake, Strawberry Preserves, Salted Peanuts, Writing Kit, 3 Handkerchiefs, Colgate Shaving Cream, Marlin Blades, Colgate Tooth Paste, Sewing Kit, Dr. Scholl's Foot Powder, Button Cleaner Shield, Playing Cards, Hoyle Game Book, Chewing Gum, Reader's Digest, Atlas of the World... weighs 11 lbs.

**Here are the Postal Rates:**

All packages for service people overseas or on ships are sent via the Postmaster in New York, N. Y., Seattle, Wash., or San Francisco, Cal., and the postal rates are figured accordingly. The government forwards the parcels to the proper destination. To determine postal rates, find zone number of State, then look for rate under name of bundle.

Name of Cheer-Up Bundle		Zone		Rate	
Zone	Cub	Ac or Eagle or Fighter	Victor	Zone	Rate
1.....	10	11	12	1.....	10
2.....	14	15	16	2.....	14
3.....	19	20	21	3.....	19
4.....	24	25	26	4.....	24
5.....	29	30	31	5.....	29
6.....	34	35	36	6.....	34
7.....	39	40	41	7.....	39
8.....	44	45	46	8.....	44
9.....	49	50	51	9.....	49
10.....	54	55	56	10.....	54
11.....	59	60	61	11.....	59
12.....	64	65	66	12.....	64
13.....	69	70	71	13.....	69
14.....	74	75	76	14.....	74
15.....	79	80	81	15.....	79
16.....	84	85	86	16.....	84
17.....	89	90	91	17.....	89
18.....	94	95	96	18.....	94
19.....	99	100	101	19.....	99
20.....	104	105	106	20.....	104
21.....	109	110	111	21.....	109
22.....	114	115	116	22.....	114
23.....	119	120	121	23.....	119
24.....	124	125	126	24.....	124
25.....	129	130	131	25.....	129
26.....	134	135	136	26.....	134
27.....	139	140	141	27.....	139
28.....	144	145	146	28.....	144
29.....	149	150	151	29.....	149
30.....	154	155	156	30.....	154
31.....	159	160	161	31.....	159
32.....	164	165	166	32.....	164
33.....	169	170	171	33.....	169
34.....	174	175	176	34.....	174
35.....	179	180	181	35.....	179
36.....	184	185	186	36.....	184
37.....	189	190	191	37.....	189
38.....	194	195	196	38.....	194
39.....	199	200	201	39.....	199
40.....	204	205	206	40.....	204
41.....	209	210	211	41.....	209
42.....	214	215	216	42.....	214
43.....	219	220	221	43.....	219
44.....	224	225	226	44.....	224
45.....	229	230	231	45.....	229
46.....	234	235	236	46.....	234
47.....	239	240	241	47.....	239
48.....	244	245	246	48.....	244
49.....	249	250	251	49.....	249
50.....	254	255	256	50.....	254
51.....	259	260	261	51.....	259
52.....	264	265	266	52.....	264
53.....	269	270	271	53.....	269
54.....	274	275	276	54.....	274
55.....	279	280	281	55.....	279
56.....	284	285	286	56.....	284
57.....	289	290	291	57.....	289
58.....	294	295	296	58.....	294
59.....	299	300	301	59.....	299
60.....	304	305	306	60.....	304
61.....	309	310	311	61.....	309
62.....	314	315	316	62.....	314
63.....	319	320	321	63.....	319
64.....	324	325	326	64.....	324
65.....	329	330	331	65.....	329
66.....	334	335	336	66.....	334
67.....	339	340	341	67.....	339
68.....	344	345	346	68.....	344
69.....	349	350	351	69.....	349
70.....	354	355	356	70.....	354
71.....	359	360	361	71.....	359
72.....	364	365	366	72.....	364
73.....	369	370	371	73.....	369
74.....	374	375	376	74.....	374
75.....	379	380	381	75.....	379
76.....	384	385	386	76.....	384
77.....	389	390	391	77.....	389
78.....	394	395	396	78.....	394
79.....	399	400	401	79.....	399
80.....	404	405	406	80.....	404
81.....	409	410	411	81.....	409
82.....	414	415	416	82.....	414
83.....	419	420	421	83.....	419
84.....	424	425	426	84.....	424
85.....	429	430	431	85.....	429
86.....	434	435	436	86.....	434
87.....	439	440	441	87.....	439
88.....	444	445	446	88.....	444
89.....	449	450	451	89.....	449
90.....	454	455	456	90.....	454
91.....	459	460	461	91.....	459
92.....	464	465	466	92.....	464
93.....	469	470	471	93.....	469
94.....	474	475	476	94.....	474
95.....	479	480	481	95.....	479
96.....	484	485	486	96.....	484
97.....	489	490	491	97.....	489
98.....	494	495	496	98.....	494
99.....	499	500	501	99.....	499
100.....	504	505	506	100.....	504

**FILL THIS OUT AND MAIL IT IN TODAY!**

To ROCHESTER SUN  
Please Dispatch the following CHEER UP BUNDLE  
Insert Name of Selected Bundle

To:	Price
NAME .....	
ADDRESS .....	
FROM:	
NAME .....	Money
ADDRESS .....	Order
	[ ]
	Enclosed
	Enclosed

Price	Postage	Total



Hickok "dog tag" cord of flexible, clear Vinylite.....50¢



Leather wallet with Army insignia, places for pictures....4.00



Stationery with Army, Navy, Marine or Air Corps insignia, box \$1



Dopp kit of leather, Koroseal lined, to hold toilet needs....6.50



Metal shaving mirror with comb, in khaki case.....1.00

**BE SURE TO FOLLOW THESE  
POSTAL REGULATIONS**

The Post Office Department, in co-operation with the War and Navy Departments, has arranged the following requirements for acceptance of Christmas parcels for members of our armed forces serving outside the continental United States as well as in Alaska.

**MAILING TIME:** Period between Oct. 1st and Nov. 1st —the earlier the better. Label each gift package "Christmas Parcel."

**SIZE AND WEIGHT:** Packages must not exceed 11 pounds in weight, 18 inches in length, 42 inches in length and girth combined. You can co-operate by holding down weight to 6 pounds and the size to that of an ordinary shoe box.

**PREPARATION:** Pack all articles in substantial boxes or containers. Cover with wrappers of sufficient strength to resist pressure of other mail and to withstand the weight of other sacks of mail. As each parcel is subject to censorship, secure the covering of the parcel so as to permit ready inspection.

**COMBINATION PACKAGES:** containing miscellaneous toilet articles, hard candies, soap, etc., should be tightly packed so that the several articles may not be loosened in transit, damaging contents of the parcel itself, or causing damage to the covering of the parcel. Enclose Christmas boxes in substantial containers. Candies in thin pasteboard boxes should be enclosed in wood, metal or corrugated pasteboard. Sealed packages of candy, cigars, tobacco and simple toilet articles may be enclosed within parcels without affecting the parcel post classification of such packages. Sharp pointed or sharp edged instruments, such as razors, must have points or edges protected so that they cannot cut through coverings.

**PERISHABLE MATTER:** should not be included in any parcels.

**PROHIBITED ARTICLES:** Do not mail intoxicants, inflammable materials (matches of any kind, lighter fluids) poisons or compositions which may kill or injure another or damage the mails.

**HOW TO ADDRESS PARCELS:** Address must be legible. Parcels addressed to overseas army personnel must show the name, rank, army serial number, branch of service, organization, A. P. O. number and the postoffice through which the parcels are to be routed. For navy personnel—give name, rank or rating and the naval unit or ship, plus postoffice through which routed (location of unit or ship, even if known to the sender, should never be included). For members of the Marine Corps, give rank or rating, full name and U. S. M. C., U. S. Marine Corps number, c/o Postmaster, New York, N. Y., or San Francisco, Calif. (as instructed by correspondent). Write name and address of sender in upper left corner. (Units located within the continental limits of the United States may be addressed direct, using name, rank, organization and location.)

**POSTAGE:** Must be fully prepaid. The rate on parcels of fourth class matter (parcels exceeding 8 ozs.) is the zone rate from the postoffice where mailed to the postoffice to which the parcels are addressed. Third class rate of 1 1/2 cents for each 2 ounces applies to packages not exceeding 8 ounces, except in the case of books, on which the rate is 1 cent for each 2 ounces. Parcels containing only books are acceptable at the special rate of 3c a pound. Stickers or labels resembling postage stamps are not permissible on the outside of parcels.

**PERMISSIBLE ADDITIONS:** In addition to the name and address of the sender, inscriptions such as "Merry Christmas", "Please Do Not Open Until Christmas", and the like, may be placed on the covering of the parcel in a manner not to interfere with the address, or on a card enclosed. Books may bear simple dedicatory inscriptions not of a personal correspondence nature.

**INSURANCE AND REGISTRY SERVICES:** Insure Christmas gifts of more than ordinary value. Articles of considerable value, especially those of small size, should be sealed and sent as first class registered mail.

Special effort will be made to deliver all packages mailed during the period from Oct. 1st to Nov. 1st (or earlier) in time for Christmas!

Clip This Section and Keep for Reference! Sibley's Will Gladly Take Care of the Mailing for You!



Kemp's Pack O' Eats—filled with candy and nuts.....1.25



Eversharp pen and pencil set with military clips.....8.75



Water-repellent khaki money belt with zipper pocket.....1.00



Writing portfolio, genuine leather, brown or navy.....3.50



Sewing and shoe-polishing kit of khaki, well-stocked.....1.50



Look For Your Name Between The Ads. Win War Stamps

Rochester Sun, Thursday, September 17, 1942

If beef dripping or mutton and a little carbonate of soda dripping is beaten to a cream added, it will serve as shortening and a few drops of lemon juice in making dark cakes.

### ★ Buy War Bonds

Luggage and Leather Goods  
Initiated at No Extra Cost

For Collegians  
and Men in Service

Money Belts \$1 to \$3

Cigarette Pack Case \$1

12-Photo Pocket

Album \$1

Leather Bill Folder

\$1 to \$20

Key Cases .50c to \$6

Leather Fitted Cases

\$3.95 to \$35.00

Cigarette Cases and

Lighter \$1 to \$5



## LIKLY'S Gift Center

Mail Orders A Specialty 271 Main St. E.

Mrs. Harry Drutz, 107 Milburn St.

## DO YOU NEED CASH FOR COAL



Fill your bins with coal now while deliveries can be made, and save by paying cash. We make loans for all worthy needs.

### COMPARE OUR LOW BANK RATES

If you borrow	You receive	You make 12 monthly payments of
\$ 36	\$ 35.50	\$ 3
120	112.40	10
180	168.80	15
240	225.20	20
300	281.60	25
420	397.40	35

Other amounts at proportionately low rates. Insurance pays up loan in case borrower dies.

### GENESEE VALLEY TRUST COMPANY

MEMBER F. D. I. C.

## For Thrifty Families...

## A Money-Saving Boys' Shop

IN THE BASEMENT

### Poplin Jackets \$2.95

Water-repellent and wind-proof... the kind of protection your boy needs. Well tailored with two slash pockets and zipper front. Marvelous values.

### School Sweaters \$1.79

Several styles to choose from. Zipper and button fronts as well as the popular crew necks in plain shades and contrasting colors. Values worth seeing.



- LONG SLEEVE POLO SHIRTS .....\$1.29
- BOYS SCHOOL HOSIERY .....23c
- BOYS' SHIRT & SHORTS .....25c
- BOYS' SCHOOL KNICKERS .....\$1.65

### School Slacks \$2.95

A huge selection in tweeds, herringbones, heather mixtures and diagonals. Sturdily tailored. Pleated front, zipper or button closings.

### School Shirts 89c

Practically any color or pattern you can ask for. Stripes, checks and fancy patterns. All full cut and Sanforized shrunk. Sturdy-wearing.



## Regulations For Overseas Parcels Issued

Complete regulations concerning the packing and shipping of Christmas parcels for members of the nation's armed forces have been released in this area by Donald A. Dailey, postmaster.

The regulations apply to parcels for members serving outside the continental United States, but most provisions will also apply to those parcels designed for men at army camps and posts in this country.

**TIME OF MAILING**—Christmas parcels and Christmas cards should be mailed during the period beginning October 1 and ending November 1, 1942—the earlier the better. Each gift parcel should be endorsed "Christmas Parcel."

**SIZE AND WEIGHT**—Shipping space is urgently needed. Therefore, Christmas parcels shall not exceed 11 pounds in weight or 18 inches in length or 42 inches in length and girth combined. The public is asked to cooperate by voluntarily restricting the size of such parcels to that of an ordinary shoe box and the weight to 6 pounds. The members of the armed forces are amply supplied with food and clothing and mailers are urged to not include such items in gift parcels. Not more than one Christmas parcel or package will be accepted for mailing any one week when sent by or on behalf of the same person or concern to or for the same addressee.

**PREPARATION**—Owing to the great distance this mail must be transported and the handling and any storage it must undergo, it is absolutely necessary that all articles be packed in substantial boxes or containers and be covered with wrappings of sufficient strength to resist the pressure of other mail that may be piled thereon in long transit. Furthermore, as each parcel is subject to censorship, delay in handling may be minimized by securing the covering of the parcel so that the contents may be readily inspected. Combination packages such as miscellaneous toilet articles, hard candies, soaps, etc., should be tightly packed. In order that the several articles may not be loosened in transit, damaging the contents of the parcel itself or causing damage to the cover of the parcel, Christmas boxes should be enclosed in wood, metal, or corrugated pasteboard. Sealed packages of candy, cigars, tobacco and toilet articles in simplest mercantile form may be enclosed within parcels without affecting the parcel post classification of such packages. Sharp-pointed or sharp-

edged instruments, such as razors, knives, etc., must have their points or edges protected so they cannot cut through their coverings and damage other mail or injure postal employees.

**PERISHABLE MATTER**—No perishable matter should be included in any parcels.

**PROHIBITED ARTICLES**—Inflammable materials (including matches of all kinds and lighter fluids) and poisons, or compositions which may kill or injure another or damage the mails, are prohibited.

**HOW TO ADDRESS PARCELS**—Addresses must be legible. Parcels addressed to overseas Army personnel should show, in addition to the name and address of the sender, the name, rank, Army serial number, branch of service, organization, A. P. O. number of the addressee and the post office through which the parcels are to be routed, as, for instance, "Postmaster, New York, New York."

Parcels for Navy personnel should show, in addition to the name and address of the sender, the name, rank, or rating of the addressee and the naval unit to which he is assigned, or name of ship, and post office through which the parcels are to be routed, as, for instance, "Postmaster, New York, New York."

Parcels for members of the Marine Corps should show the rank of rating, full name and U. S. M. C. U. S. Marine Corps Unit No. (insert appropriate number); "Postmaster, New York, New York or San Francisco, California (as instructed by correspondent) for any Marine Corps Unit located overseas. Units located within the continental United States may be addressed direct, using name, rank, organization and location.

**POSTAGE**—Postage must be fully prepaid, the rate on parcels of fourth class matter (that is, parcels exceeding 8 ounces) but the zone rate applicable from the post office where mailed to the post office in care of which the parcels are addressed. The third-class rate of 14 cents for each two ounces applies to packages not (Continued on Page 9)



### The VANDERBILT HOTEL

OFFERS THE NEW YORK VISITOR SO MANY EXTRAS, YET COSTS YOU NO MORE

The EXTRA graciousness of a Park Avenue address, the EXTRA enjoyment of more elegantly furnished rooms and suites; and the EXTRA convenience of being just five minutes from Grand Central and Penn. stations are among the many advantages of staying here.

400 Outside Rooms, Each with Bath. SINGLE from \$10. DOUBLE from \$12. SUITES from \$18.

### The VANDERBILT HOTEL

PARK AVENUE AT EAST 34TH ST. NEW YORK

Oscar F. Benson, Manager

OTHER MANGER HOTELS

Rochester, N.Y. Rochester, Washington, D.C. Hay Adams

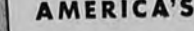
Boston, Mass. Manger Washington, D.C. Annapolis

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### AMERICA'S MEALTIME FAVORITE

## MILK!



For topnotch health, everyone must have the precious elements found in milk. And milk is so economical the whole family can enjoy its benefits. Now, especially, our health is important to our country. So serve milk to everyone, at every meal... as a delicious beverage, and as an important protective food!

The State of New York Says!

SATISFY THIRST FORTIFY HEALTH

### DRINK MILK!

VITAMINS FOR "ALIVENESS"

MINERALS FOR WELL-BEING

HELPFUL FOR REDUCING DIETS

ALKALINE REACTION FOR FATIGUE

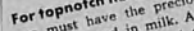
VITAMIN "A" FOR COLD RESISTANCE

CALCIUM FOR CLEAR COMPLEXION

NATURE'S CHEAPEST COMPLETE FOOD

PERFECT FOR THE WHOLE FAMILY

THE STATE OF NEW YORK



## ANOTHER DARLING SHOP SENSATION!



Darling Shop buyers were sent out to get QUALITY furs for this event—or "don't come back"! The management set a high standard for this September Sale—not only in fineness of pelts, but in expert blending. They were undaunted by the scarcity of skilled workmen—and insisted upon—and got—only the finest craftsmen to insure that each garment is masterpiece of perfection: embodying style, quality and long wear. This is Rochester's Fur VALUE Event—don't miss it!



FUR SHOP 2nd Floor

\$38  
\$68

SIZES, STYLES AND TYPES FOR EVERYONE



ENTIRE STORE AIR CONDITIONED

3 TREMENDOUS FLOORS OF FASHION

New and Greater  
**Darling Shop**  
190 MAIN ST. EAST

## JACKETS

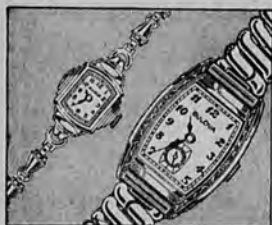
Now—own the Jacket you've always wanted! Now—get the FINEST QUALITY at NO EXTRA PREMIUM! Come early—our hunch is they won't last long!

- RED FOX
- SKUNK DYED OPPOSSUM
- MONKEY
- DYED CONEY

AND MANY OTHERS  
**\$48** and up



## It's Rudolph's for WATCHES Of Guaranteed Accuracy!



**BULOVA**  
Handsome new  
styles for men and  
women. Designed for  
smartness and  
fine accuracy.  
**\$33.75**  
Reg. Down Payment  
1.25 Weekly



**PENDANT**  
Women's smart  
spherical style  
watch. Quality  
at a low price.  
**\$16.95**  
Reg. Down Payment  
1.25 Weekly



**ELGIN**  
Smart styles for  
men and women.  
Famous for accu-  
racy, styling and  
dependability.  
**\$42.50**  
Reg. Down Payment  
1.25 Weekly



**WATERPROOF**  
Sturdy, accurate  
watch for active  
men. With radium  
dial and leather  
strap.  
**\$19.95**  
Reg. Down Payment  
1.25 Weekly

# RUDOLPH'S

CORNER EACH MAIN AT SOUTH AVENUE  
In Batavia — 109 Main St. Open Monday Evenings

## SUNDAY DINNER

Spanish Pork Is Pork  
To Perfection  
The Dinner

\*Spanish Pork with Vegetables  
Spinach with Hard Cooked  
Egg Garnish  
\*Kidney Bean Salad  
\*Lemon Cream Pie  
Beverage

WALKERS

### Chicken Pies

ARE STRICTLY ALL  
CHICKEN — NO  
VEGETABLES

ALSO BEEFSTEAK PIES  
We are equipped to fill your  
order regardless of the amount.  
Ideal for factories, Cafeterias,  
large Banquets, even small Part-  
ties. Special prices for large  
quantities. NO DISHES TO  
RETURN.

**GLENWOOD 3783**  
26 VELOX ST.

### DOLAN'S

Where You  
Buy the  
Cuts of

**Chicken**  
You Prefer

BREASTS . . . lb. 59c  
LEGS . . . lb. 53c  
WINGS . . . lb. 29c  
NECKS . . . lb. 17c  
GIBLETS . . . lb. 25c  
LIVERS . . . lb. 49c

### DOLAN'S

600 JEFFERSON AVE.  
Cor. Bartlett  
Telephone Genesee 1417

**CAIN'S MAYONNAISE**  
DESERVES TOP PLACE  
ON YOUR GROCERY  
LIST. It's delicious!



**CAIN'S  
MAYONNAISE**

(\*Recipes Included)

This menu is properly bal-  
anced for nutritional value. It  
Supplies:  
The Meat: Proteins, Vitamins  
A, B, C and G; phosphorus,  
carbohydrates, fats and min-  
erals.

Spinach: Minerals, Vitamins  
A, B, C, and G; proteins.  
Salad: Proteins, minerals,  
carbohydrates, Vitamins A, B,  
C, and G, some fats.  
The Dessert: Carbohydrates,  
fats, minerals, Vitamins A, B,  
C, and G.

To Serve 6 You Need  
2 lbs. pork shoulder, boned and  
diced.  
3 potatoes  
1 green pepper  
1 No. 2 can peas  
1 No. 2 1/2 can spinach  
1 can kidney beans  
1 head lettuce  
1 stalk celery  
2 lemons

(Balance of materials among staples)

**Spanish Pork**  
2 pounds pork shoulder, boned  
and diced  
Flour  
Lard  
4 medium sized potatoes  
1 teaspoon Worcestershire sauce  
2 cups tomatoes  
2 cups canned peas  
1 green pepper  
Salt and pepper

Have pork shoulder cut into  
1-inch cubes. Dredge in flour,  
and brown in hot lard. Place  
alternate layers of meat and  
vegetables in a casserole dish.  
Pour tomatoes over all. Season  
and cook in a moderate oven  
(350 degrees F.) until meat and  
vegetables are done—about 1 1/2  
to 2 hours.

**Kidney Bean Salad**  
2 cups canned kidney beans  
1 cup chopped sweet pickle  
5 hard cooked eggs, sliced  
1/2 cup diced celery  
1 cup mayonnaise  
Lettuce

Drain beans, add pickle, eggs  
and celery and toss together  
lightly. Add mayonnaise and  
blend. Chill thoroughly. Serve  
(Continued on Page 6)

## SO YOU THINK HITLER HASN'T BLUNDERED

Major George Fielding Elliot points out five military mistakes that Hitler  
has made and their effects upon the course of the war.

### WOMEN IN UNIFORM

A day in camp with the WAACS. How our new Women's Army Corps is  
being trained.

NOTICE TO LIBERTY READERS: In order to be sure of receiving  
your regular weekly copy of LIBERTY reserve it early with your  
nearest newsdealer.

10c SEPT. 26 ISSUE LIBERTY WEEKLY NOW ON SALE 10c

WM. F. and S. GEO. SHAFER

MENG & SHAFER

Formerly President and Vice-President of

### September Specials for a Busy Week-End

Sketched Paw  
**Persian \$187**

Persian Paw \$137.50 to \$220

Caracul Coats \$154 to \$275

Mink-Blend

Muskat \$187 to \$297

Kidskin Coats \$198 to \$231

Skunk Coats \$220 to \$352

Black Persian \$253 to \$492

Grey Persian \$330 to \$472

All Prices Include Tax

## SHAFER CO.

51 EAST AVE.

Charge Accounts

Budget Accounts

## FOR WARTIME ECONOMY USE

### Kem-Tone

Trade Mark U.S. Pat. Off  
MIRACLE WALL FINISH



GAL. \$2.98

7 REASONS WHY:

1. One coat covers wallpaper, paint-  
ed walls, wallboard, basement  
walls.
2. Applies easily with a wide brush  
or with Kem-Tone Roller-  
Kooter.
3. Dries in one hour . . . Room  
furnishings may be replaced at  
once.
4. Mixes with water — economical  
— no turpentine or solvent  
thinners.
5. Washes easily . . . with Trig or  
other wall cleaners.
6. ONE GALLON DOES AN AV-  
ERAGE ROOM.
7. No offensive paint odor.

## LUCAS PAINT STORE

Paints — Wallpaper — Linoleum

80 ST. PAUL ST.

FREE  
PARKING

MAIN 2090



We now use the  
Kodatron Speedlamp  
for all portraits. Per-  
fected by modern  
science, it is lightening  
fast, resulting in  
portraits more beau-  
tiful, more natural than  
ever. Edwards is  
FIRST to offer this  
sensationally new de-  
velopment. See it to-  
day.

### Our Regular \$3 Buff Vignette MINIATURE PORTRAIT

**79c**

ALWAYS  
12 PROOFS

## Edwards

PHOTO STUDIO  
In The Green Room

## NOETH'S

IMPORTED  
FROM SCOTLAND

8 YRS. OLD

VAT 69

SCOTCH

100% PURE  
SCOTCH WHISKIES



**\$3.29**  
4 5  
qt.

JUST ANOTHER  
NOETH VALUE  
WORTH \$4.25

7 YEARS OLD!

SCHENLEY'S BELMONT  
STRAIGHT KENTUCKY

**BOURBON**

**\$2.79**

FULL  
QUART

Aged in temperature con-  
trolled warehouses. — A  
whiskey Schenley is mighty  
proud of. Compare with  
any nationally known  
brand selling up to \$5!

# PAUL NOETH

DELIVER 19 CLINTON AVENUE SOUTH MAIN 874

Just a Step Off Main St. Opposite Hotel Seneca—Open Every Night Till Midnight

## ALL STAR VALUES

Low Prices for Fine Quality

FAMOUS NATIONAL BRAND ! ! !

### DRY GIN

90 PROOF  
DISTILLED FROM 100%  
NEUTRAL GRAIN SPIRITS

We are not allowed to mention  
this famous brand by name when  
advertising our prices. Hurry to  
get your share. Today's guaran-  
teed value — \$2.75

**\$1.99**

FULL  
QUART

IMPORTED — 86 PROOF

**RICORO RUM**

**\$1.89**

FIFTH

CLINTON CALIFORNIA

**WINES**

25c  
PINT  
1/2 Gal. 50c

**50c**

MOQUIN'S—REG. \$1.25

**SLOE GIN**

4  
PINT

**99c**

ASK FOR CASE-LOT PRICES

POGUES  
FAMOUS BLEND

**OLD TIME**

**Whiskey**

90 FREE delivery at  
this price. . . Blend of  
10% 8 yrs. old — 30%  
4 yrs. old and finest  
neutral spirits. 86.8  
proof.

**\$1.99**

FULL  
QUART

REG. \$3.25 VALUE

SCHENLEY PRODUCT

Old Loyalty

VERY RARE

14 YRS. OLD

STRAIGHT

**RYE**

Who ever heard of a  
14 yr. old whiskey  
at such a low price?  
Carefully bottled after  
14 years of aging in  
wood. Inimitable bou-  
quet, flavor and qual-  
ity.

**\$2.99**

4  
QUART

ANOTHER FAMOUS  
NOETH VALUE



STOCK UP  
NOW While  
Summer Catch  
is Available

## BREAST-O'-CHICKEN BRAND TUNA MAKES HEARTY MEALS

This  
"meal-in-a-dish"  
-- for instance



### TUNA POT PIE

1 c. diced potatoes, 1/2 c. sliced  
carrots, 1 medium sized onion,  
1 c. canned peas, 1 c. thin white  
sauce, 1 7-oz. can Breast-O'-  
Chicken Tuna Fish. Baking  
powder biscuit dough.

Cook potatoes, carrots and sliced  
onion in small amount of salted  
water for 10 minutes. Combine  
with peas, white sauce, tuna  
and oil from tuna. Place in a  
shallow baking dish. Arrange  
criss cross strips and a border  
of twisted biscuit dough on the  
top. Bake in a moderate oven,  
375 degrees, about 20 minutes  
until brown. Six servings

### Other war-time tuna suggestions

**BAKED TUNA LOAF** can  
be made, using your favorite  
loaf recipe -- a really substan-  
tial meal for a hungry family.

**TUNA-BISCUIT PIE** can  
serve to make good use of left-  
over vegetables, with tuna added  
for flavor and nourishment.

**TUNA CASSEROLES** using  
macaroni and cheese, for in-  
stance, make delicious meals to  
satisfy hearty appetites.

**TUNA SOUFFLES** are a  
"hit" with many families. Look  
up your Souffle recipe right  
now and try it with Breast-O'-  
Chicken Brand tuna this week.

To get the very most out of your  
food dollars consider all the varied  
uses to which you can put **Breast-  
O'-Chicken tuna fish**. These recipes  
suggest hearty meals -- but tuna stars,  
too, in tasty salads -- and in those  
important lunch box sandwiches you  
fix for the workers and the school  
children in your family.

Look ahead -- plan ahead -- get ready  
now for substantial fall menus when  
**Breast-O'-Chicken Brand Tuna**  
will be such a welcome food. The  
summer catch is now on the market.

WESTGATE SEA PRODUCTS CO., San Diego, California

Tuna is a NO-WASTE food - Use even the salad oil it's packed in



# The Big Basement

## OF SIBLEY, LINDSAY & CURR CO.

PHONE STONE 6500

# Sale!

# SHIRTS

History Making Values in  
Slight Irregulars of \$2.00 to \$3.50

- White or Fancy Broadcloths!
- End-on-End Madrases!
- Rayons! Oxfords! Slubs!
- Chambrays!
- Regular or Neck-Band Collars!
- Slot or Non-Wilt Collars!

# 44

Colossal Value,  
Variety and  
Selection

A Sibley event right at the beginning of the Fall season when every man needs a fresh supply of shirts. These are real values—all slight seconds from famous manufacturers—and you'll agree every shirt reaches a new high in value. Sizes 13½ to 18.

AIMS 1 TO 4



Seconds of Higher Priced

## Men's HOSE 12¢

Double-sole-and-heel hose in a grand selection of Lastex top shorts and full-length socks—right at the beginning of the Fall season for just 12¢ a pair. Choose blazer stripes, plaids, clocks or all overs. Rayons, rayon-and-cotton, or all cottons.

AIMS 2

Rejects of U. S. Army Material

## Zelan Poplin JACKETS 2.29

Lightweight, yet warm—cut full for freedom and comfort—of Zelan treated poplin that will wear and wear. Slight discolorations are the only imperfections. Small, medium, large sizes. Excellent for air raid wardens, mechanics, hunters!

AIMS 3

Irregulars of \$2.29 to \$2.95

## Men's SWEATERS 1.69

Brand new Fall patterns and colors in a choice selection of pullovers, zippers and button fronts. Choose from plains, plaids and two-tones. These are grand values for first cool days as well as for active sports use.

AIMS 4

Irregals! \$2.95 to \$6.50 Long-Sleeved

## Sports SHIRTS 1.97

Rayons, gabardines, twills and many more fine fabrics you find in skirts costing twice our price or more. All from famous manufacturers. Small, medium, large and extra large sizes.

AIMS 5

Sport Shop  
Second Floor

East Main at Stone

Second Floor



## COOPER WALL PAPER STORE NOW LOCATED UPSTAIRS

### OPENING SPECIALS

Our new store is now open—in the same building directly above our old location. Take advantage of this opening offer and save real money on fall redecorating.

Thousands of New Fall Patterns  
Low As **7c** Per Roll!

49 ELM STREET—UPSTAIRS  
WALK A FLIGHT AND SAVE 20%

Mary E. Heaphy, 385 Rockingham St.

## LAUER'S—50 STATE

### OPEN TONIGHT

til 9 P. M.

*Lauer's*  
50 STATE

#### THE BLOODIEST FRONT IN HISTORY

An eye-witness account of the Russo-German battle by one of the few correspondents who has been there—Frederick C. Oechler.

#### DON'T COUNT OUT THE BATTLESHIP

A recognized naval expert, Bernard Brodie, challenges the Seversky theory that the battleship has no place in modern war. A Complete Novel by Richard Wormser.

10c SEPT. 19 ISSUE The Saturday Evening Post NOW ON SALE 10c



**LOST!  
ONE BASKETFUL OF  
Vitamins!**

Vitamins are tricky things. You may know what they come from, but nobody knows where lost vitamins go. Unfortunately, much of the vitamin content of the food is lost between the store and the table.

Our Home Service Department has prepared several helpful bulletins on the care, storage and cooking of various foods, with special suggestions for the saving of essential vitamins and minerals. These bulletins are free and are yours for the asking.

Rochester Gas and Electric

### Sunday Dinner

(Continued from Page 4)

on shredded lettuce, garnish with sliced eggs if desired.

#### Lemon Cream Pie

3 cups water  
3 cups sugar  
1/2 cup cornstarch  
2 lemons  
2 eggs  
2 tablespoons butter

Dissolve cornstarch in 1/2 cup water, lemon juice and grated rind, butter and two and 1/4 cups sugar to the boiling point. Beat egg yolks, add dissolved cornstarch and blend with the lemon mixture. Cook over hot water until thick and transparent, stirring often. Pour into a 10-inch

baked pastry shell. Cover with meringue made by beating the egg whites until they stand in peaks, adding the sugar remaining gradually. Beat until glossy and spread lightly on the lemon filling. Bake 5 minutes in a 400 degree F. oven.

#### Serving Hints

Bring the Spanish Pork right to the table in its casserole. Just place it on a heatproof platter. It would be easiest to serve the salad individually. Arrange 1/2 cupful of the salad mixture on a lettuce cup on a salad plate.

Pile the spinach in a mound in a vegetable bowl and garnish it with sliced hard cooked eggs, arranging them around the edge of the spinach.

Half the attractiveness of the pie is in its golden brown meringue. So bring the pie to the table whole and cut it and serve it right at the table.

### BE YOURSELF

You'll find just the dress for you among C. B. Thomas' exclusive one-of-a-kind styles. Set yourself apart from the crowd by wearing the ONE dress best suited to you. C. B. Thomas' low prices will be an exciting surprise.

#### PRICED SURPRISINGLY LOW

C. B. THOMAS

DRESSES  
723 Hotel Seneca  
Right at the Elevator  
Open Monday Evenings  
Til 9 P. M. For Your  
Convenience

### Must Your Daughter Risk Happy Marriage on Half-Truths?

Many a mother, reared in days of false modesty, dreads to "tell her daughter."

Little wonder so many young wives unknowingly risk happiness by using over-strong solutions of acids for the douche which can actually burn, scar and even desensitize delicate tissue.

Today such doubts and unhappiness, such risks are needless. Science has given womankind Zonite. So powerful, it kills instantly all germs and bacteria with which it comes in contact. Deodorizes—by actually destroying odors. Protects personal cleanliness. Yet Zonite is non-caustic, non-poisonous, safe or delicate tissues. Over 20,000,000 bottles bought. Get Zonite at your druggist today.

#### Free Book Tells Intimate Facts

Frankly written booklet, "Feminine Hygiene Today," mailed FREE, in plain wrapper. Write: Zonite, Dept. 594F, 370 Lexington Ave., New York, N. Y.

### OUTSTANDING VALUES AT BILLS

J. & P. CLATS OF CLARK'S CROCHET COTTON, Big ball, regular size, 19c  
EXTRA HEAVY SHEETING 32 in. wide, reg. 45c yd., 3d. 42c  
HEAVY TURKISH TOWELS 28x40, reg. 40c 28c  
GENUINE UNBLEACHED PEPPERELL FELLOW TUBING 3d. 32c  
J. P. COATS MACHINE THREAD Big spool, 7 1/2c  
BABY'S BIRDSEYE DIAPERS 15x27, Pkg. 10, reg. 15, each 10c  
DAWN KNITTING WORSTED YARN 2 oz. skein, reg. 48c 38c  
LADIES CREPE NIGHTGOWNS Reg. or extra size, Value \$1.00 79c  
LADIES XX RAYON PANTIES Package of 3, Reg. 85c 49c  
CHILDREN'S KNEE HOSE Slightly irregular 25c val., 13c  
BOYS DRESS SHIRTS Value \$1.25 59c  
VELSMOOTH'S PALM AND OLIVE SHAVE CREAM 10c  
BANDETTE FIRST AID STRIPS Package of 8, Reg. 3c 2 for 5c  
UNBLEACHED SHEETING FOR SINGLE BEDS, Extra heavy, 54 in. wide, reg. 35c yd. 35c  
500 FACIAL TISSUES Reg. 25c 13c

Above are but a few of our permanent and amazing bargains.

Every Buy a Bargain at

BILLS BARGAIN STORE

98 East Main St.

Near Water

### ARTICLES FOR SALE

BEAUTIFUL Philco Bar Radio, Complete with glasses and decanters. Ideal for pumpkins room. Reasonable. Culver 6320-R.

For Victory Buy Bonds.

**TROPIC COAL**  
Egg—Stove—Nut Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Alliance Bank Bldg.

**\$11.85**  
PER TON  
Shredded  
Off  
Stone 7080

## If You Suffer Distress From PERIODIC FEMALE WEAKNESS

and want to  
**BUILD UP RED BLOOD!**

Take heed if you like so many women and girls have any or all of these annoying symptoms: Do you on such days suffer from cramps, headache, backache, nervousness, weak and faint feelings, periods of the blues, distress of "irregularities"—due to female functional monthly disturbances?

Then start at once—try Lydia E. Pinkham's Compound Tablets (with added iron)—one medicine you can buy today that's made especially for women to relieve such distress.

Thousands Upon Thousands Report Benefit

Lydia Pinkham's Tablets not only help relieve monthly pain but also accompanying tired, nervous feelings of this nature. This is because of their soothing effect on ONE OF WOMAN'S MOST IMPORTANT ORGANS.

And here's a tip for you modern girls! Taken regularly throughout the month—Lydia Pinkham's Tablets should help build up red blood—more strength.

Lydia Pinkham's Tablets are also a fine stomachic tonic! Follow label directions. WELL WORTH TRYING!

Important!

Monthly losses often cause a lack of iron with some women. HERE AGAIN Lydia Pinkham's Tablets should be especially helpful. Used as directed—these little tablets are one of the best and quickest ways to get precious iron into the blood to help build up red blood cells and thus aid in promoting a more refreshed and vigorous blood-stream—more strength.

Lydia E. Pinkham's COMPOUND TABLETS  
(with added iron)

## WE MEET OR BEAT ALL ADVERTISED PRICES

**DAW'S COUPON**  
**FACIAL TISSUES**  
— ASSORTED PASTEL COLORS —  
BOX OF 500 SHEETS **19c**  
(Limit 2 Boxes)  
You'll like these new Rainbow pastel-colored tissues. Made of pure cellulose they're stronger, softer and much more absorbent. Regular 35c value.

THESE SPECIAL PRICES GOOD TODAY THRU SATURDAY  
(Not Good on Limit Quantities)

BUY YOUR U. S. VICTORY STAMPS AT DAW'S

**BUY IT AT DAW'S AND BE SURE!**... sure of freshness and of quality, for DAW'S big volume of business with its speedy turnover assure clean, new merchandise every day of the week!... sure of the very lowest prices, for DAW'S meet or beat any advertised prices.

# DAW'S

## ORIGINAL CUT-RATE DRUGS

56	31	353	452	680	473	539
CLINTON S.	MAIN ST. E.	MAIN ST. E.	RIDGE RD.	MAIN ST. W.	N. GOODMAN	MONROE
Opn. Tempus	Corner	1 Door from	Corner Dewey	At	N. Goodman	AVE.
Theater	Aqueduct	5th Ave.	Corner Dewey	Ball's Head	Just Off Main	Near Goodman

**SODA**  
Bicarbonate  
1-lb. Pkg. **8c**

**FREEZONE**  
CORN REMEDY  
35c Size **16c**

**KREML**  
HAIR TONIC  
60c Size **27c**

**FITCH'S**  
SHAMPOO  
75c Size **59c**

**PHILLIP'S**  
Milk of Magnesia  
TABLETS  
50c Size **23c**

**OVALTINE**  
Reg. or Chocolate  
75c Size **61c**

**LADY**  
ESTHER  
FACE CREAM  
55c Size **39c**

**LIFEBUOY**  
Shave Cream  
Large Size **27c**

**GLYCERIN &**  
ROSEWATER  
4-oz. Size **11c**

**CASCARA**  
Sag. Tablets  
5-Grain 100's **19c**

**TINCTURE**  
Green Soap  
Pint Size **33c**

**IRON & YEAST**  
100 Tablets **29c**

**PHILLIPS**  
Milk of Magnesia  
Tooth Paste  
25c Size **11c**

**BARBASOL**  
Shave Cream  
75c Jar **39c**

**TREET**  
Single-Edge BLADES  
Pkg. of 12 **25c**

**PINKHAM'S**  
MEDICINE  
\$1.35 Size **72c**

**BLONDEX**  
SHAMPOO  
28c Size **16c**

**PROPHYLACTIC**  
Tooth Brush  
Nylon Bristles **23c**

**SEIDLITZ**  
POWDERS  
25c Box of 12 **16c**

**MODISS**  
Sanitary Napkins  
New Low Price  
Box of 56 **79c**

**DAW'S COUPON**  
**RINSO**  
Soap Powder  
Large Box (Limit 1) **18c**

**DAW'S COUPON**  
**LEHN & FINK'S**  
TRUE AMERICAN  
HAND LOTION  
Made by the makers of Hind's Honey and Almond Cream.  
Daw's Low Price **11c**

**DAW'S COUPON**  
**FRESH JELLIED ORANGE SLICES**  
1-lb. Pkg. **13c**  
Tender jelly candy slices with the fruit goodness of juicy sun-ripened oranges... lightly coated with sugar... fresh, delicious.  
(Limit 2-Lbs.)

**STYPTIC PENCILS**  
Regular 10c Value... **4c**  
**NOXZEMA CREAM**  
For Shaving, 10-oz. Jar... **49c**  
**PHILLIP'S TOOTH**  
Powder, 25c Size... **19c**  
**ALLEN'S FOOT-EASE**  
35c Size... **27c**  
**MERCURCHROME**  
Regular 15c Size... **6c**  
**PEROXIDE**  
Regular 10c Size... **6c**  
**SHOWER SPRAYS**  
75c Value... **59c**  
**POWDER**  
Puffs, Reg. 3c... **3 for 10c**  
**STUART'S**  
Dyspepsia... **22c, 49c**  
**VERACOLATE**  
Tablets, 100's... **74c**  
**KONJOLA**  
Medicine, \$1.25 Size... **87c**  
**CAL SYRUP OF FIGS**  
60c Size... **31c**  
**BANDAGE**  
2"x10 Yds. **2 for 15c**  
**HUMPHREY'S**  
Pills, 30c Size... **19c**  
**WHISK BROOM**  
35c Value... **21c**

**DAW'S COUPON**  
**COREGA**  
Powder, 60c Size... **29c**  
**ALCAROID**  
Powder, 4-oz. Size... **64c**  
**ESTIVIN** for Hay Fever \$1.25 Size **98c**  
**CUTICURA**  
Ointment, 25c Size... **12c**  
**LISTERINE**  
TOOTH PASTE  
Giant Double Size **33c**

**DAW'S COUPON**  
**BLADES**  
Double-Edge  
5 in. 2 Pkgs. For **11c**  
(Limit 4 Pkgs.)

**DAW'S COUPON**  
**PALM and OLIVE OIL**  
**SHAVING CREAM** **11c**  
Large 25c Size  
These tubes contain No Tin — No Empty Tubes Needed in Exchange.  
(Limit of 2)

**DAW'S COUPON**  
**FREE Vimms**  
6 VITAMINS 3 MINERALS  
B COMPLEX VITAMINS (B1, B2, P-P) VITAMINS A, C, D and CALCIUM, PHOSPHORUS and IRON

**SHOE POLISH**  
— ALL COLORS —  
Giant 15c Size (Limit 2) **8c**

**MEN'S DRESSING COMBS**  
Full size Acetate dressing combs for men. Fine and coarse teeth. Practically unbreakable. 25c Value (Limit 2) **9c**

**FITCH'S**  
AFTER-SHAVE TALCUM  
Large 25c Size (Limit 2) **8c**

**"WHITE WEAVER"**  
Envelopes  
Size 6 1/2"x3 1/2" Pkg. of 25 (Limit 2 Pkgs) **3c**

**DAW'S COUPON**  
**50c SIZE FREE**  
when you buy the large size  
\$2.25 VALUE FOR \$1.69

**Look! LOW PRICES on VITAMINS**  
Tin of 30 **49c**  
Bottle of 90 **\$1.17**  
**ONE-A-DAY**  
VITAMIN A and D TABLETS

**DAW'S COUPON**  
**SHAVING CREAM** **11c**  
Large 25c Size  
These tubes contain No Tin — No Empty Tubes Needed in Exchange.  
(Limit of 2)

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Large 25c Size (Limit 2) **8c**

**"WHITE WEAVER"**  
Envelopes  
Size 6 1/2"x3 1/2" Pkg. of 25 (Limit 2 Pkgs) **3c**



# BUY WAR STAMPS & BONDS AT **Edwards** Open an Edwards Convenient Charge Account

**Delicious Home Style  
Pure Wine Jellies**

**4 Jars for \$1**

- Port Wine Jelly
- Burgundy Wine Jelly
- Tokay Wine Jelly
- Orange Marmalade and sherry wine jelly.

EDWARDS—Street Floor



Hurry! Limited Time Only!

## Dorothy Gray's Half Price Sale!

Choose From Three Types:

**Cleansing Cream . . . \$2 size now \$1**

The cleansing cream for normal or oily skin, recommended for all women who prefer a light, liquefying type. \$3.50 size now \$2.

**Salon Cold Cream . . . \$2 size now \$1**

A cleansing cream for women with a slightly dry skin and for young girls. Recommended for all women who like a medium weight cream. — \$4 size now \$2.

**Dry Skin Cleanser . . . \$2 size now \$1**

The perfect cleanser for a dry skin . . . it helps relieve that dry, drawn look. It contains double beaten vegetable oils. \$4 size now \$2.

EDWARDS—Street Floor Toiletries

# Shop all day **Friday** and **Saturday**

## NOW OPEN AT EDWARDS—A NEW **Service Canteen**



A complete shop featuring suitable gifts for men in the United States Armed Forces

Helpful advice on merchandise and gifts . . . details on mailing . . . Army Post Office information . . . mail notifications about gifts . . . a handy, convenient easy-to-buy-from shop, packed with gift suggestions.

We list here but a few of the hundreds of gifts sure to please the men in Service:

- Picture Folio top grain leather . . . 1.25
- Army-Navy Sewing Kit . . . \$1, 1.29, 1.79
- Fitted Utility Case . . . 50c
- Sock and Tie Set . . . 1.50
- Soldier's Scapular Medals . . . 50c
- Old Spice Shower Soap . . . 50c
- Lentheric Men's Set (Leather Case) . . . 3.25
- Shoe Shine Kits . . . 1.25 and 1.39
- Dog Tag Cords, live glass . . . 50c
- Watches . . . 3.25, 3.65, 3.95
- Pipes . . . \$1, 1.50, 2.50
- Writing Folios . . . 59c, 1.50
- Cigarette Lighters (Evans) . . . \$2, 2.50
- Cookies (assorted) . . . 99c, 1.59
- Victory Playing Cards . . . 55c



Parcels to reach Men overseas in time for Christmas must be mailed no later than November 1st.

Mail or Phone Orders filled — Call Stone 2300 and ask for the Personal Shopper

EDWARDS—Street Floor

## SAVE 11.55 in this Annual **Sale!** Original Rogers Plate



## 38 Piece Silver Plate in the New "Rapture" Pattern

Open stock  
price is  
30.50

**18<sup>95</sup>**  
tax

Complete  
with  
Tarnish-proof  
chest

Can't you see this lovely silver next to your best set of china-ware . . . reflecting the sparkle of your crystal? A craftsman-like pattern "Rapture" made and guaranteed by International Silver Co. This purchase was made months in advance of government regulations restricting Silver Plate manufacture.

Set Consists of:

- 8 Teaspoons
- 8 Round Bowl Soup Spoons
- 8 Regular Dinner Forks
- 8 Regular Hollow Handle Dinner Knives
- 1 Butter Knife
- 1 Gravy Ladle
- 1 Berry Spoon
- 1 Cold Meat Fork
- 1 Dessert Server
- 1 Sugar Shell

BUY ON EDWARDS LAY-AWAY PLAN  
Small Down Payment — Balance Monthly

EDWARDS—Street Floor

# ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT BEST SELLERS FOR WOMEN AND CHILDREN AT MARVELOUS SAVINGS!

*Clothes that don't shrink...*  
WHEN THERE'S WORK TO BE DONE

**"Braveman" Sanforized  
WORK SHIRTS**

Budget  
Priced **1.49**

Long wearing shirts, full cut with pleated back for extra comfort. Blue and gray chambrays . . . gray and blue covert. Sizes 14 to 17.

**BLUE DENIM  
DUNGAREES 1.49**

Fine blue denim, sanforized shrunk. Bartacked at all points of strain. Size 30 to 42.

**MEN'S UTILITY JACKETS 2.29**

Made of U. S. Army material . . . Zelin treated water-repellent, wind resistant. Tan, button front, S.M.L.

Edwards—Basement

The Shoe That Needs No Breaking In!

**"TENDERFOOT"  
ARCH SHOES**

Sizes 4 1/2 to 9 **3.95**

- For Defense Workers, Housewives, Office Workers, Waitresses

Choose from five attractive styles. Soft black kidskin with rubber heel lifts. Every feature necessary to relieve the strain of walking or long hours of standing. Widths AA to EE.

- Foot Freedom Through Our Flexing Process Which Eliminates "Breaking In"

Edwards—Basement

**BOY'S CHAMP  
SHOES 3.49**

Stylish with all the smartness of "Dad's" shoes! Genuine Goodyear welt oak-tanned leather or rubber soles. Calfskins or elk tanned cowhides. Algonquins moccasin types, wing or straight tips.

**CHILDREN'S Back-to-School  
PLAY OXFORDS**

Very Low  
Priced **2.89**

Rugged shoes for active wear in moccasins and black or tan oxfords with tips. All genuine Goodyear welts. Grain leather innersoles. Sizes 9 to 3.

Edwards—Basement



# LIVADAS BUY NOW & SAVE IN THIS SALE

COMPARE THE PRICES! COMPARE THE VALUES!

**BOTTLED IN BOND—100 PROOF**  
FAMOUS LIVBRO — KENTUCKY STRAIGHT  
4 YRS. OLD **BOURBON WHISKEY**

**\$2.49** FULL QUART  
COMPARE \$3.50 VALUE!

**CASE LOT PRICES**  
As low or lower than ANYWHERE ELSE IN NEW YORK STATE!

A TREMENDOUS SELLER:  
**LIVBRO RYE WHISKEY**  
QUALITY

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 of bottles of this rye because of its exceptionally fine quality and outstanding low price. 56.8 proof.

COMPARE \$3.75 VALUE!

**\$2.50** FULL QUART

A LOW PRICE: **SAN REMO**

**8 YEARS OLD CALIFORNIA GRAPE BRANDY**

Delightful, all purpose brandy from the famous Schenley distillers. Enchantingly mellow and smooth, 84 proof. A remarkably low price!

**\$2.49** FIFTH  
COMPARE! \$3.50 VALUE!

**OUR BEST SELLER! Whitney Club**

**5 YRS. OLD STRAIGHT RYE**

This whiskey is meant for those who insist upon the best. We honestly feel that this value cannot be duplicated, 80 proof.

COMPARE! \$2.65 VALUE! **\$1.90** FULL QUART

**PETE HAGEN'S SLOE GIN \$1.49** FIFTH

Creamy top. Exceptional quality at an exceptional price. Makes the finest Fizz or Rickey. 48 proof.

COMPARE WITH THE FINEST!  
**KING GEO. IV SCOTCH**

Outstanding quality at a very low price. Thousands of Livadas customers regularly choose this as the best value in Scotch Whiskey. Distilled and bottled in Scotland, 86.8 proof. A great buy.

**\$3.19** FIFTH  
\$4.25 VALUE

COMPARE THIS VALUE!  
**MAYFLOWER 8 YEARS OLD NEW ENGLAND RUM \$2.19** FIFTH

SPECTACULAR PURCHASE! Famous, mellow Rum. A product of Schenley. One of the best buys we ever made — or offered! Compare with the very best.

COMPARE! \$3 VALUE!

**NOW GREATER VALUES THAN EVER BEFORE! Balboa California WINES**

Made WHERE THE GRAPES GROW, like good imported wines. Carefully aged, unusually low priced.

**DRY ...**  
• Burgundy • Zinfandel  
• Claret • Barbera  
• Rhine Chianti • Sauterne

Don't compare Balboa with ordinary wines! This quality usually sells at \$1.75 per gallon.

**\$1.10** Gal.

**SWEET ...**  
• Muscatel • Sherry  
• Port • Tokay  
• White Port

Comparable quality, usually at \$2.25.

**\$1.49** Gal.  
3 QUARTS **\$1.25**

# LIVADAS

A NAME YOU CAN TRUST  
**183 MONROE AVE.**  
N. Y. STATE LICENSE L-4229

Open Nightly 'Til 12

**RIGHT! ... for better HIGHBALLS**

**FINE ARTS WHISKEY**  
A Blend of Straight Whiskies  
ALL 5 YEARS OLD

The straight whiskies in this product are all 5 years old (90 proof), Copr. 1942, Canada Dry Ginger Ale, Inc., New York, N.Y., Sole Distributors

**ROCHESTER'S BEST BINGO GAME**  
EVERY TUESDAY AND FRIDAY  
**STRAND — 62 St. Paul St.**

**\$1320** 57 NUMBERS \$200 55 NUMBERS \$200  
55 NUMBERS \$200 56 NUMBERS \$100

FRI. NITE SEPT. 18th **\$620 in Addition To Above**

Always 2 Good Pictures—With Our Bingo Parties

**GRAND OPENING ★ STAR BINGO ★**  
372 Flint Street (Rear)

**MONDAY NITE 8:15 P.M.** Every Game \$2 At Least

1:45 P.M. Tuesday Afternoon—Evening 8:15 P.M.  
1:45 P.M. WEDNESDAY AFTERNOON

**23 GAMES — GOOD PRIZES**

SAVE GAS AND TIRES **PLAY BINGO AT THE 19th WARD CLUB HOUSE** 237 HAWLEY ST.

**SUNDAY 2:30 P. M.** REG. GAMES **\$5 and \$10**

**THURS. REG. GAMES \$2 and \$5** 8:15 P. M. REG. GAMES **\$3**

FRI. EVE. ADMISSION 10c PLUS TAX

**SATURDAY 8:15 P. M. \$2 and \$5** REG. GAMES

**19th WARD CLUBHOUSE** Take Jefferson Ave. Bus To Hawley St.

**SUPER BINGO!**  
— EVERY WED. NITE 8:15 P. M. —

SOME ONE WINS **OUR \$100.00 GAME EVERY WEEK**

22 OTHER GAMES AT LEAST **\$5** EVERY GAME

**PLYMOUTH SCHOOL AUDITORIUM**  
South Plymouth— Between Edinburgh and Glasgow Sts.

**NEW PARK HALL** 928 JEFFERSON AV. NEAR PLYMOUTH

**JUMBO TRIPLE BOARDS!!!**  
White Boards with large black letters. Come and leave your glasses at home! Tell us how you like it.

**\$5 to \$10 ALL GAMES** ★ **\$10 ALL GAMES**  
Sun. Nite 8:15 SAT NITE 8:15  
\$500 INC. JACKPOT

Worth For You Thursday, Sept. 17th New Park 50c	Worth For You Friday, Sept. 18th New Park 50c	Worth For You Saturday, Sept. 19th New Park 25c	Worth For You Sunday, Sept. 20th New Park 25c
Worth For Friend Thursday, Sept. 17th New Park 50c	Worth For Friend Friday, Sept. 18th New Park 50c	Worth For Friend Saturday, Sept. 19th New Park 25c	Worth For Friend Sunday, Sept. 20th New Park 25c

Adm. Fri. 1:30 P.M. to 4 P.M.—Sept. 18th All Games \$3

Good for 2 admissions and single boards. Tax 5c—Serves one Free Dr. Total 50c per person.

**JACK POT \$129**

**UNION LEAGUE HALL**  
GREGORY ST., CORNER SOUTH AVE.

**NOW OPEN! Sun. & Mon. Nites**

**SUN. NITE 8:15 P. M.**  
ADMISSION PRICE 28c—3 BOARDS FOR 58c

SUN. NITE 11 NUMBER JACKPOT	<b>\$50.00</b> On Rec. Bingo	55 NUMBER JACKPOT	<b>\$50</b> Full Card
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**MON. NITE 8:30 P. M. REG. \$6**  
SPECIALS \$25

**2 Jack Pots SUNDAY AND MONDAY Nites**

MATINEE GAMES EVERY  
**WED. FRI. SAT.—1:30 P. M.**

Wed. Adm. <b>\$3</b> 25c Every Game	FRI. and SAT. EVERY ADM. 25c GAME <b>\$4</b> SPECIALS \$2 & \$3 or More No Coupon Necessary
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## Brooks Club Shooters Best Northeasters In Initial Meet

First leg of the home and home shooting match between Brooks Ave. and the North-east Gun Clubs went to the Brooks boys 349 to 337. Had the match been shot as originally scheduled, 25 trap and 25 skeet the contest would have ended in a tie, variables was a new game to the Northeasters. The finals will be shot at Brooks Sunday, Sept. 26th.

There were 55 entries and the five high scores from each club constituted the club score.

BROOKS AVE.			NORTHEAST		
Trap	Skeet	Variables	Trap	Skeet	Variables
L. Piccirilli 25	25	24	71		
J. Wray 22	25	24	71		
Dr. Wray 22	24	24	71		
R. Schadd 23	21	24	68		
N. Belkitch 22	22	24	68		
Totals	112	117	120	349	

NORTHEAST			BROOKS AVE.		
Trap	Skeet	Variables	Trap	Skeet	Variables
J. Strong 20	25	23	68		
N. Pordham 22	23	23	68		
J. Yocel 22	24	22	66		
C. Gering 24	23	20	67		
T. Ettinghaus 23	23	20	66		
Totals	111	118	108	337	

**RUMMAGE SALE**  
The Holland-American club will hold a rummage sale next Wednesday and Thursday at 210 Main St. W. Mrs. R. Belam is in charge. Donations may be made by calling Glen. 4246.

## Where To Play Bingo!

**ANNOUNCING BINGO AT ITS BEST**  
**De Luxe Monday Nite Parties**  
WILL START AGAIN **Monday, September 21st**  
**K of C Auditorium Chestnut St.**

**HIGHLAND HALL LE BERTH'S BINGO**  
EVERY WED. NITE 8:15 SHARP REG. GAMES **\$5**

**Beeley's Bingo**  
SUNDAY at 2:30 and 3 P. M.  
WED. at 1:30 P. M.  
Mon., Tues., Wed., Thurs., Fri. SAT. at 8:15  
EXTRA BOARD FREE WITH TRIPLE BOARD  
142 GENESEE ST. in REAR

**CAPITOL HALL** 85 W. MAIN ST.  
Mon.—Thurs.—Thurs. 1:30 P. M. Sun. 2:30 P. M.  
Wed.—Fri.—Sat. 8:15 P. M.

4 Games Sun Afternoon	Mon. 30 Games \$3
4 Games Tues. Aft.	Wed. 30 Games \$6
5 Games Thurs. Aft.	FRI. 22 GAMES \$10
10 GAMES SAT. NITE	ADM. 28c Inc. Tax

## BINGO EVERY TUESDAY NIGHT BINGO

155 CHESTNUT ST. **\$200 SWEEPSTAKES**

22 GAMES \$20 Each	\$40. Game for You and a Friend in the U. S. A. Forces	\$200 JACKPOT 55 NUMBERS
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NEW ELECTRIC BLOWER  
NEW! TABLES FOR EARLY BIRDS  
Between Monroe Ave. and Court St. Admission \$1.00 Plus Tax

**UNION LEAGUE**  
3 Bus Lines Within One Block

**LINCOLN'S** MAIN AT ST. PAUL

**REPAIR YOUR OLD SHOES**  
Help Conserve Leather for Uncle Sam

**HALF SOLES 75c**

Sturdy Genuine Oak Leather Half Soles—Neatly Sewed Friday Only!

LINCOLN—Shoe Repair—Basement  
Mrs. Hardy Beacham, 200 Collingwood Dr.

**BUDGET WITH LOUCHEUR'S BUDGET DEPARTMENT**

**PERMANENT WAVES**  
FROM 1.95 TO 4.95  
Finger Waves ..... 35c  
Shampoo and Wave .... 60c

**loucheur's SALON DE COIFFURE**  
SUITE 300 - BURKE BLDG. Main 2951

Worth For You When buying Triple Board and book special at the Holly-wood. 50c wood. Fri. Sept. 18

Worth For Friend When buying Triple Board and book special at the Holly-wood. 50c wood. Fri. Sept. 18

**ALL GAMES \$5 to \$10**  
35 Pullman Av. Lax & Bro. Thurs. Sept. 17

Worth For You When buying Triple Board and book special at the Holly-wood. 50c wood. Fri. Sept. 18

Worth For Friend When buying Triple Board and book special at the Holly-wood. 50c wood. Fri. Sept. 18

## HOLLYWOOD

Worth For You When buying Triple Board and book special at the Holly-wood. 50c wood. Fri. Sept. 18

Worth For Friend When buying Triple Board and book special at the Holly-wood. 50c wood. Fri. Sept. 18

**GAMES EVERY WED. THUR. FRIDAY AND SAT. EVENINGS**

Worth For You When buying Triple Board and book special at the Holly-wood. 25c wood. Sat. Sept. 19

Worth For Friend When buying Triple Board and book special at the Holly-wood. 25c wood. Sat. Sept. 19

**BINGO, FRI. NITE, 8:30**

**\$345** NO GAME UNDER \$10  
BILL DOSER Special on \$10

No Jackpots All Money Given Out Each Nite

**\$100** PRIZE ON REGULAR CARD

**O. L. P. H. HALL** Admission 55c Incl. Tax  
Joseph Avenue - Bus To Door

**CHILI RECREATION HALL** 509 CHILI AVE.

ADM. 3c With This AD

**SPECIAL PARTY \$4**  
Thurs. Nite Sept. 17

509 CHILI AVE. Use Your Free Tickets!

**MON. NITE EVERY GAME \$6**  
**CHILI RECREATION HALL**  
TAKE GEN. PARK BLVD. BUS

**TOWNER HALL REXY**

**\$10 SPECIAL PARTY \$15**  
SAT. NITE SEPT. 19th AND ALL GAMES

This Ticket Worth For You Sat. Sept. 19th TOWNER HALL—REXY **45c**

This Ticket Worth For You Sat. Sept. 19th TOWNER HALL—REXY **45c**

**FRIDAY NITE ALL GAMES \$5 to \$10** AT TOWNER HALL

Coupon Worth Thursday, Sept. 17th Towner Hall For You <b>45c</b>	Ticket Worth Friday, Sept. 18th Towner Hall For You <b>45c</b>	Ticket Worth Sun. Sept. 20 Towner Hall For You <b>25c</b>	Ticket Worth Wed. Sept. 23 Towner Hall For You <b>25c</b>
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### Regulations . . .

(Continued from Page 3)

exceeding 8 ounces, except in the case of books, on which the rate is 1 cent for each 2 ounces. Parcels containing only books conforming to the requirements prescribed therefor are acceptable at the special rate of

3 cents a pound. Stickers or labels resembling postage stamps are not permissible on the outside of parcels.

**INSURANCE AND REGISTRY SERVICES**—Mailers are advised to insure their gifts of more than ordinary value. Articles of considerable value, especially those of small size, should be sealed and sent first-class registered mail.

### REPAIRING

On Any Make Electric Razor



**FREE INSPECTION & OILING**

We mail FREE to anyone in the service. You pay only for repair service and actual parts replaced. Fully guaranteed—Bring it to . . .

**Electric Razor Service Co.**  
50 STONE ST. PHONE MAIN 2161

**FURS** AT REDUCTIONS **30%** TO

IN ALL THE LATEST SKINS AND FASHIONS

**MUSKRAT — \$129 to \$198**

Luxurious Northern Barks, Sable and Mink-Dyed

OTHER FURS from \$49.50 to \$300

NECK PIECES . . . \$5 per skin up

Terms—Budget—Charge—Layaway

**Clifford Fur Co.**  
1283 Clifford Ave. Block Off Portland  
CLIFFORD FUR SELLS FOR LESS!

Open Every Evening 7:30 P. M.

Mrs. Wm. Jackson, 62 Ringle St.

**Trig**

**A FULL GALLON OF FINEST QUALITY CLEANING SOLUTION FOR A PENNY!**

Just one tablespoonful of TRIG in a gallon of warm water makes the best cleaning solution MONEY CAN BUY! For washing painted walls, woodwork, linoleum, rugs, etc. TRIG saves your time and money both. A large box for 25c—why pay more?

**AT YOUR GROCERS**

**VENUS REBEKAH LODGE**

Venus Rebekah Lodge will meet next Thursday at the I. O. O. F. Temple, 11 Clinton Ave. N., with Noble Grand Margaret Slack, presiding. Election of officers will be held. Refreshments will be served by the new members of 1942.

Never soak an egg beater and never let the cogs get wet.

**PROMPT DELIVERY**

**COKE \$10.50**

100% ANTHRACITE HARD COAL \$11.75 PER TON Del. Off. Egg. Stone, N.Y.

**WEST END FUEL CO. 2 Lake Ave. Glen 745**

**ICE CONDITIONED**

**Coolerator**

**THE YEAR'S BEST REFRIGERATOR BUY**

More Than 5 Cu. Ft. Cap.

**SEE IT TODAY \$79.50**

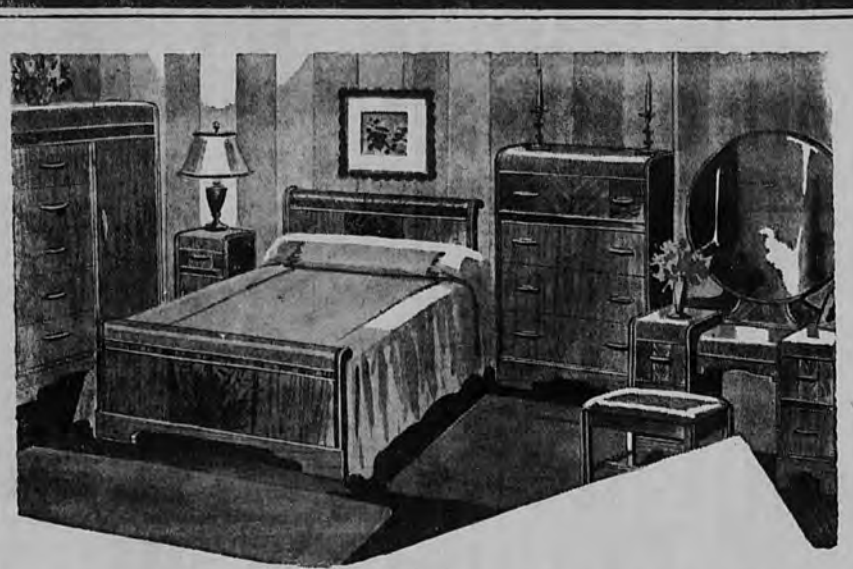
**NO DOWN PAYMENT CHARGE ACCOUNT PLAN**

**EASY TERMS**

6 to 12 Months to Pay

Our Installment Plan Conforms to Government Regulations

**UNIT PARTS CORPORATION**  
1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD



## 13 Pc. Modern Bedroom Outfit

Complete—Even To The Pictures On The Wall

Modern waterfall bedroom suite. Genuine plate glass new style mirrors. A suite that is right up-to-the-minute for homes of today. Handsome woods fabricated by expert craftsmen into pieces of lasting beauty.

During this special offering we include everything necessary for a lovely bedroom even to the pictures on the wall. All the accessories are included with the suite at the one low price.

**EVERYTHING IS INCLUDED**

- Bed
- Choice of Chest or Chiffonade
- Choice of Vanity or Dresser
- Mattress
- Springs
- Night Table or Vanity Bench
- Table Lamp
- Pair of Throw Rugs
- Lovely Picture
- Bedspread

**MAJESTIC FURNITURE COMPANY**  
**204 COURT ST.**

**EASY TERMS**

SMALL DOWN-PAYMENT

A YEAR TO PAY THE BALANCE

**OPEN UNTIL 9 EVERY NIGHT**

**\$79**

**Sears 56th ANNIVERSARY Sale**

"MORE FOR YOUR MONEY"

## 10% OFF SALE PRICES! STORM SASH

10% off our all ready low sale prices when purchased in lots of 12 or more.

Both Stores	1.89	AND UP
SIZE	2-0x3-11 1/2	
SIZE	2-0"x4-1 1/2"	2.59
SIZE	2-0"x4-11 1/2"	3.09
SIZE	2-4"x3-3 1/2"	2.39
SIZE	2-4"x3-7 1/2"	2.79
SIZE	2-4"x3-11 1/2"	3.09
SIZE	2-4"x4-1 1/2"	3.19
SIZE	2-4"x4-11 1/2"	3.79
SIZE	2-4"x5-3 1/2"	3.29
SIZE	2-6"x4-7 1/2"	3.98
SIZE	2-6"x5-3 1/2"	4.10c
SIZE	2-8"x4-3 1/2"	4.9c
SIZE	2-8"x4-7 1/2"	2.0c

**TILE BOARD**

**25c** Both Stores

square foot

Looks like genuine tile, wears like tile. Heavy quality 1/2 inch thick, has high gloss finish, easy to keep clean. Choice of colors.

**ROCK WOOL**

**1.19** Both Stores

Pellet type, fluffy wool like pellets pours easily. Carton insulates 18 square feet, 3 inches thick, limited quantities.

**ROLL ROOFING**

**2.09** Both Stores

Roll

HonorBill, highest quality roofing, asphalt slate surfaced. 90 pound roll covers 100 square feet. Guaranteed 17 years, choice of colors.

**Combination Door**

**7.19** Both Stores

Regularly \$7.49, eight lite interchangeable sash door 1 1/2-in. frame, glazed with clear glass, 16 mesh galvanized screen, standard sizes to choose from.

**OAK FLOORING**

**14c** Square Foot Both Stores

Regularly 16c. Beautifully milled, pre-finished oak flooring. Smoothly sanded, waxed to high gloss finish.

**GARAGE DOOR**

**38.95** Both Stores

Overhead, easy action type, 7-10 1/2x6-11 1/2 size, ponderosa pine frame, woodgrain treated. Complete with rail and hardware.

**Sears Roebuck and Co. MONROE at S. UNION 176 RIDGE ROAD WEST Rochester, N. Y.**

**BEST WEEKEND "BUYS"**

**at WEGMANS**

★ HOME OWNED ★

**Super Markets**

**Campbell's Tomato Soup** 3 cans 20c

**Boraxo Hand Cleaner** 2 pkg. 25c

**Mother's Flour** 24 1/2 lb. sack 99c

**Octagon Soap** 10 bars 43c

**Borden's Milk** 3 cans 25c

**Diamond Crystal Salt** 2 pkg. 15c

**Ivory Snow or Flakes** 2 pkg. 45c

**FREE PARKING**

**WEGMANS TENDER JUICY ROASTS**

**SHOULDER BEEF**

**29c lb.**

**One Pound, Sliced Loaf**

**Vitamin - Enriched BREAD**

**2 loaves 17c**

It's Fresh!

**LAND O' LAKES SWEET BUTTER**

**FRESH and SWEET**

**WARM WEATHER**

Because it's churned from SWEET (not sour) CREAM

The Finest Butter At Any Price!

AT WEGMANS SUPERMARKETS

Buy War Stamps Every Time You Come to Wegmans



**ROCHESTER'S LARGEST AND MOST COMPLETE STOCK OF "UNION MADE"**

# Work Clothes

**At Low JOBBING HOUSE PRICES**

OPEN EVERY EVENING UNTIL 9



OVERALLS • COVERALLS • DUNGAREES • SHOP-COATS • APRONS • WORK & DRESS PANTS • SHOES • SHIRTS • BREECHES • GLOVES ETC. SIZES TO 54

**Union Made COVERT SHOP COATS** .... 1.98  
White and Blue  
**SHOP APRONS** ..... 65c  
Big Yank Blue and Grey  
**WORK SHIRTS** ..... 85c  
Warm-Lined  
**DENIM JUMPERS** ..... 1.98  
Covert  
**WORK PANTS** ..... 1.69

**NO. 220 BLUE DENIM OVERALLS**  
Triple stitched and bar tacked at points of strain. Pre-shrunk, with good deep pockets. . . .  
SIZES 38 to 46. . . .  
**\$1.35**

**OTHER OVERALLS TO** . . . . .  
SIZES to 54. . . . .  
**\$2.98**

**FAMOUS MAKERS**  
• CARHART  
• OSKOSH  
• HEADLIGHT  
• DOUBLEWEAVE  
• BIG YANK  
• BRAVEMAN  
• ENDICOTT-JOHNSON  
• WOLVERINE  
• ALSO RED HEAD HUNTING CLOTHES

**BIG YANK**  
Plaid  
Flannel  
**SHIRTS**  
SIZES 14 1/2 to 17  
**\$1.19**

**BLACK RUBBER RAIN COATS \$5.98**  
Guaranteed waterproof. All cemented — no stitching. Sizes 38 to 46.

**RED HEAD HUNTING CLOTHES**  
A COMPLETE STOCK OF FAMOUS RED HEAD WATER-PROOF DUCK HUNTING CLOTHES

Waterproof Duck HUNTING COATS ..... 4.98  
Waterproof Duck BREECHES ..... 2.89  
Heavy Wool RED PLAID COATS ..... 10.95  
Heavy Wool RED PLAID BREECHES ..... 5.98  
Hi-Cut SHOES ..... 4.98  
Heavy Wool RED SHIRTS ..... 3.98

**WARM, FLEECY SWEAT SHIRTS** .... 85c  
Genuine Elk  
**WORK SHOES** ..... 2.79

**RED HEAD MELTON JACKETS**, 4.98  
100% wool. Sizes 38-46.  
**COAT SWEATERS**, 2.98  
Oxford — Navy — Brown.

**\$1000 A PAIR!**

**WORK OR DRESS PANTS**  
\$1.39 TO \$7.98

OF COURSE NOT! But, in all the world's shoe stores even \$1000 won't buy Work Shoes with Sole, Up-pers and In-soles of genuine Shell Horsehide unless they are stamped...  
**Wolverine Shell Horsehides**  
No Other Work Shoes in the World Like Them

**ROCHESTER JOBBING HOUSE**  
159-161 JOSEPH AVE. Cor Nassau St. STONE 2-260  
Open til 9 Every Evening. Unrestricted Parking

**Fathers Invited To Marine Corp Meeting**  
Fathers of men who have the United States Marine Corps served or are now serving in will be guest of the Rochester

# PYREX WARE

serves you so many ways!



Now check all the ways you can use this Pyrex utility dish!  
ROASTS FISH CHOPS HOT BREADS  
CAKES DESSERTS SALADS VEGETABLES  
Best of all, you can take home the 10 1/2" size for only 50¢

**HANDY PYREX LOAF PAN!**  
This good looking dish has a dozen uses. Bakes delicious bread, fish, meat, desserts. Can be used to serve them piping hot or the table. 9 1/2" size, only . . . . . 45¢

**NEW PYREX PIE PLATE WITH HANDLES!**  
First time on a Pyrex pie plate! Fluted edge of this new deep Pyrex "Flavor-Saver" keeps juices and flavor in your pies. 10" size, only . . . . . 45¢

**MIX, BAKE AND SERVE IN PYREX MIXING BOWLS!**  
Nested together to save space. Designed to fit your hand. Set of 3 bowls — 1, 1 1/2 and 2 1/2 quart sizes. 95¢ only . . . . .

**MAIN 7900**

# Weed's

15 EXCHANGE ST.  
Free City Deliveries

**FREE PARKING OPPOSITE**  
With Purchase of \$1.00 or Over

**Store Hours: 8 A. M. to 5:30 P. M. Daily**

**BUY NOW!**  
Be Sure of Your Supply!  
**PROMPT DELIVERY**

We Are Exclusive Dealers For  
**JEDDO COAL**

**ARDEAN R. MILLER**  
Know Your Dealer! — PHONE GENESEE 28 — Finest Service For 32 Years

Mrs. Mary Campbell, 27 Ironquills St.

**"THANKS FOR BUYING THAT BOND"**

SEPTEMBER IS

**"SALUTE TO OUR HEROES"**

MONTH

Buy A War Bond To Honor Every Mother's Son In Service

**WAR BONDS AND STAMPS ON SALE AT**

# LOEW'S THEATRE

Detachment, Marine Corps League at their headquarters, 23 Lowell St. next Monday at a meeting beginning at 8 o'clock. Commandant Ewald W. Weyrach and Sgt. Emerson Bowen will report on the National Convention recently held. John Bready will be in charge of the refreshments.

**LOOK AT THE TUCK I CAN TAKE IN MY DRESS**

**Look at the Fat I've Lost!**  
You don't fat away may often aim down without starvation diets and backbreaking exercises when your excess fat is due to thyroid deficiency and you have nothing else the matter with you. Just eat sensibly and take Marmola tablets only according to the recommendations and instructions with the package. Marmola is not a cure-all. If in doubt at any time about advisability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician. If you need Marmola, why not lose those ugly uncomfortable pounds the Marmola way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

**MEETS WEDNESDAY**  
Kathryn Trott Noble and Vice Grands Club will meet next Wednesday at the home of Pearl Kingsley, Creek rd., W. Penfield. Edna Sawdy will assist the hostess.

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

# Electrolux

COMPLETE WITH ATTACHMENTS  
**\$16.95** FULL CASH PRICE

BEAUTIFULLY REBUILT  
The Cleaner with 101 Uses  
FULLY GUARANTEED  
For Same Length of Time as a Brand New ELECTROLUX

**PENN VACUUM STORES**  
30 SOUTH AVENUE  
OPEN 'TIL 7 P. M. MON. & THURS. 'TIL 6  
STONE 6747

**BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!**

**BETTER BUY RUGS 9x12 \$1.00**  
BRUSHED and STEAMED  
Rugs, Steamers, Cleaned, Washed, sized, Moth, Damp and . . . . . \$3.00  
Germ-proofed . . . . .  
**ELTER CO.** Est. 1872  
Glenwood 3166 — 44 Arthur St.

**KEY COUPON**  
**PAPER NAPKINS**  
Box of 80  
Limit 2  
**6¢**

**KEY COUPON**  
**ALUMINUM HAIR CURLERS**  
Spring Lock Long or Short  
Limit 6  
**2 for 9¢**

**KEY COUPON**  
**Probak Jr. BLADES**  
Pkg. of 25  
Limit 2  
**19¢**

**KEY COUPON**  
**BOOK MATCHES**  
Box of 15  
Limit 2  
**2 for 7¢**

**PHILLIPS Milk of Magnesia**  
25c Size  
**11¢**

**TYPEWRITING PAPER**  
160 Sheets  
28c Value  
**19¢**

**DR. WEST NYLON TOOTH BRUSH**  
**25¢**

**DR. WEST TOOTH PASTE**  
Giant 4oz. Size  
**25¢**

**RUBBER Refills for KURLASH**  
Reg. 15c  
**9¢**

**Haarlem Oil CAPSULES**  
Regular 35c Size  
**14¢**

**SODA MINT TABLETS**  
Bottle 100  
**6¢**

**MEDICATED THROAT DISCS**  
Parke Davis & Co.  
Box 50  
**15¢**

**470 N. GOODMAN NEAR MAIN**  
**457 RIDGE RD. W. NEAR DEWEY**

# KEY

ROCHESTER'S MODERN CUT RATE DRUG STORES

**MODESS Get Acquainted SALE**

**56 SANITARY NAPKINS**  
12 IN MAY  
NOW ONLY **79¢**  
Hurry! Sale Ends Soon!

**TAMPAX MONTH'S SUPPLY 31¢**

Tampax is the economical sanitary protection worn internally. Month's supply, 31¢; introductory box, 20c. . . . . No pins, no belts, no odor, no chafing. . . . . Invaluable even under swim suit. . . . . Compact, comfortable, modern.

3 SIZES: REGULAR, SUPER JUNIOR

**UPJOHN Unicap Vitamins**

**Unicap VITAMINS \$1.59**

**HEAVY AMERICAN MINERAL OIL**  
Pint ..... 25c  
Quart ..... 45c  
1/2 Gal. .... 85c  
Gallon ..... 1.49

**BEECH NUT BABY FOODS**  
HANDY GLASS CONTAINERS  
**8¢ 3 For 23¢**

**NEW MEDICINE CHECKS STOMACH PAINS QUICKLY**  
If you suffer from gas, heartburn, excess acidity, indigestion, bloating or ulcer pains, try this new medicine. Find relief. Get a bottle of CREME-A-TONE today. Mix two teaspoonfuls in one-half glass of water. It's easy. No trouble at all and pleasant to take. You need only 2 or 3 doses per day. Often within one day — sometimes within one hour — splendid results are obtained. If the pains and discomfort do not quickly leave and CREME-A-TONE will cost you nothing to try as if you do not feel better, CREME-A-TONE is sold under an absolute money-back guarantee. CREME-A-TONE is for sale at all Key Drug Stores.

**Vimms 6 VITAMINS 3 MINERALS**  
**50¢ SIZE FREE** when you buy the large size  
\$2.25 VALUE 1/69 FOR

**Facial Tissue**  
Reg. 25c  
Box 500  
Limit 2  
**12¢**

**ADHESIVE Tape**  
Reg. 10c  
1/2" by 5 yds.  
Limit 2  
**6¢**

**MILK MAGNESIA TABLETS**  
Reg. 50c  
Bottle 100  
Limit 1  
**18¢**

**JERGEN'S TOILET SOAP**  
3 for **11¢**  
Limit 3

**VICK'S NOSE DROPS**  
30c Size  
**24¢**

**TINCTURE OF GREEN SOAP**  
Pint Bottle  
**36¢**

**MERCERIZED Shoe LACES**  
Black, White or Brown 27-Inch  
**2 pr. 5¢**

**G. E. MAZDA LAMPS** NEW LOW PRICE  
40-50-60 Watts  
**10¢**

**McKESSON ASPIRIN Tablets**  
Bottle of 100  
**2 for 49¢**

**ANACIN**  
TABLETS  
Tin 12  
Reg. 25c  
**19¢**

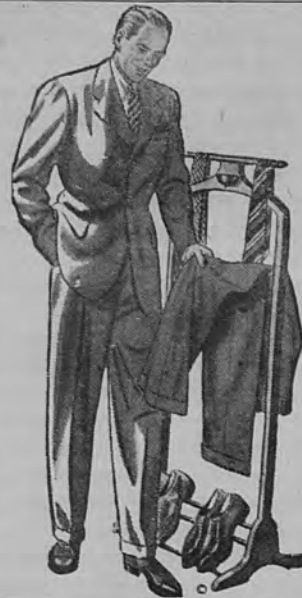
**NOXZEMA**  
BOUDOIR SIZE CREAM  
Regular 75c Value  
**49¢**

**PLAYING Cards**  
BRIDGE or PINOCHE  
Reg. 30c  
**2 for 51c**



## NATIONAL BASEMENT BARGAINS IT'LL PAY YOU TO SEE

National Values Well Worth Your Attention



### Men's Two-Trouser Fall Suits

ONE GROUP  
WITH  
TWO TROUSERS  
TO MATCH

**\$29<sup>95</sup>**

ANOTHER GROUP  
WITH ONE PANT  
TO MATCH—ONE PANT  
OF CONTRAST COVERT

Here are suit values you'd be sorry to miss, if you should. Two trousers with every suit --- two matching trousers if that's what you want OR --- one matching and one contrast covert-cloth trousers --- Many colors to choose from --- several styles --- all normal sizes. And don't forget --- there'll be no more two-trouser suits until after the war --- if you want one, you'll have to hurry.

**MEN'S STURDY WARM MELTON JACKETS (ZIPPER FRONT) - \$5.50**  
For work or for sports. Plain shades of navy, maroon or teal. Two slash pockets.

**MEN'S COVERT-CLOTH FALL-WEIGHT SPORTS SLACKS - \$4.95**  
As serviceable and dressy a slack as you can buy. Well tailored. Zipper closure.

**MEN'S FALL FLANNEL SHIRTS (FOR WORK OR SPORTS) - \$1.59**  
Warm cotton flannels in bright red or green. Nicely tailored throughout.

**MEN'S DURABLE CORDUROY TROUSERS - \$3.79**  
For work, for school or for play. Plain shades of green, blue, brown and gray.

**MEN'S ALL-WOOL COAT-STYLE SWEATERS - \$3.39**  
**MEN'S RIB HOSE—4 PRS. GUARANTEED FOR 4 MONTHS - 4 for \$1.00**



### Boys' Fingertip Coats IN THE BASEMENT

They're reversible... two coats at one price. Smartly tailored, with military collar, fly front, stitched bottom and cuffs. Swell new shades of tan, teal and luggage brown. Sizes 12 to 22. All boys go for these coats.

**\$11<sup>85</sup>**

**BOYS' DURABLE CORDUROY SCHOOL SLACKS - \$2.95**  
Nicely tailored, with pleated front. Gray or brown color. Grand for school.

**BOYS' "BOMBARDIER" JACKETS (for School or Sports) - \$2.35**  
Genuine regulation army fabric. Wind-proof, water-repellent. Khaki color.

**BOYS' SCHOOL SHIRTS - 89c**  
Splendid serviceable fabrics.

**BOYS' FALL PAJAMAS - \$1.00**  
Many colors to select from

### Tan (OR BLACK) Fall Oxfords

SPECIALY  
PRICED

**\$3<sup>95</sup>**

Good rugged leathers for Fall wear --- all brand new Fall styles --- a special presentation of 237 pairs --- bargains you'll like very much. Not a big selection --- so you'll have to hurry.



THE  
NATIONAL  
BASEMENT

The National's Own Shopping-Guide

## A Short-Cut To Savings For Fall

Storewide Economies Specially Planned In Autumn  
Appared For Men, Women, Boys and Girls  
... At The National

Presenting...

Our Famous "Sturdiwear"

### All-Wool Worsted Suits

Grand, stylish, all-wool worsted suits at a price that sounds like a trip to yesterday, and any color you want, is amongst them. "Sturdiwear" means just that: Here are suits tailored to give service: single and double-breasted... any model you like: Come in! These will make a big hit with you.

**\$25**

### "Cameltone" Fleece Men's Topcoats

These are fine and especially fine-looking. Soft and luxurious but very durable. Several models... single and double-breasted. If you're going to be needing a new topcoat this Fall, these are values to see.

**\$25**

Sizes Up To 42



**Young Men's (Authentic) Station-Wagon Coats - \$6.95**

These, of course, are an indispensable coat in any young man's wardrobe... especially through the Fall

**Reversible, Corduroy Finger-Tip Coats - \$8.75**

Corduroy on the one side, a raincoat on the other side. A swell utility coat for general use.

**Men's Corduroy Sports Coats - \$13.75**

These are very swanky for all Fall sport-wear. Very sturdy too... they take punishment like a major

**All-Wool, Men's Flannel Robes - \$7.95**

Men's  
Clothing Shop  
Second Floor

The  
**NATIONAL**  
East Main at Stone

Men's  
Sport Shop  
Second Floor

ROCHESTER'S largest apparel store for Men, Women, Boys and Girls, once again, says it with values you won't find duplicated elsewhere. Here's a full 4-page shopping guide to give you our store-wide story of the savings.

\* \* \*

This page is devoted exclusively to Men's Clothing and our second floor value-giving. Check these bargains with any you know. We think you'll find them quite in a class by themselves. Comparison will convince you as it has convinced thousands of other Rochester men who buy at this store.







## Giftwear And Apparel Items FOR YOUR Soldiers and Sailors

Hundreds of items that all men in the service have to have. These are but a few of them: Come in, if you're looking for service men suggestions... now.

- TOILET KITS -- leather -- 10 piece set ..... 5.50
- TOILET KITS -- canvas -- 9 piece -- button style 2.50
- DUFFIE BAGS -- these include 11 pcs. -- canvas 5.00
- SHOE SHINE KITS -- include 4 pieces -- canvas, 1.00
- SEWING KITS -- scissors, buttons, threads, etc. 1.00
- BILL FOLDS -- all kinds -- all leathers .... \$1 to \$5
- WRITING KITS -- completely fitted, ... \$2 & \$2.50
- CIGARETTE CASES -- initialed or plain ..... 2.00
- MONEY-BELTS (lt. weight canvas) ..... 1.00
- NECKTIES -- all kinds -- official colors ..... 1.00
- HOSIERY -- 6x3 rib, lisle (official shades) ... 65c
- HOSIERY -- all-wool -- ribbed ..... 1.00
- HANDKERCHIEFS -- white or khaki ..... 25c



Street Floor



## SPECIAL VALUES IN THE BOYS' SHOP --- THIRD FLOOR

### BOYS' FINGER-TIP COATS ..... \$13.95

Warm, heavy-weight knitted fleece. Fine quality wool front, cotton back for durability. Plaid lined—rayon sleeve and yoke. Teal, camel and vicuna colors. Sizes 12 to 20. Unmatchable values, in these popular coats.

### STUDENT'S COVERT SLACKS ..... \$4.95

This season's "hottest" fashion for young men. Sturdy, long-wearing covert fabrics—an excellent slack for general wear, or to contrast with sport coats. Teal, tan and brown shades. Sizes 27 to 32 waist.

### BOYS' ALL-WOOL SHAKER SWEATERS \$4.95

Medium weight, pure worsted shakers... an excellent sweater for school or general wear. Heather shades or brown, green or blue, and stripes.

### LITTLE-BOYS' FALL KNITTED SUITS .. \$2.45

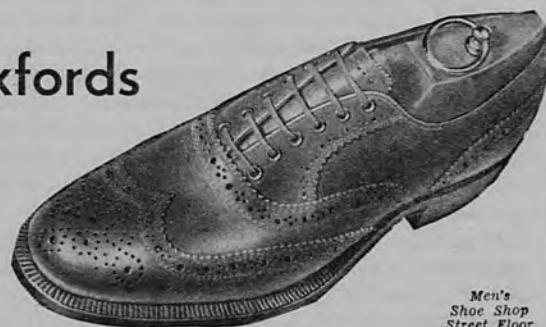
Fine quality, long strand knitted suits. Plain shades and stripes. Sizes 2 to 6.

## A Special Purchase Of Fall-Weight Men's Oxfords

Regularly  
These Would  
Sell For \$6.45

\$5.45

Wing-tip style and moccasin style --- in tan shades with the popular bootmaker finish: Fine sturdy fall shoes in fine, substantial leathers. If you're going to be needing a few new pairs of shoes later, see these... You'll like them.



Men's  
Shoe Shop  
Street Floor

Charge it!

### OUR UNIT-PURCHASE PLAN (ON GARMENTS OF \$22.50 OR MORE)

One-Third Down When You Buy, And Then, The Balance Paid Like This

1/3 October 10th 1/3 November 10th 1/3 December 10th

Our Regular Charge Account --- No Down Payments When You Buy!  
You Don't Have To Pay For September Purchases 'Til November 10th

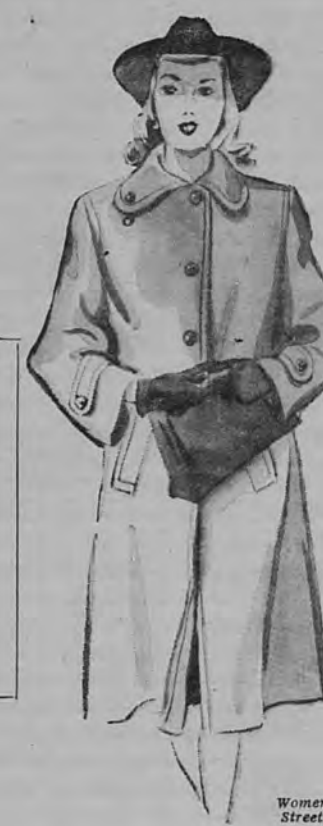
## NOTABLE VALUES IN WOMEN'S APPAREL --- Street Floor

### Ladies' Tweed 100% WOOL Suits

\$19.95

Sizes 12 to 18

Beautifully colorful, trim, attractive and one-hundred percent all-wool-tweeds --- here are suits with sparkle aplenty --- and in the wanted classic style --- 3-button jacket, pleated skirt: colors are haze blue --- foliage green --- natural --- and red. We recommend that you make sure to see these. We are sure you'll like them very much.



Women's Shop  
Street Floor

## A Special Presentation Ladies Camelhair and Wool Coats

\$24.95

They have lots of charm --- simply beautiful (and we mean, simply, as their tailored lines will attest.) They're Bal style and are available in natural shade --- camel hair and wool. Really splendid values as we are quite sure you'll concede. Make it a point to drop in --- see them.

## LADIES NEW FALL HANDBAGS

All the really desirable Fall shades... wine, green, black, brown and saddle-tan acetate leathers. Very unusual values at this price... and selling very fast.

\$1.69

## In The Girls' Shop You'll Find...

### 100% Alpaca-Pile Coats

\$14.95

(Shorty Style)

Long Length  
Is \$19.95

Silk-like and cozy-thick --- all with quilted lining for extra warmth --- all with 2 pockets --- all with wool Shetland trim down the front --- A girl, can be thoroughly blizzard-proof in one of these. Sizes 10-16.



- GIRLS' PLAID SCHOOL SKIRTS (Beige & Blues) Sizes 10 to 16 ..... \$ 2.95
- 100% ALL-WOOL SWEATERS (Many colors) Sizes 10 to 16 ..... 2.50
- GIRLS' SCHOOL RAINCOATS --- Sizes 8 to 16 years ..... 3.95
- NEW, CRISP COTTON FALL DRESSES --- sizes 3 to 6 years ..... 1.39
- GIRLS' FALL AND WINTER FLEECE COATS --- sizes 7 to 14 ..... 14.95

GIRLS' OWN SHOP



ON THE THIRD FLOOR



## DIARY of a BEAUTY AUTHORITY

by Helena Rubinstein

NEW YORK. — Nowadays forget the important role which we are all contributing what- ever we can of time and money to the war effort. But in our anxiety to serve our country as best we can, we must not

asked to design a beauty kit for the officer candidates in the second corps of the First American Woman's Army. At the farewell party at which I presented the kits to the WAAC's, I was pleased to see again such women as Mrs. Ogden Reid and Mrs. Dwight Morrow — both of whom I have known and admired for a great many years. And I was particularly gratified when, a few days after the party, I received an enthusiastic letter of thanks from each of the WAAC's.

While planning the kit, I realized that the preparations which it contains are adapted not only to the needs of women in the army, but to the special beauty requirements of war-working women everywhere. I'd like to tell you about the contents of the kit — so that you may continue to look cared-for and lovely, no matter what your work may be.

For tired feet, there is included a footstick which is designed to cool, soothe and protect. Then, to counteract any prolonged exposure to sun and wind, there is a bottle of sun-tan cream which will protect the skin and provide a smooth

foundation for make-up. Then, there is a rich, lubricating night cream to guard against dryness, lines and weathering. Finally, because I know they will be busy, there is an all purpose pasteurized face cream which cleanses, soothes and softens — all at the same time. Minutes are precious — and so when they have time for only one cream, this will be excellent for quick cleansing and re-freshing. It will leave the face looking and feeling satiny smooth — and it will even serve as a make-up base.

Too, I told the WAAC's

about a little make-up trick which I use; and I'd like to pass it on to you. You may find it useful as a time and weight saver, so important when you are on the go. I use my lipstick for cheek rouge and I have included in the kit a lipstick whose texture is suited for both cheeks and lips. This, with powder provides the make-up essentials.

These are the beauty aids which will keep you looking fresh and attractive during these tense days. The First Women's Army of the U. S. promises to be the most glam-

orous military unit of all history — and women on the home front should equal them in efficiency and loveliness.

To get a wooden salad bowl thoroughly seasoned for salad making, never wash the bowl, but wipe it with a dry cloth.

To keep flies out of the pantry, sponge the windows once a week with a weak solution of carbolic acid and water.

**BUY NOW!**  
Be Sure of Your Supply!  
**PROMPT DELIVERY**

We Are Exclusive Dealers For  
**JEDDO COAL**



**SAVE**  
With Miller's SPECIAL  
100% Guaranteed  
**COAL**  
**\$11.95**  
Stone  
Egg  
or Nut  
Careful Deliveries!

**ARDEAN R. MILLER**  
Know Your Dealer! PHONE GENESEE 20 Finest Service For 32 Years

## DO YOU NEED CASH FOR COAL



Fill your bin with coal now while deliveries can be made, and save by paying cash. We make loans for all worthy needs.

### COMPARE OUR LOW BANK RATES

If you borrow	You receive	You make
\$ 50	\$ 10.00	12 monthly payments of \$ 8.33
100	20.00	10
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250	50.00	5
300	60.00	4
350	70.00	3
400	80.00	2

Other amounts at proportionately low rates. Insurance pays up loan in case borrower dies.

Personal Loan Dept.  
Second Floor  
MAIN OFFICE  
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Broad Sts.  
Valley Office  
1475 Mt. Hope Ave.  
Spencerport Office  
Spencerport, N. Y.



MEMBER F. D. I. C.

## BEST KNOWN MEDICINE to relieve 'PERIODIC' FEMALE PAIN

Helps Build Up Resistance Against It!

On certain days of the month do you suffer from cramps, headache, backache, nervousness, weak and faint feelings, periods of the blues — due to female functional monthly disturbances?

Then start at once — try Lydia E. Pinkham's Vegetable Compound — famous for years and still the best known medicine you can buy today that's made especially for women.

### Why This Medicine Is So Beneficial—

Lydia E. Pinkham's Compound is so helpful to relieve such distress because

of its soothing effect on ONE OF WOMAN'S MOST IMPORTANT ORGANS. It not only helps relieve monthly pain but also accompanying weak, nervous feelings of this nature.

Taken regularly thruout the month — Pinkham's Compound helps build up resistance against such symptoms. Thousands upon thousands of women and girls — rich and poor alike — have reported benefits. Pinkham's Compound is well worth trying!

### Important!

There are no harmful opiates in Lydia Pinkham's Compound. It contains na-



ture's own roots and herbs (fortified with Vitamin B<sub>1</sub> which should make this grand formula even better than ever)

Lydia Pinkham's Vegetable Compound is also a fine stomachic tonic! Telephone your druggist right now for a bottle. Follow label directions. Worth trying!

**STOCK UP NOW WHILE SUMMER CATCH IS AVAILABLE**

**"Kitchen strategy" suggests BREAST-O'-CHICKEN BRAND tuna in wartime menus--**

American housewives know how to plan nourishing, flavorful meals — and figure the cost, too. That's why Breast-O'-Chicken Brand Tuna is such a favorite. So handy to combine with "left-overs" in a luncheon salad or even a hearty evening meal. It's a food you can have on hand for emergency use. Put it on your grocery order today!

**Be sure you're stocked up on U.S. WAR BONDS!**

**TUNA IS A "NO WASTE" FOOD**

WESTGATE SEA PRODUCTS CO., San Diego, California

for just 25c you get this amazing book that—

**52 SUNDAY DINNERS**

- HAS solved the meal-planning problems of thousands of Chicago women.
- GIVES YOU suggestions on how to make "left-overs" appetizing and appealing.
- BRINGS YOU increased food value at less cost with its special food-shopping hints.
- HELPS YOU prepare more nourishing and appetizing meals with the aid of scientifically prepared food material and vitamin charts.
- GIVES YOU suggestions for serving that will make every one of your meals extra appealing and inviting, and win you added praise.
- SAVES YOU time, money and worry, and guarantees you complete satisfaction—or you get your money back!

**All This—for Just 25c—in "52 SUNDAY DINNERS"**

Get Your Copy of This Book Today!

**MAIL THIS COUPON WITH YOUR REMITTANCE**  
(in either stamps or wrapped coins!)

Rochester Sun Shopping News  
5 St. Paul St., Rochester, N. Y.

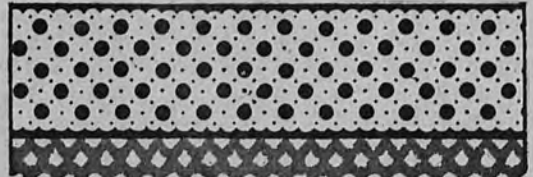
I enclose . . . cents in (stamps) (wrapped coins) for . . . (copy) (copies) of the new book "52 Sunday Dinners" selling with this Coupon at 15c per copy, including mailing cost.

Name . . . . .  
Street . . . . .  
City . . . . .

**MONEY-BACK GUARANTEE**  
If, after buying and seeing this book, you decide you don't want it, return it within 7 days and Rochester Shopping News guarantees you return of the purchase price. SN 33

# Only Royledge GIVES YOU ALL THIS!

- **9 WHOLE FEET** of shelving for 6¢. You can quickly add cheer and color to drab, bare shelves.
- **DUST-PROOF**, dish-wide protection for flat surfaces, with wide expanse of smooth, white paper.
- **BRILLIANT, DECORATIVE**, fold-down border — double-thick, patented and long lasting.
- **NO TROUBLE** to put up; folds over and holds without tacks.
- **NO LAUNDERING NEEDED**. Royledge keeps crisp for months, wipes clean easily.
- **TAKES CARE OF ITSELF** . . . doesn't curl in steam or kitchen heat.
- **EASY TO FIND**. All 5-and-10¢ stores, neighborhood and dept. stores have large assortments of new patterns for closets, pantries, shelves everywhere . . . a big 9 foot package for only 6¢.



This typical pattern comes in many modern color combinations to match your own china or linens. It's decorator-inspired, as are all Royledge designs.



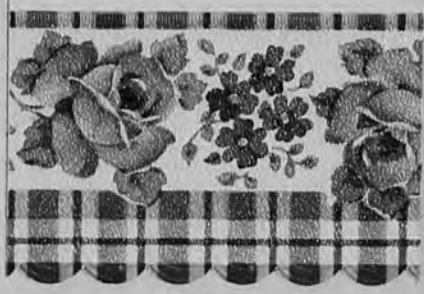
Suppose you try this pattern now; then want to re-do your kitchen after several months. It's so easy. Just whisk it off the shelf and choose another, for 6¢.



*Feel the Edge!*

MUCH STRONGER . . . LONGER LASTING  
PATENTED DOUBLE EDGE  
9 FEET

**Royledge**  
THE LACE PAPER CO.



Tear off this sample of Royledge and lay it against your shelves. Doesn't that glittering color add life to your kitchen? Don't have bare shelves anywhere!

# Royledge SHELVING

The Royal Lace Paper Works, Inc., 99 Gold St., Brooklyn, N. Y.

## 9 FEET 6¢



# SURE . . . We Can Give Your Car DURATION Life!

Today, all cars have to keep running to keep America rolling to Victory! Labor still has to get to work, goods must be moved, essential trips still must be made. DON'T jack up your car! DO think of your car as essential war-time transportation. Share it with others. Cut out pleasure driving. Keep your car up to Victory standard!



EXTRA SPECIAL  
3 DAYS ONLY

## VALVE & CARBON JOB

# 9.95

All 8  
Cylinder  
Slightly  
More

Smooth up the operation of your car NOW, at this special price. You'll get better mileage per gallon, too. Remember—this special is good for three days only—Thursday—Friday and Saturday of this week. (Orders placed in the time limit will be honored thru next week).

TERMS

### ESSENTIAL FALL & WINTER TUNE UP

Includes cleaning and spacing spark plugs, distributor points; resetting timing; battery check; cleaning distributor cap, coil terminal and ignition wires; PLUS a thorough examination from bumper to bumper! 8's slightly more.

\$1.50

### BRAKE ADJUSTMENT

Includes removing and cleaning drums, sanding linings lightly, lubricating backing plates and checking hydraulic system.

\$1.00

### WASH AND POLISH JOB

Includes vacuum cleaning of entire interior; thorough washing and polish.

\$2.95

### TIRE SWITCHING SERVICE

Add 25% to the life of your tires by scientific switching.

\$1.00

### BATTERY CHARGE WHILE YOU WAIT!

Thorough charging in 15 to 45 minutes.

75c

### SEAT COVERS — INSTALLED

\$4.95

### GENUINE PONTIAC GAS CAP LOCK

Installed. Fits ALL new model cars.

\$2.25

### WHEEL LOCKS — TIRE INSURANCE!

Complete set.

\$5.95

### FREE CAR OWNER MANUAL

Really a revelation to car owners—even if you thought you knew a lot about your car's care and operation before! Absolutely no obligation, just ask for one.

Free

### BODY, FENDER AND COLLISION WORK

Anything from a scratch to complete rebuilding.

### QUALITY PAINTING SERVICE

One of Rochester's best equipped painting shops. Skilled craftsmen.



Body & Collision Work



Expert Painting



The Used Cars you'll find at Standard Motors are completely reconditioned; motor—ignition—brakes—even the finish and upholstery! You CAN'T GO WRONG with any used car in the entire department.

'39 Chevrolet De Luxe Town Sedan Extras	\$448	'41 Pontiac De Luxe Tudor Radio, Heater, etc.	\$898
'37 Dodge De Luxe Sedan 4 Door	\$298	'41 Pontiac Sedanette Radio, Heater, Extras.	\$998
'41 De Luxe Plymouth Tudor Extras	\$798	'41 Buick Sedanette Extras	\$998
'39 Mercury Club Convertible Cleanest in Rochester. Many Extras.	\$698	'41 Mercury Club Convertible Radio, Heater, etc.	\$1098
'40 Packard De Luxe Coupe Finest in Town. Near-New Tires; Radio and Heater.	\$698	'42 WILLYS—35 MILES TO GALLON Practically Brand New. BIG DISCOUNT. Inquire.	SAVE

We HAVE The LARGEST STOCK of NEW PONTIACS  
IN WESTERN NEW YORK

## STANDARD MOTORS

626 W. MAIN — AT JEFFERSON

PHONE GENESEE 625 or 626

## At The CHAMPION KNITWEAR CO.

There is



## STOCK UP NOW ON FALL AND WINTER SPORTSWEAR

MOTHERS BUY NOW WARM WOOL

## SNOW SUITS

WHILE STOCKS ARE COMPLETE



\$8.95  
And Up

### SPECIAL! Men's First Quality Genuine Suede Leather JACKETS

Sizes 36 to 46 \$7.95 Nutria Shade  
With Reverse Leather Collars, Celanese Lined.



A Thing of the Past  
But We Still Have  
Them—  
Men's Warm Husky

### SLIPONS

\$1.98  
Each

Men's All-Wool  
Coat  
Sweaters  
\$2.98

Boy's and Girl's  
JEEP HATS  
50c  
Ea.



### DUCK HUNTERS BUY NOW

### DUCK HUNTING COATS

\$4.95 and \$7.95

DUCK BREECHES  
LACES, CUFFS, PANTS  
\$3.95

HEAVY WOOL  
HUNTING SOX  
59c and 99c

LADIES' DUCK  
BREECHES \$2.95

SHOTGUN SHELLS  
Game Bags and other  
equipment in stock

### A REAL BUY!

### MEN'S FINE QUALITY GABARDINE JACKETS

Lined Thru Out

Zipper Front  
Bi-Swing Back  
4-Way Pockets \$6.95  
Extra Sizes 48-50 . . \$7.50



MEN'S, YOUNG  
MEN'S AND  
BOYS' WOOL AND  
GABARDINE

### REVERSIBLE FINGER TIP COATS

\$13.95 to \$15.95

Young Men's  
Heavy All Wool  
Pullover

SWEATERS  
\$5.95

Men's  
Elastic Leg  
BRIEF  
SHORTS  
39c



### Boys' Official Size COLLEGE FOOTBALL

Value \$1.25  
Bladder \$1.98

Men's Rubberized Water-Proof

### REVERSIBLE RAINCOATS

Tan Gabardine  
Reversing To  
Herringbone  
Topcoat

\$4.89  
Green or Brown

### LADIES' NEW FALL JODHPURS

\$3.25 and \$3.95

Jodhpur BOOTS  
\$2.80 & \$4.50

Men's Riding Breeches  
\$4.50 to \$7.50



Champion  
KNITWEAR CO. 71 ST. PAUL ST.  
1/2-HOUR FREE PARKING AT STRAND  
PARKING STATION FOR CUSTOMERS



September 24, 1942

AR CO.

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ND  
WEAR  
WOOL  
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ial Size  
OOTBALL  
5 American Boy  
Basketball  
\$1.98



# ROCHESTER SHOPPING NEWS

## The Rochester Sun

Delivered Free Each Thursday To 75,200 Homes  
In Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

FIFTH YEAR—No. 47

ROCHESTER, N. Y., THURSDAY, SEPTEMBER 24, 1942

10

Shopping News Is Now Available  
On All Downtown Newsstands.

PHONE, STONE 6000

If You Do Not Receive  
Your Copy Regularly

**OPEN EVERY EVENING 'TIL 9:00**

**Rochester's Lowest Prices**  
ON ROCHESTER'S LARGEST STOCKS

**OUTDOOR APPAREL**

FOR WORK . . . SCHOOL . . . PLAY

Buy Direct From The Jobbing House . . . SAVE

**SNOWSUITS, JACKETS, CAMPUS COATS, SWEATERS, FINGERTIP COATS, ETC. AT LOW JOBBING HOUSE PRICES.**

**BOYS' REVERSIBLE FINGER-TIP COATS \$7.98**

Warm wool cloth on one side for warmth, reversed to water repellent poplin for wet weather. Sizes 8 to 18.

Other Fingertip Coats to 14.95

**BOYS' BIG YANK PLAID FLANNEL SHIRTS \$1.00**

**MEN'S GENUINE LEATHER JACKETS \$6.48**

Zipper Style  
Leather collar and cuffs, knit bottom, fully lined, Sizes 38-46.

Other Leather Jackets Sizes to 54 Priced to \$18.95

**CHILDREN'S 3-PIECE SNOW SUITS \$4.98**

Coat  
Ski Pants  
Hood

Warm woolen suits lined throughout. Double breasted coat; zipper ski pants; hood. Sizes 8 to 14.

OTHER SNOWSUITS 2 to 20 \$19.95

**MEN'S MACKINAW COATS \$6.98**

Double breasted. Four pockets, full belt, book pocket, flannel lining.

Sizes 36 to 46

Others—Sizes to 54 Priced to \$21

**FAMOUS "RED HEAD" Hunting Coats**

Waterproof Duck HUNTING COATS . . . 4.98  
Waterproof Duck BREECHES . . . 2.98  
Heavy Wool RED PLAID COATS . . . 10.95  
Heavy Wool RED PLAID BREECHES . . . 5.98  
Hi-Cut SHOES . . . 4.98  
Heavy Wool RED PLAID SHIRTS . . . 3.98

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

**LEFT the lid off Fashion's fall hat box this year** and you'll see some of the loveliest hats in many seasons. They're designed with one purpose in mind and one only—to flatter you, to make you look your most charming, whether they are casual or dressy types.

Stars of the collections are probably the velveteens, big high-crowned charmers in colors that glow like jewels. Feathers are back, too, adorning soft felts or making delightful bits of headgear that turns all eyes your way. Felts are deftly manipulated, with wide brims and soaring crowns.

Whatever type of hat you have in mind to set off your fall wardrobe, chances are you'll find it in the collections now ready in Shopping News stores.

**(A)** Soft blue felt, set off by the glowing colors of pheasant feathers. High crown, soft gathered cloche type brim. Also in other new shades. Excellent for wear with your suit.

**(B)** To wear with your best "furlough" dress, this head-hugging bit of felt, with a cascade of silky feathers and a beguiling veil. Black with blue or American Beauty feathers, brown with rust feathers.

**(C)** Completely flattering, this lovely soft hat of velveteen. Wear it pirate style, as shown here, or turn it back to front as shown in the small sketch. In rich shades of American Beauty, purple or gold.

**(D)** Fine feathers make fine hats—as witnessed by this tiny hat of sleek bright green feathers with high-sweeping front trim. Swathed in soft veiling, it proudly accompanies your dressy frocks.

**(E)** Hats with width to the side are fashion news. This one of black felt has a band of soft knitted fabric in American Beauty to cover the hair, give you a sleek smart appearance.

**(F)** Cossack style hat of felt and velveteen, bow-trimmed. Grand colors—brown, Australian green, Salute blue, American Beauty and black, all black, Patriot green, black and Freedom Red.

Many of the exclusive fashions sketched on this page are now on display in Shopping News stores. For further millinery value news see these advertisements: Darling Shop, p. 4; Edwards, p. 5; Joel's, p. 2; Sibley, Lindsay & Curr Co., p. 3; Vanity Hats, p. 6.

**DARLING SHOP PRESENTS ROCHESTER'S SMARTEST SELECTION OF NEW FALL**

**RAIN-OR-SHINE GABARDINE RAINCOATS**

Don't Miss This Timely Event

We've just received a new shipment of these hard-to-get Raincoats; Three lengths in several swank styles. Colors include Tan, Rose, Blue, etc.; many with plaid linings.

Other Reversibles, \$9.99 to \$24.99

**Darling Shop**  
190 MAIN ST. EAST

**\$4.49** **\$6.99** **\$5.99**

AIR-CONDITIONED FASHION CENTER  
★ DOWNSTAIRS

**Four Pages**  
—OF—  
**Special Values**  
In Tabloid Form  
See  
**Second Section**

**The NATIONAL**  
Cut Main at Stone



**Antique Jewelry**

Weisbuch pays the best price for brooches, bracelets, rings, ear-rings of Gold, silver or plated. Also carved ivory figurines, silver trays, tea sets, antique watches, snuff boxes, gold, silver or plated trinkets and scrap.

**WEISBUCH JEWELRY**  
SINCE 1903  
398 MAIN ST. E.

## SUNDAY DINNER

**The Dinner**  
Stuffed Cabbage Rolls  
Served with Buttered Noodles  
Creamed Green Beans  
Sliced Beet Salad  
Rolls  
Rainbow Ice  
Beverage  
Cookies  
(\*Recipes included)

This menu is properly balanced for nutritional value. It supplies:

Cabbage Rolls: Proteins, Minerals, Vitamins A, B, B-1, C, and G; carbohydrates and fats.  
Noodles: Carbohydrates, protein.  
Green Beans: Vitamins A, B, C, and G; minerals, carbohydrates and fats.  
Salad: Vitamins A, B, C, and G; minerals, some fats in dressing.  
Rolls, Butter: Vitamins A, B, C, D, and G; carbohydrates and fats.  
Dessert: Carbohydrates, Vitamins A, B, C, and G.

**To Serve 6 You Need**  
1 large head cabbage  
1 pound sausage meat  
1 pkg. medium noodles  
1 can tomato soup  
1 No. 2 can green beans  
1 can sliced beets  
1 head lettuce  
6 oranges  
1 pkg plain gelatin  
1 No. 2 can raspberries  
2 lemons  
(balance of materials among staples)

**Stuffed Cabbage Rolls**  
1 pound sausage meat  
1 1/2 teaspoons salt  
1/4 teaspoon pepper  
1 egg, well beaten  
1/2 cup uncooked rice  
2 tablespoons fat  
1 onion, sliced fine  
1 1/2 cups tomato soup  
1 1/2 cups water  
1 teaspoon minced parsley  
1/2 cup chopped celery  
1 tablespoon vinegar  
1 teaspoon sugar  
Salt and pepper  
6 large cabbage leaves

Season meat well with salt and pepper and add beaten egg. Mix well before adding rice. Melt the fat, add onion and cook for a few minutes. Combine tomato soup and water. Add to onion. Add parsley, celery, lemon juice, sugar, salt and pepper and cook for ten minutes. Wash cabbage leaves and boil until just limp. Put 2 spoonfuls of meat on each leaf and roll tightly. Secure each roll with a wooden pick. Place in a saucepan and pour sauce over rolls. Cover pan tightly and cook slowly for 1 hour.

**Sliced Beet Salad**  
Drain sliced beets. Arrange like the petals of a flower on a slice of lettuce 1/2 inch thick for each serving. Serve mayonnaise separately.

**Rainbow Ice**  
Part 1  
1 No. 2 can raspberries  
2 cups sugar  
2 cups water  
1 lemon  
Press the berries through a sieve. Boil water and sugar five minutes, cool. Combine raspberry juice, sugar syrup, juice and grated rind of 1 lemon. Freeze in a refrigerator tray.

Part 2  
2 cups orange juice  
2 cups sugar  
2 cups water  
1 tablespoon gelatin  
1 lemon rind and juice  
(Continued on Page 3)

*Lovely to See-to Wear!*  
**New HIGH HATS**



Hats to catch compliments for you. High crowned fedoras and toques—big and little berets—saucy pillboxes—halo bonnets, swirled brims. Hats you'll love on sight—so low priced you can afford two! All sizes.

Special NEW Group...

**\$2.98**

OTHERS FROM  
\$1.98 TO \$13.75

AIR  
COOLED

**Joels**  
MILLINERY

215 E. Main St.

ROCHESTER'S LEADING MILLINERS

Mrs. H. A. Wannenwetsch, 827 Ridgeway Ave.

LARGEST CURTAIN SHOP IN ROCHESTER

## Redecorate Your Home



### Curtains, Draperies, Bed Spreads

SELECT NOW while assortments of new styles are largest in our long history. Our low prices meet every budget requirement and will save you money.

LEARN WHY this is the store to whom women send their friends when they wish to redecorate their homes.

Curtains ..... 89c to \$4.95  
Draperies ... \$2.98 to \$10.95  
Bed Spreads . \$2.95 to \$14.95  
Shower Curtains \$1.29 to \$4.95  
Bath Mat Sets . 98c to \$4.95

**PAULS CURTAIN SHOP**

76  
South Clinton

"THE SHOP WHERE WOMEN SEND THEIR FRIENDS"



This dish takes first prize for its glorious color combinations. The light seagreen of the cabbage rolls, the bright red tomato sauce and the golden yellow noodles really whet the appetite, too. Creamed green beans accompany, sliced beet salad takes care of the crisp addition to the meal and rainbow ice ends the meal with a final flash of pastel colors for your Sunday Dinner Sept. 27.

**LAURELTON P. T. A.**  
A nutrition class, under the direction of Miss Frances Searles of the Home Bureau, will be sponsored by the Laurelton P.T.A. starting Monday at the

school. The class will be held from 7:30 to 9:30 p. m.

### GET OUT OF DEBT

With a

**CENTRAL TRUST LOAN**

Compare the Cost:

PAYMENTS

Amount \$ 9 12

\$100 17.37 11.69 8.80

\$200 34.74 23.37 17.72

\$300 52.11 35.06 26.68

\$400 69.47 46.74 35.58

\$500 86.84 58.43 44.47

The Above Payments Provide Life Insurance to Protect Your Loan

**CENTRAL TRUST CO.**

25 E. MAIN 1806 EAST AVE.

Phone MAIN 1625

Member F.D.I.C.

**Eliminate sugar-using desserts. Serve DELICIOUS, HEALTHFUL SALADS DRESSED WITH TASTY CAIN'S MAYONNAISE**



### Fall VALUE Parade...

We sincerely believe that exclusive dresses in C. B. Thomas' advance styles represent the best values you can find anywhere! Prices are surprisingly low, too. Stop in and select a dress from C. B. Thomas' one-of-a-kind styles.

**C. B. THOMAS DRESSES**

723 Hotel Seneca

Right at the Elevator

Open Monday Even. Till 9 P. M.

## Sale! ALL 10 PIECES COMPLETE LIVING ROOM ENSEMBLE



Deluxe  
Quality!

**\$149**

Thrilling  
Value!

Includes The Following:

- Sofa • Barrel Chair • Club Chair
- Duncan Phyfe Coffee Table
- Two Lamp Tables • Two Table Lamps
- Floor Lamp • Bridge Lamp

A Reliable special that offers a world of quality and luxurious comfort at a price that makes it a value nothing short of sensational! TEN PIECES are included... with a massive suite in fine velours, Walnut accessories that will make your living room one to be admired. By all means see this Reliable outfit!

Reliable Terms Only \$2.50 Weekly!



### COMPLETE TEN-PIECE DELUXE MODERN BEDROOM

Handsome Waterfall Modern bed room complete, with nothing else to buy! The three big pieces of the suite are veneered in matched and Burl Walnut on gumwood, has large plate glass mirrors, many other quality features. Listed below are the pieces included!

- Dresser • Chest of Drawers • Bed • Simmons Coil Spring • Mattress • 2 Pillows • Bench
- 2 Vanity Lamps • Vanity at Small Additional Cost

Reliable Terms Only \$2.00 Weekly!

**\$119**

We're Open Tonight Until 9 P. M. For Your Shopping Convenience

**THE RELIABLE FURNITURE CO.**

80-84 STATE ST.

ROCHESTER



**Fall  
VALUE  
Parade...**

We sincerely believe that exclusive dress-  
es in C. B. Thomas' ad-  
vance styles re-  
present the  
best values you  
can find any-  
where! Prices  
are surpris-  
ingly low, too.  
Stop in and  
select a dress  
from C. B. Thomas' one-  
of-a-kind styles.

**C. B. THOMAS  
DRESSES**

723 Hotel Seneca  
Right at the Elevator  
Open Monday Even. 'Till 9 P. M.

**CES  
MBLE**

**Thrilling  
Value!**

port at a price that  
cluded... with a  
living room one to

**ROOM  
19  
venience  
TO.**



**Shining Sterling  
SILVER JEWELRY**

**1.00** Plus Tax

Gleaming accents for Fall blacks.  
Sterling silver bracelets, earrings, pins,  
all at one low price. Matching leaf pin  
and earring set, link bracelets.

JEWELRY, MAIN FLOOR



Handsome Chinese Lace-Trimmed

**COLLAR SET  
1.00**

Here's frosting for your darks for a  
very little price! Fine wale pique  
with a deep, deep band of Chinese  
lace in the famous rose design. White  
only.

NECKWEAR, MAIN FLOOR



**Classic Cardigan  
SWEATER  
3.50**

The favorite boxy cardigan style in a 100% wool sweater.  
A remarkable value in all the new fall colors. The warm  
sweater you'll be wanting these frosty fall and winter morn-  
ings. Sizes 34 to 40.

MAIN FLOOR SPORTSWEAR

*Sibley, Lindsay & Curr Co.*

**BIG FASHION BUYS FROM OUR  
MAIN FLOOR BUDGET SHOPS**



*Little Price, Lot of Fashion!  
Colorful*

**FALL HATS  
3.00**

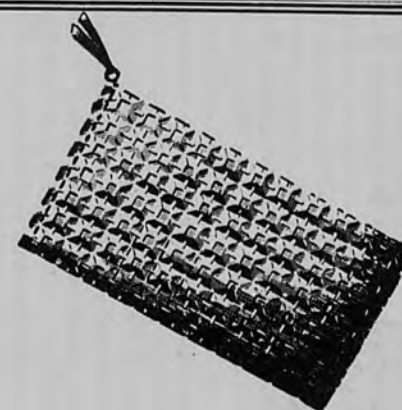
- A.—Calot crown with a whimsy ruffle and pert bow in front.
- B.—Pompadour tricorne beret that's stitched all over. Tiny side bows.
- C.—Your wide-brimmed love. Softly draped felt with modified height.

MILLINERY, MAIN FLOOR

**Rayon No-Seam  
HOSIERY  
85¢**

Men admire them, women adore them! The biggest hosiery  
boom in years. Proof that rayons can be beautiful. Lovely fall  
sheer dull-finish rayons with no seams to twist. Lucious new  
shades.

HOSIERY, MAIN FLOOR



**Fall Plastic  
HANDBAGS  
3.00**

Your summer favorite in fall form.  
Popular roomy plastic bags with zip-top  
closing. Red, kelly, turftan, cherry,  
brown or black.

HANDBAGS, MAIN FLOOR



**Genuine Deerskin  
GLOVES  
2.35**

Genuine durable deerskin with a pig-  
skin texture. 4 button length. Wash-  
able. You'll want several pairs.  
Black, brown, white or cork.

GLOVES, MAIN FLOOR



**Young Feet Choose  
CINDERELLA SHOES  
4.95**

Smart styling costs no more at the Cinderella Shop where all shoes are  
featured at one famous low price, just \$4.95.

- A. Red ghillie tie with moccasin toe.
- B. Black suede pump with grosgrain trim.
- C. Low heeled suit shoe in saddle calf.
- D. Classic black suede with pump with open toe.

CINDERELLA SHOP, MAIN FLOOR





This Offer Ends Next  
MONDAY, 9 P. M.  
**ACT NOW**



Our Reg. \$3 Buff  
Vignette

**MINIATURE  
PORTRAIT**  
WE  
SUBMIT  
12  
PROOFS **79c**

All Portraits made with  
the amazing new Koda-  
tron Speed Lamp  
1/30,000th of a second  
fast.

See how beautiful YOUR portrait  
can be made OUR way.  
Gift packages for overseas should  
be mailed by October 31st. Don't  
delay.

PHOTO STUDIO—Green Room

**Edwards**

For Victory Buy Bonds.

Miniature Naval  
Armada 'At Anchor'  
In Bank Lobby

Accurate scale models of the  
entire United States Navy are  
'at anchor' in a specially cre-  
ated 'sea' at the Genesee Val-  
ley Trust Company.

The scale models represent  
every type of naval vessel from  
tiny submarines to giant air-  
craft carriers, the scale being  
50 feet to the inch. All 406  
ships of the navy are rep-  
resented.

The fleet is the single handed  
creation of Charles Gunther,  
New York carpenter. Gunther's  
navy started as a hobby. He'd  
seen some reproductions in the  
Smithsonian institution and  
decided he could do as well.

When his miniature navy was  
shown in Washington, President  
Roosevelt requested the oppor-  
tunity of seeing it. As a result,  
the navy models were set up  
in the lobby of the Navy build-  
ing. It created so much interest  
among Navy men that Navy  
officials decided to have it  
shown at the New York World's  
Fair. Since the world's fair, the  
miniature fleet has been 'cruis-  
ing' from city to city.

Upon completion of its pres-  
ent tour, the 'dry-land' fleet  
will leave for a tour of South  
American countries to show  
America's hemisphere neighbors  
Uncle Sam's seagoing watch-  
dogs.

The tiny destroyers in the  
exhibit trace the development  
of the destroyer through the 10  
classes now in service. Oldest  
of these are the 'flush-deckers'  
of World War vintage, the type  
involved in the trade with  
Great Britain. Newest, and al-  
most twice as big as the 'flush-

deckers,' are the destroyers of  
the 'Mayo' class.

As quickly as new ships are  
added to the United States

Navy, new ships are added to  
this 'dry-land' navy. Latest  
additions are models of the  
North Carolina and the Wash-  
ington.

The miniature fleet will be  
on display for public inspection  
at the Genesee Valley Trust  
Company through September  
29th.

**WOMEN BEST BLOOD  
DONORS**

Women, who outnumber the  
men among the thousands of  
donors of blood to the Red  
Cross for war-injury transfu-  
sions, are usually less jittery in  
the extraction process, says Tab,  
the new picture weekly, in an  
article on the subject.

**Must The  
Married Woman  
Live In Doubt?**

The modern wife often distrusts half  
knowledge gathered in adolescence. But,  
instead of learning the facts, she resorts  
to over strong solutions of acids for the  
douches which can burn, scar and de-  
stabilize delicate tissue.

Today such doubts and unhappiness,  
such risks are needless. Science has given  
woman Zonite. So powerful, it kills  
instantly all germs and bacteria with  
which it comes in contact. Deodorizes—  
by actually destroying odors. Protects  
personal cleanliness. Yet Zonite is non-  
caustic, non-poisonous, safe for delicate  
tissues. Over 20,000,000 bottles bought.  
Get Zonite at your druggist today.

**Free Book Tells Intimate Facts**  
Frankly written booklet 'Terminine Hy-  
giene Today' mailed FREE, in plain  
wrapper. Write: Zonite, Dept. 594D,  
400 Lexington Ave., New York, N. Y.

**WOMEN WAR PLANT  
GUARDS**

Considered more conscien-  
tious, often more efficient than  
male guards, are the corps of 40  
women Guardettes organized to  
help protect the Fairchild air-  
craft plants, now going full  
blast in war production in a  
Maryland city, says Tab, the  
new picture weekly.

Oh, 'Tish' Miss Helen Christoff,  
494 Lexington Ave., you oughta see  
'Tish' at Lowe's. It starts today.  
Skip up to The Sun office before  
noon next Monday and we'll see that  
you get a pair of guest tickets.

**VERY SPECIAL!**  
Krimmer Lamb, Caracul Paw,  
Natural Opossum, Lynx, Black  
Kid Skin, Seal Dyed Cooney. All  
one low price.  
Just a Few Jackets 22.50  
Neck Pieces (per skin) \$5 up  
Terms: Budget—Charge—Lay-Away  
**Clifford Fur Co.**  
Open Every 1283 Clifford Av. Block Off Portland  
Evening Till 9:30 P. M. **CLIFFORD FUR SELLS FOR LESS!**  
Frederick W. Cooper, 65 Hickory St.

**LAURER'S—50 STATE**

**OPEN  
TONIGHT**

'til 9 P. M.

**Lauer's**

50 STATE

**NEED EXTRA  
STORAGE SPACE?**

YOU CAN GET AT THE  
BOTTOM OF THIS!

**THE SLIDEWELL  
WARDROBE**



58 1/2" high, 20" wide, 20"  
deep. Made of Wood-  
Tone fibre board with re-  
inforced wood construc-  
tion. Holds 10 to 15 gar-  
ments with space at bot-  
tom for shoes.

**Sale  
\$2.29**

MADE TO SELL FOR  
**\$2.95**

THE MAMMOTH  
HI-HATTER

**\$3.98**

Size 30" wide, 22" deep, 66" high. Made to  
Sell for \$4.95

**THE ROLLMASTER  
HIDE-AWAY  
CHEST ON WHEELS**

**\$1.29**  
Reg. \$1.75



43 1/2" long, 19" wide  
by 7 1/2" deep. Roll  
easy ball-bearing casters.

Protect your  
woolens and  
blankets from  
moths

MAIN 7900

**Weed's**  
15  
EXCHANGE ST.  
Free City Deliveries

**FREE PARKING OPPOSITE**

With Purchase of \$1.00 or Over

Store Hours: 8 A. M. to 5:30 P. M. Daily

JUST ARRIVED!  
**Dramatic  
FALL Headliners**



HUNDREDS  
OF NEW  
FASHIONS

**\$1.99**



MILLINERY SHOP  
STREET FLOOR

**Darling  
Shop**  
190 MAIN ST. EAST

At Smalls . . .

**MAJOR "HIT" FEATURES**

... each one an outstanding value!  
**ON SALE TODAY AND TOMORROW ONLY!**



Land, Air  
and Sea  
**RELIGIOUS  
MEDAL**

**39.95**

Lady's gorgeous Finger Ring.  
Beautifully styled and set with  
3 brilliant Diamonds.



**24.95**

Outstanding value! Heavy  
man's ring with synthetic Ruby  
or Sapphire and 2 large bril-  
liant diamonds set one on  
each side.



**29.95**

Man's handsomely massive  
ring with large fiery diamond  
mounted on genuine onyx. A  
sensational value.



**17-JEWEL  
BARGAIN**

**14.95**

17-jewel man's watch . . . an  
outstanding model in the  
charm and color of natural  
gold. Handsome leather strap.

Land, Air  
and Sea  
**RELIGIOUS  
MEDAL**



**Sterling Silver**

**2.95 UP**

For Soldiers, Sailors or  
Marines. Sterling silver re-  
ligious medal with matching  
chain for all United States  
Service Men.



**AMERICAN MADE  
UTILITY WATCH**

**3.48**

with SWEEP Second Hand

For men, women, boys and girls.  
America's utility watch with many  
features at a big reduction in price.

Regular Value \$4.95

Look Like Real Diamonds

**Genuine White ZIRCONS  
1 Carat Size**

Choice  
Men's or Ladies'

**12.95**

Mounted in attractive solid  
gold settings for ladies and  
men. These Jewels of  
Glamour are absolutely the  
nearest thing to a genuine  
diamond in color and bril-  
liance! This Zircon, tradi-  
tional gem of mystery, is  
a genuine stone . . . no  
imitation! An amazing val-  
ue.



Nationally  
Famous

Electric  
Mixer



With 5-Speed Motor and Juicer

List Price  
27.50

**19.95**

It beats, it whips, it stirs, it juices. Fine 5-speed  
motor. Complete with bowls, juicer and whippers.  
One of our greatest sale bargains. Don't miss it!

**3 Easy Ways  
to Buy**  
WEEKLY  
PAYMENTS  
Up to 12 Months  
to Pay After  
Down Payment  
USE A  
CHARGE  
ACCOUNT  
EASY CREDIT  
LAY-AWAY  
PLAN  
Buy with  
confidence  
at  
**Smalls**  
28 MAIN STREET EAST  
JEWELERS • OPTICIANS • RADIOS  
FREE PARKING—REAR OF STORE  
Store Open Every Monday Night!



**SPECIAL!**  
Paracul Paw,  
Lapin, Black  
& Grey. All  
sets 22.50  
(skin) \$5 up  
—Lay-Away  
**\$69**  
**rd Fur Co.**  
1 Av. Block Off Portland  
FUR SELLS FOR LESS!  
Hickory St.

**alls**  
REET EAST  
Rear of Store!

**alls**  
REET EAST  
Rear of Store!

**iamonds**  
**ZIRCONS**  
Size

**Electric Mixer**

**Motor and Juicer**  
**19.95**

... it juices. Fine 5-speed  
pawls, juicer and whippers.  
... bargain. Don't miss it!

**alls**  
REET EAST  
• RADIOS  
OF STORE  
unday Night!

BUY WAR STAMPS & BONDS AT  
**Edwards**



Fashion Says: "It's  
High Time For High

**Sky Reaching CROWNS**

Dashing is the word...  
Autumn hats hit a new  
high in line and color!  
Give a lift to your morale  
... and your height at the  
same time! Fine fur felts  
that tell the fashion story  
of the year... and add  
the crowning touch to  
your ensemble!

**\$5**

EDWARDS—Third Floor

**Initial HANDKERCHIEFS**



**6 FOR \$1**

Fine cotton handkerchiefs  
Select from two styles...  
each with initial in corner.  
... rolled hems. They're  
large size, too. Send a half  
dozen to that boy at camp.

EDWARDS—  
Handkerchiefs—Street Floor

Superfine Weave 51-Gauge  
"EDWA"

**High Twist Rayon  
Stockings**  
A Regular 1.35 Value **1.19**  
8 1/2 to 10 1/2

- Sheers for Every Day
- Very Sheer for Dress
- Business Sheer

We cannot praise these stockings highly enough for they are  
revelations of what is possible with the new Rayon yarns de-  
veloped since the war. You will be amazed at their beauty,  
their fine weave, their exquisiteness of appearance and col-  
orings. These stockings are the product of one of America's  
finest hosiery mills. Eye them, buy them, try them today.

EDWARDS—Street Floor

**COLONIAL DAME SHEETS**



Case  
Size 45x36 **39c** Sheets  
Size 63x99 **139**

Only Edwards Sales could bring you such ex-  
ceptional saving. The ever-popular brand that  
sells so well. Nicely boxed to keep them spot-  
lessly clean.

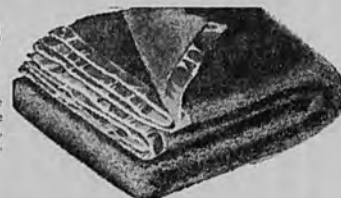
Size 72x99—Sale Price .....1.49  
Size 72x108—Sale Price .....1.59  
Size 81x99—Sale Price .....1.59  
Size 81x108—Sale Price .....1.79

EDWARDS—Second Floor

SIZE  
72 x 90  
**Nashua  
Blankets .... 3.98**

Experts are advising all of us to have  
plenty of warm blankets this year so we  
can use less fuel. These are 70% cotton,  
25% Rayon and 5% wool. Rust, rose,  
blue, green. Large size!

EDWARDS—Second Floor



**Annual Fall Candy Sale!**

Reg. 89c

PANTRY SHOPPE PURE HOMESTYLE

**PRESERVES**

- Orange Marmalade
- Damson Plum
- Grape Jam
- Peach Preserve

**69c**



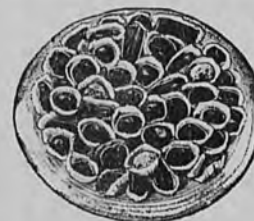
**SPECIAL ASSORTED  
Chocolates**

**19c** lb.

at the bargain square

**COCOANUT  
CREAM  
KISSES**

**29c** lb.



**"NORMANDY" CHOCOLATES**

Reg.  
39c

**33c** lb.

- Buttercreams
- Coconut
- Caramels
- Orange Creams
- Peppermint Patties
- Maple Walnut Creams
- Nougatines
- Honey Comb Chips
- Raspberry Creams
- Butterscotch
- Apricot Jellies

**SYMPHONY SWEET PURE NUT  
CREAM FUDGE**  
Chocolate or Vanilla

**44c** lb.

Made with fresh dairy butter, cream,  
freshly roasted nuts and pure cane sugar.

**Fresh from our own Candy Kitchen  
NUT CREAM KISSES**

**29c** lb.

- Vanilla
- Chocolate
- Maple
- Raspberry



**ATLANTIC CITY  
Salt Water Taffy**

Reg. 29c **19c** lb.

- VANILLA
- SASSAFRAS
- ORANGE
- LICORICE
- STRAWBERRY
- CHOCOLATE
- LEMON
- CINNAMON



**SALT WATER TAFFY  
Marmalade Slices**

**49c** lb.

- ORANGE
- LIME
- RASPBERRY
- GRAPE
- LEMON
- LICORICE
- GINGER



**Cream Caramels**

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

- Soft, delicious creamy caramels.
- CHOCOLATE
- VANILLA
- RUM
- LICORICE

EDWARDS—Street Floor

**ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT**

**Hand Picked Advance Fashions At Magnificent Savings! Come In Today!**

FOR VICTORY, BUY UNITED STATES WAR  
SAVINGS BONDS & STAMPS

*Advance Special Purchase!*  
**UNTRIMMED COATS**

At An Opportune Price

**16.95**

Use Our Budget Payment Plan



- Boy Coats
- Balmaccans
- Fitted Reefers
- Set-in Belts
- Wrap Types

The coat everyone loves... the  
classic sport coat! Soft, warm fab-  
rics to keep you warm through Win-  
ter. Novelty buttons, saddle stitch  
trims, slash pockets and many other  
style details that make these coats so  
successful. Sizes 12 to 20, 38 to 44.

Edwards—Basement

- Tweeds
- Fleeces
- Plaids
- Warmly Lined

New Group of Important

**FALL  
DRESSES**

Wonderful Buys At

**4.98**

- Sizes 12 to 20
- Black • Blue
- Green • Wine



Your acknowledged style favorites in exciting new ver-  
sions! Dressy two piece effects, button-down-the-front  
style, plunging neckline types. Pleated, tucked or gored  
skirts with novelty belts, buttons and clips. All budget  
priced!

Edwards—Basement



When putting a dish directly on the ice, place the rubber from a fruit jar under it. This will stick to both the dish and the ice, preventing the dish from sliding off.

## Riot! Hat Event

Regular \$1.99 to \$5.99 HATS



GLAMOUR  
DATE  
HATS

1000  
Exact Copies of  
EXPENSIVE MODELS

THE VANITY  
ONE PRICE  
MILLINERY SHOPS

316 EAST MAIN ST.

\$1.35  
NONE  
HIGHER

\$1.35  
NONE  
HIGHER

## Now Is The Time To Send Cheer-Up Bundles For Xmas

Folks who are planning to send Christmas packages to service men overseas had better mail their gifts within the next six weeks.

In this connection, Shopping News offers a service which should prove attractive to those who are in doubt as to just what to send the men overseas.

CHEER-UP BUNDLES, gift packages containing everything from foot powder and razor blades to chewing gum and Hormel hams, may be purchased through the Shopping News.

The contents of these Cheer-Up Bundles have been selected after a nationwide survey of soldiers, sailors and marines. In short the Cheer-Up Bundles have been tailored to meet the preferences of the men in service.

There are five different Cheer-Up Bundles. One you might say for every pocketbook. The prices range from \$2.20 plus postage to \$7.75 plus postage.

Cheer-Up Bundles are now on display in the St. Paul St. windows of the Lincoln Store.

### HITLER CAN'T DO BUSINESS WITH THE CHURCH

Startling facts which reveal that the horrors of the Russian campaign have renewed the Nazi drive to sell Germany an ersatz religion based on Puer worship.

### I SAW MANILA DIE

The last days of the Pearl of the Orient as seen by an escapee who saw them from the inside out.

CLARENCE BUDINGTON KELLAND'S New Novel  
"ARCHIBALD THE GREAT" Begins in This Issue

10c Sept. 26 Issue The Saturday Evening Post Now On Sale 10c

Mrs. Sidney Curtis, 348 Electric Ave.

Neisner's  
5c to \$1.00 Stores

## Royledge

### HERE YOU ARE!

We've all the beautiful Fall patterns on review today... bright, decorative, long-wearing Royledge Shelving, 9 ft. 6c.

### THERE ARE THREE STORES IN ROCHESTER TO SERVE YOU

200 E. MAIN STREET  
467-475 RIDGE ROAD W.  
1902 MONROE AVE. At Twelve Corners

## Rudolph's Has Complete Stocks... and Prices That Are Right!

# FALL VALUE DAYS

Complete selections throughout the store—pre-war quality at the low prices you've come to depend on at Rudolph's. Buy now for yourself, your home, for every gift occasion!



Cadette  
\$39.95

Distinctive modern design in this beautiful and inexpensive diamond ring.



Militaire  
\$59.50

Trim, modern design for the modern girl. Set with large, fine diamond.



2 Pc. Zircon Set  
\$24.50

Lovely link bracelet with matching pendant. Each set with brilliant Zircon.



Emerson Radio  
\$19.95

Fine tone and performance in this AC-DC Superheterodyne with enclosed Super-Loop.



Majorette  
\$110

Three fine diamonds in an unusually smart, new mounting.



Sailorette Pair  
\$99.50

Beautiful new style in the smart combination of white and yellow gold.



Your Choice  
\$17.95

Man's handsome initial locket ring or woman's ring of engraved onyx with diamond.



Evans Lighter  
\$3.49

Smart combination cigarette case and lighter. In rich gold color.

Extra Special Value!

NEW WATCHES  
WITH STRETCH BRACELETS  
—FOR MEN AND WOMEN

19.95

Rugged, dependably accurate watches at this amazing low price! The women's style has a charming heart design bracelet. Both styles are in rich rose or yellow gold color.

REQ. DOWN PAYMENT 1.25 WEEKLY

USE CREDIT



Kenrus Watches  
\$24.75

Fine timekeepers in new, smart designs. Values in accuracy and appearance.



Elgin Watches  
\$42.50

High style and dependable accuracy distinguish these famous quality watches.



Wedding March Trio

• WOMAN'S WEDDING BAND • MAN'S WEDDING BAND  
• LOVELY HEART LOCKET

Smart wedding bands for the bride and groom, plus solid gold locket. Special low price for this romantic trio.



Argus Flash Camera  
\$15.90

The precision flash synchronizer makes picture-taking easy under any lighting conditions.



Mixer and Table  
\$18.95

Electric kitchen mixer with juicer and two mixing bowls. Comes with sturdy porcelain finish table.



"Victory" Ship Clock  
\$7.95

A novelty clock to hand-somely decorate your living room. Accurate time-keeper.

# RUDOLPH'S

CORNER EAST MAIN AT SOUTH AVENUE  
In Batavia—109 Main Street Open Monday Evenings.



### Figure It Out for Yourself

You Borrow	Charge For Year	Life Insurance Premium	You Receive	12 Monthly Payments
\$108	\$ 6.48	\$ .36	\$101.16	\$ 9.00
132	7.92	.44	123.64	11.00
156	9.36	.52	146.12	13.00
180	10.80	.60	168.60	15.00
216	12.96	.72	202.32	18.00

\*Insurance Pays Up Loan in Case Borrower Dies

Hundreds of workers in Rochester and vicinity are going to the Lincoln-Alliance when they need money for emergency expenses, hospital or doctor's bills. And many more are borrowing money in order to fill up their coal bins now while the fuel supply is still available.

Look at this chart and see how low the rates are compared with other loan plans! We welcome your application now at any of our 12 Bank Offices.

## LINCOLN-ALLIANCE BANK AND TRUST COMPANY

Member Federal Reserve System

Member F. D. I. C.

# "WE'RE BACKING UP OUR FIGHTING MEN"

R.G.&E. Service Flag



### We'll Out- Produce Our Enemies!

Men and women employees of the R. G. & E. are proud of their fellow workers, now numbering more than 120, who are serving with Uncle Sam's armed forces. They are resolved that these men... and all American fighting men... shall have all-out support until this war is won. The men and women who serve in America's great industrial army are a vital part of our war effort. In thousands of mills and factories they are turning out weapons and munitions in ever increasing quantities. At the R. G. & E. men are toiling in generating plants, on lines high overhead and underground and in various other ways that contribute to the production of electric power for our war industries. They regard this as a patriotic obligation to out-produce our enemies, just as our men on the firing line will outfight them.



## Rochester Gas & Electric



# Sears 56<sup>TH</sup> ANNIVERSARY Sale

Sensationally Priced For Last  
Three Days Of Anniversary

Boys' 2 Pc.  
Longy Suits

8.50

Others \$11.95 to \$17.95

★ Main Floor Monroe

Slip in one of these deluxe tailored suits with their made to order look. You'll find these suits are just one of the every day values Sears Offers! New herringbone, plaids and stripes. Single and double breasted models. Sizes up to 18.

Regularly \$1.69  
CORDUROY  
OVERALLS  
1.59

★ Main Floor Monroe

Sturdy long wearing thick set corduroy, bartacked at points of strain. Large selection of colors. Navy, brown, maroon, sizes 4 to 10.

MONROE STORE  
OPEN FRIDAY  
and SATURDAY  
til 9 P. M.



FINGERTIP COAT  
7.19

One of the most popular of sport coats. Reversible, in brown and blue. Button front. Sizes up to 20.



BOYS' MACKINAW  
4.77

Regularly \$5.35. Water repellent, double breasted, 4 pockets, plaid patterns, in sizes 8 to 18.



POPLIN JACKET  
2.98

Water repellent, wind proof, zip front, plaid flannel lined, brown and blue. Small, medium, large.



SPORT COAT  
7.95

Regularly \$9.95. Plaids, herringbone, tweeds in assorted colors, single or double breasted.



SPORT SWEATER  
1.09

Regularly \$1.29. Button front coat style in assorted solid colors, two pockets, sizes up to 18.



FLANNEL SHIRT  
98<sup>c</sup>

Warm flannel in bright gay plaids. Full cut well tailored, long shirt tails, sizes up to 18.



BOYS LONG PANT  
2.29

Tweed, herringbone, in light and dark tones, sizes up to 18.



POLO SHIRT  
85<sup>c</sup>

Fine knit cotton shirts, in striped colors. Sizes to 14.



SPORT JACKET  
3.66

Two-tone jacket, water, wind repellent, zip front, slash pockets, sizes to 18.



BOYS HOSE  
21<sup>c</sup>

Knee length hose of fine cotton, stripes and solid colors, garter cuff, sizes to 10.



SHORTS-SHIRTS  
25<sup>c</sup>

Fancy pattern broadcloth shorts and white combed cotton shirts, complete size range.



BOYS HAT  
1.00

Regularly \$1.19. New fall styles and colors, choice of several new styles, complete sizes.



Here They Are! Crisp New Fall Styles

HONEYSUCKLE  
DRESSES  
1.19

Cunning frocks for the young ladies 3 to 6½. Crisp new broadcloths and cottons in solid colors or patterns. Military, nautical, princess, peasant and shirtwaist styles beautifully made.

- Dainty Shirtwaist Styles!
- Princess — Peasant — Nautical!
- Colorfast—Sanforized Shrink!



ANKLET SOCKS  
17<sup>c</sup>

Fine gauge cotton in assorted colors, turn down ribbed cuff tops, reinforced heel and toe. Sizes 4 to 6½.



CORDUROY O'ALLS  
1.09

Soft corduroy in assorted colors, bib top suspender straps, that button on, double stitched crotch, sizes 1 to 6.



GIRLS' PAJAMAS  
79<sup>c</sup>

Two-piece flannellette in assorted colors. Sizes 8 to 14.



POLO SHIRT  
69<sup>c</sup>

Smart blazer stripes perfect with corduroy Overalls, crew neck. Bright new shades for fall, sizes up to 8.



DICKEY SLIP  
1.00

Regularly \$1.19, smartly tailored dickey slip and blouse. White only, sizes up to 16.

It's Here Again! Our Annual  
Pre-Season Sale of 2-Piece  
SNOW SUITS

4.98

7.98

9.98

Zipper fastened sheep skin lined ski pants with bib tops and zip-knit anklets, water repellent fabric, in winter plaids and colors. Sizes 5 and 6 only.

Good looking snow suit that will keep your youngster snug and happy all winter long! Water resistant fabrics. Zip front and double breasted styles. All with bib tops, fully lined pants, double knees, zip anklets, choice of colors, sizes 3 to 6½ years. Hats 59c extra.

Merry colors and combinations. Zip fronts, double breasted jackets, zip knit ankles. Weather resistant fabrics, fully lined pants, bib tops. All wool flannel or cotton Kasha. Sizes 3 to 6½ years. Hats 59c extra.

SEARS ROEBUCK AND CO.

MONROE AT S. UNION  
MAIN 7000

RIDGE ROAD AT DEWEY  
GLENWOOD 556





**Sunday Dinner** . . .  
(Continued from Page 2)  
2 grated orange rinds

Boil sugar and water for five minutes, add gelatin softened in a tablespoon of water and stir until dissolved. Cool. Add fruit juices and grated orange and lemon rind. Tint very delicately with orange vegetable coloring. Freeze in refrigerator tray.

When ready to serve the ice, spoon alternate portions of orange and raspberry ice into sherbets. Serve with crispy cookies.

**Serving Hints**  
Arrange the cabbage rolls down the center of the platter, piling the extra ones on top the first row, as illustrated. Arrange buttered noodles on each side of the cabbage rolls. Just before serving pour the tomato sauce across the center of the cabbage rolls.  
Pile green beans in bundles on a serving platter. Pour the cream sauce over them just before serving. It's easier to serve them in this manner.  
The dessert can be just as beautiful, too, if you spoon the ice alternately in small portions into the sherbet glasses. Be sure to serve crispy cookies with the ice.

**Use of Leftovers**  
Dilute a can of cream of mushroom soup and add to the noodles that are left over; add large flakes of salmon or tuna fish, a few cooked peas that might also be left over—and there you have a good main course luncheon dish.

**CANDIDATE LISTED**  
Joseph Flynn, candidate for Senator will speak at a meeting of Townsend Prosperity Club

No. 19 next Tuesday at 8 p. m. at 208 Main St. W. Refreshments will be served after the meeting.

**Startling Values!**  
**NOETH'S** ROCK-BOTTOM PRICES FOR QUALITY BRANDS

Only a limited quantity at this low price!  
5 YEARS OLD BOTTLED IN BOND  
**'Old Rip' Kentucky Straight BOURBON** \$1.99  
The mellow, full flavor of Old Rip is as hard-to-beat as the economical low price. Lustrously smooth, superbly mellow, 100 proof.  
REAL \$3.75 VALUE!

Pogues Famous "Old Time" **WHISKEY** \$1.99  
NO FREE delivery at this price. Blend of 4 yrs. old and finest neutral spirits. 80 proof. Today's guaranteed value — \$2.75.

7 YEARS OLD! SCHEIDT'S BELMONT STRAIGHT KENTUCKY BOURBON \$2.79  
Aged in temperature-controlled warehouses. — A trolleed whiskey Scheidt is mighty proud of! Compare with any nationally known brand selling up to \$5!

**PAUL NOETH**  
DELIVER 19 CLINTON AVENUE SOUTH MAIN 874  
Just a Step Off Main St., Opposite Hotel Seneca—Open Every Night Till Midnight

**DRY GIN** \$1.99  
90 PROOF NEUTRAL GRAIN SPIRITS  
We are not allowed to mention this famous brand by name when advertising cut price. Hurry to get your share. Today's guaranteed value — \$2.75.

**SCOTCH** \$3.29  
One of the truly great Scotch whiskeys at a price you'd pay for an ordinary brand! Full flavor, medium body, and delightful bouquet. 80 proof. A Reg. 4.25 Value!

**VAT 69**

**MOST AMAZING BARGAINS IN TOWN!**

3-OZ. SKIN KNITTING WORSTED YARN. Navy only. Reg. 60c. 25c

EXTRA HEAVY UNBLEACHED SHEETING. 2 yds. wide. Reg. 39c. 42c

SILK SEAM BINDING. Slight irregular. All colors. Reg. 10c. 3c

J. P. COATS' CLARK'S or GEM CROCHET COTTON. Big ball. Reg. 25c. 19c

GALLON GLOSS ENAMEL OR FLAT PAINT. Reg. 2.49. \$1.39

DAWN KNITTING WORSTED YARN. Reg. 47c. 38c

PEQUOT BED SHEETS. Reg. \$2.19. \$1.69

9 1/2-OZ. WATER GLASSES. 2 for 5c. 12 1/2c

CHILDREN'S HEAVY TRAINING PANTIES. Size 2 to 8. Reg. 13c. 69c

LADIES' SATIN SILK FILAMENT SLIPS. Non-rip seams. Reg. \$1.39. 99c

WATER COLOR CLOTH WINDOW SHADES. 3 by 6 ft. Reg. \$1.39. 59c

INFANTS' BIRDSEYE DIAPERS. 37x37. Pkg. of 16. Reg. \$1.39. \$1.09

PEQUOT PILLOW TUBING. 45 in. wide. Reg. 49c yd. 39c

INDIAN BLANKETS. 64x76. \$1.98 Value. \$1.44

FANCY TAPESTRIES. 12 in. Reg. 25c. 9c

1000 SHIT. TOWEL TISSUE. Reg. 10c. 5c

500 COUNT FACIAL TISSUES. Reg. 25c. 13c

J. P. COATS' OR CLARK'S BED SPREAD COTTON. Big ball. Reg. 25c. 19c

Above are but a few of our permanent and amazing bargains. Every Buy a Bargain at **BILLS BARGAIN STORE** 98 East Main St. Near Water

**ARE YOU SEARCHING FOR A WAY TO Make Housework Lighter?**

TRIG dissolves and wipes away dirt! Paint surfaces can be cleaned quickly and easily without rubbing, scrubbing or rinsing!

**Try TRIG**

Try a big economy box of concentrated TRIG today! Just a quarter.

**AT YOUR GROCER'S**

**EVERYTHING YOU NEED**

**LAMPS** . . . Table and Floor . . . \$4.95 up  
**BICYCLES** . . . \$32.50  
**SEWING MACHINES** . . . \$59.95 up  
**RADIOS** . . . \$22.95 up  
**RADIO COMBINATIONS** . . . \$109.95 up

Electric Clocks. Electric Irons, Etc.

**NO DOWN PAYMENT**  
CHARGE ACCOUNT PLAN

**EASY TERMS**  
6 to 12 Months to Pay  
Our Installment Plan Conforms to Government Regulations

**UNIT PARTS**  
**ROCHESTER CORPORATION**  
1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD

Mrs. Clara Payne, 69 Magnolia St.

**Wegmans**

Buy ALL Your Food In One Stop at Wegmans!

BONELESS ROLLED ROASTS OR  
**LEGS of LAMB** 33c lb.

TENDER JUICY PRIME STANDING  
**RIBS O'BEEF** lb. 33c

Wegman's Creamy—Fresh  
**Mayonnaise** . . pt. 41c

Campbell's  
**Tomato Soup** 3 cans 20c

Large Bottle Imperial  
**Soft Drinks** . 3 bot. 25c

Simon Pure Beer or  
**Old Abbey Ale** qt. 18c

No Finer Butter At Any Price!  
**LAND O'LAKES!**  
The Creamery-Fresh, SWEET CREAM, Butter . . . Featured at All Wegman's Home-Owned Super Markets!

**Wegmans**  
HOME OWNED SUPER MARKETS  
FREE PARKING

Oven Fresh!  
1 POUND LOAF  
HOMEMADE SLICED  
**ENRICHED BREAD**  
2 for 17c

Oven Fresh!  
LEMON, ORANGE  
or PINEAPPLE  
**CHIFFON PIES**  
29c ea.

72 West Main Street  
375 East Main Street  
90 Clinton Ave. South  
61 Front Street  
815 Dewey Avenue  
409 Ridge Road West  
818 Brown Street  
575 Monroe Avenue  
12 Corners, Brighton

**KEY COUPON**  
**RINSO** 18c  
Large Box Limit 1

**KEY COUPON**  
**BREWER**  
**Yeast Tabs** 39c  
Bottle of 250 Reg. 91 Limit 2

**KEY COUPON**  
**NAIL POLISH REMOVER** 7c  
Giant 3 Ounce Bottle Limit 2

**KEY COUPON**  
**Clothes Line** 14c  
30 Feet Reg. 25c Limit 2

**McKESSON**  
**ASPIRIN Tablets** 2 for 49c  
Bottle of 100

**SQUIBB**  
**Milk of Magnesia** 49c  
Large 24-Oz. Bottle

**PHILLIPS**  
**Milk of Magnesia** 21c  
TABLETS 50c Bottle

**Saccharin TABLETS** 49c  
Bot. 1000 1/4 or 1/2 Gr.

**LUDEN'S COUGH DROPS** 2 for 5c  
5c Size

**AGAROL** 16 Ounce Bottle \$1.09

**'Tree' BLADES** SINGLE-EDGE 12 for 25c

**SHU MILK WHITE SHOE CLEANER** 6c  
Regular 10c Bottle

**470 N. GOODMAN NEAR MAIN**  
**KEY** ROCHESTER'S MODERN CUT RATE DRUG STORES  
**724 WINTON ROAD NO. 100**  
**457 RIDGE ROAD NEAR DEWEY**

**LARGE CANS BORAXO** 2 for 21c

**IDEAL for FEMININE HYGIENE**  
**Zonite** 23c 47c 79c

**Free**  
**25c JERGENS CREAM** with purchase of 50c JERGENS LOTION  
A 75c Value for 39c

**Luckies, Camels, Chesterfields, Raleighs, Pall Mall, Herbert Tarryton, Philip Morris, Old Golds** 2 PKGS. 29c

**Vimms** 6 VITAMINS 3 MINERALS. 50c SIZE FREE when you buy the large size \$2.25 VALUE for \$1.69

**TAKE IT OR LEAVE IT**  
**EVERSHARP**  
ON THE AIR SUNDAY NIGHT! 10 P. M.  
The Pen and Repeater Pencil Gift Set That is GUARANTEED FOREVER!  
\$8.75 For men and women — the striking new streamlined EVERSHARP Repeater Pencil. Food Pen and Repeater Pencil to match. Choice of colors. G.W. case. AT ALL KEY DRUG STORES

**25c Bottle cleans a 9x12 Rug or Sofa and 2 Chairs — Leaves no soap scum to fog colors!**

**KEY COUPON**  
**LORESS Facial Tissue** 8c  
Box 500 Reg. 15c Limit 2

**KEY COUPON**  
**DR. LYONS TOOTH POWDER** 22c  
50c Size Limit 1

**KEY COUPON**  
**WAX PAPER CUTTER BOX** 10c  
100 Feet Limit 2

**KEY COUPON**  
**ADHESIVE BANDAGES** 9c  
Package of 22 Strips Limit 2

**HILL'S COLD TABLETS** 16c  
Regular 30c

**WATER GLASS** QUART SIZE 19c

**CANNING JAR RUBBERS** 12 In A Box 4 boxes 19c

**CEREVIM** NEW LOW PRICE! Pound Size 39c

**CLAPP'S BABY FOOD** STRAINED 3 for 19c

**Poker Chips** 37c  
Reg. 75c

**ANACIN TABLETS** 59c  
Regular 75c Bottle 50

**NUJOL Mineral Oil** \$2.36  
Gallon

**SALE!**  
**COLGATE GIANT SIZES**  
YOU SAVE MONEY when you buy these "GIANT SIZES"  
**COLGATE** 37c 8c  
**DENTAL CREAM** 39c 15c  
**PALMOLIVE SHAVE CREAM** 39c 15c  
**'VASELINE' HAIR TONIC** 63c 48c  
**HALO SHAMPOO** 79c 15c  
**COLGATE** 39c 15c  
**SHAVE CREAM** 39c 15c  
**CUE LIQUID DENTIFRICE** 39c 16c  
**PALMOLIVE BRUSHLESS** 39c 18c  
**CASHMERE BOUQUET LOTION** 33c 3c

**AT ALL KEY DRUG STORES**



**CHILI RECREATION HALL**  
TAKE GEN. PARK BLVD. BUS



### Make Your Own Facial White Clay Pack

A specially prepared formula which corrects blackheads and large pores. Acts like a laxative on the skin. Purges the pores of all impurities, small lines disappear instantly, changing the appearance of your skin.

Send only 15c and 3c stamp. We'll send enough to make 10.00 size jar, also complete directions. Money-back guarantee. Facial Clay Co., Box 801, Rochester, N. Y.

"Tish" is lookin' for ya, Miss Louis C. McDonnell, 299 Kenwood Ave. at Loew's Theatre starting today. Stop in at The Sun office before next Monday noon and receive two guest tickets for this attraction.

Say, Mrs. Sylvia Goldberg, 1564 St. Paul St., how would you like to see "Tish" starting at Loew's today? Well, if you'll stop in at The Sun office before next Monday noon, you'll receive a pair of guest tickets.

Penn Vacuum Stores—One of America's Leading Vacuum Cleaner Chains

**BEAUTIFULLY REBUILT**  
by Penn Craftsmen  
**Hoover**  
COMPLETE WITH ATTACHMENTS  
10-Day Trial Plan

**FULL CASH PRICE \$19.95**

**FULLY GUARANTEED**  
Same Length of Time as New Hoover

Guaranteed Penn Replacement Parts  
Liberal Trade-in Allowance

If You Can't Come In  
Phone or Write for a FREE Home Demonstration

**PENN VACUUM STORES**  
30 SOUTH AVENUE  
OPEN 'TIL 7 P. M.  
MON. & THURS. 'TIL 9  
STONE 6747

Buy from Vacuum Cleaner Specialists. We Sell Nothing else!

**OLD DUTCH CLEANSER**  
8c

**ELSCO QUALITY FOODS STORES**  
FREE Handkerchief With KIRKMAN'S Granulated Soap 25c

**X-PERT**  
GINGER BREAD 19c  
MIX 19c  
DEVILS FOOD 19c  
LUX TOILET SOAP 3 for 22c  
LIFEBOUY SOAP 3 for 22c  
RINSO Large Package 24c  
LUX FLAKES, Lg. 24c  
SWAN SOAP Large Bar 11c  
SILVER DUST 25c  
SPRY, 3 lb. 71c  
KIRKMAN'S BORAX SOAP 5c  
SOAP FLAKES 25c  
DUZ Large Package 24c

**IVORY SNOW**  
Large 24c  
OXYDOL Large Package 24c  
CRISCO 3 lbs. 71c  
SELOX 15c  
P & G SOAP 5c  
IVORY SOAP Large 11c—Med. 2 for 13c  
Guest Size 5c  
IVORY FLAKES Large 24c  
CAMAY SOAP 8c  
LAVA SOAP 7c  
CHIPSO Large Package 24c

**STOP . . .**  
**Turn To Page 16 Now**  
**SAVE . . .**  
**CHAMPION KNITWEAR**  
**STANDARD MOTORS**

"THANKS FOR BUYING THAT BOND"

SEPTEMBER IS

"SALUTE TO OUR HEROES"

MONTH

Buy A War Bond To Honor Every Mother's Son In Service

WAR BONDS AND STAMPS ON SALE AT

**LOEW'S THEATRE**

**TROPIC COAL \$11.85**  
Egg—Stoye—Nut . . . Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Alliance Bank Bldg.  
Stone 7080

at GREEN'S  
**Royledge SHELVING**  
Feel The Edge

Large assortment of new patterns for closets, pantries and shelves, 9 ft. . . . . 6c

**H. L. GREEN CO., INC.**  
134 MAIN ST., E.

FOR **WARTIME ECONOMY** USE  
**Kem-Tone**  
Trade Mark U.S. Pat. Off  
MIRACLE WALL FINISH

**7 REASONS WHY:**

1. One coat covers wallpaper, painted walls, wallboard, basement walls.
2. Applies easily with a wide brush or with Kem-Tone Roller-Koater.
3. Dries in one hour . . . Room furnishings may be replaced at once.
4. Mixes with water — economical — no turpentine or solvent thinner.
5. Washes easily . . . with ordinary wall cleaners.
6. ONE GALLON DOES AN AVERAGE ROOM.
7. No offensive paint odor.

**LUCAS PAINT STORE**  
Paints — Wallpaper — Linoleum  
80 ST. PAUL ST. MAIN 2090  
WINDOW SHADE HEADQUARTERS  
Mrs. Stanley Beeman, 200 Frost Ave.

**SURER 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 — 41 Arthur St.

**SPECIAL**  
2 PIECE MOHAIR LIVING ROOM SUITE  
Our Ceiling Price \$159.50  
Save \$40 Custom Built

**WATCH FOR WEEKLY BARGAINS AT**  
**ED. MASLINE'S**  
FURNITURE & APPLIANCES  
1340 CLINTON AVE. N.  
OPEN EVERY EVE. 'TIL 9  
Refrigerator — Radio And Washer Service

**MOTH-PROOF GARMENT BAGS 13c**  
Dust-Proof  
Air Tight  
Damp-Proof

Extra-large, roomy Cedar-Pack Bags—holds several garments. Size 27x60. Completely air-tight, dust and damp proof. Buy several at this low price!

**Wash Cloths**  
Full Size  
Pastel Colors  
Colors Guaranteed Fast  
2 for 11c  
(Limit of 6)

**DAW'S COUPON**  
Special Prices (Good Thru Saturday Night. (Right Reserved to Limit Quantities)

**DAW'S**  
ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. Opp. Temple Theater  
31 MAIN ST. E. Corner Aqueduct  
353 MAIN ST. E. 1 Door from Stillman  
452 RIDGE RD. W. Corner Dewey  
880 MAIN ST. W. At Bull's Head  
473 N. GOODMAN Just Off Main  
539 MONROE AVE. Near Goodman

**CHAMOIS SKINS (Patched)**  
50c Val. 29c

Full size . . . first quality skins. . . . . 29c  
thread sewn. Soft and pliable for cleaning and polishing.

**CLOTHES BRUSH**  
25c Value! 8c  
(Limit 2)

**Special OUT THEY GO! AT SENSATIONAL SAVINGS**

**ORCHARD CRYSTAL DISHES**  
While They Last! 4c Each  
Beautiful apple-shaped crystal dishes — just the thing for serving candy, nuts, etc.  
(Limit of 6)

**Water Proof, No Rubbing Floor Wax**  
Will Not Water-Spot. Can Be Cleaned With Damp Mop Without Impairing Lustre.  
A high grade liquid wax—easy to apply, dries in 20 minutes, leaving a hard, flexible, waterproof coating.  
Pint Size 23c  
Qt. Size 39c

**TOILET BOWL DEODORANT**  
Reg. 15c Size 7c  
3 for 20c

**Clothes Line**  
50 Foot Length  
Braided sash-type cotton cord.  
21c (Also available in 100 foot lengths)  
**Clothes Square-Polished PINS**  
Box of 40 7c

**9-oz. Glasses**  
With Non-Chip Rolled Edges  
3 for 11c  
The lowest price at which these gleaming, crystal — clear, all-purpose tumblers have been offered.  
(Limit 12 to Customer)

**DAW'S COUPON**  
LARGE, 125-FOOT ROLL  
**Wax Paper**  
In Cutter-Edge Box  
Extra-Heavy  
(Limit 2 Rolls) 13c

**TOILET TISSUE**  
1000 Sheet 3 F 16c  
Rolls R

**BORAXO**  
Large Size  
2 for 21c

**ASPIRIN TABLETS**  
5-Grain Pkg. of 100 8c

**MILK OF MAGNESIA**  
PURE U.S.P.  
Pint Size 11c

**Ammonia**  
For Household Use  
Quart Bottle 9c

**RUBBING ALCOHOL**  
Pint Size 19c

**DAW'S COUPON**  
Extra-Value  
**HOT-POT PADS**  
While They Last  
2c  
(Limit of 2)

**DAW'S COUPON**  
Extra-Value  
**Whisk Brooms**  
9c  
(Limit of 2)

**DAW'S COUPON**  
Extra-Value  
**SHELF-LINING PAPER**  
Each Roll 13" wide x 36 Ft. Long  
For drawers, closets, shelves, package wrappings, etc. White only.  
(Limit of 3 Rolls) 7c

**DAW'S COUPON**  
Extra-Value  
**TOOTH PICKS**  
World's Fair brand, polished round picks. Regularly 5c.  
2 Boxes For 5c  
(Limit of 2)

**DAW'S COUPON**  
Extra-Value  
**FRUIT JUICE REAMERS**  
Extra heavy glass reamers — gets all the juice.  
8c  
(Limit of 1)

**DAW'S COUPON**  
Extra-Value  
**TOOTH PADS**  
While They Last  
2c  
(Limit of 2)

**DAW'S COUPON**  
Extra-Value  
**Whisk Brooms**  
9c  
(Limit of 2)

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**DAW'S COUPON**  
Extra-Value  
**TOOTH PICKS**  
World's Fair brand, polished round picks. Regularly 5c.  
2 Boxes For 5c  
(Limit of 2)

**DAW'S COUPON**  
Extra-Value  
**FRUIT JUICE REAMERS**  
Extra heavy glass reamers — gets all the juice.  
8c  
(Limit of 1)

**DAW'S COUPON**  
Extra-Value  
**HOT-POT PADS**  
While They Last  
2c  
(Limit of 2)

**DAW'S COUPON**  
Extra-Value  
**Whisk Brooms**  
9c  
(Limit of 2)

**DAW'S COUPON**  
Extra-Value  
**SHELF-LINING PAPER**  
Each Roll 13" wide x 36 Ft. Long  
For drawers, closets, shelves, package wrappings, etc. White only.  
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Thursday, September 24, 1942  
**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.

**SPECIAL**  
**2 PIECE MOHAIR**  
**LIVING ROOM**  
**SUITE**  
Our Ceiling Price \$159.50  
Save \$40 Custom Built  
BY BARGAINS AT  
**SLINE'S**  
APPLIANCES  
ON AVE. N.  
EVE. TIL 9  
and Washer Service

**HAMOIS**  
**INS** (Patched)  
**29c**  
size, first  
y skins, silk  
sewn. Soft  
pliable for  
ing and polish-

**THEY GO!**  
**SAVINGS**  
**Glasses**  
25c  
Value!  
**8c**

**TOILET**  
**TISSUE**  
1000 Sheet  
Rolls **3 F 16c**  
**BORAXO**  
Large Size  
**2 for 21c**  
**ASPIRIN**  
**TABLETS**  
5-Grain  
Pkg.  
of 100 **8c**  
**MILK OF**  
**MAGNESIA**  
PURE U.S.P.  
Pint  
Size **11c**  
**Ammonia**  
For  
Household Use  
Quart  
Bottle **9c**  
**RUBBING**  
**ALCOHOL**  
Pint  
Size **19c**  
**Extra-Value**  
**COUPON**  
**IT JUICE**  
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# ROCHESTER SHOPPING NEWS

Delivered Free Each Thursday To 75,200 Homes  
In Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

## The Rochester Sun

Shopping News Is Now Available  
On All Downtown Newsstands.

FIFTH YEAR—No. 48

ROCHESTER, N. Y., THURSDAY, OCTOBER 1, 1942

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

## Fashion Favors Suits

**Suits**

MOST of us are leading different lives in these war days. Our daytime hours are filled to the brim—we work in offices, at home, in war activities, every minute of our time carefully budgeted. And after these busy hours we appreciate more than ever the relaxation of dining downtown, dancing, or a movie.

With so much to do, we need clothes that will keep us looking our best at all times with a minimum of effort. Fashion has the answer to this: suits. Suits this fall are styled for day-long wear. You'll find them strictly tailored for office wear, for that committee meeting; softer suits that can be dressed up or down to suit the occasion; dressy suits for informal evening wear, and for afternoon activities.

You will enjoy seeing the collection of fall suits now ready in Shopping News stores—perhaps the one is there that you've been hoping to find, that perfect suit that will be your wardrobe backbone.

(A) The beloved all-wool tailored classic; herringbone pattern in muted heather shades. Misses' sizes.

(B) Soft 100% virgin wool in one of the new blue tones. Note the single button closing, with its slenderizing effect, the long graceful sweep of the lapels. Misses' sizes.

(C) One of fall's most dramatic successes, black wool with black velvet. This exquisite suit uses the velvet for collar and big metal-rimmed buttons. A perfect suit for dressy wear. Misses' sizes.

### Sweater Scoop!



Soft Fleecy 100% Virgin Wool

### Blouse Scoop!



Long and Short Sleeve

## New Fall SPORTSWEAR

### 5,000 FASHION-FIRST SKIRTS

Plaids, Tweeds, Herringbones: All sizes and a wide variety of colors to choose from. Some 100% wool.

**\$2.99**

### TEDDY-BEAR JACKETS

The newest thing! Soft and cuddly. Smart two-tones and whites.

**\$2.99**

Misses And Junior Sizes

### SPORTSWEAR STREET FLOOR

## Darling Shop

190 MAIN ST. EAST

### SWEATERS

Button Fronts, Pull-overs, Cardigans, in all new fall colors. Sizes for all. Warm, attractive sweaters you'd expect to pay much more for.

**\$2.99**

### Jackets

Good looking jackets for fall that will keep you smartly-warm for months. Wear it again next spring. Tweeds and camel shades.

**\$7.99**

### Blouses

Plenty of whites. Most colors. Choose from Darling Shop's extra large selections.

**\$1.29**

## CHAMPION

KNITWEAR CO., INC.

### FOR SPORTS WEAR

#### AVIATION STYLE

### LEATHER JACKETS

MEN'S LINED LEATHER GLOVES **\$1.59**

**\$12.95**

OTHERS \$10.95 AND UP

AVIATION STYLE ALL WOOL JACKETS **\$6.95**

Men's Reversible Poplin Jackets Dr. Brown Reversing to tan. Zip front **\$5.95**

### Warm Fleecy All Wool SLIP-ON SWEATER

SIZES 36 TO 46 **\$3.95**

V NECK STYLE

JEEP HATS **50c**

Ladies' Genuine Leather Jackets Capeskin Suede **\$9.95 - \$8.95**

Ladies' Jodhpurs **\$3.25 - \$3.95**

SALE! LADIES' RIDING BREECHES REG. \$2.95 REG. \$3.95 **\$2.49 - \$3.49**

Men's Riding BREECHES **\$4.50 - \$7.50**

AFTER OCTOBER 1st No more riding boots and jodhpur shoes are going to be made, but we still have some for women who need them.

LADIES' JODHPUR BOOTS **\$2.80 and \$4.50**

LADIES' RIDING BOOTS **\$8.95** MEN'S \$9.95

### A NEW MONEY SAVING DEPARTMENT AT CHAMPIONS

Genuine Hockmeyer Corduroy KNICKER, LONGIES AND JACKETS CRAVENETTED

Corduroy Jackets, 6 to 12, **\$3.69**  
Junior Longies, 8 to 12, **\$3.69**  
Longies, 12 to 22 ..... **\$4.69**

LINED CORDUROY JACKETS 6 to 12 .... **\$4.69**  
14 to 16 .... **\$6.69**

SPECIAL! BOYS' COTTON Flannel Plaid Shirts **89c** SIZES 8 TO 14

## Champion

KNITWEAR CO., 71 ST. PAUL ST.

1/2 Hour FREE Parking at Strand Parking Station for Customers



## Mothers Can Dish It Out

If there's anyone who can take it on the chin like an American fighter on the war front, and "dish it out" too, it's an American boy's mother.

Not only mothers, but fathers and sisters and brothers of the boys in the battle zones have taken plenty during the last two years while the "Ham Fish" Republicans in Washington have gone about their politics-as-usual ways.

Mothers have sacrificed sons who might have been spared if Representative Joseph J. O'Brien and the rest of the isolationist members of Congress had voted for the proper defense of the American island of Guam and for army airplane appropriations soon enough.

Boys have gone down with ships at sea—ships that weren't armed to defend themselves because congressmen like O'Brien didn't see the sense to arming ships even though some had already been torpedoed by the Germans. That was just before Pearl Harbor.

Men and women on the home front such as Walden Moore, new candidate for representative for the 38th District, saw and proclaimed the folly of the "too little and too late" policy of the Joe O'Briens and Ham Fishes. But the blunders of the isolationist bloc went on.

While like ostriches, Joe O'Brien and his isolationist colleagues hid their heads in the sand, the foresighted men of Congress were pushing legislation to repeal our neutrality laws. O'Brien voted against them.

On and on the story of obstruction goes—petty politics for selfish interests while our men are fighting to save us from destruction—passing measures of inflation which will wreck the stability of our country. That's what some Congressmen are "contributing" to our war effort.

The American mothers CAN "take it." But they can "dish it out" to the Axis, and their chance will come at the polls in November. They can get behind their boys by defeating Joseph J. O'Brien and voting for Walden Moore, candidate of the Democratic and American Labor Parties.

While the O'Briens blundered, Walden Moore was calling the score, and calling it correctly in public utterances long before the Nazi and Jap war machines broke loose. On public platforms Walden Moore demanded the fortification of Guam, pleaded for airplane appropriation, the repeal of the Arms Embargo, revision of our neutrality law and the arming of our ships.

A student and teacher of government for 15 years, Walden Moore is a man who has proved by his predictions that he understands what the war is about. More than that, Walden Moore is a student of international relations. When the war is ended he will understand the job of winning the peace. To the mothers of America for generations to come that's the real issue.

## Moore A Popular Speaker

The many demands on Mr. Moore to speak before all kinds of groups is a demonstration of his popularity and ability as a speaker. Next week he has been invited to speak at the following places:

- October 4th: at five different home parties in Irondequoit.
- October 5th: at the Women's Book Club at the Hotel Seneca.
- October 6th: Brighton Kiwanis Club.
- October 7th: League of Women Voters; Radio Broadcast Station WSAY, 8:15.
- October 8th: Democratic Women's Club of Pittsford.
- October 9th: Pittsford Community Library.

## Message To Newcomers

A qualified voter is a citizen who is or will be on the day of election twenty-one years old and who has lived in the state for one year immediately preceding the election and for the last four months has been a resident of the county, and for the last thirty days a resident of the election district in which he or she offers his or her vote. It a naturalized citizen, such person must, in addition, have been naturalized at least ninety days prior to the day of election.

## 38th Congressional District Candidate



WALDEN MOORE, DEMOCRATIC AND AMERICAN LABOR PARTY CANDIDATE FOR CONGRESS FROM THE 38TH DISTRICT

## It's Worth Remembering

Rochester folks aren't the only ones aroused by Congress' failure to act promptly to prevent inflation, a failure in which Rep. Joseph J. O'Brien played his part by voting with the farm bloc to boost already high food costs still higher.

Here's what the conservative New York Times had to say editorially last Friday:

"On Tuesday the House Republicans resolved that our national peril must not be exploited by any individual or group for special gains or advancement. A fine, ringing statement. On Wednesday these same Republicans knifed the President's price-control bill and gave the farm bloc a new chance to exploit the nation's peril for the special gains and advancement of a politically powerful group.

"This will be worth remembering, in the Fall elections, when these same Republicans tell the President how to win the war."

And the New York Times, remember, generally represents the Republican point of view! The day before this editorial ran, the Times carried an even stronger one headed "Congress Fails in a Crisis."

It said in part: "That Congress should treat in such an irresponsible way a matter of grave national concern in a period of national crisis is cause for deep anxiety."

It disregarded recklessly the public interest. . . . Congress has deliberately chosen to pervert a measure intended to control inflation into one which is openly intended to promote a further price advance. . . . Under the limelight of intense national attention Congress has let the President down, and it has let the country down. It has failed to measure up to the requirements of a period of national danger. It has done this at a moment when democratic institutions are facing the severest test in history. In that, even more than in its surrender in the battle of inflation, Congress has failed this country."

Remember, Rep. Joseph J. O'Brien was one of those who surrendered. He voted to boost food costs. He surrendered while our sons fight on a dozen battlefronts.

## Victory Brigade At Work

The headquarters of the Moore for Congress Victory Committee is a busy place these days. The old store at 47 Main St. E. has been cleaned and scrubbed. Furniture has been moved in and a committee of volunteer decorators have gone to work with enthusiasm. Pictures of the candidates, maps and brightly colored displays add a lively touch to the once dingy room. Agnes Bevier, leader of the decorating committee, has done a particularly good job of trimming the large three-sided window which faces Main Street and Graves Street.

Working under the direction of Norman T. Lyon, executive director of the campaign, other volunteer and staff members are doing the many jobs which make up practical politics. Evelyn Segal answers the constantly ringing telephone and her "voice with a smile" is becoming famous throughout Rochester. Hers is also the job of greeting visitors to headquarters and gently, but firmly persuading them that it takes work to win. Miss Dorothy Dalton heads the list of typists whose fingers fly from morning 'til night.

Those who cannot come in to the headquarters are working from their homes, in their neighborhoods, and over the telephone.

If you are a woman who wants to help win the war and the peace, you are needed among workers on the Moore for Congress Victory Committee.

## You Must Register To Vote

The story of "too late" has been written too often in this war. Don't let it happen here. Don't forget to register in time to vote for Walden Moore and an all-out war effort. Next year may be too late.

REMEMBER — REGISTRATION DATES FOR ROCHESTER ARE OCTOBER 9, 10, 16, 17. REGISTRATION DATES FOR TOWNS ARE OCTOBER 10 AND 11.

## Biography Of A Leader

Walden Moore, born in New York City forty-two years ago, has served his fellow-citizens as soldier, student, journalist, teacher and leader in civic affairs.

From 1919 to 1930 he studied and took higher degrees at Harvard and Columbia, wrote for the New York World, traveled widely and worked for the Red Cross and the League of Nations Association. In 1932 he married Gertrude Herdler, of Rochester. Since 1930 he has been a highly successful teacher of government and international relations at the University of Rochester, and is at present acting head of his department.

At all times he has spared no effort to help promote the welfare of the community and the nation. He was co-founder and vice-chairman of the Rochester Peace Council (1935-38), co-founder and vice-chairman of the Rochester Committee to Defend America (1940-41) and is vice-chairman of the present Citizens for Victory Committee.

Deeply interested in social and spiritual advancement, Mr. Moore is a member of the speakers' committee of the Rochester Community Chest, and a member of the Social Service Committee of the Rochester Federation of Churches.

Throughout, Walden Moore has consistently championed the cause of the working man, the farmer and the small business man. He has always fought every type of racial discrimination. He is uncompromising in his devotion to democratic government and is staunchly and sanely liberal in his social and economic attitudes.

## O'Brien Votes To Increase Food Costs

Congressman Joseph J. O'Brien has voted to increase the cost of food.

The wallop for his constituents in the 38th Congressional District was delivered last Wednesday in the House of Representatives when O'Brien joined those congressmen who are trying to block the President's anti-inflationary program.

Technically, O'Brien's vote was in favor of an amendment to revise the farm parity amendment. Actually it was a vote to increase by 5 per cent the price of food the housewife pays at the market.

And more than that it will not stop there. For as prices go up wages will have to increase and the amendment is so written that as wages increase farm prices will go up still higher. Thus begins that dreaded upward spiral of inflation, dressed by O'Brien and others in legal clothing.

If Congressman O'Brien and his kind succeed they will deliver a blow where it hurts the most — on the purse of the average income family. It will strike at the mothers, fathers, sisters and brothers of the men in the armed forces and the men in the factories.

Walden Moore, O'Brien's opponent for election to the House this fall, declared that the congressman's action "has demonstrated once again that O'Brien is wholly unfit for leadership." "At a time when the very life of this nation is in danger," said Moore, "Congressman O'Brien has helped to cripple the war effort. Once again he has failed the Home Front."

The President has told the nation that living costs have already risen 15 per cent since the first of the year. Housewives of the country know that some items of food have risen as much as 30 to 40 per cent, a fact that can be verified from comparison of prices in Rochester's own markets.

## Is It Important?

By WALDEN MOORE

The American Congress is an institution which directly represents you, the people of the United States. Without it you would have almost no representation in the Federal Government. Every section of the country is divided into Congressional districts from which one man is selected to represent that district. But not only does he represent the district which elects him, he makes laws which govern the whole country. Every two years the people of each Congressional district have a chance to elect Congressmen to the House of Representatives. Sometimes they decide to send back to Congress the man who has been their Representative for the past two years. Sometimes they choose a new man.

On November 3rd you will be faced with the choice either of returning your present representative to Congress or electing a new man. How will you decide which you want to do? Before you decide, let us look at the powers which Congress has:

1. It controls the war effort because it passes all appropriations for the Army and the Navy, including the air-force of both.
2. It decides just what kind of an Army we shall have because it sets the conditions of enlistment and service for men in the armed services.
3. It determines just how industry and labor shall operate on the home front.
4. It controls the appointments of all high officials and the men who are in charge of national affairs.
5. It can serve as a dangerous platform for appeasers if phony terms for a negotiated peace are offered.

In other words, Congress can make us or break us in this war. You will quickly see that at a time like this patriotism crosses party lines. We can only ask, "Does this candidate's record show that he has consistently understood the battle for freedom at home and abroad and does it indicate that he will put forth every effort for a quick victory and a real peace?" In these days when our men are risking their lives to defend everything we hold dear, hie men who cannot meet this test is not good enough to represent us.

You as an individual may be aiding the war effort at a lathe, in an arms factory, at a desk, or by staying at home and keeping your family of workers well-fed and happy.

But unless you also make an effort to elect a strong win-the-war Congress, your other contributions to the war effort may be lost.

WSAY EVERY WED. NIGHT 8:15

HEAR

WALDEN MOORE

Democratic and ALF Candidate for Congress  
Speak on the Issues of the Campaign

## My Husband Says:

"All the men in his lodge are voting for Moore for a victorious America."

Mrs. PHG.  
Rochester, N. Y.

## I Told Him:

"We women know that when we have a Congress of men like Walden Moore, our sons in the Forces will have all possible help from home to win the war—and win it fast!"

Mrs. S.  
Rochester, N. Y.

## Moore Explains Issues Of Campaign

In his radio talks to the people of Rochester, Walden Moore will bring before the public the various issues being brought up in the election campaign. He will cover, step by step, the problems facing the American People today. He will show how Congress, as an institution, can help us win the war.

At least one evening will be devoted to the reorganization after the war is over and the kind of peace we will have to make to insure freedom to all peoples.

## It Can Be Done!

American voters, awake to the dangers of placing in Congress the type of men responsible for much of the bungling of the United States' defense efforts before Pearl Harbor and its war effort today, can keep those men out of Congress.

They can put in their places far-seeing, high-minded legislators determined to all-out prosecution of the war.

They can elect Walden Moore—and defeat Joseph J. O'Brien.

They did it in Cleveland—by defeating Martin L. Sweeney for the Democratic nomination.

They did it in Michigan—by defeating Gerald L. K. Smith, rabble-rousing pal of the late Huey Long, for the GOP nomination.

They did it in Minnesota—by defeating Walter K. Mickelson, isolationist publisher, for the Republican nomination.

They can do it in Rochester.

BUY  
UNITED  
STATES  
WAR  
BONDS  
AND  
STAMPS

## Moore Opens Bowling Season

The evening of September 18th saw Walden Moore at the Genesee Bowling Hall where he had been invited by the employees of International Business Machine to open their bowling season.

Before the bowling started Moore thanked the club for asking him to come





## Important?

MOORE

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**THRILLING  
VALUES**

ALL  
ONE  
LOW  
PRICE

**\$1.35**  
None  
Higher

Exact Copies  
of Expensive  
Originals



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- Cloches • Bonnets
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- All Headpieces

**THE VANITY  
ONE PRICE**

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NONE  
HIGHER

**MILLINERY SHOPS**

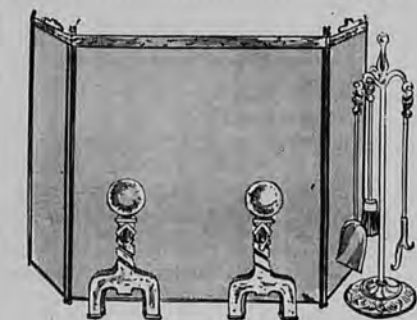
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Taylor Building

Mrs. Katherine Pfenniger, 75 Adams St.

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BURNT ANTIQUE BRASS 7 PIECE  
**FIREPLACE SET**

Set consists of top bound three fold  
screens; hitching post type andirons;  
and tool set consisting of Shovel,  
Brush and Poker. Complete set,  
special at **\$10.95**



### FIREPLACE ACCESSORIES

Rochester's largest stocks of fireplace sets and  
equipment, including LOG RESTS, CAPE COD  
LIGHTERS, SCREENS, WOOD BASKETS, ETC.

**ENSEMBLE SETS from \$7.95**

Hammered Ash  
**FIREPLACE  
BASKETS**

Smart looking be-  
side any fireplace.  
Practical, useful.  
Each complete with  
hearth broom as  
pictured. T. H. & S.  
sides.

**\$1 \$1.50 \$1.85**

Remember The Boys In Service!

**"PACK-A-GIFT"**

**SHIPPING CARTONS**



Just the thing to send gifts to  
the boys in camps, or to send  
Christmas presents to relatives  
and friends, too. Made of three  
ply corrugated fibreboard ac-  
cepted by express and post  
office. Maple color in basket  
weave, complete with printed  
wrapper indicating use and  
stout tying cord.

No. 5 Holds 5 lbs. . . 25c  
No. 7 Holds 7 lbs. . . 30c  
No. 11 Holds 11 lbs. . . 40c

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15  
EXCHANGE ST.  
Free City Deliveries  
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## DIARY of a BEAUTY AUTHORITY

by Helena Rubinstein

**NEW YORK**—Ever since  
women started worrying about  
attaining and keeping a slim,  
graceful figure, diet has been  
prescribed as the one factor  
which exerts influence in gain-  
ing or losing weight. Yet, exer-  
cise is as essential to a good fig-  
ure as correct diet is to health.  
In my New York Salon, we  
have developed a series of exer-  
cises which are based on cor-  
rect posture, the key to figure  
slenderness and gracefulness.  
You can actually add inches to  
height in your appearance, take  
inches off a waistline, abdomen  
or back by correcting your pos-  
ture.  
Young girls, particularly,  
should concentrate on posture  
and grace in movement because  
it is during the formative  
years that one acquires the  
habit of correct standing, walk-  
ing and sitting.

**Test for Good Posture**—  
Stand with head and heels and  
small of back against the wall;  
walk away from the wall, hold-  
ing yourself in this position,  
and you will have your posture  
goal to aim at. Practice this  
when you are near any wall  
until you form the habit of  
standing this way automatical-  
ly.

**For Stoop Shoulders and  
Sway Back**—Press the entire  
spine against a wall, lift arms  
and press elbows, head, and  
hands against wall, keeping  
feet a few inches away. Bend  
over, touch toes, keeping small  
of back against the wall. Return  
to original position and repeat.

**For Bulging Midriff**—Lie on  
floor with knees bent. Lift hips  
off the floor. Lower hips to  
floor and sit up with back

straight, arms stretched up-  
ward. Stretch as hard as you  
can. Lie down and repeat.  
**Sitting Posture**—When sit-  
ting, do not push buttocks way  
back. Make back of waist touch  
back of seat, tuck hips under  
you. Do this in buses, cars,  
theatres, etc.

### GROUP 2

Practise grace-in-movement  
exercises whenever you have a  
moment to spare. Each one  
takes only a few seconds, and  
may be fitted into your day at  
odd moments.

**Stretch to Bathroom**—When  
you get up in the morning,  
walk to your bath on your toes  
with arms stretched high over-  
head, stretching your entire  
body as hard as you can. Do  
this one exercise every day and  
your body will move with new  
limbness.

**Body Balance**—Walk with  
a book on your head up and  
down the room and up and  
down stairs.

**Foot and Ankle Limbering**—  
Keep the heel of one foot on  
floor, rise on the toes of the  
other foot, alternate and con-  
tinue this pedalling motion  
until your feet and ankles feel  
loosened and limber.

**High and Low Heel Walk**—  
When wearing high heels, be  
careful not to throw your  
weight forward. In low heels,  
point your toes straight ahead.

**Do's and Don'ts for Dance  
Grace**—Don't let your pos-  
terior protrude. Do keep it  
tucked in under you. Don't  
straddle your legs. Do keep  
your feet together. Don't stoop  
if you are dancing with a short-  
er partner—this only em-  
phasizes your lack of grace.  
(Madame Rubinstein will be

## DO YOU NEED CASH FOR COAL



Fill your bins with coal now while  
deliveries can be made, and save  
by paying cash. We make loans  
for all worthy needs.

### COMPARE OUR LOW BANK RATES

If you borrow	You receive	You make 12 monthly payments of
\$50	\$95.52	\$8.80
100	181.04	17.60
150	266.56	26.40
200	352.08	35.20
250	437.60	44.00
300	523.12	52.80
350	608.64	61.60
400	694.16	70.40

Other amounts at proportionately  
low rates. Insurance pays up loan  
in case borrower dies.

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MAIN OFFICE  
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Valley Office  
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TRUST COMPANY**  
MEMBER F. D. I. C.

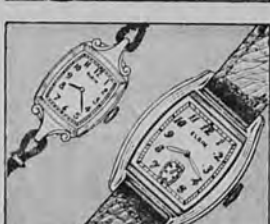
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*Of Guaranteed Accuracy!*



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Handsome new  
styles for men and  
women. Designed  
for smartness and  
fine accuracy.  
**33.75**  
Reg. Down Payment  
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Women's smart  
spherical style la-  
pel watch. Quality  
at a low price.  
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Smart styles for  
men and women.  
Famous for accu-  
racy, styling and  
dependability.  
**42.50**  
Reg. Down Payment  
1.25 Weekly



**WATERPROOF**  
Sturdy, accurate  
watch for active  
men. With radium  
dial and leather  
strap.  
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Reg. Down Payment  
1.25 Weekly

**RUDOLPH'S**  
CORNER EAST MAIN at SOUTH AVENUE  
In Batavia: 109 MAIN STREET  
OPEN MONDAY NIGHT 'TIL 8

happy to solve your personal-  
ly address Helena Rubinstein,  
beauty problems for you. Sim-  
care of this paper.)

For Victory Bay Bonds.

## In the National's Basement

A Brand New Basement Value-Shop

## "Weather-Wear For Outdoor Men"

A Complete Stock of Outdoor Apparel  
For Men Who Work or Play Outside

### Heavy Fingertip Coats

Warm, heavy-weight finger tip coats,  
smartly styled with zipper front.  
Tan, luggage brown and teal blue  
colors. Shoulder lined. **\$10.75**

### Warm Hip-Length Jackets

Good heavy melton cloth jackets.  
Ideal for all kinds of outdoor wear.  
Zipper front side pockets. Available  
in several shades. **\$5.50**

### All-Wool Shaker Sweaters

Swell and warm under your coat on  
these frosty mornings. Pull-over  
style baby shaker knits in several  
new shades. **\$3.95**



In Savings - Shop  
At The National

- Lined Suede Jackets .....\$6.95
- Plaid-Lined Copeskin Jackets ...\$9.95
- Leather-Trim Melton Jackets ...\$6.95
- Wool & Leather Jackets .....\$7.95
- Flannel Shirts .....\$1.59 to \$5.95
- All-Wool Worsted Sweaters ....\$3.39
- Men's Covert Slacks .....\$4.95
- Warm Corduroy Slacks .....\$3.79

Also a Complete Selection of Hunting  
Apparel, at Money-Saving Prices



Charge It  
At The National  
During October

**The  
NATIONAL**  
EAST MAIN AT STONE

You Don't Have  
To Pay Until  
Dec. 10th!



**"Pull up to the curb, lady... I want to talk to you"**

"Nope! I'm not goin' to give you a ticket,  
lady—just a little advice, that's all.

You saw the red light a block away, but you  
didn't brake your car till you were right on  
top of it. I can still hear the screech.  
That's tough on tires, lady. It burns 'em up.

Then, while you were waitin' for the light  
to change, you kept racin' your motor.  
That's wastin' gas, lady. And there's a gas  
shortage in this neck of the woods. Sure,  
we got plenty of gas in this country, but  
Hitler's sinkin' our tankers, and the more  
he sinks the less gas reaches these parts.  
That's why we have to ration it out.

People that start and stop quick, and race  
their engines, and take corners on two  
wheels, and drive like the devil was in them  
—people like that don't deserve to own a car  
these days. When it comes to that, they're  
only spittin' themselves, because the more

they waste, the sooner they'll walk. You  
see, it's strictly your own lookout how long  
that's goin' to be.

Now, take my advice. Drive around thirty.  
Take it slow and easy. Give your tires the  
once-over every week. Take care of your car  
as though it was the only one in the whole  
world. Don't drive if you can walk or take  
a bus or street car. Use your shoe leather,  
lady—you're in the Army, too.

That's all, and I hope I haven't hurt your  
feelings. Just remember—this is war!"

### SAVE GASOLINE AND TIRES

Drive your car only  
on the road to Victory!

This Space Donated To The OPA by Rochester Sun — Shopping News



**FORCED TO MOVE!**  
**SALE!** GROUP OF DRESSES  
To Be Sold At Cost and Below  
BROKEN SIZES  
**\$7.95 TO \$12.95**  
**BELLE CHRISTIANA**  
DRESSES  
930 MERCANTILE BLDG.  
Mrs. Bertha Grapensteter, 84 Murray St.

LEFT'S

*Money-Saving Values*  
Mean Extra Savings And Extra  
Wear In Children's Fall And  
Winter Apparel!



EXTRA VALUE  
**COAT & LEGGIN' SETS**

Warm, wooly, well-tailored outfits  
with Velveteen and Leopardine trim.  
Colors: Teal, Wine, Victory Blue,  
Blue and Gray, Tweeds. Plenty of  
reversibles. Also Red and Camel-Tan  
fleece coats.

Sizes 3-6½;  
Sizes 7-14,  
\$8.95

**\$6.95**  
8.95  
Value

Open  
Tonight  
Til 9  
and EVERY  
Monday, Thurs-  
day and Friday.

ATTRACTIVE SELECTIONS  
**SNOW SUITS**

Sturdy, warmly lined suits  
to last several seasons!  
Zipper and button styles.  
Solids and two-tone com-  
binations in every new fall  
color... Sizes 3-14.  
**\$4.95**

VALUES TO \$7.95!

Open  
Tonight

**LEFT'S**  
126-128 CLINTON AVE. S.

Open  
Tonight

**Leisure Time Program  
Planned By Adult  
Recreation Group**

Acting under the State War  
Council, the Adult Physical Fit-  
ness and Recreation Association  
is planning leisure time pro-  
grams for industrial war work-  
ers and for civilian during the  
fall and winter.

The Board of Education will  
open six high schools, Monday  
through Thursday, to accommo-  
date those who feel that recrea-  
tion is as necessary as work to  
the war effort.

Table tennis and soccer  
leagues are being formed by  
Ted Mosher and Jim Campbell  
and will get under way next  
week. Basketball is under the  
direction of D. H. Forman, pres-  
ident of the Industrial Basket-  
ball League. Other activities  
embraced are fencing, handball,  
volleyball, and calisthenics.

Herman Norton, head of the  
Health and Physical Education  
Department of the Board of  
Education, and Elmer K. Smith,  
associate director, are lending  
the efforts and facilities of that  
department in this undertaking  
and feel that recreation is vital-  
ly essential in promoting health  
and physical fitness.

Participating schools are:  
Franklin, Madison, Marshall,  
Charlotte, Jefferson, and Mon-  
roe.

Taylor Instrument Company  
will hold a plant night at Mad-  
ison High School on Wednes-  
day, October 7, to inaugurate  
the first of such nights to be  
conducted by various industrial  
plants.

**Rexy To Stage  
'Scrap Metal'  
Children's Matinee**

A "scrappy" children's ma-  
tinee will be staged at the Rexy  
Theatre, Jefferson Ave., Satur-  
day afternoon. The children  
needn't be scrappy, but they'll  
have to bring some scrap with  
them. Instead of the usual ad-  
mission fee, ten pounds of scrap  
metal will gain admittance to  
the special show for its donor.

Special features have been  
planned for this show which  
will prove of unusual interest  
to the juvenile audience.

A new trick to clean tarnish-  
ed copper or brass — rub with  
the rind of a lemon dipped in  
salt.

**French Class  
Organizing At  
Evening School**

Evening classes in French will  
begin this month at Monroe  
High School, Alexander St. Be-  
ginners and advanced classes  
will be taught by Professor  
Leon Achen, formerly of the  
University of Paris and the Uni-  
versity of Rochester. Those in-  
terested should register this  
week at the School between 7  
and 9 p. m.

**Bishop's Men  
To Meet Sunday**

First meeting of the fall ses-  
son for the Bishop's Men of the  
Episcopal Diocese in this area  
will be held Sunday at 8:30 p.  
m. in the Masonic Temple.

The Rev. Angus Dun of the  
Episcopal Theological School,  
Cambridge, Mass. will be the  
speaker.

Bishop Bartel Reinheimer  
will announce appointments for  
the coming year and award the  
Bishop's Men's key.

Hon. John Van Voorhis is  
chairman.

**14th Ward Republican  
Women To Meet**

Members of the 14th Ward  
Women's Republican Club will  
gather at the Erie Social Club  
next Monday for a business ses-  
sion at 8 p. m. and to listen to  
the opening speech by Thomas  
E. Dewey, starting his campaign  
for the governorship. The  
speech will be received at the  
clubhouse by radio.

Mrs. Thomas Bahringer will  
preside, and Mrs. William Bur-  
den will act as chairman of  
hostesses.

**Veteran's Auxiliary  
To Meet Wednesday**

Frank E. Robertshaw Post  
Auxiliary will meet next  
Wednesday at 8:15 p. m. in the  
Powers Hotel. Mrs. Mildred  
Hoehn will preside for old busi-  
ness after which the newly  
elected officers will take over.

The new officers are Presi-  
dent Mrs. Elizabeth Atridge,  
first vice-president Mrs. Helen  
Moranz, second vice-president  
Mrs. Helen Arthmann, secreta-  
ry Mrs. Elizabeth Pinkman and  
treasurer Mrs. Grace McCarthy.



Lauer's All Mahogany

**Kneehole Desk**

Note the beautifully fashioned ox-bow drawer fronts...  
the large writing top... the 8 drawers in-  
cluding a large filing drawer. Sale price... **\$27.50**



Solid Maple

**3-PC. BEDROOM GROUP**

Big, carefully finished, well built  
pieces — completely dust-proofed  
and center-guided. Twin beds and  
7-drawer vanity available. Bed,  
chest and dresser — **\$89**  
3 pcs. ....



**Lauer's**  
50 STATE

**LAUER'S SECTIONAL SOFA**

Smart, modern, adaptable to any size or shape room. It makes  
a sofa, a love seat and chair, or 3 chairs. **\$129**  
Complete .....

Striped Chair ..... **\$49.75**

**OPEN TONIGHT UNTIL 9 P. M.**



JUST PHONE

**Sibley's**  
STONE 6500

**We'll Shop For You**

Our Phone Order Board Opens Mornings at 8 A. M.

**REMEMBER!**

Sibley's Is as Near as Your Phone or Mailbox

It's easy to save gas and tires, and still buy the  
things you want, when you take advantage of  
Sibley's "personalized" mail and telephone serv-  
ices. A corps of more than 20 mail and tele-  
phone "salespeople" shop for you accurately  
and efficiently.

SIBLEY, LINDSAY & CURR CO.

**Sibley, Lindsay & Curr Co.**



"Marine." Black or brown calf.



"Parfait." Black suede and patent combination.



It's Easy to Arrange for a Charge Account with Our Friendly Credit Office. You'll Find Your Account a Great Convenience in Shopping.



"Monterey." Black or brown suede or calf.



## RED CROSS SHOES FOR A FIRM STAND

Dedicated to the American Woman and the splendid job she's doing today, these fashion-wise shoes that have been created for you can, as always, rely upon... an exceptional unchallenged shoe value. For smartness afoot, for comfort of feet astride, choose Red Cross Shoes. **6.95**

SHOE SALON, SECOND FLOOR



"Stroller." Black or brown suede and calf combination.



"Dressmaker." Black or brown suede.



"Stanford." Brown alligator-grained calf.



"Plaza" spectator. Black or brown.

### LABELS WE BELIEVE IN...

A label is more significant this year than ever before. To every smart woman, it is her assurance of quality and style value. These are labels that we believe in, that you believe in... that have assumed an even greater importance this year. With no decline in value, they're what we call duration durables, clothes you can put your trust in... not only for their own labels, but for the label behind them... Sibley's.



## THOROUGHbred COATS

Distinctive duration coats that are even more timely this year than ever before. They match the mood of our new life which demands more intense activity, a faster pulse, a more determined spirit. The Shagmoor label still stands for 100% wool, lifetime lines and long wear.

COAT SHOP, SECOND FLOOR



Shagmoor Alpaca classic ..... **45.00**

Shagmoor casual with wolf collar. **79.95** plus tax



## ALL-DAY DRESSES

We call them that because Eve Carver makes the kind of dresses you could put on in the morning, wear all day long if you were rushed, and still feel well-dressed... they're that simply and well styled! Ample cut to permit lots of action, and timeless smartness. Of rayon crepe, they are classically cut for timeless smartness, white collars, have fold-over envelope pockets, white buttons, and unique gold-colored buttons for a bright touch. Phone orders filled promptly. Black, brown, wine, blue, green. **8.95**

THIRD SHOP, SECOND FLOOR



## CASUAL HATS

No matter what you're wearing, there's a Pinehurst hat for you. Top-ranking style with a simple refinement of line that makes these hats a fine value at any price. Colors: black, brown, navy, wine, Patriot Green, Salute Blue, and Australian Green.

Broad-brimmed classic hat, perfect for suits... **5.00**

Visored pill-box with self bow in front ..... **5.95**



High sculptured crown, down in back ..... **7.95**



Soft gathered brim, grosgrain bow in back **7.95**

L SOFA  
shape room. It makes  
\$129  
\$49.75  
M.

A. M.

ox

C.



# America Turns to Her Churches

— THE RIGHT REVEREND BARTEL H. REINHEIMER  
BISHOP OF THE EPISCOPAL DIOCESE OF ROCHESTER



The hope of humanity in our time—the hope we cherish of redeeming the bloody victory we are obliged to seek—is enshrined in the local Churches of the free peoples. Within these local Churches men preserve and protect that faith

which is not only the stay of their hearts but which is also the prelude to peace and freedom. It is their task but it is also their glory to provide the Service and Support which make the Churches a world power.

Attention, Laymen of the Episcopal Churches of Rochester! The Seventh Annual Supper and Mass Meeting at the Masonic Temple, Next Sunday, October 4th

## EPISCOPAL CHURCHES OF ROCHESTER

**All Saints Church**  
759 Winona Blvd.  
THE REV. ERNEST K. NICHOLSON

**Ascension Church**  
1360 Lave Avenue  
THE REV. WILLIAM C. COMPTON,  
S. T. D.

**Christ Church**  
East Avenue, at Broadway  
THE REV. DONALD H. GRATIOT  
THE REV. J. W. D. COOPER

**Epiphany Church**  
309 Jefferson Avenue  
THE REV. CHARLES B. PERSELL, JR.

**St. Andrew's Church**  
Averill Ave., and Ashland St.  
THE REV. FREDERICK CROSBY LEE

**St. George's Church**  
4352 Lake Avenue  
THE REV. JOSEPH HARTE

**St. Luke's Church**  
17 So. Fitzhugh St.  
THE REV. FREDERICK M. WINNIE

**St. Mark's & St. John's Church**  
Culver Rd. and Rosewood Terrace  
THE REV. FRANK R. FISHER

**St. Matthew's Church**  
Winton Rd. N. and Browncroft Bl.  
THE REV. WALLACE H. WATTS

**St. Paul's Church**  
East Avenue and Vick Park Blv.  
THE REV. GEORGE E. NORTON, S.T.D.  
THE REV. JOHN T. SANBORN

**St. Simon's Mission**  
6 Oregon Street  
THE REV. FRANK L. BROWN

**St. Stephen's Church**  
Chilli Ave. and Thorndale Terrace  
THE REV. JEROME KATES, D.D.

**St. Thomas' Church**  
Winton Rd. S. and Highland Ave.  
THE REV. ARTHUR R. COWDERY



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# 110<sup>th</sup> Anniversary SALE

More BARGAINS for FRIDAY & SATURDAY — Shop Till 5:30 P. M.

If Inconvenient to come in . . . Mail or  
Phone your Order . . . Call Stone 2300

## All Wood "Silent Valet" for Men



Reg. 2.98  
**1.98**

These are a great space saver for hanging two pairs of trousers, coat and vest. Hangs the wrinkles out of your clothes. Grand for bachelors, hotel and club managers. — Packed in a box all ready to carry home with you. Walnut finish.

Art Shop—Second Floor

FAMOUS SYMPHONY SWEET

## NORMANDY CHOCOLATES

Reg. 39c lb.  
**33c** lb.

- Honey Cashew Nougats
- Honey Comb Molasses Chips
- Vanilla Caramels
- Vanilla Butter Creams
- Butterscotch Chews
- Maple Walnut Creams
- Orange Creams
- Peppermint Patties
- Raspberry Creams
- Coconut Creams
- Apricot Walnut Jellies

EDWARDS—Street Floor

## 8 Pc. Heat Proof Oven Glass FIRE KING BAKING SET

Set consists of  
1 Qt. Casserole and Cover  
1 Loaf Pan  
1 Pie Plate  
4 Custard Cups

**\$1** set.



The modern, scientific baking ware, shows food cooking, perfect for serving. Take advantage of this unusual offer. Phone or mail your order to make sure of a set of this fine baking ware, guaranteed against heat breakage.

EDWARDS—Second Floor

COOK — BAKE  
AND SERVE ALL IN  
THE SAME DISH

## 4 Pc. Rolled Edge GLASS BOWL SET

Regular 75c value

Four convenient sizes for the kitchen or table use. Five to 9 inches across. Rolled edge makes it easy to handle and nice enough to use as a flower bowl.

**59c** set



EDWARDS—Second Floor

## 2400 Prs. Full Fashioned "Yankee Girl" New Rayon STOCKINGS

Anniversary Price

**68c** pr.

Ceiling Price 79c

Full fashioned, of course . . . in business sheers and service weights. Wonderful for hard all round wear. "Yankee" made top to toe, every inch. Fine 42 gauge properly made by one of our very best hosiery mills. And we're selling them 11c below the Ceiling price.

Two Smart Colors:

Glorious — a rosy beige

Valorous — a smart neutral beige.

EDWARDS—Street Floor



BOYS' AND GIRLS'

## Derby Rib KNEE SOCKS

Ceiling Price 45c

**34c** pr.

Strong, sturdy, long wearing mercerized cotton socks with ribbed garter cuffs. These are the socks for school wear, and have been favorite sellers with us for years back. All first quality, regular selling styles, from our regular stock. Plain colors. 7 to 9 1/2.

EDWARDS—Street Floor



## Exciting Values On Sale In EDWARDS BASEMENT STORE

Hundreds of Specials in Every Department At Money-Saving Low Prices!



Amazing Buy!

## RAYON MARQUISETTE CURTAINS

335 Pairs  
**1.49**

Due to a slight variation in the color of the thread used in the hems we were able to purchase this curtain at this sensational price. 36" wide x 75" long. 1 x 1 inch side hems.

## MACHINE OIL WINDOW SHADES

Slightly  
Imperfect

**44c**

Will give satisfactory wear. Slightly imperfect in cloth, roller perfect. Ecru, white.

Edwards—Basement



SIZE  
72 x 108"

## SHEETS

**1.39**

Sure to be a complete sellout . . . shop early while 480 last! Full 64x64 square. Will withstand 104 launderings equal to 4 years wear. Slightly imperfect.

## LACE CURTAINS

First quality Scranton curtains in 4 dainty designs. 34" wide, 2 yds, 6" long.

**98c** pair

Edwards—Basement

## CANNON QUALITY JACQUARD TOWELS

600 to  
sell at **29c** each

Dusty rose, blue and turquoise in dainty stripe. Size 20 x 40".

Edwards—Basement



## SCOOP! WOMEN'S NEW SHOES

Taken From  
Higher Priced  
Stock

**2.44**



Choose from pumps . . . step-ins . . . oxford . . . oxfords with closed or open toes. Fine leathers, suedes and gabardines. High or medium heel heights. Not every size in every style.

## CHILDREN'S SHOES

Size  
9 to 3

**2.29**

Sturdy moccasin toe or tip style in black or brown. Black patent straps. Rubber heels, sewed soles.

Edwards—Basement









# Sears is Everybody's Shoe Store

New Fall Styles In  
**Peggy  
Adairs**



**3<sup>30</sup>**

Exciting new styles that you'll appreciate for their smart appearance and comfort. Shoes for business and dress wear. Ties, Pumps, step-ins, in black, brown, low heel, medium and dressy heels.



**FOR SCHOOL!  
FOR DRESS!  
FOR SPORTS!**

**Growing Girls' Oxfords**

**3<sup>30</sup>**

Smart, sturdy, comfortable shoes for growing girls. Black, brown, tan. Leather soles rubber heels. Sizes 3½ to 9.

Main Floor  
Monroe

America's Greatest Shoe Values  
In Comfort, Wear, Appearance

**BILTWEELS**

**2.39**

Main Floor—Monroe

Millions of youngsters from coast to coast have proven their wear and fit. Sturdy oxfords and dressy ties in black, brown and combinations. Military styles or patent T straps. Built on a last for accurate fit without cramping growing feet, with all the details of shoes selling at much higher prices. Styles for boys and girls in sizes 8½ to 3.



See your shoes fitted by X-Ray, expertly and accurately, Shoe Department, Main Floor Monroe.

OPEN FRIDAY, SATURDAY NITES UNTIL 9 P. M.

Comfort From The  
First Step!

Pre-Flexed

**Sandy  
Nevins**

**4.40**

Both Stores

Pre-flexed broken in by the factory for you is more than just a simple phrase it means that all the comfort, and wear obtainable from these nationally famous shoes is yours, at a savings, all leather uppers, rubber heels. Military, wing-tip, brogue, models in antique, black, brown. Sizes 6 to 12.



Men's Work Shoes Values!  
**Genuine Horsehide Leather  
Shoe or Oxford**

**3.98**

Both Stores

A sturdy companion to hard work, built for the maximum of comfort. Tough long wearing cord or leather soles. A style for every type of work, in plain toes, black only. Sizes 6 to 12.



**Men's Leather  
HI-TOP**

**8<sup>95</sup>**

Others \$4.98 to \$10.95

Main Floor Monroe

A favorite with outdoor men—16 inch chocolate brown Hi-cut with full grain leather oil tanned upper. Leather sole, solid leather heel, sizes 6 to 12.



**Boys' Leather  
HI-TOP**

**3<sup>98</sup>**

Main Floor Monroe

Rugged, sturdy, 15 inch high, all leather upper, leather sole, rubber heel, 1 to 6.



Join Our Slipper Brigade  
For Comfort And Saving!

**Men's Mock**

**2.29**

Main Floor Monroe

A leader in men's comfort! All leather upper, flat rubber sole, rawhide laced, sizes 6 to 12.



**1.29**

Main Floor Monroe

Everett styled slippers. Fully lined, hard leather sole, rubber heels. Brown, in sizes 6 to 12.



**2.49**

Main Floor Monroe

Romeo style, a favorite of long standing, elastic insets leather soles, rubber heels, brown, sizes 6 to 12.



**Boys' Tennis Shoe**

**1.29**

Main Floor Monroe

Boys' tennis or gym shoe, canvas upper rubber sole and heels, sizes 1 to 6 and 6 to 11. Limited quantities.



10 New Sport Models In

**Sandy Nevins**

For Boys 2 to 6

**3.45**

Both Stores

Slip their feet into a pair of Sandy Nevins Jr. with their custom made to order look, and you'll see why we say there's no finer shoe at this price of Boys. Built on Good-year last for comfort, with out sacrificing style. Black, brown and two tone for school or dress. Flexible leather soles, rubber heels, full leather insole.



We feature X-ray fitting because it is the only means by which you and we can see exactly how your feet look inside of a pair of shoes. X-ray fitting enables us to fit you perfectly and possibly correct certain foot troubles you may have. Insist upon X-ray fitting.



**SEARS ROEBUCK AND CO.**  
MONROE AT S. UNION ★ RIDGE ROAD AT DEWEY  
MAIN 7000 GLENWOOD 556



Lacquer-finished ice-boxes if a coat of wax is applied over may be kept clean much easier the lacquer.

**PROMPT DELIVERY**  
**COKE \$11.00**  
Buy Defense Stamps with the savings. PER TON SHOV. OH  
**WEST END FUEL CO. 2 Lake Ave. Glen 745**  
Miss Catherine Wobus, 128 Ferris St.

## YOUR SUNDAY DINNER

Candied Sweets Perfect Flavor Complement for Veal Birds  
**THE DINNER**  
\*Veal Birds  
\*Baked Stuffed Tomatoes  
\*Cornbread-Butter  
Lettuce and Cucumber Salad

Another appetizing, nutritional economical "Sunday Dinner." These recipes, which appear each Thursday, are prepared exclusively for ROCHESTER SHOPPING NEWS readers and are kitchen-tested by the Household Science Institute.

**Cherry Ice Cream** Star Cookies  
Beverage  
(Recipes Included)  
This menu is properly balanced for nutritional value. It Supplies: The Meat: Proteins, Vitamins A, B, C and G; carbohydrates, phosphorus and fats. Sweet Potatoes: Vitamins A, B, C and G; carbohydrates, minerals and fats. Tomatoes: vitamins A, B, C and G; minerals carbohydrates and fats. Cornbread and Butter: Vitamins A, B, C, D, and G; fats and carbohydrates. Salad: Minerals, Vitamins A, B, C, and G; some carbohydrates and fats. Dessert: Carbohydrates, Vitamins A, B, C, and G, some minerals.

**To Serve 6 You Need**  
2 slices veal round  
1/2 pound ground pork  
3 medium sweet potatoes  
6 tomatoes  
1 head lettuce  
1 cucumber  
1 small can cherries  
1 quart vanilla ice cream  
Balance of materials among staples

**Veal Birds**  
2 slices veal round  
3 tablespoons rice  
1 tablespoon fat  
1 slice bread  
2 tablespoons milk  
2 hard-boiled egg yolks  
1/2 teaspoon salt  
1/2 teaspoon pepper  
1 tiny clove of garlic  
1 teaspoon chopped celery  
1 teaspoon chopped parsley  
Thyme

**Cherry Sauce for Ice Cream**  
1 cup sugar  
1/2 cup butter  
1 tablespoon cornstarch  
1/2 cup water  
1/2 cup cherry juice  
1 cup chopped cherries  
Cream the sugar and the butter. Add the cornstarch and the liquid, and boil over hot water for five minutes, stirring constantly. Continue cooking for 25 minutes. Add cherries after mixture has cooled.

**Serving Hints**  
Pile candied sweets in the center of a large meat platter. Arrange veal birds around edges. Decorate platter with bits of curly endive.  
The stuffed tomatoes should be placed on a chop plate and garnished with bits of parsley.  
On each dessert plate place a ball of ice cream. Top with a generous spoonful of cherry sauce. Lay two or three star cookies on each plate.

**Use of Leftovers**  
You can make sweet potato puffs with the leftover sweet potatoes. Mash the potatoes with a masher. To two cups of sweet potatoes add 2 beaten eggs and mix well. Drop mixture from a spoon into hot deep fat 375 degrees F. and cook until brown, about 2 minutes. Drain on brown paper and serve with a garnish of parsley.

For cleaning pewter, a simple washing in hot soapsuds will always be effective. It should be rinsed in hot soapsuds, of course, and polished dry. The electrolytic method is also good for pewter.

The food compartment of a refrigerator should be cleaned about once a week with a solution of soda and lukewarm water, then rinsed with clear water. Wash metal shelves and ice trays with a solution of mild soap and hot water. Also remove and wash both the special tray beneath the freezers and the hydrators. Be sure that these are also rinsed well. Soap and water is usually sufficient for the outside of the cabinet. Never use a coarse abrasive, however, even if spots seem persistent.

No Matter What You Work at . . .  
**PROTECT YOUR EYESIGHT**  
Eyes don't grow younger with use. Constant use, on the contrary, tends to strain them, weaken them. This condition can be eliminated by the use of glasses. Don't guess about your eyes. Have them examined by Dan G. Albert, registered optometrist. Use our convenient plan . . . buy your  
**GLASSES ON CREDIT AT**  
**Smalls**  
28 MAIN STREET EAST  
Free Parking—Rear of Store!  
We Use Only Bausch & Lomb And Shuron Lenses!  
**Open Monday Night 'Til 9 P. M.**

MAKE IT IN A MINUTE!  
WORTH \$1 A GAL.—COSTS A PENNY!  
**CLEANING SOLUTION**  
YOU CAN'T BUY ANY BETTER CLEANING SOLUTION for walls, woodwork, linoleum, rugs, etc. . . . AT ANY PRICE! Why pay more? MAKE a gallon in a minute with less than an ounce of Trig . . . for a PENNY!  
26 OZ. BOX TRIG at your grocers . . . 25c

Genuine HOLLAND CLOTH  
**WINDOW SHADES**  
Complete With Rollers  
**3 FOR \$1.00**  
35c EACH SLIGHTLY IRREGULAR  
134 Clinton Ave. So.  
Loew's Theatre Bldg.  
**Rochester Curtain Shop**

**Wegmans**  
As Near  
The Nearest Bus Stop!  
ALL ROCHESTER TRANSIT CORP. BUSES  
GO BY OR NEAR A WEGMANS MARKET  
Tender Shoulder  
**Beef Roasts . . lb. 29c**  
Kitchen Tested Flour  
**Gold Medal 24 1/2 lb. \$1.03**  
Old Abbey Ale or  
**Simon Pure Beer qt. 18c**  
Blue Ribbon  
**Potato Chips . pkg. 17c**  
Over 2000 Other Savings!

There are nine conveniently located Wegmans Super-markets in Rochester . . . all as near to your home as the nearest bus stop. Rochester Transit Corp. buses go by or very near every Wegmans Super-market.  
Shopping trips to home-owned Wegmans markets are great time-savers too, for you'll find all your food needs right here under one roof!

**JUST TRY ME ON LAND O' LAKES SWEET CREAM BUTTER**  
WORLD'S LARGEST SELLING SWEET CREAM BUTTER!  
SOLD AT ALL WEGMANS MARKETS!

**Wegmans**  
HOME OWNED SUPER MARKETS  
FREE PARKING  
72 West Main Street  
375 East Main Street  
90 Clinton Ave. South  
61 Front Street  
815 Dewey Avenue  
409 Ridge Road West  
818 Brown Street  
575 Monroe Avenue  
12 Corners, Brighton

**CAIN'S MAYONNAISE**  
DESERVES TOP PLACE ON YOUR GROCERY LIST. It's delicious!  
Don't compare Balboa with ordinary mayonnaise. This quality mayonnaise sells at \$1.75 per gallon.

# LIVADAS LOW PRICES

Rochester's Value Giving LIQUOR STORE  
Compare The Flavor! 'Mayflower'  
**8 YEARS OLD NEW ENGLAND RUM \$2.19 FIFTH**  
Famous Schenley's extra mellow Rum. Exceptional purchase enables us to bring you this low price.  
\$3 Val.  
100 PROOF FAMOUS 'LIVRO'  
BIG SELLER LIVRO QUALITY 86.8 PROOF  
**KENTUCKY STRAIGHT Bourbon WHISKEY**  
Bottled in Bond!  
Bottled specially for Livadas by Beam, famous Kentucky distillers. Made from 146 yrs. old formula! The product of 3 generations of distilling skill. Compare With \$3.50 Brands  
**\$2.49 Full Quart**  
**RYE WHISKEY**  
Compare! 3.75 Value!  
51% Mellow 4 Year Old Straight Whiskey; 40% Pure, Neutral Spirits  
One of Livadas' Most Popular Buys because of its exceptional quality and distinctive flavor.  
**\$2.50 Full Quart**  
Outstanding Low Price!  
**4 YEARS OLD! PETE HAGEN'S SLOE GIN \$1.49 Fifth**  
Creamy Top. Exquisite Flavor. Exceptional low price. Make the finest Flavors of RUM, 46 proof.  
**WHITNEY CLUB 5 YR. OLD RYE \$1.90 Full Quart**  
We honestly feel that this value cannot be duplicated. A whiskey to please the most particular people. 80 proof.  
**COMPARE . . . \$3.50 VALUE!**  
**8 Yrs. Old! CALIFORNIA GRAPE BRANDY \$2.49 Fifth**  
Enchantingly mellow Brandy from famous Schenley distillers. Compare with the best. Very low priced. 46 proof.  
**COMPARE WITH THE FINEST! KING GEO. IV. Scotch WHISKY \$3.19 Fifth**  
Thousands of Livadas' customers have agreed that outstanding quality at unbelievably low prices makes this the best Scotch buy on the market. Distilled and bottled in Scotland. 86.6 proof.  
**\$4.25 Val.**

TAKE ADVANTAGE OF THESE SUPERB CALIFORNIA  
**BALBOA WINE VALUES**  
DRY . . .  
• Burgundy  
• Claret  
• Rhine  
• Zinfandel  
• Barbera  
• Sauterne  
• Chianti  
Don't compare Balboa with ordinary wine. This quality wine usually sells at \$1.75 per gallon.  
**\$1.10 Gal.**  
SWEET . . .  
• Muscatel  
• Port  
• White Port  
• Sherry  
• Tokay  
**\$1.49** comparable quality, usually at \$2.25 Gal.  
**3 QUARTS \$1.25**  
**LIVADAS**  
A NAME YOU CAN TRUST  
**183 MONROE AVE.**  
N. Y. STATE LICENSE L-4229  
Open Nitely 'Til 12



day, October 1, 1942

Rochester Sun, Thursday, October 1, 1942

Look For Your Name Between The Ads. Win War Stamps

PAGE ELEVEN

## For Your Information

THINKING OF FALL REDECORATING? We investigated one of the better water

paints for walls. They're economical and very beautiful in soft finish pastel colors. Mr. George Anderson, manager of the Lucas Paint Store on South Avenue says: KEM TONE, the wall finish we sell, is easy to use, because it's mixed ONLY with water. That eliminates objectionable paint odors, too. Even though KEM TONE is MIXED with water, it is 100% WASHABLE when dry. This is because of a chemical drying reaction similar to the one which occurs in concrete. Housewives

### WALKERS Chicken Pies

ARE STRICTLY ALL CHICKEN — NO VEGETABLES

ALSO BEEFSTEAK PIES

We are equipped to fill your order regardless of the amount. Ideal for factory, Cafeterias, large Banquets, even small Parties. Special prices for large quantities. NO DISHES TO RETURN.

GLENWOOD 3783  
26 VELOX ST.

**NO ASPIRIN FASTER**  
St. Joseph Aspirin is as pure as money can buy. No aspirin can do more for you. So why pay more? Always demand genuine, pure St. Joseph Aspirin, the world's largest seller at 10¢. Even bigger savings in the large sizes. 36 tablets, 20¢; 100 tablets, 35¢.

### LINCOLN'S

MAIN AT  
ST. PAUL

REPAIR YOUR OLD SHOES  
Help Conserve Leather for Uncle Sam



Sturdy Genuine Oak Leather Half Soles—Neatly Sewed Friday Only!

### TRUE STORY MAGAZINE

ON THE AIR  
With America's Greatest Human Interest Program

Tune In WSAY Every Wednesday—8:30 P. M.

Be sure to read the November issue of TRUE STORY MAGAZINE. There is a complete book-length true novel, the life-story of the charming little Morlan sisters, many complete novelettes and true fiction stories. Also early winter fashions, homemaker and many other things of interest to the busy housewife.

are crazy about the beautiful colors offered, and particularly like the convenience of moving furniture right back into the room. KEM TONE dries in an hour. We're selling more and more of this miraculous wall finish every day because people are becoming economy conscious and preservation minded, thru government war time publicity. A gallon does an average room because it mixes with 2 quarts of water. Priced at 2.98.

**FRIVOLOUS SHOES** are passe! Fall styles will not show much change, but next spring's will have low heels for walking and will be highlighted by sturdy oxfords — low heels on even dressy types. Manufacturers are experimenting with WOODEN SOLES and ARTIFICIAL LEATHER. Mr. F. A.

### Antique Jewelry

Weisbuch pays the best price for brooches, bracelets, rings, earrings, gold, silver or plated. Also carved ivory figurines, silver trays, tea sets, antique watches, snuff boxes, gold, silver or plated trinkets and scrap.

WEISBUCH JEWELRY SINCE 1903  
308 MAIN ST. E.

### Your Daughter Has a Right to Know

It is every mother's duty to tell her daughter physical facts. How much better that she learn them from you, rather than from girls her own age. In feminine hygiene, facts may be distorted, or wholly untrue. As a result, many brides use over-strong solutions of acids for the douche which can actually burn, scar and even denature delicate tissue.

Today such risks are needless. Science has given womankind Zonite. So powerful, it kills instantly all germs and bacteria with which it comes in contact. Deodorizes—by actually destroying odors. Protects personal cleanliness. Yet Zonite is non-caustic, non-poisonous, safe for delicate tissues. Over 20,000,000 bottles bought. Get Zonite at your druggist today.

Free Book Tells Intimate Facts  
Frankly written booklet "Feminine Hygiene Today," mailed FREE, in plain wrapper. Write: Zonite, Dept. 594A, 370 Lexington Ave., New York, N. Y.

Palmer, the shoe buyer at Edwards, wishes to go on record as a staunch believer in the ability of shoe manufacturers to come thru — even with leather rationing looming he says there will always be plenty of shoes and hoarding or frantic advance buying is totally unnecessary.

**PLASTIC PEARL** is a new synthetic for imitation pearls. It's lighter than either the old style imitations or the real

thing, and really gorgeous in brilliance and natural-looking lustre. Natural, Silver Pearl and Gold Pearl. Edwards Jewelry counter, main floor.

PLEX is the recently merchandised Cellulose Complexion and Make-up Sponge. It applies liquid stockings beautifully, and is exceptionally soft when wet — making it a good idea for baby's baths, too. Only a dime at Edwards Toilet Goods counter.



CLIFFORD FUR CO.  
1231 Clifford Ave.  
Block off Portland

A LAY-AWAY SUGGESTION FOR A LITTLE GIRLS CHRISTMAS, is the lovely doll cradle that plays 'Rock-a-Bye Baby' like a Swiss music box. The music is produced simply by rocking the cradle—nothing to wind up, and the tune plays all the way thru, then repeats. \$7.50 in Sibley's Toy Department. The things manufacturers are doing with wooden toys is amazing. We'll report more of them in future columns, in the meantime take a look around.

**DOLAN'S**  
Where You Buy the Cuts of Chicken You Prefer  
• BREASTS ... lb. 59c  
• LEGS ... lb. 53c  
• WINGS ... lb. 29c  
• NECKS ... lb. 17c  
• GIBLETS ... lb. 25c  
• LIVERS ... lb. 49c  
**DOLAN'S**  
600 JEFFERSON AVE.  
Cor. Bartlett  
Telephone Genesee 1417

## BERGHASH OUTSTANDING VALUES FOR AUTUMN

**EXTRA**  
"Old Doughertys"  
100 PROOF  
Bottled In Bond  
**STRAIGHT RYE**  
FULL QUART  
\$2.69  
Value \$3.50

25 YEARS OLD!  
**BRANDY** Imported From Portugal  
Certified Age. 84 Proof.  
Compare—\$4.98 Value!  
\$2.95 Fifth

FAMOUS  
**JOHN BEGGS**  
BLUE CAP  
**SCOTCH**  
Acknowledged by 'consumer's survey' as one of the finest Scotch at ANY price. 88.8 proof.  
\$3.69 FIFTH

DU CONTE . . . CREAMY HEAD  
**Sloe GIN** 65 Proof  
Delicious Straight or in Cocktails.  
\$1.69 Fifth

EXTRA QUALITY  
100% PURE CALIFORNIA  
"DIPLOMAT"  
**WINE**  
One of the finest domestic wines available. Varieties to please every palate. . . Sweet or Dry.  
\$1.69 Full Gallon

CHATEAU MARTIN . . .  
**GRAPE BRANDY**  
\$2.50 Value. Made From Delicious California Grapes.  
\$1.75 Fifth

CORRECTION:  
**RUM SERITA**  
86 proof. Rich, mellow goodness you expect to find only in expensive Rums. A real value.  
\$1.89 Fifth

Ask For Special Case Prices  
MAIN 786 **BERGHASH** FREE PARKING OPP. STORE  
124 CLINTON AVENUE S.

## BINGO EVERY TUESDAY NIGHT BINGO

155 CHESTNUT ST.  
\$200 SWEEPSTAKES  
22 GAMES \$20 Each \$40. Game for You and a Friend in the U. S. A. Forces \$200 JACKPOT 55 NUMBERS  
+ Tables For Early Birds NEW ELECTRIC BLOWER +  
Between Monroe Ave. and Court St. Admission \$1.00 Plus Tax 3 Bus Lines Within One Block

## Where To Play BINGO!

**FOR RENT BINGO HALL**  
Fully Equipped Electric Number Board Sound System  
INQUIRE Gen. 6134

**LE BERTH'S BINGO**  
EARLY BIRD \$10 LETTER "H" \$20  
BALANCE OF GAMES ON LAP BOARDS \$5  
7 SPECIALS IN BOOK FORM PLAYED 5 WAYS  
Door Prizes Every, Wed. Nite 8:15 P.M.  
**HIGHLAND HALL**  
393 GREGORY STREET

**BINGO, FRI. NITE, 8:30**  
\$345 NO GAME UNDER \$10 PAY OUT LAST WEEK \$418  
No Jackpots All Money Given Out Each Nite  
PRIZE ON REGULAR CARD  
**O. L. P. H. HALL**  
Joseph Avenue - Bus To Door

ALL GAMES \$5 TO \$10 AT THE  
**HOLLYWOOD**  
WORTH 45c 50c 50c 50c 25c 25c  
For You For You For You For You For You For You  
Tues. Oct. 6 Thurs. Oct. 7 Fri. Oct. 8 Sat. Oct. 9 Sun. Oct. 10  
WORTH 45c 50c 50c 50c 25c 25c  
For Friend For Friend For Friend For Friend For Friend For Friend  
Tues. Oct. 6 Thurs. Oct. 7 Fri. Oct. 8 Sat. Oct. 9 Sun. Oct. 10

The coupons above are redeemable at Hollywood box office for amounts named when you or your friend buy a triple board and book of specials.  
Tuesday Night, October 6th Only  
SEE COUPONS ABOVE FOR SPECIAL TUES. PARTY  
ALL GAMES \$10-\$15

**Beeley's Bingo**  
SUNDAY at 1:30 and 8 P. M.  
WED. at 1:30 P. M.  
Mon., Tues., Wed., Thurs., Fri. Sat. at 8:15  
EXTRA BOARD FREE WITH TRIPLE BOARD  
142 GENESEE ST. IN REAR

**HOLLYWOOD SPECIAL PARTY HUDSON**  
Tuesday Night, Oct. 6th Only  
COUPON When buying triple board & book of specials. Oct. 6th, Hollywood-Hudson — FOR YOU 45c  
ALL GAMES SOME \$15  
COUPON When buying triple board & book of specials. Oct. 6th, Hollywood-Hudson — FOR A FRIEND 45c

**CHILI RECREATION HALL**  
509 CHILI AVE.  
MONDAY NITE EVERY GAME \$6  
SAVE GAS AND TRIPS  
**PLAY BINGO**  
19th WARD CLUB HOUSE  
SUNDAY 2:30 P. M. REG. GAMES \$5-\$10 and \$15  
THURS. REG. GAMES \$2 or More 8:15 P. M. REG. GAMES \$3  
FRI. EVE. ADMISSION 10c PLUS TAX  
SATURDAY 8:15 P. M. \$2 or More REG. GAMES  
19th WARD CLUBHOUSE Take Jefferson Ave. Bus To Hawley St.

**BINGO AGAIN PLYMOUTH HALL**  
Plymouth Ave. So. — At Troup Street  
Saturday, October 3rd, 8:15 P. M.  
Open To Welcome All Our Friends To The Friendly Bingo  
Dollar Bills For Door Prizes

**TOWNER HALL FRIDAY NITE ALL GAMES \$5 TO \$10**  
Coupons below are redeemable at Towner Hall or Remy as specified for the amounts indicated when you or your friend purchase a triple board and book of specials.  
WORTH 45c 45c 25c 25c  
For You For You For You For You  
Thurs. Oct. 1 Fri., Oct. 2 Sun., Oct. 4 Wed., Oct. 7  
WORTH 45c 45c 25c 25c  
For Friend For Friend For Friend For Friend  
Thurs. Oct. 1 Fri., Oct. 2 Sun., Oct. 4 Wed., Oct. 7

**TOWNER HALL SPECIAL PARTY REXY THEATRE**  
Worth 45c Sat. Nite, Oct. 3rd All Games \$10 Some \$15  
Worth 45c For Friend Sat. Oct. 3 Towner - Remy

**STAR BINGO**  
372 FLINT ST. (rear)  
MON. NITE 8:15 P. M. \$2 ALL GAMES  
1:45 Tuesday Afternoon Wednesday 1:45 P. M.  
\* 23 GAMES \*

**DeLUXE BINGO MONDAY NITE**  
OVER \$900 IN PRIZES  
GRAND \$300 Given Every Week JACKPOT \$140  
20 DOOR PRIZES  
**K of C AUDITORIUM**  
50 CHESTNUT ST.

**SUPER BINGO!**  
— EVERY WED. NITE 8:15 P. M. —  
SOME ONE WINS OUR \$100.00 GAME EVERY WEEK  
22 OTHER GAMES AT LEAST \$5 EVERY GAME

**PLYMOUTH SCHOOL AUDITORIUM**  
South Plymouth— Between Edinburgh and Glasgow Sts.

**PARK HALL** 928 Jefferson Ave. Near Plymouth  
\$5 to \$10 ALL GAMES Sun. Nite 8:15 \$10 ALL GAMES SAT NITE 8:15 \$500 INC. JACKPOT  
50c For Friend Thurs. Oct. 1 50c For You Thurs. Oct. 1 25c For Friend Sat. Oct. 3 25c For Friend Sun. Oct. 4  
50c For Friend Fri. Oct. 2 50c For You Fri. Oct. 2 25c For Friend Sat. Oct. 3 25c For Friend Sun. Oct. 4

Coupons in this ad redeemable at New Park Hall when buying triple board and book of specials.  
FRI., OCT. 2nd 1:30 P. M. For You 45c  
FRI. MATINEE SPECIAL JACKPOT \$100 SPECIALS \$12 AND \$15 23 Games \$5.00  
FRI., OCT. 2nd 1:30 P. M. For Friend 45c

**UNION LEAGUE HALL**  
GREGORY ST., CORNER SOUTH AVE.  
**SUN. NITE** 8:15 P. M.  
ADMISSION PRICE 28c—3 BOARDS FOR 58c  
2 JACKPOTS \$50-\$70  
**MON. NITE** 8:30 P. M. REG. \$6 SPECIALS \$25  
2 Jack Pots SUNDAY AND MONDAY Nites  
MATINEE GAMES EVERY  
**WED. FRI. SAT.—1:30 P. M.**  
Wed. Adm. \$3 FRI. and SAT. EVERY ADM. 25c GAME \$4  
25c Every Game SPECIALS \$2 & \$3 or More No Coupon Necessary



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## ROCHESTER'S SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 3 St. Paul St., Rochester, N. Y. — G. C. Gerling, Pres.; Wm. A. Pratt, Vice-Pres.; Eugene Davis, Sec., Virginia A. Moran, Treas.

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New York Office  
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444 Madison Ave.  
39 South State St.

### First Aid Class Forming At School

A first aid class will be opened at No. 23 school on Barrington St. next Tuesday and sessions will be held weekly thereafter between 1 and 4 p. m. The class, now being organized, will be given the standard course which will be completed

in seven weeks. Those passing the examination at the end of that period will continue for three weeks additional, completing the advanced course. The class is open to everyone in the neighborhood of the school and application may be made at the school or at Red Cross headquarters.

### Home Bureau Unit Starts Season Activities

The Jefferson Unit of the Rochester Home Bureau has planned meetings for each Tuesday afternoon to be held at No. 4 school, Bronson Ave. Sessions will begin at 1:30 p. m.

The meeting will stress the importance of running homes efficiently and maintaining morale on the home front.

### MOST AMAZING VALUES IN TOWN!

EXTRA HEAVY UNBLEACHED SHEETING 2 yds. wide, Reg. 35c 42c  
SILK SEAM BINDING, Slight irregular, All colors, Reg. 10c 3c  
J. P. COATS' CLARK'S OR GEM CROCHET COTTON, Reg. 25c 19c  
GALLON GLOSS ENAMEL OR FLAT PAINT, Reg. \$2.49 \$1.39  
DAWN KNITTING WORSTED YARN 2-oz. skein, Reg. 47c 38c  
PEQUOT BED SHEETS \$1.69 \$1.99, Reg. \$2.19  
MEN'S 25% WOOL COAT SWEATERS, Regular \$2.49 \$1.39  
LADIES' CREPE SLEEPING GOWNS, Reg. \$1.19 79c  
CHILDREN'S HEAVY TRAINING PANTS, Size 2 to 6, Reg. 12 12 1/2c  
LADIES' SATIN SILK FILAMENT SLIPS, Non-rip seams, Reg. \$1.29 69c  
MEN'S GENUINE BATTLEAXE WHIPCORD SANITIZED PANTS, Regular \$2.49 \$1.79  
INFANTS' HIRSDSEYE DIAPERS — 27x27, Pkg. of 10 Reg. \$1.25 \$1.09  
PEQUOT FELLOW TUBING 4 1/2 in. wide, Reg. 49c 39c  
INDIAN BLANKETS, 65x75, \$1.38 value \$1.44  
FANCY TAPESTRIES 12 in. Reg. 25c 9c  
MEN'S BLUE DUNGAREE PANTS, All sizes, Reg. \$1.25 98c  
J. P. COATS' OR CLARK'S RED SPREAD COTTON, Reg. 25c 19c

Above Are But a Few of Our Permanent and Amazing Bargains

Every Buy a Bargain at

BILL'S BARGAIN STORE

98 East Main St. Near Water

## NOETH'S STOCK UP NOW!

AT THESE ROCK-BOTTOM PRICES. BEFORE HIGHER COST, SCARCITY AND NEW TAXES FORCE US TO RAISE PRICES

### Limit 1 to a Customer at this Price!

5 Years Old • Bottled In Bond

'OLD RIPPY' KENTUCKY STRAIGHT BOURBON

\$1.99

4 5 Quart

REAL \$3.75 VALUE!

7 YEARS OLD! SCOTCH WHISKY

\$2.79

FULL QUART

Aged in temperature controlled warehouses. — A whiskey which is mighty proud of its quality and compares with any nationally known brand selling up to \$5!

Pogues Famous

'Old Time' WHISKEY

\$1.99

FULL QUART

\$3.25 Value!

REPEAT SPECIAL

...and what a buy!

VAT 69

SCOTCH

\$3.29

1/2 Quart

One of the truly great Scotch whiskeys at a price you'd pay for an ordinary brand!

Full Flavor, medium body, and delightful bouquet. 86.8 proof.

A Reg. \$4.25 Val.

Imported — 86 Proof

RICIRO RUM 189

London's Reg. \$1.15

Apricot & Black-berry Liqueur

89c

1/2 Pint

Clinton California

WINES 50c

1/2 Gal. 25c Pint, 89c 1/2 Gal. Quart

VERY LITTLE LEFT — ANYWHERE!

90 PROOF

DISTILLED FROM 100% NEUTRAL GRAIN SPIRITS

DRY GIN

\$1.99

FULL QUART

We are not allowed to mention this famous brand by name when advertising cut prices. Hurry to get your share. Today's guaranteed value — \$2.75.

# PAUL NOETH

DELIVER

19 CLINTON AVENUE SOUTH

MAIN 874

Just a Step Off Main St., Opposite Hotel Seneca—Open Every Night Till Midnight

## 3 ROOM COMPLETE \$198

Breakfast Room Included



### 10 Pc. Modern Walnut BEDROOM \$99

Genuine Walnut Veneer and Gunwood, solid panel bed, chest of drawers, vanity or dresser, night table or bench. Also included are comfortable mattress, springs, pair of pillows and two handsome vanity lamps.



### 5-PIECE BREAKFAST ROOM GIVEN

When you purchase the living room and bedroom, set consists of porcelain top extension table and 4 Windsor chairs. Set sells separately for \$34.50.



### 10 PIECE MODERN LIVING ROOM \$99

Richly upholstered divan with choice of club or channel back chair with beautifully carved legs. Included with the set are 2 end tables, 2 table lamps, a floor lamp, colorful picture and a pair of sofa pillows.

OPEN EVENINGS TO 9 P. M.

# MAJESTIC

FURNITURE COMPANY  
204 COURT ST.

BUY ON EASY TERMS

## COLDS/MISERIES PENETRO

For colds, coughs, nasal congestion, muscle aches get Penetro—modern medication in a mulsion sweet base, 25¢, double supply 50¢.

## RUGS 9x12 \$1.00

CLEANED and STEAMED. Rug, Steam, Cleaned, Washed, Sized, Matted, Damp and Germ-proofed. ELTER CO. Est. 1872 Glenwood 3466 — 44 Arthur St.

## EVERYTHING YOU NEED

LAMPS... Table and Floor .....\$4.95 up  
BICYCLES .....\$32.50  
SEWING MACHINES .....\$59.95 up  
RADIOS .....\$22.95 up  
RADIO COMBINATIONS .....\$109.95 up

Electric Clocks, Electric Irons, Etc. —

NO DOWN PAYMENT  
CHARGE ACCOUNT  
PLAN

EASY TERMS  
6 to 12 Months to Pay  
Our Installment Plan Conforms to Government Regulations

## UNIT PARTS ROCHESTER CORPORATION

1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD

## TROPIC COAL \$1.185

Egg—Stove—Nut... Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Alliance Bank Bldg.  
Stone 7080

## NEW Fall Headliners



### FROM LOUCHEUR'S BUDGET DEPARTMENT

Designed for people who must look smart on a limited budget. Evening appointments accepted. Latest Stylings.

SHAMPOO 35c  
SHAMPOO & WAVE 60c

OCTOBER SPECIAL:

SAVE \$2! OUR REGULAR \$4.95 PERMANENT 'TIL OCT. 30TH ONLY! \$2.95

## loucheur's BUDGET DEPARTMENT

Suite 300, Burke Bldg., 5 St. Paul Street  
MAIN 2951

## KEY COUPON Sweetheart SOAP 3 for 11c

Limit 3

## KEY COUPON SHOE POLISH Reg. Household Size Black and Brown Limit 2 4c

## KEY COUPON Waldorf Toilet TISSUE 3 for 11c

Limit 4

## KEY COUPON IMITATION VANILLA Large 6-Oz. Bottle Limit 2 8c

## McKESSON ASPIRIN Tablets Bottle of 100 2 for 49c

## Lady Esther 4 Purpose Cream 3 1/2 Oz. Size 39c

## BABY NURSING BOTTLE 3-Oz. Size 3 for 5c

## 'Tree' BLADES SINGLE-EDGE 12 for 25c

## SULPHUR CANDIES REGULAR 10c 2 for 11c

## VICK'S VAPO RUB 3 1/2 Oz. Size 27c

## GROVES LAXATIVE Bromo QUININE 3 1/2 Oz. Size 27c

## MEN'S OR LADIES' METAL Shoe Trees Adjustable — 25c Value 19c pair

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

## DO YOUR OWN DRY CLEANING at HOME "DRI-KLEEN" 50c

ONE CAN MAKES  
10 GALLONS of FLUID

Here's real economy! Fluid is non-inflammable, odorless, harmless to fabric. Removes soil instantly from dresses, suits, drapes, rugs, spreads, upholstery, etc.

## BE WISE—Try Alka-Seltzer Large Size 49c

ALKA-SELZER For Quick Relief From HEADACHES, COLDS, SYMPTOMS, SOUR STOMACH, ACID INDIGESTION AND MORNING MISERY

## 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, 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 \$1.98  
50 Day Supply \$3.49

## 50c SIZE FREE Vimms 6 VITAMINS 3 MINERALS

## NOW! KASCO DOG FOOD VITAMINIZED... MINERALIZED

Feed 'KASCO' — the perfect dry food that tastes better — goes farther and costs less. "A dog food is no good until it's inside the dog." 2 1/2 lb. bag 25c 5 lb. bag 47c

## KEY COUPON SANITARY NAPKINS Box of 12 Limit 2 12c

## KEY COUPON KITCHEN CHARM WAXPAPER 135 Feet Cutter Box Regular 25c Limit 2 13c

## KEY COUPON INFANT'S FEEDING BIBS Padded 15c Value Limit 4 7c

## KEY COUPON Clothes Pins Box of 40 — Limit 2 7c box

## LYSOL DISINFECTANT 8 1/2 Oz. Size 47c

## CONTI CASTILE SHAMPOO 5 1/2 Oz. Size 37c

## Lydia Pinkham Vegetable Compound \$1.35 SIZE 72c

## WORLD FAIR TOOTH PICKS REGULAR 3c 2 for 5c

## Aspirin TABLETS 5 Grain Bottle 100 8c

## DRENE SHAMPOO Regular 6 1/2 Oz. Size 49c

## Carler's Little LIVER PILLS 2 1/2 Oz. Size 19c

## ANACIN TABLETS Bottle of 50 Reg. 75c 59c



Sun, Thursday, October 1, 1942

**COAL \$11.85**  
Anthracite  
In Coal Co.  
Stone 7080

**Headliners**  
FROM LOUCHEUR'S  
BUDGET DEPARTMENT  
Designed for people who must look  
smart on a limited budget. Even-  
ing appointments accepted. Latest  
Stylings.

SHAMPOO 35c  
SHAMPOO & WAVE 60c  
**OCTOBER SPECIAL:**  
TIL OCT. 30TH  
ANENT \$2.95  
ONLY!  
BUDGET  
DEPARTMENT  
5 St. Paul Street  
2951

KEY COUPON  
SANITARY  
**NAPKINS**  
Box of 12  
Limit 2 **12c**  
KEY COUPON  
KITCHEN CHARM  
**WAXPAPER**  
135 Feet  
Cutter Box  
Regular 25c  
Limit 2 **13c**

KEY COUPON  
INFANT'S  
**FEEDING BIBS**  
Padded  
15c Value  
Limit 4 **7c**

KEY COUPON  
**Clothes Pins**  
Box of 40 - Limit 2  
**7c** box

**LYSOL**  
DISINFECTANT  
47c

**CONTI**  
CASTILE  
**SHAMPOO**  
56c  
Size **37c**

**Lydia Pinkham**  
Vegetable Compound  
11.35 SIZE  
**72c**

**WORLD FAIR**  
**TOOTH PICKS**  
REGULAR 5c  
**2 for 5c**

**Aspirin**  
TABLETS  
1 Grain  
Bottle 100 **8c**

**DRENE**  
**SHAMPOO**  
Regular  
De Size **49c**

**Carter's Little**  
**LIVER PILLS**  
5c  
Size **19c**

**ANACIN**  
**TABLETS**  
Bottle of  
50  
& 75c **59c**

# ROCHESTER SHOPPING NEWS

Delivered Free Each Thursday To 75,200 Homes  
In Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

## The Rochester Sun

Shopping News Is Now Available  
On All Downtown Newsstands.

FIFTH YEAR—No. 49

ROCHESTER, N. Y., THURSDAY, OCTOBER 8, 1942

10

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

Special Purchase

## UNTRIMMED COATS

Warmly Interlined



Here they are! The warm, wonderful Winter overcoats you'll want — "double duty" coats you'll wear for daytime and dressy wear! Specially purchased, and especially low priced—all are investment "buys"!

**\$17.99**

Others \$12.99 to \$24.99

**DRESS COATS! REEFERS!  
CHESTERFIELDS!  
VELVETEEN TRIMS!  
WRAPAROUNDS!**

Plenty of camel shades included. Casuals and fitted "dress" coats in smooth or nubby wools; all long wearing and sturdy—and all warmly interlined for zero weather. Black, colors. Sizes for misses, women, juniors. Shop early for the best "buy"!



FASHION  
CENTER  
DOWNSTAIRS

**Darling Shop**  
190 MAIN ST. EAST

## For Distinguished Service

WOMEN who wear larger sizes can thank their lucky stars for today's fashion designers. For these inspired people have turned their talents toward developing the theme that fashion need not be confined to the smaller sizes, as it was for many a long year. Today dresses in the larger size ranges are clever and well-considered adaptations of styles made for slim figures.

(C) Long saute lines in this one-piece crepe frock with the collar showing a leaf pattern in trapunto quilting. Front pleats, buttons all the way down the front. Note the new side-arrangement of the buttons. In black, purple, green, brown, and blue. Sizes 18½ to 24½.



(A) Two-piece rayon crepe; long jacket fastened with tiny buttons. Jacket has all-over design in fine trapunto work, appliques of bright flower patches that look like needlepoint. In sizes 16 to 42. Black, brown, wine.

(B) Two piece dress; add a blouse and it can double as a suit. Soft flattering collar and pockets trimmed with braid in scroll work design. Gently flared skirt; in blue, plum, or green. Sizes 18½ to 24½.



A SAVING on Every Purchase or Your Money Back

OPEN  
EVERY EVENING  
TIL 9

ROCHESTER JOBBING HOUSE

## SNOW SUIT VALUES

THAT WON'T BE DUPLICATED FOR THE DURATION!

Choose from Rochester's Largest Selection of Snow Suits for Ladies and Children of all ages. No change in styling, quality or price from last season. Many with zip-out sheepskin linings which are now taboo for the duration. Sizes 2 to 22. "BUY DIRECT FROM THE JOBBING HOUSE AND SAVE"



GIRLS' POPLIN OR WOOL 3 PC.  
**SNOW SUITS**

This huge assortment includes: Reversible, Zip-in Sheepskin linings, Poplins, wools, combinations. Suits for both boys and girls. Priced low to meet every budget.

**\$4.98 to \$13.95**  
SIZES 3 TO 14



Ladies' and Children's  
**SKI PANTS**

**\$1.98 - \$4.98**  
Sizes 4-22

Girls' Poplin  
**JACKETS**

**\$1.98**  
Red, blue and beige. Water repellent. Wind proof.  
Sizes 12-20

LADIES' AND GIRLS'  
**SKI SUITS**

Smartly styled gabardines and poplins. Light weight, yet warm enough for all winter sports. Tailored button or zipper models from the drawing boards of famous designers.

**\$7.98 to \$19.95**  
SIZES 12 TO 20

Just 5 Minutes  
From Main by Bus  
Take Joseph Ave. Bus at  
Main and Clinton, get off  
at Ward St. Walk one  
block north to Nassau St.



**LITTLE TOTS'  
SNOW SUITS  
ZIPPER CLOSING**

Soft, fleecy suits that are warm and comfy. Fully lined. Snug anklets and cuffs.

Hats to  
Match 50c  
**\$3.98**  
Sizes 2-5

**LITTLE TOTS'  
COAT & LEGGING  
SETS**

Boys' or Girls'

Beautifully styled little coats in bright new colors. Many with contrasting trim. Zipper leggings to match. Completely lined.

**\$5.48**  
Hats to  
Match 50c  
Sizes 2-5



**ROCHESTER JOBBING HOUSE**

159-161 JOSEPH AVE. Cor. Nassau St.  
Open til 9 Every Evening Unrestricted Parking

STONE  
2260



One of The Most Daring Stories Ever Printed  
**AND WE WERE YOUNG**—By Elizabeth Alexander  
The tale of a woman who brought into her husband's home, her own son, the child of a man she once loved not too wisely but too well. It is the revelation of a woman's heart.  
**FAMILY FIRST—A Complete Novel**  
A deeply moving story of an unforgettable character—a proud woman who could never forgive herself for asking a stranger to marry her.  
Also Homemaking Hints • Style and Beauty Guide  
15c OCTOBER ISSUE **McCALL'S MAGAZINE** NOW ON SALE 15c

One gallon (\$2.98)  
"does over" a room!

**Kem-Tone**  
MIRACLE WALL  
FINISH

\$2.98  
GAL.  
PASTE FORM  
95¢ QUART  
One gal. Kem-Tone  
paste makes 1 1/2 gals.  
Kem-Tone Finish.

ONE COAT COVERS  
WALLPAPER, painted  
walls, wallboard,  
basement walls.  
APPLIES EASILY.  
1 GALLON DOES THE  
AVERAGE ROOM.  
NO OFFENSIVE  
PAINT ODOR.



**Kem-Tone ROLLER-KOATER**

Rolls Kem-Tone right  
over your walls quick-  
ly, easily, smoothly.

89c

See an actual demonstration of Kem-Tone at our Store!

Limited Time Only!  
**Venetian  
Blinds** 38c  
Custom made.  
Minimum 10 sq. ft.

**WINDOW SHADES**  
SPECIAL  
Selection of Colors!  
New Rollers  
Included!  
Size 6x36 39c

**LUCAS PAINT STORE**  
80 ST. PAUL ST. FREE PARKING MAIN 2090

Paints — Wallpaper — Linoleum  
WINDOW SHADE HEADQUARTERS  
Cora Quackenbush, 125 Melrose St.

## Scraping for Scrap



GOAL:  
1,300,000 Pounds

Two of the 14-man crew cutting up junked automobiles into scrap for the national scrap metal pile are shown here in the yards of Unit Parts, Inc. The organization expects to produce 1,300,000 lbs. of metal in their own yards.

## Local Firm to Salvage 1,300,000 Lbs. of Scrap Iron In Local Drive

Hitler and his pals are going to get 1,300,000 pounds of scrap iron thrown at them labeled "From Unit Parts, Inc." if that organization attains its goal during the current scrap drive. A million and a third pounds of scrap iron is quite a pile, but Carl Hoestery, in charge of the reclamation division for Unit Parts has set that amount as the firm's output goal and officials are confident it will be met.

It takes a lot of manpower to change automobiles into scrap for the mills, so Hoestery has upped his force from two men working eight hours a day to 14 men working 14 hours daily at the Main Street yards of the company. Audubon Unit P. T. A. of No. 33 School will meet next Tuesday at 8 p. m. in the school.

A symposium "De We Need Adult Recreation in Our Community?" will be led by Harvard Williamson. Other members of the symposium will include William Allen, William Wackerman, S. A. Gerhardt and Evert Conely.

A film, "Land of The Maharajahs" will be shown, presenting scenes of India. The meeting will be in charge of the men of the unit.

## The man with two umbrellas



Whenever it rained, this man went around carrying two umbrellas. "What's the big idea?" asked his friends. "Don't you know?" answered the man, "There is going to be a shortage of umbrellas."

Silly? You bet! And it's just as silly to buy more than you need of any product because

you have heard that it may be rationed. The whole point of rationing is to safeguard your fair share when goods are scarce.

The man or woman who accepts rationing cheerfully is helping America win the war. The man or woman who hoards or tries to chisel on rationing is helping Hitler.

## RATIONING MEANS SHARING

This advertising space has been donated to the

OFFICE OF PRICE ADMINISTRATION  
Washington, D. C.

by ROCHESTER SUN—SHOPPING NEWS

We're Open Tonight Until 9 P. M. For Your Shopping Convenience

## SPECIAL! AT "THE RELIABLE" HOME OF FINE FURNITURE

**VIRGINIA HOUSE "MAPLE LEAF" ROCK MAPLE BEDROOM SUITE**

Three Pieces, Bed, Chest and Dresser or Vanity

The Maple Leaf, symbol of Early American charm, is the motif throughout this handsome genuine Maple suite. The "Virginia House" name assures you of finer quality through and through. Solid Mountain Maple with worn edges, dull hand rubbed finish. Has oak interiors, center drawer guides, dustproof construction.

**\$84.85**

**TERMS ONLY \$1.50 WEEKLY**

**DESK CHEST \$37.95**  
Ideal for the Bed room, Living room or Den. A Secretary PLUS a Desk, with ample space for books, papers, knick-knacks. Liberal Terms!

**Chifforobe \$37.95**  
Extra storage space for clothes. Drawers on one side, a full length hanging compartment on the other. Matching design to the suite. Open an Account!

**Bed \$24.95**

**Vanity \$31.95**

**Chest On Chest \$29.95**

**Dresser \$29.95**

OPEN MONDAY

FROM 12 NOON UNTIL 9 P.M.

**THE RELIABLE FURNITURE CO.**  
80-84 STATE ST. ROCHESTER

Open a Reliable Account

TAKE 12 MONTHS TO PAY

EVENING APPOINTMENTS can easily be arranged if you are unable to shop during regular store hours. Phone Miss Adams, Main 4193, tell her your most convenient time.



The world's largest producer and Italian type, is located in of Parmesan cheese, originally Wisconsin.

## DO YOU NEED CASH FOR COAL



Full your bins with coal now while deliveries can be made, and save by paying cash. We make loans for all worthy needs.

### COMPARE OUR LOW BANK RATES

If you borrow	You receive	You make
\$ 96	\$ 10.00	12 monthly payments of \$ 8
120	112.40	10
180	168.60	15
240	224.80	20
300	281.00	25
420	393.40	35

Other amounts at proportionately low rates. Insurance pays up loan in case borrower dies.

Personal Loan Dept.,  
Second Floor  
MAIN OFFICE  
Exchange and  
Broad Sts.  
Valley Office  
1475 Mt. Hope Ave.  
Sperdy's Office  
Sperdy's, N. Y.



**GENESEE VALLEY TRUST COMPANY**  
ROCHESTER, N. Y.

Member F.D.I.C.  
Mrs. Kaler Kozlowski, 96 Sibley St.

WM. F. and S. GEO. SHAFER  
Formerly President and Vice-President of

## Week-End Sun Specials

Quality and Fashion  
at Competition-Defying Prices



Lovely Lady  
Mink Blend \$275  
Muskrat



Mademoiselle  
Sable-Blend \$220  
Muskrat

Other Blended Muskrat Coats, \$187 to \$297

All Prices Include Tax

Charge Accounts

Budget Accounts

**SHAFER CO.** 51 East Ave.



Sorry But We Can't Accept  
ANY New GAS  
HOUSE-HEATING BUSINESS

We wish we could provide gas fuel to every home in this area that wants it. New customers, however, will have to wait until after the war because the essential war industries have first call on our gas output.

Orders of the War Production Board prohibit us from accepting any additional space-heating business under any circumstances. New commercial or industrial gas business can be accepted only if approved by the War Production Board.

In addition to these restrictions on gas companies the War Production Board has issued an order prohibiting users of oil for heating from using gas for supplemental or auxiliary heating, with penalties for violation of this order.

No conversions from any other fuel to gas for heating purposes are permitted under any circumstances.

Rochester Gas and Electric

## For Your Information

HOME DRESSMAKERS are enthusiastic about Edward's Princess Designed Belts; made to your measure from the very fabric you use in the dress you make yourself. A number of styles to select from; dozens of beautiful buckles; any width you wish . . . only 50c each! Just take a piece of material to Edward's second floor. They'll make the belt while you're working on the dress.

SPOTS may be removed from almost any dress or sweater with a newly perfected stain remover called Jalma, provided the spot has not been 'set' by heat. You can safely salvage many an otherwise ruined frock or gown this way . . . and in time of war we all think this important. 8 packets of Jalma 25c; 100 packets \$1. Sibley's first floor.

NEW NOVELTY JEWELRY composed of plastic POKER CHIPS and tiny glass beads is the fad of the month. The earrings, bracelets and pins, made of these flower-like poker-chip and bead combinations are really striking! Besides . . . they're just two-days old in Rochester. Any item \$1. Edward's first floor.

KITCHEN UTENSILS just aren't being made! Manufacturers are trying to get a few items recognized as 'necessities' so that they may continue production. The list, now under government consideration, of 'musts' includes: Percolators, dishpans, saucepans, double boilers, two sizes of covered kettles and a preserving kettle. This info was cheerlessly narrated by Thomas Farrell in Edward's Houseware department, who says NOT to come running in quick to get the last he has, because whatever you want, there isn't any! He can't buy any. Nobody makes any. Former manufacturers are either converting to war production or going out of business. Mr. Farrell has dozens of letters to prove it.

THIS WORRIED US SOME, until we began investigating further. Mr. Roderick on the second floor of Edward's was more cheerful. It seems they can keep on making glass 'til the cows come home . . . being as it's just made of sand and stuff. So . . . whether you like glass ovenware or not, that's what you'll be using. Mr. Roderick's wife has been using THE SAME PIECES of glass oven ware for 15 years; SHE says the secret of non-breakage is to put the things in the oven at a low heat and build it up. Brands of glass ovenware by smirking manufacturers include: Pyrex, Glass-Bake, and Fire King. NO SHORTAGE IN SIGHT!

A Dollar's Worth of War Stamps If Your Name Is Between The Ads

## Alert Young Styles



No. 3350, Charming Furlough Frock in Basque-Dirndl Style. Sizes 10 to 20. Size 16, 2 1/2 yds. 39-in. fabric with 1 1/2 yds. contrasting. No. 2677, Desk-to-Date Dress to make in Rayon or Wool. Sizes 12 to 20. Size 16, 3 1/2 yds. 39-in. fabric with 1 1/2 yds. contrasting. No. 3284, Easy-to-Make Jumper to make with Blouses. Sizes 10 to 20. Size 16, for jumper, 2 1/2 yds. 36-in. fabric and for blouse 2 yds. 35-in. or 39-in. No. 3109, A Suit to Make in Plaid or Plain. Sizes 14 to 48. Size 36, 3 1/2 yds. 54-in. fabric. No. 2635, Adorable Frock for Tots and Toddlers. Sizes 6 mos. to 4 yrs. Size 2, 1 1/2 yds. with 1 yd. lace edging for square-cut neck or 1 1/2 yds. binding for dress with collar. Send 15c (plus 1 cent for mailing cost) for EACH pattern. Write plainly YOUR NAME, ADDRESS AND STYLE NUMBER. BE SURE TO STATE SIZE YOU WISH. Address: PATTERN DEPARTMENT, Shopping News, 8 St. Paul St., Rochester, N. Y.

American cheddar cheese and apples—an old-fashioned combination for dessert—is high in nutritional value.

Wash your hair in rain water if you live in the "hard water" districts. Work up a grand lather with a pure soap. Massage the lather into the scalp. Rinse again and again. Hard-dry the hair, sun it thoroughly and brush well. You can manage this rain drenched hair—it will be soft, lustrous and lovely!



**The VANDERBILT HOTEL**  
OFFERS THE NEW YORK VISITOR SO MANY EXTRAS, YET COSTS YOU NO MORE

The EXTRA graciousness of a Park Avenue address, the EXTRA enjoyment of more elegantly furnished rooms, and suites, and the EXTRA convenience of being just five minutes from Grand Central and Penn stations are among the many advantages of staying here.

400 Outside Rooms, Each with Bath  
SINGLES from \$11 DOUBLES from \$15  
SUITES from \$18

**The VANDERBILT HOTEL**  
Radio and Alert  
Signal in Every Room  
PARK AVENUE  
AT EAST 34th ST.  
NEW YORK  
Oscar F. Bander, Mgr.

OTHER MANGER HOTELS  
Rochester, N.Y. Rochester, Washington, D.C. New Adams  
Boston, Mass. . . . . Manger, Washington, D.C. Annapolis  
Chicago, Ill. . . . . Plaza, Washington, D.C. . . . . Hamden  
Grand Rapids, Mich. . . . . Rome

## LUXURY FURS

Budget Priced!

Whether it's a fur jacket or fur coat you plan to buy—choose it here for real value!

Manchurian Wolf  
**JACKETS**

**\$38**

OTHER JACKETS  
TO \$98

26 in. length — wear it everywhere—with everything! Also dyed fox, skunk, others. All budget priced. Sizes 14-20.

Fur Shop, Second Floor



**Darling Shop**  
190 MAIN ST. EAST

## SAVE DURING RUDOLPH'S FALL VALUE DAYS!



She'll Be Proud to Wear a  
**RUDOLPH DIAMOND**

She will cherish a diamond from Rudolph's because she knows she can depend on Rudolph quality. Every diamond ring, regardless of price, is carefully selected for the purity and brilliance of the diamond, the smartness of the mounting.



Trim, modern design for the modern girl. 14-K yellow gold set with large, fine diamond.  
**59.50**  
Reg. Down Payment 1.25 Weekly



Handsome pair with large, brilliant diamond in a beautiful setting with band to harmonize.  
**99.50**  
Reg. Down Payment 1.25 Weekly



Glamorous two-diamond friendship ring in dainty new 14-K yellow gold. Smart, modern!  
**39.95**  
Reg. Down Payment 1.25 Weekly



**Handsome Watches**  
Smart new watches for men and women. With stretch bracelets. Dependably accurate.  
**19.95**  
Reg. Down Payment 1.25 Weekly



**Kulova Diamond**  
Exquisite new style set with two fine diamonds. Beautiful and accurate.  
**57.50**  
Reg. Down Payment 1.25 Weekly



**Gruen Watches**  
Accurate timekeepers for men and women. Hand somely styled.  
**42.50**  
Reg. Down Payment 1.25 Weekly

Use Your Credit!

## Yes, Rudolph's Has the Radio You Want!



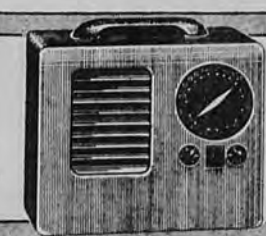
30 Popular Hits Included!  
**RADIO-PHONOGRAPH**

This fine Electromatic radiophonograph plays 10 or 12-inch records. Included at this price are 15 double-faced records!  
**39.95**  
Reg. Down Payment 1.25 Weekly



Take It With You!  
**EMERSON PORTABLE**

Plays on AC, DC or battery. Entertainment wherever you go. Handsome case. "Tops" in performance and value.  
**29.95**  
Reg. Down Payment 1.25 Weekly



For Excellent Performance . . .  
**EMERSON MIRACLE TONE**

Wonderful value in this fine tone radio that will give excellent performance. 6-tube "Miracle Tone."  
**19.95**  
Reg. Down Payment 1.25 Weekly



**Keystone Outfit**  
Everything to take and show home movies in color.  
**59.95**  
Reg. Down Payment 1.25 Weekly



**Lovely Mounting**  
Two-diamond mounting in a smart style to set off your old diamond.  
**14.95**  
EASY TERMS



**Victory Coastmaster**  
New automatic two-slice toaster that "pops up" the toast when it's done.  
**16.80**  
Reg. Down Payment 1.25 Weekly



**Birthstone Rings**  
Handsome styles for men and women. Choice of any birthstone.  
**14.95**  
EASY TERMS



**Refrigerator Dish**  
Covered dish that you'll use for serving or storing in the refrigerator.  
**4c**  
SPECIAL



**Dainty Baby Set**  
Heart-shape locket with cloisonne top and dainty bracelet.  
**3.95**  
EASY TERMS

**RUDOLPH'S**

CORNER EAST MAIN AT SOUTH AVENUE  
In Batavia — 109 Main Street

Open Monday Evenings



# Weird's Special Purchases Sale!

MODERN, NEW, BEAUTIFUL "FELTONA"

## FLOOR COVERING

Waterproof  
Tough  
Highly  
Resistant

SIZE  
9' x 12'

\$5.95

Other Sizes at Proportionately Low Prices.

Choose from a wide range of COLORS, DESIGNS and SIZES.



## Sale almost 1/2 price "Wear-Ever" ALUMINUM CLEANSER



4 BOXES  
for ONLY  
65c  
Previously sold for  
\$1.20 (30c per box)

This sensational offer is made possible thru the courtesy of the "Wear-Ever" Aluminum Company, in order that you may become acquainted with the superb cleaning qualities of "Wear-Ever" Cleanser—the best Aluminum cleanser. In each box you get 10 large pads of steel wool, specially combined with vegetable soap—40 pads in all.

## "Bac-Saver" Folding Clothes Basket

\$1.59

The 4-in-one basket... it's basket, hamper, clothes-catcher and clothespin holder. Roll it about the house, carry it outdoors, fold it away when out of use.



## SALE MASON FRUIT JARS

PER DOZEN

1/2 Pts. .... 69c  
Pts. .... 79c  
Qts. .... 85c  
1/2 Gal. ... \$1.19

## JELLY GLASSES

1 1/2 Pts. doz. 39c  
1/2 Pts. doz. 43c

MAIN 7900

**Weird's**  
15  
EXCHANGE ST.  
—Free City Deliveries—  
FREE PARKING OPPOSITE  
With Purchase of \$1.00 or Over  
Store Hours: 8 A. M. to 5:30 P. M.

## YOUR SUNDAY DINNER

### Danish Pot Roast with Kernel Corn

#### THE DINNER

\*Danish Pot Roast  
Brown Gravy  
Boiled Potatoes  
Celery Olives Pickles  
Whole Kernel Corn on  
Pepper Rings  
\*Luxure Cake  
Beverage

(Recipes Included)

The menu is properly balanced for nutritional value. It supplies: The Meat: Protein, Vitamins A, B, B-1, C and G, and fats, carbohydrates in gravy. Potatoes: Minerals, Vitamins A, B, C and G; carbohydrates. Relishes: Vitamins A, B, C and G; minerals. Corn: Minerals, Vitamins A, B and G; carbohydrates. Dessert: Carbohydrates, Vitamins A, B, C and G; some fats.

#### To Serve 6 You Need:

3 1/2 lb. chuck pot roast of beef  
6 potatoes  
1 bunch celery hearts  
1 jar pickles  
1 jar olives  
2 No. 2 cans whole kernel corn  
1 large green pepper  
1 quart vanilla ice cream  
Balance of materials among staples

#### Danish Pot Roast

3 1/2 lb. Chuck pot roast of beef

Flour for dredging  
Lard for browning  
2 tablespoons brown sugar  
1/2 cup vinegar  
Salt and pepper

Dredge meat with flour and brown on all sides in hot lard. Season with salt and pepper, sprinkle with brown sugar and add vinegar; add 1 cup hot water. Cover tightly and cook slowly until done—about 2 or 2 1/2 hours. Remove pot roast to a hot platter and thicken the liquid for gravy. Do this by beating 3 tablespoons flour with 1/2 cup water until there are no lumps. Bring liquid to boiling point (add a little water to it if there seems to be a small amount) and add gravy thickening slowly, stirring constantly to avoid lumps. Cook for five minutes before pouring into gravy dish.

#### Luxure Cake

1 quart vanilla ice cream  
1/2 cup chopped pecan meats  
1 cup hot chocolate sauce  
6 quarts of sponge cake

Split the cake in two. Place a slice of vanilla ice cream between the cake. Put another bit of ice cream on top of the cake and pour hot sauce over. Sprinkle

nut meats on sauce just before serving.

#### Hot Chocolate Sauce

1 1/2 cups sugar  
1 square bitter chocolate  
1 tablespoon butter  
6 tablespoons hot water  
3/4 cup rich milk  
1 teaspoon vanilla  
Few grains of salt

Melt chocolate in top of

double boiler. Add butter and sugar. When dissolved, place top half of double boiler over low heat. Add the hot water slowly and blend thoroughly. Add milk gradually and stir well. Boil for 10 minutes, watching it carefully. Stir occasionally. When mixture forms a soft ball in cold water, remove from the fire. Add salt and vanilla. Cool slightly, and heat until creamy. Keep it warm until serving time in the top of the double boiler.

#### PROMPT DELIVERY

**COKE \$11.00**

Buy Defense Stamps with the savings. PER TON Shov. Off  
WEST END FUEL CO. 2 Lake Ave. Glen 745

MORE THAN ANYTHING ELSE...  
"he" wants your picture!



Remember October 31st is deadline for overseas mailing.

#### SPECIAL FEATURE:

LIMITED  
TIME ONLY

3 Ivory-Tone  
MINIATURE  
PORTRAITS

One HAND COLORED  
in oil! Regularly \$3.50  
—proofs to select from.

\$2.50

Also Enlarging, Coloring and Restoring Prints

No  
Appointment  
Necessary

**Neisner's**  
5c to 10c Stores

Studio  
Main  
Floor

200 MAIN ST., E.

#### Serving Hints

Place hot roast on platter. Serve gravy in separate container. Heat corn thoroughly and butter it. Wash green (Continued on Page 9)

**PENETRO**  
Many users say "first use is a revelation." Has a base of old fashioned mutton suet, Grandma's favorite. Demand stainless Penetro. Generous 1/4 lb. 25c, double supply 35c. **COLD'S COUGHING, SNIFFLING, MUSCLE-ACHES**

## LINCOLN'S

MAIN AT  
ST. PAUL

### REPAIR YOUR OLD SHOES Help Conserve Leather for Uncle Sam



Sturdy Genuine Oak Leather Half Soles—Neatly Sewed

LINCOLN—Shoe Repair—Basement

## LAUER'S—50 STATE

**OPEN  
TONIGHT  
til 9 P. M.**

*Lauer's*  
50 STATE

OPEN EVERY EVENING 'TIL 9  
Just 5 Minutes by Bus from Main St.



## FAMOUS RED HEAD HUNTING CLOTHES

Nationally known for quality and dependability, Red Head garments give years of satisfactory wear and cost no more than average unbranded makes. Rochester Jobbing House offers EXTRA SAVINGS on all Red Head merchandise.

"BUY DIRECT FROM THE ROCHESTER JOBBING HOUSE AND SAVE".

#### RED HEAD WATERPROOF DUCK

Hunting Coats Advertiser Price 6.50 **\$4.98**

• Deep game pockets • Shell pockets • Bi-swing back  
• Muff pockets for hands • Corduroys collar and cuffs.  
OTHERS PRICED TO \$8.98

Waterproof Duck Breeches ..... \$2.89  
Heavy Fleece Sweat Shirts ..... 85c  
"Big Yank" Flannel Shirts ..... \$1.29  
Reversible, Waterproof Duck Caps ..... 55c  
Red Plaid Wool Caps ..... 89c  
Heavy Fleece Unionsuits ..... \$1.19  
Red Plaid Wool Mittens (Shooting) ..... \$1.19  
Heavy Red Plaid Wool Breeches ..... \$5.98  
All Wool Coat Sweaters ..... \$2.98

#### Heavy, Red Plaid Wool JACKETS

For cold weather or mountain hunting. Deep game pockets. Zipper closing. Fully lined. Sizes 36-48. OTHERS to \$14.95. **\$8.98**

#### Genuine "Buckskin" WOOL PLAID SHIRTS

Heavy red plaid, tailored by this famous maker with that extra something that makes the shirt stand out. 14 1/2 to 17. OTHERS \$1.98 to \$3.98. **\$3.98**

#### MEN'S HI-CUT, TOUGH WEARING

#### SHOES

Will withstand heaviest brush and briar. Double weight soles for more wear and extra comfort; yet priced low. 6-12. OTHERS to \$8.98. **\$4.98**



#### Famous "Ball Band" HUNTING PACS 16 INCH

Genuine leather uppers with rubber foot. Sizes 6 to 12. **\$7.48**

Others from 3.39 up.

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



## This Bank is at War!

Since December 7th, the Lincoln-Alliance Bank & Trust Company has:

- ★ Handled the Sale of Over \$7,165,000 in War Bonds and Stamps!
- ★ Sold Tax Anticipation Notes Valued at \$7,048,550!
- ★ And Holds \$48,600,000 of Government Obligations in Investments!



The employees and officers of the twelve offices of the Lincoln-Alliance Bank and Trust Company are here to help and advise any individual or business regarding financing any project that will further our war effort.

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

## BUY WAR BONDS



er Sun, Thursday, October 8, 1942

Rochester Sun, Thursday, October 8, 1942

A Dollar's Worth of War Stamps If Your Name Is Between The Ads

PAGE FIVE

**PENETRO**  
Many users say "first use is a revelation." Has a base of old fashioned mutton suit, Grandma's favorite. Demand stainless Penetro. Generous 1/2 oz. double supply 35¢.

**LN'S** MAIN AT ST. PAUL

**UR OLD SHOES**  
ather for Uncle Sam

**SOLES**  
5¢  
ther Half Soles—Neatly Sewed  
Repair—Basement

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Reserve System  
D. I. C.

**DS**

BUY WAR STAMPS & BONDS AT  
**Edwards**

**110<sup>th</sup>**

**Anniversary SALE**

**A Perfect Climax to An Event Packed with Splendid Bargains!**



**Save 62c a Pair**  
**Quaker Lace**  
**CURTAINS**

Reg.  
2.29  
Value  
**1.67**  
Pair

Imagine a quality curtain like this in a real shadow lace at this price! Four styles from which to choose. 2 1/6 yards long and 36 inches wide. Shell color. They're stylish, durable and washable. Save now during this Anniversary Celebration.

EDWARDS—Fourth Floor



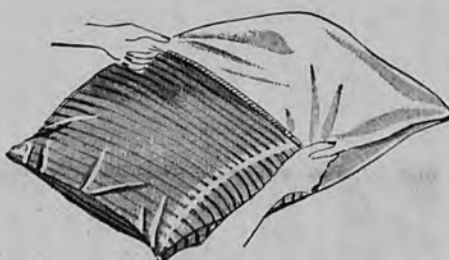
**Get Ready**  
**for Cold**  
**Weather!**

**Mail or**  
**Phone your**  
**Order Stone 2300**

**Warm Perma Fluff Comforts**

In gay floral figured sateen. The back is plain colored. They'll keep you extra warm and cozy because they're filled with 50% reprocessed wool and 50% cotton . . . Making them light and fluffy. Size 72 x 84. You'll be glad to have them for cold nights this Winter.

Blue—Rose—Green—Wine—Orchid



**New Bright**  
**39" Prints** **69c**  
yd.

A Winter print is smart under your plain colored coat. New materials in neat all-over prints on dark grounds. Correct for wear now and later. Crown tested and washable.

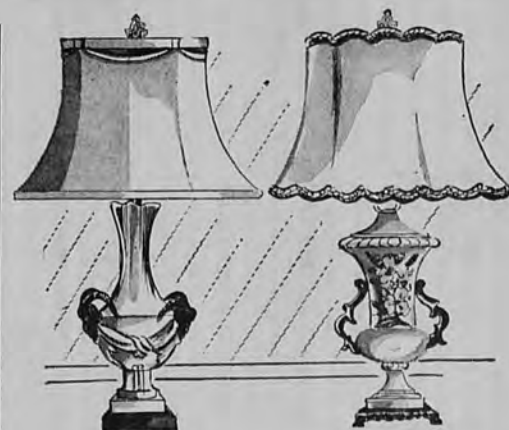
**Zipper End**  
**Pillows** **2.98**  
ea.

Plumply filled pillows . . . soft and resilient for real rest. Filled with 50% crushed duck feathers and 50% feather fiber. Full cut 21x27, and covered with feather proof linen-like material. Zip cover off and on . . . easy to launder.

**54" All Wool**  
**Crepe Joannette** **2.69**  
yd.

A "must" in your Fall wardrobe . . . for business, street or school. In soft Forest Green, Rex Purple, R. A. F. Blue, Gold, Wine, Navy and Black. Have a new dress at a low figure now.

EDWARDS—Second Floor



**For the First 100 Customers!**

**High Grade Maker's**  
**Samples of Fine**

**TABLE LAMPS**

up to  
\$20  
Values

**9.95**  
each

Never before have we been able to offer such unusually fine lamps at such a low price. The bases are fine china, some with maroon and cobalt blue and gold decorations. Choose short, tall or oval shapes. The fine shades are skillfully designed to blend with the bases. Many one-of-a-kind pairs. Remember, there are only 100 of these lamps. Come early for first selection.

**ALL ON FINE METAL MOUNTINGS**

EDWARDS—Second Floor

**Exciting Values On Sale In EDWARDS BASEMENT STORE**

**Shop Every Department for Specially Purchased Merchandise At Anniversary Savings!**

**500 PAIRS MEN'S**  
**SHOES**  
Anniversary Priced  
**3.44**

An outstanding group of better men's shoes in blacks and tans. Broken style lots. Not all sizes.

**BOWLING SHOES**  
for men and women  
**3.33**



Pliable chrome tanned leather uppers, tempered steel shanks, leather innersoles, leather sole on left foot, gum rubber sole on right foot. Men's size 6 to 12, black. Women's 4 1/2 to 8 1/2, black with white or smoked elk and white elk.

Edwards—Basement

**ATTRACTIVE PART WOOL**  
**BLANKETS**  
Anniversary  
Sale  
Priced **2.59**

First quality black plaid blankets. Rose, blue, cedar, green and white. Richly sateen bound. Size 70x80.

**BATH MAT SETS** **\$1**  
Plain colored chenille with scroll design. Peach and rose.

**COLORFUL SIZE 66x80 INCH**  
**JACQUARD BLANKETS**

Anniversary  
Sale Priced **2.29**

Use as regular blanket, couch throw or auto robe. Red, grey, wine, green, blue and tan combinations in plaids and florals.

Edwards—Basement



**Women's Wardrobe**  
**CASES**  
Anniversary  
Priced  
**9.98**

Attractively designed cases in grey striped pattern. Carries dresses wrinkle-free and has handy pockets for accessories. Limited quantities.



**Crash Toweling**  
**Shorts** **19c**

Bleached with colored border. 5 to 10 yard lengths. Any regular length cut.



Size 42x36 or 45x36  
**PILLOW**  
**CASES** **27c**

A fine first quality case. Neatly hemmed and finished. 600 to sell at this special sale price.

Edwards—Basement



**TROPIC COAL** \$11.85  
Egg—Stove—Nut . . Anthracite  
Rochester & Pittsburgh Coal Co.  
Lancaster Alliance Bank Bldg.  
Stone 7080  
Grace Prinsl, 119 Peck St.

## SABOTAGE PLOT TRACED TO TRUSTING LOVER

He was a defense worker in an important and secret job. He loved his wife dearly and trusted her. No secret he told her ever escaped her lips. Yet Nazi saboteurs learned his confidence!

Who lay on the red couch in the living room that night? Who heard the secret words? Who told them to the Nazi agents? How was the plot foiled?

In November **PERSONAL ROMANCES**, read the real life story of a simple American girl who walked into a web of intrigue. Read about the havoc Joan Surrey's little white lie almost wreaked in thousands of lives. Joan was just like any other nice American girl, when strange circumstances beyond her control involved her in an adventure that had no parallel. Her husband, Brad, was a husky young defense worker. Her father had staked his life that war tools might be shipped to our soldiers. They little realized what their loved Joan was doing until—

Read **PERSONAL ROMANCES** for November for the exciting, thrilling answer to Joan Surrey's Problem. Called **I FELT IN LOVE WITH A SPY**.

**PERSONAL ROMANCES**  
MANY MORE STIRRING LOVE STORIES OF TODAY IN THIS EXCITING MAGAZINE. NOW ON SALE AT ALL NEWSSTANDS.

## Novel Bowling League Planned For Women

Bob Clasgens, energetic manager of Webber's Bowling Hall, is organizing a novel bowling league, open to all women who have a husband, son, brother or sweetheart in the armed forces, as well as any women officially engaged in Red Cross work.

The league will be called the Service Men's Auxiliary Corps of Keglers and the members of the league known as "Smacks." An organization meeting has been called for Friday, October 16th at 8:30 p. m. at Webber's Hall, 501 Plymouth Ave. S. Women wishing to bowl in the new league are invited to attend this meeting.

Season will open on Armistice Day, November 11th, and bowling will continue during a 23-week schedule, with prizes in cash and War Bonds. Manager Clasgens points out that a high average is not necessary for membership in the experienced bowlers will want "Smacks."

## 17th Ward Democrats To Have Card Party

The 17th Ward Democratic Club will hold its annual Fall card party next Monday evening, at the club headquarters, Clifford Ave. cor. Remington St. Chairman for the party is Victor Kruppenbacher.

Two tickets to see, "The Moon and Sixpence," with Herbert Marshall, opening at Loews' tomorrow, await Miss Ellen Coppinger, 1971 Lake Ave. at The Sun office. Please call for your tickets before Monday noon.

Two tickets to see, "The Moon and Sixpence," with Herbert Marshall, opening at Loews' tomorrow, await Arthur Albro, 182 Gregory St., at The Sun office. Please call for your tickets before Monday noon.

## K. of C. Head To Visit Group Here

First visit of Supreme Knight Francis P. Matthews of the Knights of Columbus will occur on Sunday, Oct. 18 when the head of the organization comes here for the annual Communion Mass and Breakfast of Rochester Council.

Supreme Knight Matthews will be the guest of Bishop James E. Kearney of the Rochester Catholic Diocese who is state chaplain of the K. of C. The knights will attend Mass in Columbus Civic Center ballroom to be celebrated by Bishop Kearney beginning at 8:30 a. m. The ballroom will be transformed into a chapel for the event.

Following the church services the knight will march to Hotel Sagamore for the breakfast at which the Supreme Knight and Bishop Kearney will be the speakers.

## Moose Club Unit To Sponsor Barn Dance For Soldier Gift Fund

With the fixed purpose of providing Christmas gifts for its members in the armed forces Rochester Lodge of Moose, through the Peanut Club a fun unit, will sponsor a real old fashion barn dance in Assembly Hall, Edgerton Park, on Thursday evening, October 15. The program will include a floor show, round square and modern dances and music provided by a rube orchestra.

The idea of holding this event so far in advance of the Yuletide is that many of the Moose service men are overseas and it is necessary to mail packages to them next month at the latest in order that they receive them by Christmas.

Tickets are now in the hands of all members of Rochester Lodge of Moose.

Two tickets to see, "The Moon and Sixpence," with Herbert Marshall, opening at Loews' tomorrow, await Mrs. Arthur Drexel, 212 Curlew St. at The Sun office. Please call for your tickets before Monday noon.

Two tickets to see, "The Moon and Sixpence," with Herbert Marshall, opening at Loews' tomorrow, await Mrs. Geo. Heintz, 311 Chili Ave., at The Sun office. Please call for your tickets before Monday noon.

Two tickets to see, "The Moon and Sixpence," with Herbert Marshall, opening at Loews' tomorrow, await Miss Margaret Collins, 31 Barnum St., at The Sun office. Please call for your tickets before Monday noon.

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

Used **ELECTROLUX** Complete With Attachments  
Fully Guaranteed Same Length of Time as New Electrolux  
Beautifully Rebuilt  
Liberal TRADE-IN ALLOWANCE  
10-Day Trial Plan  
If You Can't Come In, Phone . . . or Write for a FREE Home Demonstration

**PENN VACUUM STORES**  
30 SOUTH AVENUE  
OPEN TIL 7 P. M. MON. & THURS. TIL 6  
STONE 6747

Also a large selection of nationally advertised makes of re-built cleaners.

BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

# The Big Basement SIBLEY, LINDSAY & CURR CO.

Carload Sale!

Odds and Ends of Irregular

## DINNERWARE

Make Up Your Own Sets from Closeouts, Discontinued Patterns and Salesman's Samples in a Multitude of Colors and Designs! First Quality Prices 7c to \$1.00

5¢ to 39¢ EACH

Saucers . . . . .	5¢
Bread & Butters . . . . .	8¢
4" Fruit Dishes . . . . .	7¢
5" Pie Plates . . . . .	8¢
6" Salad Plates . . . . .	10¢
Oatmeal . . . . .	10¢
Cups . . . . .	12¢
7" Breakfast Plates . . . . .	12¢
8" Dinner Plates . . . . .	12¢
Lug Soups . . . . .	12¢
Soups . . . . .	12¢
Sugars . . . . .	15¢
Creamers . . . . .	15¢
Pickle Dishes . . . . .	15¢
Open Butter Dishes . . . . .	15¢
Cream Soups . . . . .	19¢
Cake Plates . . . . .	19¢
Small Bakers . . . . .	21¢
Sauce Boats . . . . .	19¢
Small Platters . . . . .	21¢
Medium Platters . . . . .	25¢
Extra Large Platters . . . . .	39¢
Small Nappies . . . . .	21¢
Large Nappies . . . . .	25¢

Phone Stone 6500

He'll Take Care of the Japs—

YOU TAKE CARE OF YOUR EYES

Don't try to get along with poor vision. Don't tolerate eyestrain headaches. You can get rid of this discomfort by wearing corrective eyeglasses. Investigate NOW and learn how you can obtain . . .

GLASSES ON CREDIT

**Smalls**

28 MAIN STREET EAST  
Free Parking—Rear of Store!



We Use Only Bausch & Lomb And Shuron Lenses!

Have your eyes examined TODAY by Dan G. Albert, registered optometrist. He'll prescribe correct lenses if needed and aid you in the selection of proper, comfortable frames.



**Smalls** brings you the  
Perfect Service Men's Gift . . .

**DUFFEL BAG complete with 18 NEEDS FOR THE BOYS!**



The little things they use every day, things that make for comfort away from home. Contents of waterproof twill duffel bag check with Army, Navy and Marine Corps requirements . . . even to color of shoe polish and buttons in sewing kit. Compact bag (just 8" high) contains:

Inner kit pouch  
Shampoo  
Razor blades  
Brushless shave cream  
Tooth powder  
Styptic pencil  
Talcum powder  
Toothbrush  
Tooth powder  
Foot powder  
Nail file  
Comb  
Metal mirror  
Sewing kit  
Band-aids  
Shoe polishing cloth  
Metal polishing cloth  
Shoe brush  
Shoe dauber  
Shoe polish

3 EASY WAYS TO BUY  
1. Pay Weekly . .  
2. Charge it . .  
3. Pay Cash . .

**Smalls**

FREE PARKING AT CASINO STATION Rear STORE  
28 MAIN STREET East

OPEN MONDAY EVENING TILL 9



Thursday, October 8, 1942  
Two tickets to see, "The Moon and  
the Sun," with Herbert Marshall,  
singing at Loew's tomorrow, await  
Margaret Collins, 31. Barium  
at The Sun office. Please call  
our tickets before Monday noon.

JUM CLEANER CHAINS

Complete  
With  
Attachments

16.95  
FULL CASH  
PRICE

EASY TERMS

BRING  
THIS AD

Also a large  
selection of  
nationally  
advertised  
makes of re-  
built clean-  
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NOTHING ELSE!

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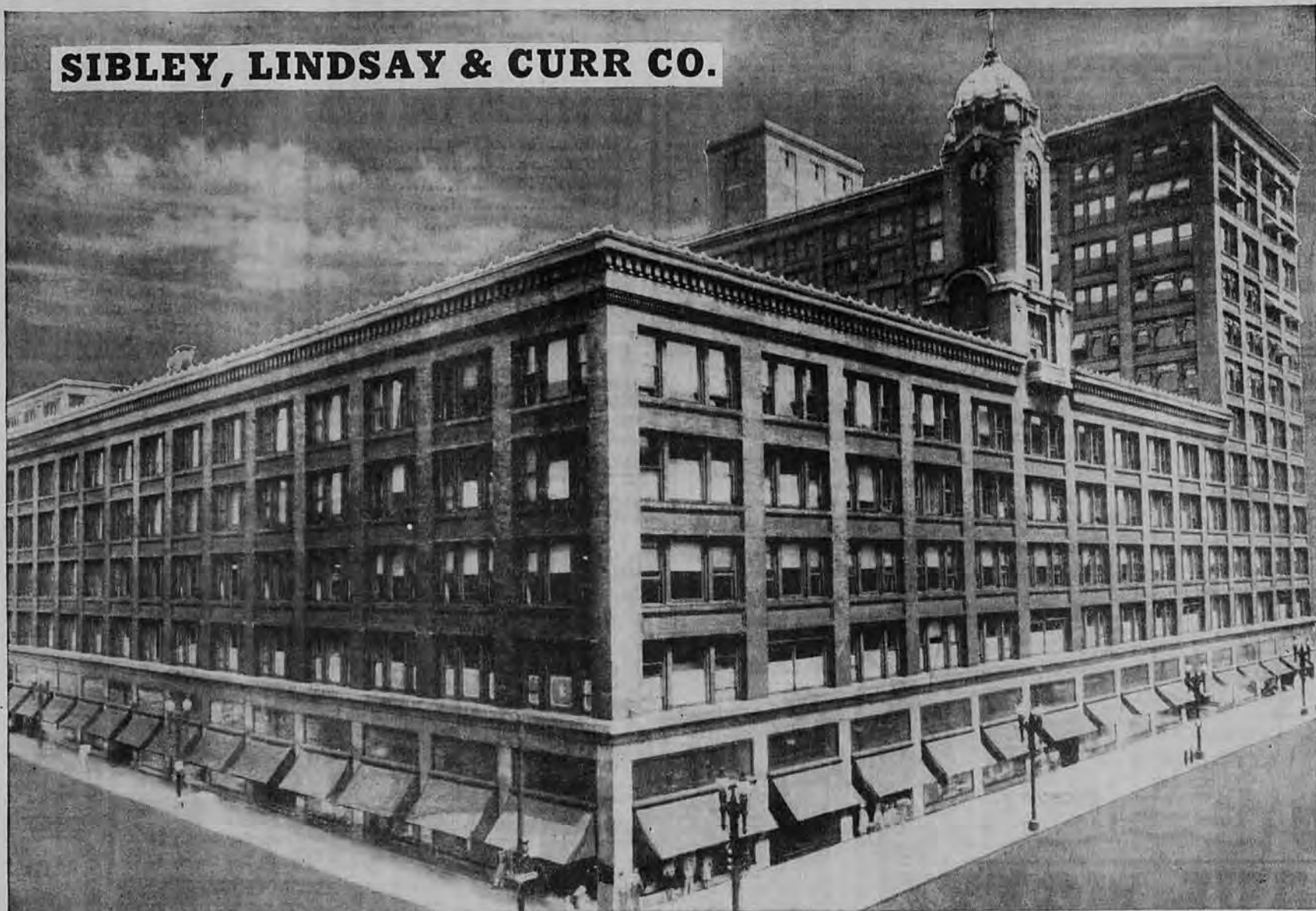
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Rochester Sun, Thursday, October 8, 1942

PAGE SEVEN

## SIBLEY, LINDSAY & CURR CO.



# IT'S ECONOMICAL

*To Shop Under One Roof*

WHERE WESTERN NEW YORK'S MOST EXTENSIVE  
ASSORTMENTS ARE IN ONE COMPLETE SHOPPING CENTER

Economical! Because for a bus dime, phone call or postage stamp you can do ALL your shopping at Sibley's! Because over 100 "stores" covering 23 acres, all under one roof, offer everything you want and need for your entire family and home . . . your clothing, home furnishings, drugs, toiletries, food. Because here, your selections are bound to be right, your money wisely spent, when you can choose from the most complete and extensive assortments in all Western New York. Because you save valuable time by countless conveniences such as our beautiful new Tower Restaurant on the Sixth Floor, two other eating places, our escalators, Service Bureau, War Savings Stamps booth, our elevators, Beauty Salon, and Personal Shopping Bureau. Remember! All buses transfer to Sibley's . . . where your time and money are soundly invested in Sibley quality . . . under one roof!



### Our Beautiful, Newly Decorated TOWER RESTAURANT On The Sixth Floor

One of the smartest, most inviting eating places in Rochester. Its luxurious and cheery decor is fitting background for enjoying Sibley's delicious foods. Four features of our dining service: the regular Restaurant menus, the Buffet Table, the Tower Terrace, the Men's Grill. Dinner served Monday from 5 to 7:30 P. M.



### Home Economics Classes Scheduled For Adults

Home economics classes for adults are to be held in almost every elementary school this year, according to Mrs. Isabel Barnett, supervisor of the adult education program in the Home Economics Department, Instruction Division.

Classes, now beginning, will continue through March 25. A registration fee of 50 cents is the only cost connected with class attendance. Further information may be obtained from the Board of Education Home Economics Department, or from elementary school principals.

### Women's Bankers To "Brunch" On Columbus Day

What do bankers do on their holiday? Members of the Women's Committee of the Rochester Chapter, American Institute of Banking have answered that question by scheduling a "brunch" at the Century Club.

East Ave., on October 12, when all banks will be closed to celebrate Columbus Day.

The "brunch" will feature a surprise menu and entertainment with surprise talent. After the affair many of the members will attend a theatre party and others will go on to Red Cross work.

Miss Madelyn H. Sullivan, chairman of the women's committee is in charge of plans for the Columbus Day party.

Education and the Rochester Board of Education.

Complete details concerning the program may be obtained by calling Main 8806.

Two tickets to see, "The Moon and Sixpence," with Herbert Marshall, opening at Loews' tomorrow, await William Lanning, 186 Winton Rd. N. at The Sun office. Please call for your tickets before Monday noon.

**NOETH'S**  
Imported — 86 Proof  
**RICORO RUM** 189  
Clinton California  
**WINES** 50c  
25c Pint, 89c 1/2 Gal. Quart

**GOOD ADVICE**  
We can't tell how long these specials will prevail, due to the coming liquor scarcity and new taxes. Better stock up NOW at these low, bed-rock prices and SAVE!

London's Reg. \$1.15  
**Apricot & Black-berry Liqueur** 89c  
1/2 Pint

**ALWAYS LOOK TO NOETH**  
For lowest prices on your favorite brands.

Pogues Old Time  
**WHISKEY** \$1.99  
Blend of 10% 6 year old whiskey 30% 4 year old and finest neutral spirits. 86.5 proof. \$3.25 Val.

**DRY GIN** \$1.99  
90 PROOF, DISTILLED FROM 100% NEUTRAL GRAIN SPIRITS  
We may not mention famous brand names when cutting prices. Hurry in for your share. Guaranteed value \$2.75.

**PAUL NOETH**  
WE DELIVER ★ 19 CLINTON AVENUE SOUTH ★ MAIN 874  
Just a Step Off Main St., Opposite Hotel Seneca—Open Every Night Till Midnight

**Aliens Offered  
Free Citizenship  
Training Advise**  
Free help and advice in making out citizenship application papers is being offered non-citizen Rochesterians by the Naturalization Service of the U. S. Department of Justice, in conjunction with the W. P. A., the N. Y. State Department of

**WALKERS  
Chicken Pies**  
ARE STRICTLY ALL CHICKEN — NO VEGETABLES  
Also BEEFSTEAK PIES  
We are equipped to fill your order regardless of the amount. Ideal for factory, cafeteria, large Banquets, even small Parties. Special prices for large quantities. NO DISHES TO RETURN.  
**GLENWOOD 3783**  
26 VELOX ST.

**Now I Wear Slacks  
And  
Look Swell**  
Since I Lost That Ugly Fat  
You adult fat people may often find slim down without starvation diets and backbreaking exercises when your excess fat is due to thyroid deficiency and you have nothing else the matter with you. Just get ready to take Marmale and take Marmale tablets only according to the recommendations and instructions with the package.  
Marmale is not a wonder-drug. It is a diet at any time about ability of treatment and for further information as to the preparation and effects of the Marmale ingredients, consult a physician.  
If you need Marmale, why not have those who've made it famous for you? Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

**EVERYTHING YOU NEED**  
LAMPS... Table and Floor ..... \$4.95 up  
BICYCLES ..... \$32.50  
SEWING MACHINES ..... \$59.95 up  
RADIOS ..... \$22.95 up  
RADIO COMBINATIONS ..... \$109.95 up  
Electric Clocks, Electric Irons, Etc.  
**NO DOWN PAYMENT  
CHARGE ACCOUNT  
PLAN**  
**EASY TERMS**  
6 to 12 Months to Pay  
Our Installation Plan Conforms to Government Regulations  
**UNIT PARTS  
ROCHESTER CORPORATION**  
1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD  
Mrs. Leo Mousseau, 294 Rugby Ave.

**KEY COUPON**  
**DUZ** Washing Powder  
Large Box Limit 1  
**18c**

**KEY COUPON**  
**WAX PAPER** HEAVY  
Cutler Box 100 Feet Limit 2  
**10c**

**KEY COUPON**  
**ALUMINUM HAIR CURLERS**  
Spring Lock Long or Short Limit 6  
**2 for 9c**

**KEY COUPON**  
**VELOUR Powder Puffs**  
Ass. Shades Limit 4  
**2 for 5c**

**HILL'S COLD TABLETS**  
Regular 30c  
**16c**

**McKESSON ASPIRIN Tablets**  
Bottle of 100  
**2 for 49c**

**PACQUIN HAND CREAM**  
50c Size  
**39c**

**ALKA SELTZER**  
60c Size  
**49c**

**PEPSODENT Tooth Powder**  
50c Size  
**39c**

**GILLETTE BLUE BLADES**  
Package of 10  
**49c**

**HAARLEM OIL CAPSULES**  
Box 25  
**13c**

**CARTER'S LITTLE LIVER PILLS**  
25c Size  
**19c**

**SAFER St. Joseph ASPIRIN**  
World's Largest Seller at 10c  
**RUGS 9x12 \$1.00**  
CLEANED and STEAMED  
RUGS, Stained, Cleaned, Washed, Sted, Moth, Damp and  
Germ-proofed ..... \$3.00  
**ELTER CO.** Est. 1872  
Glenwood 3466 — 44 Arthur St.

**SEMET SOLVAY COKE \$1.00**  
LEHIGH VALLEY HARD COAL  
Est. Over 25 Years  
**PAYNE & DUNHAM**  
TON CASH  
Show Off  
GEN. 586

**MAKE IT IN A MINUTE!**  
WORTH \$1 A GAL.—COSTS A PENNY!  
**CLEANING SOLUTION**  
YOU CAN'T BUY ANY BETTER CLEANING SOLUTION for walls, woodwork, linoleum, rug, etc. AT ANY PRICE! Why pay more? MAKE a gallon in a minute with less than an ounce of Trig... for a PENNY!  
**26 OZ. BOX TRIG** at your grocers... 25c

**KEY COUPON**  
**Paper NAPKINS**  
Box of 50—Reg. 10c  
**2 for 13c**  
Limit 2

**KEY COUPON**  
**ADHESIVE Tape**  
REGULAR 10c  
1/4" by 5 yds.  
**2 for 13c**  
Limit 2

**KEY COUPON**  
**NAIL POLISH REMOVER**  
REG. 10c  
1-oz. bottle Regular 15c  
Limit 2  
**7c**

**KEY COUPON**  
**CASTILE SOAP**  
**3 for 11c**  
LIMIT 6

**G. E. MAZDA LAMPS**  
NEW LOW PRICE  
40-50-60 Watts  
**10c**

**SLOAN'S LINIMENT**  
35c Size  
**29c**

**ANACIN TABLETS**  
Tin of 12 Reg. 25c  
**19c**

**DR. WEST TOOTH PASTE**  
25c SIZE  
**2 for 29c**

**PREP SHAVE CREAM**  
35c Size  
**16c**

**ZONITE ANTISEPTIC**  
60c Size  
**49c**

**SAL HEPATICA**  
60c Size  
**49c**

**IPANA TOOTH PASTE**  
50c Size Tube  
**39c**

## A Surprise Barrage of Spectacular BEDROOM BARGAINS!



Our stock is unbalanced!  
Far too many bedrooms on our floors—too much of our money is tied up in bedroom furniture. We need cash, so we've marked prices way down for immediate disposal.

## Help Us Clear Our Floors And We'll Pay You Up To \$60\* If You Act Now! Hurry!

\*In The Form of Certified Savings  
**4 Pc. Modern Walnut** \$69  
A handsome bedroom in popular modern design. Bed, chest of drawers, vanity or dresser and your choice of night table or bench.  
**5 Pc. 18th Century Mahogany** \$94  
Set consists of bed, chest of drawers, choice of dresser or vanity, bench and night table. Lovely veneers. Smartly designed.  
**5 Pc. Modern Lime Oak** \$77  
Solid oak in smart new lime finish. Very popular right now. Besides the bed and chest, you get your choice of dresser or vanity plus lovely night table and bench.

**5 Piece MODERN WALNUT**  
A real bargain if ever there was one. You'll have to see this set to appreciate the value. Everything you need for a lovely, smart new bedroom.  
**\$54.50**  
LIBERAL TERMS

Scores Of Other Bedroom Bargains Plainly Marked On Our Floors! See Them! Compare! You Save!  
**MAJESTIC FURNITURE COMPANY**  
204 COURT ST. • OPEN EVENINGS TIL 9 P. M.

**Lowest Price in Years!**  
**MODESS Get Acquainted SALE**  
**56 SANITARY NAPKINS** 10c IN MAY NOW ONLY **79c**  
**Hurry! Sale Ends Soon!**  
Luckies, Camels, Chesterfields, Raleighs, Pall Mall, Herbert Tarryton, Philip Morris, Old Golds  
**2 PKGS. 29c**  
**LUCKY STRIKE**  
**LOOK ONE-A-DAY** VITAMIN A and D TABLETS  
BOX OF 30 **49c**  
**HAARLEM OIL CAPSULES** Box 25 **13c**  
**CARTER'S LITTLE LIVER PILLS** 25c Size **19c**  
**HEAVY AMERICAN MINERAL OIL**  
Pint ..... 25c  
Quart ..... 45c  
1/2 Gal. .... 85c  
Gallon ..... 1.49  
**CLAPP'S BABY FOODS**  
CHOPPED FOR CHILDREN  
**3 for 25c**  
**GOODBYE DANDRUFF!**  
Now you can remove dandruff— instantly. Fitch's Dandruff Remover Shampoo dissolves and washes away all dandruff with a single application — under a money-back guarantee. No after rinse required. As good for blondes as brunettes. Try it— You'll like it!  
**75c SIZE -- 59c**  
**Fitch's Dandruff Remover Shampoo**  
**"TAKE IT OR LEAVE IT"**  
means **EVERSHARP**  
ON THE AIR SUNDAY NIGHT! WHEC  
The Pen and Repeater Pencil Gift Set That is GUARANTEED FOREVER!  
**\$8.75** For men and women — the striking new streamlined EVERSHARP Skyline Magic Feed Pen and Repeater Pencil to match. Choice of colors. Gift case.  
AT ALL KEY STORES  
**CLAPP'S BABY FOODS**  
3 for 19c  
STRAINED FOR BABIES  
**STRAINED FOOD**  
**CLAPP'S BABY FOODS**  
CHOPPED FOR CHILDREN  
**3 for 25c**  
**ANACIN TABLETS**  
Tin of 12 Reg. 25c  
**19c**  
**DR. WEST TOOTH PASTE**  
25c SIZE  
**2 for 29c**  
**PREP SHAVE CREAM**  
35c Size  
**16c**  
**ZONITE ANTISEPTIC**  
60c Size  
**49c**  
**SAL HEPATICA**  
60c Size  
**49c**  
**IPANA TOOTH PASTE**  
50c Size Tube  
**39c**



Rochester Sun, Thursday, October 8, 1942

A Dollar's Worth of War Stamps If Your Name Is Between The Ads

PAGE NINE

### Clara Barton Tent To Meet Tomorrow

Clara Barton Tent will meet tomorrow at Odd Fellows Temple, Clinton Ave. N. After the business meeting a white elephant sale will be conducted. Proceeds will go toward Christmas gifts to the boys in service.

**Antique Jewelry**  
Weisbuch pays the best price for brooches, bracelets, rings, earrings of Gold, Silver or Plated. Also carved ivory figurines, silver trays, tea sets, antique watches, snuff boxes, gold, silver or plated trinkets and scraps.  
**WEISBUCH JEWELRY SINCE 1905**  
308 MAIN ST. E.

### Sunday Dinner . . .

(Continued from Page 4)  
pepper, cut it in six slices and parboil it for 15 minutes. Drain and pile a serving of corn onto each green pepper ring. Garnish with a slice of olive. Serve right with meat as illustrated.

On each salad place a crispy assortment of celery hearts, olives and pickles. To make the potatoes more attractive, sprinkle them with finely chopped parsley.

To keep the dessert from getting too soft, prepare it just before serving time. The sauce can be kept hot by letting the pan sit in the hot water of the double boiler.

#### Use of Leftovers

I do hope you have some meat left over because you can make this delicious dish the next day with it. Cut 2 cups meat into small pieces and moisten with a little milk or gravy. Use 2 cups of cooked rice and spread a layer of rice in a greased baking dish. Dot with butter, and sprinkle with grated cheese. Season with salt and pepper and then add layer of chopped meat. Dot with butter and sprinkle with more grated cheese. Repeat until casserole is full. Bake in 350 degrees F. oven for 15-20 minutes. Serves 6.

### New Organization To Stage Party In Chaplain's Fund

Rochester Victory Chapter No. 1 will stage and Army and Navy Chaplain's Benefit party on Wednesday, November 18 at Blessed Sacrament Auditorium. The event has received the enthusiastic approval of the Chaplain's Association of New York, to which funds from the party will be allocated for the purchase of religious articles for service men.

Richard M. Clemens is president of the recently-organized chapter. Other officers include

Carl W. Hertel, Bernard Gross, Edward J. Commy, John A. Gorman, Christian C. Boehm, Bernard Mangin and James Crowley.

### Sparks O' Life Not So Dumb

A visitor at an asylum was watching one of the inmates pushing a wheel barrow around upside down.  
"That's not the way to push that thing," the visitor exclaimed, "you've got it upside down."  
"Oh, have I," answered the lunatic. "I used to push it the other way, and they put bricks in it."

### BUY NOW!

Be Sure of Your Supply!  
PROMPT DELIVERY  
We Are Exclusive Dealers For JEDDO COAL



### SAVE

With Miller's SPECIAL 100% Guaranteed COAL \$11.95  
Star or Nut Ton Cash Show Off  
Careful Deliveries

**ARDEAN R. MILLER**  
Know Your Dealer! PHONE GENESEE 28 Finest Service For 32 Years



### SPECIAL 2 PIECE MOHAIR LIVING ROOM SUITE

\$119.50 Our Ceiling Price \$159.50 Save \$40 Custom Built  
**ED. MASLINE'S**  
FURNITURE & APPLIANCE  
1340 CLINTON AVE. N.  
OPEN EVERY EVE. 'TIL 9  
Refrigerator — Radio And Washer Service

## GRANTS

### COLD WEATHER VALUES

Be foresighted! Be thrifty! Buy your family's warm outfits NOW . . . at Grants, where choosing and paying both are easy!

Buy War Savings Stamps at GRANTS  
Your Government Needs Scrap Metal and Rubber! For Pick-up and Salvage Information CALL MAIN 6133.

**GLAMOROUS BEAUTY AT MODEST, BUDGET PRICES**  
PERMANENT Only \$2.95  
SHAMPOO 25c — SHAMPOO & WAVE 50c  
**louchour's**  
BUDGET DEPARTMENT  
Suite 300, Burke Bldg.; 5 St. Paul Street  
MAIN 2951  
Mrs. Henry Muhlhaupt, 45 Murray St.

### Dinners To Satisfy Fall Appetites



### "52 SUNDAY DINNERS"

Do you worry about satisfying your family's appetites which always seem to take a leap upward as soon as Christmas rolls around? Modern Chicago home-makers think nothing of it . . . because they know "52 SUNDAY DINNERS" solves all their problems. In this amazing book, there are 52 different dinners . . . all economical and easy to prepare . . . all designed especially for maximum nutrition and goodness to satisfy holiday appetites! Throw your meal-planning worries out the window, come down to the Fair, and get your copy of "52 SUNDAY DINNERS" today!

PRICED AT **25c** A COPY

BRING OR MAIL THIS COUPON TO "SHOPPING NEWS" FOR YOUR COPY  
Office Open Daily 9 to 5:30, Saturdays 'Til 1 P. M.

Rochester Shopping News, 5 St. Paul St. Rochester, N. Y.  
I enclose . . . cents in (stamps) (wrapped coins) for . . . (copy) (copies) of the new book "52 Sunday Dinners" selling with coupon at 25c per copy, including mailing cost.

Name . . .  
Street . . .  
City . . .

**MONEY-BACK GUARANTEE**  
If, after buying and seeing this book, you decide you don't want it, return it within 7 days and Shopping News guarantees you return of the purchase price.

Children's ALL WOOL SWEATERS  
New fall colors and styles. Sizes 8 to 16.  
**\$1.29**

Children's PAJAMAS  
Warm cotton flannelette. Sizes 8 to 14.  
**89c**

Children's 5/8 HOSE  
Large assortment of colors. Sizes 6 to 9 1/2.  
**29c**

Children's CAMPUS HOSE  
Bright colors in novelty knits. Sizes 8 1/2 to 10 1/2.  
**25c**

Women's WARM HOSE  
Full fashioned. Mixed Tweeds. 8 to 10 1/2.  
**79c**

Men's HEATHER HOSE  
Solids and fancies. Sizes 10 to 12.  
**15c**

Men's PART WOOL HOSE  
Clocks and fancies. Sizes 10 to 12.  
**25c**

Remember GRANTS Open Monday At Noon

Keep them warm and dry!  
**3 Pc. Snow Suits \$6.98**  
Children's 100% reprocessed wool. Cotton flannel lining, ribbed knit cuffs. Fall colors. Sizes 6 to 12.  
Coat, Hat, Leggings Set . . . 2.49 (Sizes 1 to 3)  
2-pc. Suit, Wool with Rayon 5.49 (Sizes 3 to 6)  
100% Wool, Cotton Lined . . . 8.59 (Sizes 4 to 16)  
**Children's Warm SLEEPER 79c**  
Tubest printed cotton flannel. Knitted wrist, ankle bands. Sizes 2-6.

Time to change to snug Tuckstitch Undies **29c** ea.  
Soft knit cottons with slim, moulded waistline on vests and panties. Sizes S, M, L.  
10% Wool Tuckstitch 39c  
Flat Knit Cotton Pants 39c  
Cotton Union Suits . . . 69c  
**Women's Pompon Felt SLIPPERS 50c**  
Soft padded sole, punch-work trim. Dark colors. 4 to 8.  
KIDSKIN SLIPPERS . . . \$1.00 pr.

### CHECK YOUR NEEDS—AND BUY NOW!

Men's Cotton Flannel PLAID SHIRTS \$1.49  
Men pick SANFORIZED Noramath because the cotton flannel's heavy, extra fleecy! Warm, full cut, washfast!  
Boy's Flannel PAJAMAS \$1.00  
Middy styles. Sizes 8 to 16.  
Men's Northwind PAJAMAS \$1.49  
Toast - warm cotton flannel in coat or midly styles. A-D.  
**MEN'S EVERETTS \$1.19**  
Flexible leather soles! Fully lined. Sizes 6-11. A buy!  
Men's Leatherette Slippers . . . 79c  
Men's Felt Slippers . . . 59c  
Men's Furette Slippers . . . \$1.39

Snug-as-a-bug fingers in Jr. Knitted Mittens **39c** pr.  
Gay, gay knits that are 20% wool, 80% rayon-cotton.  
Child's 1-3; Misses' 4-6  
100% All Wool Worsted Child's Mittens, 1-3 . . . 50c  
Misses' Gloves, 4-6 . . . 89c  
Boys' Capskin Mittens, 55c  
Men's Fabric Gloves . . . 69c  
**Waistsuits 54c**  
Keep 'em warmly dressed with "Wag-It" elastic, button back. Sizes 2 to 12.  
Childs 2-Piece. Sizes 2-8 . . . 54c

Cold Weather Bargains!  
**GOWNS 94c**  
Cord (and washable) cotton flannel cut plenty wide and 52 inches long! Yoke top! Long sleeves. Tealose, white and pink. Sizes 16-17.  
Women's Porto Rican GOWNS 89c  
Sizes 18, 19, 20  
**Women's Flannel PAJAMAS \$1.69**  
Full cut, long sleeves. Sizes 34 to 40

Men's Heavy Weight UNION SUITS \$1.00  
Cool weather ahead! You'll be wanting these warm, soft, combed cottons sooner than you realize! Ankle length. Long or short sleeves. 36-46.  
Men's Shirts and Drawers . . . ea. 79c  
Men's Fleece-Lined Union Suits . . . \$1.49

Indian JACQUARD BLANKETS  
Warm cottons in gay patterns. 64x76.  
**\$1.79**

VIKING SHEET BLANKETS  
Cotton Plaids And Stripes 70 x 80  
**89c**

BLANKET REMNANTS 45c  
lb.  
Pieces of higher priced blankets. . . . While they last!

Children's FELT SLIPPERS 59c  
Hi-low cuff. Red and blue. Sizes 8 to 2.

Men's Coat SWEATERS \$1.29  
35% wool. For work or dress. Sizes 36 to 44.

Boys' Wearite FLANNEL SHIRTS \$1.19  
Zipper front. Sizes 8 to 14 1/2.

Boys' UNION SUITS 79c  
Full cut warm ribbed cotton. Sizes 24 to 34.

Boys' TWO TONE SWEATERS \$1.98  
Sizes 30 to 36

**W. T. GRANT Co.**

FOR SAVINGS

MAIN ST. AT EAST AVE.







PAGE ELEVEN

**FRIDAY AND SATURDAY TIL 9:30 P. M.**

*You've Seen Auto Shows, Boat Shows, Flower Shows But Never An All Star Show as Sensationnal As This Sale Of*

## 4.98

**BOTH**  
Stores

Colorful patterns picked right out of a spring flower garden! — woven into the cloth so that the patterns are reversible. Single and double bed sizes included in this sale. Please, no mail, phone or C.O.D. orders.

Save up to 60c on most sizes in sale!

**BOTH**  
Stores

**72 x 99 Size**  
**81 x 99 Size**

Long famous and proven sheets, made for washability and service, 132 threads to the square inch. Strongly taped selvages, snow white, prelaundered, wrapped, ready for use. 81x108 size \$1.59.

**Buy On Our  
Budget Plan**

*Buy Now For Yourself or For Gifts!*  
*At Sensational Sale Saving Prices*

## BOT

Savings that spells value for you early shoppers! Thick, thirsty, absorbent towels in complete sets that include 22x44 Turkish towel, 16x27 Face towel and matching wash cloth.

**BOTH**  
Stores

Big, fluffy, absorbent towels that make you feel positively luxurious. White with colored borders and colored grounds with contrasting borders, includes 22x44 Turkish towel, 18x36 face towel and 2 wash cloths.

**Leaders In Style, Quality, Value**

## 97c Pr.

Pr.

## RUFFLE CURTAINS

Made of fine pin or cushion dotted marquisette, in cream white or ecru, 82 inches wide to the pair and 2 1/6 yards long. Full ruffle side and bottom. Headed, ready to hang.

## TAILORED PAIRS

Full 72 inches wide, to the pair, 2 1/6 yards long. Smart dotted marquisette in cream, ecru, white, green, blue and red, suitable for any room in your home. 2-inch hem side and bottom, headed, ready to hang.

## COTTAGE SETS

Fashioned from a fine quality voile with figured tops in blue, green and red. Plain tailored bottom colors trimmed to match top. Color fast curtains for kitchen, bath or breakfast room.

**CURTAINS ON  
SALE SECOND  
FLOOR MONROE**

*America's Greatest Heat Champ!*

# 2.47

**BOTH  
Stores**

America's greatest heat champ we call this crispy, toasty warm, 5% wool, extra long blanket, full ~~as~~ long in plaid color combinations. Rose, Blue, Thick fluffy, high nap. Ends neatly bound with Sateen. Quantity is limited. Please, no mail, phone or C.O.D. orders.



**USE OUR EASY  
LAY-A-WAY PLAN**

Small deposit holds blanket of your choice on Lay-a-way Plan.

## New Fall Decorator Patterns In Heavy Quality Ruffex

## 2.87

SECOND FLOOR  
MONROE

Regularly \$3.49, a savings of 62¢ on every pair. Harmony House. Draperies in colors and patterns that you'll see in all the leading fashion and home magazines from coast to coast. Full 72 inches to pair wide, 2½ yards long with pinch pleat tops, complete with tie backs. Your choice of green, blue, natural, rose. Buy on Our Budget Plan.



PAGE ELEVEN



## If You Suffer Distress From PERIODIC FEMALE WEAKNESS and want to BUILD UP RED BLOOD!

Take heed if you like so many women and girls have any or all of these annoying symptoms: Do you on such days suffer from cramps, headache, backache, nervousness, weak and faint feelings, periods of the blues, distress of "irregularities"—due to female functional monthly disturbances?

Then start at once—try Lydia E. Pinkham's Compound Tablets (with added iron)—one medicine you can buy today that's made especially for

women to relieve such distress.

### Thousands Upon Thousands Report Benefit

Lydia Pinkham's Tablets not only help relieve monthly pain but also accompanying tired, nervous feelings of this nature. This is because of their soothing effect on one of woman's most important organs.

And here's a tip for you modern girls! Taken regularly throughout the month—Lydia Pinkham's Tablets should help build up re-



istance against such symptoms.

### Important!

Monthly losses often cause a lack of iron with some women. HERE AGAIN Lydia Pinkham's Tablets should be especially helpful. Used as directed—these little tablets are one of the best and quickest ways to get precious iron into the blood to help build up red blood cells and thus aid in promoting a more refreshed and vigorous blood-stream—more strength.

Lydia Pinkham's Tablets are also a fine stomachic tonic! Follow label directions. WELL WORTH TRYING!

Lydia E. Pinkham's COMPOUND TABLETS  
(with added iron)

Two tickets to see, "The Moon and Sixpence," with Herbert Marshall, opening at Loews' tomorrow, await Miss Madeline Slattery, 664 Genesee St. at the Sun office. Please call for your tickets before Monday noon.

## Can a Married Woman Ever Feel Certain?

Many married women take unnecessary risks with their nerves, health, happiness. Why? Generally because feminine hygiene is considered too personal to be discussed. And so, many women use over-strong solutions of acids for the douche which can actually burn, scar and even denature delicate tissue.

Today such risks are needless. Science has given womankind Zonite. So powerful, it kills instantly all germs and bacteria with which it comes in contact. Deodorizes—by actually destroying odors. Protects personal dominions. Yet Zonite is non-caustic, non-poisonous, safe for delicate tissues. Over 20,000,000 bottles bought. Get Zonite at your druggist today.

Free Book Tells Intimate Facts  
Frankly written booklet "Feminine Hygiene Today," mailed FREE, in plain wrapper. Write: Zonite, Dept. 594B, 270 Lexington Ave., New York, N. Y.

Two tickets to see, "The Moon and Sixpence," with Herbert Marshall, opening at Loews' tomorrow, await Miss Sarah McHugh, 286 Park Ave. at the Sun office. Please call for your tickets before Monday noon.

## DOLAN'S

Where You Buy the Cuts of  
Chicken  
You Prefer

- BREASTS . . . lb. 59c
- LEGS . . . lb. 53c
- WINGS . . . lb. 29c
- NECKS . . . lb. 17c
- GIBLETS . . . lb. 25c
- LIVERS . . . lb. 49c

DOLAN'S  
600 JEFFERSON AVE.  
Cor. Bartlett  
Telephone Genesee 1417

## MOST AMAZING VALUES IN TOWN!

- EXTRA HEAVY UNBLEACHED SHEETING 2 yds. wide, Reg. 59c 42c
  - STIK BIAS BINDING, Right Irregular, All colors, Reg. 10c 3c
  - J. P. COATS' CLARK'S or GEM CHECKER COTTON, Reg. 10c 19c
  - GALLON GLOSS ENAMEL OR FLAT PAINT, Reg. \$2.49 \$1.39
  - DAWN KNITTING WORSTED YARN 2-oz. skein, Reg. 47c 38c
  - PRICOT BIRD SHEETS \$1.99, Reg. \$2.19 \$1.69
  - MEN'S 25% WOOL COAT SWEATERS, Regular \$2.49 \$1.39
  - LADIES' CREPE SLEEPING GOWNS, Reg. or extra size, Reg. \$1.19 79c
  - CHILDREN'S HEAVY TRAINING PANTS, Size 2 to 6, Reg. 10c 12 1/2c
  - LADIES' SATIN SILK FILMMENT SLIPS, Non-rip seams, Reg. \$1.29 69c
  - MEN'S GENUINE BATTLEAXE WHIPCORD SANITORIZED PANTS, Regular \$2.49 \$1.79
  - INFANTS' BIRDSEYE DIAPERS 11x17, Pkg. of 10, Reg. \$1.29 \$1.09
  - PEQUOT FELLOW TUBING 45 in. wide, Reg. 40c 39c
  - INDIAN BLANKETS, 45x70, \$1.99 value \$1.44
  - FANCY TAPESTRIES 12 in. Reg. 30c 9c
  - MEN'S BLUE DUNGAREE PANTS All sizes, Reg. \$1.29 98c
  - J. P. COATS' OR CLARK'S RED SPREAD COTTON, 10c 19c
- Above Are But a Few of Our Permanent and Amazing Bargains
- Every Buy a Bargain at  
**BILL'S BARGAIN STORE**  
98 East Main St.  
Near Water

## CHAMPION KNITWEAR CO., INC. SWEATER SPECIALISTS FOR 50 YEARS IF YOU NEED A SWEATER AND WHO WON'T NEED ONE WITH GOVERNMENT RESTRICTIONS ON COAL AND OIL THIS IS THE PLACE TO BUY IT!

(COMPLETE SELECTIONS OF ALL KINDS)  
Men's 100% All Wool—Double Elbow  
**COAT SWEATER**

LARGE ASSORTMENT COLORS \$2.98 SIZES 36 TO 46  
OTHERS UP TO \$8.50  
MEN'S ZIPPER OR BUTTON FRONT  
**FANCY COAT SWEATERS**

ASSORTED COLORS \$1.98 SIZES SMALL MEDIUM LARGE  
OTHERS TO \$6.00  
LADIES PLAIN COLOR V NECK  
BUTTON FRONT

**COAT SWEATER**  
NAVY—ROYAL—MULBERRY \$2.98  
40% Wool—60% Cotton SIZES 36 TO 46

Boys' Reg. \$3.95  
CORDUROY KNICKERS & LONGIES \$3.69

MEN'S EXTRA TROUSERS \$3.95-\$4.95-\$5.95  
HARD WEARING AND GOOD LOOKING  
**Champion**  
KNITWEAR CO., 71 ST. PAUL ST.  
1 1/2 HOUR FIRE PARKING FOR CUSTOMERS AT STRAND PARKING STATION



KEEP UP THE HOMES  
WE'RE FIGHTING FOR

EXTRA SPECIALS

CARPET SWEEPER \$1.98

END TABLE \$1.49

6-WAY FLOOR LAMP \$6.95

BUDGET TERMS Available

Let's not let our homes go to ruin while our soldiers go to glory fighting for 'em! Come on, America—BUILD FOR TOMORROW!



Lounge CHAIR AND OTTOMAN

Did you ever hear of such an extraordinary chair, but solidly built and richly upholstered. See it.

CHAIR \$24.95

TWO-PIECE LIVING ROOM \$69.95

Choice of upholstery styles and colors. Other suits to \$100.00.

**KOMINZ**

FURNITURE CO.

FURNITURE AND APPLIANCES

287 MONROE AVE.

Next to SEARS

Open Thursday, Friday, Saturday

Evenings 7:30

## Week-End SPECIAL BUYS

These Special Prices Good Today Thru Saturday

(Right Reserved to Limit Quantities)

TAKE YOUR CHANGE IN VICTORY STAMPS

... ON SALE AT ALL DAW'S STORES

LARGE BOX OF 25

**SANITARY NAPKINS**

DAW'S LOW PRICE

29c BOX OF 25 PADS

During this sale only—the large Economy Box of 25 Soothies the pad with the moisture-proof back—at a sensationally low price.

Free Book Tells Intimate Facts

Frankly written booklet "Feminine Hygiene Today," mailed FREE, in plain wrapper. Write: Zonite, Dept. 594B, 270 Lexington Ave., New York, N. Y.

Two tickets to see, "The Moon and Sixpence," with Herbert Marshall, opening at Loews' tomorrow, await Miss Sarah McHugh, 286 Park Ave. at the Sun office. Please call for your tickets before Monday noon.

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## DAW'S ORIGINAL CUT-RATE DRUGS

56 CLINTON S. Ave. 31 MAIN ST. E. 353 MAIN ST. E. 452 RIDGE RD. W. 880 MAIN ST. W. 473 N. GOODMAN AVE. 539 MONROE AVE.

DAW'S COUPON

SWEETHEART SOAP

REG. LARGE SIZE

4 Bars For 15c

(Limit of 4)

DAW'S COUPON

WOODBURY'S SHAVE CREAM

LGE. 35c SIZE

(Limit of 2)

Please bring an old tube—of any type—in exchange.

DAW'S COUPON

GRASS SEED

SEED YOUR LAWN NOW

For a beautiful lawn next spring, Flower City Grass Seed is prepared especially for Rochester soil and climate.

OUR REGULAR CEILING PRICE 27c

23c

While Supply Lasts

1-lb Bag

23c

DAW'S COUPON

FREE Vimms

6 VITAMINS 3 MINERALS

B COMPLEX VITAMINS (B1, B2, P-P) VITAMINS A, C, D and CALCIUM, PHOSPHORUS and IRON

50c SIZE FREE when you buy the large size

\$2.25 VALUE FOR \$1.69

DAW'S COUPON

FOR COLDS

4-Way Cold Tabs 17c

Mistol Drops 21c

Vick's Vapo-Rub 27c

Menthol Inhaler 7c

Vapex Drops 59c

DAW'S COUPON

BABY FOODS

Lactogen 1-lb. 87c

Dextrogen 6 for \$1.10

Borden's Biolac 23c

Clapp's Cereal 13c

DAW'S COUPON

FACE CREAMS

Phillips 23c, 43c

Milkweed 39c, 79c

Luxuria 1.00

Dioxogen 19c, 39c

DAW'S COUPON

TOOTH POWDERS

Pebeco Large 21c

Revelation 19c, 31c

Phillips 25c 18c

Squibb's 21c, 37c

Polident 24c, 49c

DAW'S COUPON

FALSE TEETH

FIT LIKE NEW! Dentur-Eze, the new cushion plastic makes loose plates fit comfortably for weeks. Note powder—not a pain. Economical. Thousands of satisfied users. Get a tube of Dentur-Eze today! Handy-size tube \$8.95—New large size \$14.95

DENTUR-EZE MONEY-BACK GUARANTEE

DAW'S COUPON

LADY ESTHER FACE POWDER

ALL SHADES 55c Size 39c

## DAW'S COUPON

These Tubes Contain No Tin Or Other Essential Materials NO EMPTY TUBES NEEDED IN EXCHANGE!

MILK OF MAGNESIA

TOOTH PASTE

You'll like this new pleasant-tasting Milk of Magnesia Paste. Scientifically prepared for cleansing the teeth and massaging the gums.

Giant 3-Oz. Size

2 F 25c

DAW'S COUPON

NOXEMA CREAM

75c Jar 49c

DAW'S COUPON

FACIAL TISSUES

200 Sheets In Box (Limit of 2)

2 Boxes For 13c

DAW'S COUPON

ADHESIVE PLASTER

1/2 Inch x 5 Yds. Reg. 10c Roll (Limit 2)

6c

DAW'S COUPON

SMITH BROS. COUGH DROPS

Plain or Menthol Regular 5c Boxes 3c

DAW'S COUPON

McKESSON ASPIRIN

Bottles of 100 2 F 49c

DAW'S COUPON



# ROCHESTER SHOPPING NEWS

The Rochester Sun

Delivered Free Each Thursday To 75,200 Homes  
In Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

Shopping News Is Now Available  
On All Downtown Newsstands.

FIFTH YEAR—No. 50

ROCHESTER, N. Y., THURSDAY, OCTOBER 15, 1942

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

CHAMPION OPEN MONDAY NIGHTS TILL 9 P. M.

## CHAMPION

★ KNITWEAR CO., Inc. ★

71 ST. PAUL STREET—Just a Step From Main St.

**LARGE ASSORTMENTS OF  
WARM OUTDOOR CLOTHING  
FOR THE ENTIRE FAMILY**

**OUR ADVICE TO YOU IS TO BUY NOW AS PRACTI-  
CALLY EVERYTHING WE HAVE ON HAND IS IR-  
REPLACEABLE IN THE SAME QUALITY FOR THE  
DURATION OF THE WAR.**

**BUY NOW FOR CHRISTMAS!**

SELECT FROM THE LARGEST  
STOCK OF GENUINE

**LEATHER  
JACKETS**

REASONABLY PRICED FROM

**\$8.95**  
AND UP

RIGHT:  
Jacket Illustrated

- The Montana
- Hip Length Cossack  
Jacket, Five Pockets
- Shown In Life  
Magazine

**\$13.95**

Men's Aviation  
Style Leather  
**JACKET**  
\$10.95 and  
up

Men's  
Wool-Lined  
Doorskin  
Cloth  
Sport  
Jacket  
**\$5.95**

Two-Tone  
Coat Sweater  
**\$2.98**  
and up

HUSKY ALL WOOL  
SLIP-ON

**Sweaters**  
**\$2.98**  
and up

Men's 100% All-Wool  
Button Front  
**COAT SWEATER**  
**\$2.98**  
and up

## ★ SWEATER HEADQUARTERS

**LADIES' PLAIN COLOR V NECK  
BUTTON FRONT**

**COAT SWEATERS**

NAVY ROYAL MAROON **\$2.98** Sizes 36 to 46

LADIES 100% WOOL  
**CARDIGANS**  
**\$2.98** Sizes 34 to 40

Ladies 100% All Wool  
**PULLOVERS**  
**\$3.39** Sizes 34 to 40

**Champion**  
KNITWEAR CO. 71 ST. PAUL ST.  
1/2 Hr. Free Parking for Customers at Strand Parking Station

## Classic, Casual, Correct.

**SNATCH** it from your clothes closet as you dash by the  
Smorning, wear it all day, in all kinds of weather, for practi-  
cally all occasions — and if it comes up smart and becoming  
showing very little sign of wear and tear, you'll know that you  
made that treasure in any wardrobe, the classic casual coat.

These coats are thoroughly adapted to your busy life. You  
may like a reefer, that ageless coat for nearly all ages; the boxy  
boy's coat may be your choice — and odds are that you'll take it  
in one of the new glorious colors that are available this year. Or  
your preference may be for the new Chesterfield, that suave steal  
from the men; this is a day-and-night coat — you'll find that its  
appearance over evening clothes is just as satisfactory as its day-  
time qualities. Choose your coat wisely — and now.

(C) Latest news flash in coats, the black Ches-  
terfield. Has fly front, velvet collar, boxy lines.  
Wear it over daytime and evening clothes.  
Misses' sizes, 10 to 20. All wool.



(B) Boxy coat in all-  
wool, a soft shaggy  
fleece, light as a cloud,  
very warm. In a dozen  
or more lovely colors,  
including red, green,  
eggplant (a new deep  
purple), beige and  
brown. Misses' sizes,  
12 to 20.



HARRIS NUSBAUM

## STYLE-HITS of the SEASON

RIGHT HERE AT NUSBAUM'S

Value-giving is a regular policy at Nusbaum's... and here is undisputed proof. —  
Our downtown location make this lower priced policy possible. Shop to-night.

COMPLETE OUTFITS FOR INFANTS-  
BOYS' - GIRLS' - LADIES' & MEN

HARRIS NUSBAUM

### NUSBAUM VALUES for BOYS

ALL WOOL — HOODED  
**MACKINAWS**

An ideal coat at a low  
sale price. Beautiful  
new plaids, smartly  
styled — with hood.  
Fully lined. Sizes 8-18.

**\$6.95**  
OTHERS  
TO \$9.95

**BOYS SNOW SUITS \$9.95**

All wool plain mackinaw jacket and plain  
ski pants. Very popular. Sizes 8-12.

BOYS'  
FINGER-TIP  
**COATS**

The Hit Coat of the  
Season! Smartly  
styled for dress or  
play. They are real  
good looking and  
all-wool.

**\$9.95**

OTHERS TO \$13.50

### NUSBAUM SNO SUIT BUYS

RIGHT:  
All-Wool Sno-Suits.  
Styles for boys and  
girls. The season  
cutest styles at real  
super savings. All  
colors. Also in water  
repellent gabardine.  
Sizes 3 to 8; also  
sizes 7 to 16.

**\$7.95**

OTHERS TO \$13.95

**\$6.95**

LEFT:  
Sturdy, all-wool hooded  
snow suits. One of Nus-  
baum's finest values!  
Selection of colors and  
combinations. Sizes 3-8.

**\$6.95**

### NUSBAUM VALUES for GIRLS

DOUBLE DUTY  
**COAT-LEGGIN  
SETS** Matching  
Hoods

Double duty coat and legging  
sets with matching hood.  
Super-values, every one. Some  
with fur trim. Practical all-  
purpose sets for dress or play.  
Sizes 7-12.

**\$10.95**

OTHERS  
TO \$19.95

**\$15.95**

GIRLS  
**COATS**  
AND COAT SETS

A grand choice for girls  
of all ages. You'll find  
the seasons' smartest  
styles right here at  
Nusbaum's. — Fleece-  
s, plaids and tweeds. Sizes  
1 to 6½; 7 to 12; 12 to  
16; and chubby sizes  
8½ to 16½.

**\$15.95**

OTHERS TO \$19.95

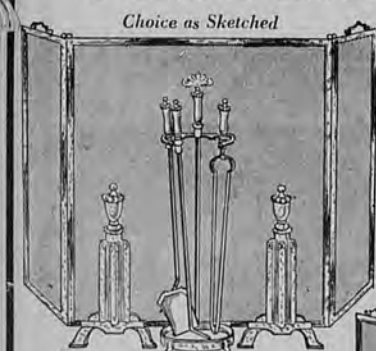
**HARRIS NUSBAUM** 221-229 JOSEPH AVE., CORNER KELLY  
OPEN EVENINGS 'TIL 9 P.M. — FRIDAYS 'TIL 6 P.M.  
SATURDAY EVENINGS 6:30 TO 10 P.M.



**Double 'V' Special**  
Vegetables from your Victory garden plus cheese, the Victory Food Special, make a winning combination. Cook the vegetables and serve with cheese sauce. Or make a garden salad and add Julienne strips of American cheese.

After cleaning the broiler in the oven (with steel wool, moistened with ammonia) be sure to leave the oven door open until the broiler dries.

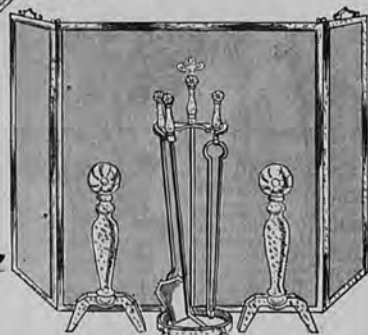
# Special Selling FIREPLACE SETS



**\$16<sup>95</sup>**  
REG. \$24.50  
LIST PRICE

Very special since there will be no more when these are gone. Complete outfit includes three fold fully bound screen; choice of either Colonial Ball Top or Urn Top Andirons, as pictured; Tool set consists of HOLDER, SHOVEL, TONGS and POKER.

OTHER FIREPLACE  
ENSEMBLES as low as **\$8<sup>49</sup>**



MAIN 7900

**World's**  
15  
EXCHANGE ST.

FREE CITY DELIVERIES  
FREE PARKING Opp. with \$1 Purchase

If YOU Do Not Register  
YOU Can Not VOTE!

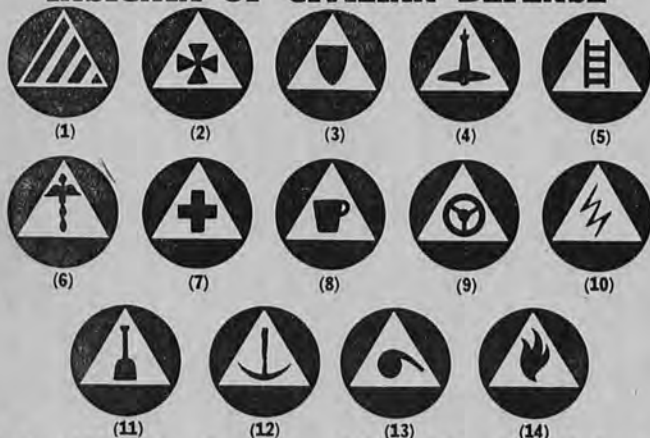
## KEEP VOTING, AMERICA!

Register and Enroll  
**REPUBLICAN**

Friday And Saturday Last Two Days  
ROW A POINTS THE WAY . . .  
TO GOOD GOVERNMENT

**WIN GUEST TICKETS TO LOEW'S**  
To See "THE WAR AGAINST MRS. HADLEY"  
Starring EDWARD ARNOLD • FAY Bainter

**INSIGNIA OF CIVILIAN DEFENSE**



**Identify Each One, Win Movie Tickets**

Simply identify these insignias of Civilian Defense and send to The Rochester Sun Movie Contest Editor not later than Fri. Oct. 16th. The first 25 correct will receive Guest Tickets to see "The War Against Mrs. Hadley" at Loew's.

**'Gay Nineties' Radio  
Star To Head  
'Keep 'Em Smoking' Cast**

Miss Beatrice Kay, singing star of radio, will head the cast of "Keep 'Em Smoking," a musical extravaganza sponsored by the Al Sigl Send-A-Package Club which will be presented at the Eastman Theatre on Tuesday, November 17, and repeated at the Masonic Auditorium on Nov. 18, 19, 20.

A cast of 300 Rochester singers, dancers and dramatists will be included in the cast.

**V. F. W. Smoker  
Planned To Raise  
Gift Funds**

Plans have been completed by the Monroe Council, V. F. W., for their benefit smoker at Eagles Hall tomorrow night at 8:30. Proceeds from the affair will be used for Christmas parties at Veterans' hospitals in the Rochester area. It is the plan to present suitable gifts to each patient and also furnish an entertainment program during the holiday season.

Lunch and refreshments will be served at the smoker.

During the past 40 years, 22,000 land-owners in Pennsylvania have planted 170 million seedling trees.

**No. 16 School PTA  
To Hear Member Drive  
Reports Wednesday**

Final reports on the annual membership drive of the No. 16 School PTA will be made at the October meeting of the

group at the school in Post Ave. next Wednesday at 2:15.

The drive, now underway, is seeking to obtain memberships from all parents of the school's children, as well as other adults in the neighborhood, interested in the school's work.

Miss Veronica Maher, director

UNBELIEVABLE!  
**SNO-SUITS**  
VALUES  
BUT IT'S TRUE AT  
**Left's**

Some with zipper-attached hoods. Both pants and coat fully lined — for sure warmth and comfort in coldest weather. Snug fitting ankles. All the new fall colors in contrasting combinations. Materials that are now hard to duplicate.

**\$4<sup>95</sup>**  
SIZES  
3-14

ACTUAL PRICES TO \$7.95

Open  
Tonight  
Til 9

**LEFT'S**  
126-128 CLINTON AVE. S.

Open Every  
Mon., Thurs.  
and Friday  
Eve Til 9



**LAST  
2  
DAYS**  
FRI. & SAT.



★ Choose from  
**48  
PROOFS**

Our cinema action camera way of taking pictures is easy and produces fine natural expressions.

MAIN AT ST. PAUL

**LINCOLN'S**

Mrs. T. B. Peterson, 388 Avis St.

**Christmas Gift  
PHOTOGRAPHS  
TO MEN OVERSEAS**  
Must Be Mailed by Nov. 1st  
SATURDAY, OCT. 17th  
**LAST DAY**  
To Be Photographed  
For Overseas Mailing

Limited Time Offer!

**SPECIAL  
1/3 OFF**

Beautiful Hand Painted  
**MINIATURE**

Regular \$3.00  
Value **\$1.95**

Offer expires Saturday Oct. 17th  
No Appointment Necessary

PHOTO STUDIO MAIN FLOOR

## RUDOLPH'S GREAT FALL VALUE DAYS



*Last Day*

**MONDAY**

You'd better hurry to take advantage of the important savings in this great event! Remember, Rudolph's has plentiful supplies of everything you want . . . and at prices that you want to pay. Check over your needs . . . for your home, for yourself, for gifts . . . and shop Rudolph's now!



**Smart Gold Band**  
Beautifully simple, modern style ring of 14K yellow gold. Always in good taste.



**Three Diamond**  
A wedding band she'll admire for its unusual design and brilliant beauty.



**Five Diamond**  
Five fine diamonds blazing in a beautiful new setting of 14K yellow gold.



**Nine Diamond**  
One of our most beautiful and popular styles. The "fishtail" setting displays the diamonds perfectly.

**Wedding March Trio**  
29.95  
Reg. Down Payment 1.25 Weekly

Smart, new design in wedding bands for bride and groom, plus solid gold locket. Extraordinary low price for this lovely trio.

**Sterling Medal**  
3.95  
EASY TERMS

Miraculous scapolite and St. Christopher medal with identification plate.



**Handy Electr-O-Tool**  
10.95  
EASY TERMS

Miniature machine shop in an unbreakable tenite case.

**Bulova Watches**  
33.75  
Reg. Down Payment 1.25 Weekly

Handsome new styles, famous for accuracy.

**R.R. Waltham**  
75.00  
Reg. Down Payment 1.25 Weekly

Famous, guaranteed timekeeper. Smart thin style.

**Smart Watches**  
19.95  
Reg. Down Payment 1.25 Weekly

Rugged, dependable. Handsome styles with stretch bracelets.

**Birthstone**  
7.95  
EASY TERMS

Rozircon is the October birthstone. Also choice of other birthstones.

**Birthstone**  
4.95  
EASY TERMS

Choice of Rozircon or other birthstones on heart-shaped locket.

**Diamond Onyx**  
17.95  
Reg. Down Payment 1.25 Weekly

Lovely new style with diamond on engraved onyx.



**Evans Lighter**  
3.49  
EASY TERMS

Smart combination cigarette case and lighter. In rich gold color.



**Special! 19c Room Thermometer**

# RUDOLPH'S

CORNER EAST MAIN at SOUTH AVENUE  
In Batavia: 109 Main St.

Open Monday Evenings



Thursday, October 15, 1942

subject, "The History and Organization of the Red Cross."

**Christmas Gift PHOTOGRAPHS**

**IN OVERSEAS**

Mailed by Nov. 1st

**LAST DAY**

To Be Photographed for Overseas Mailing

Limited Time Offer!

**SPECIAL 1/3 OFF**

Beautiful Hand Painted

**MINIATURE \$1.95**

Regular \$3.00 Value

Expires Saturday Oct. 17th

No Appointment Necessary

TO STUDIO MAIN FLOOR

**OLN'S**

228 Avila St.

Rochester Sun, Thursday, October 15, 1942

A Dollar's Worth of War Stamps If Your Name Is Between The Ads

PAGE THREE

**SEMET SOLVAY COKE \$11.00**

LEHIGH VALLEY HARD COAL

Est. Over 25 Years

**PAYNE & DUNHAM**

TON CASH SHOV. OFF GEN. 586

### 'Rebecca' First For Children's Theatre

"Rebecca of Sunnybrook Farm," the story known and loved by adults as well as children for nearly half a century will be portrayed on the stage of the Eastman Theatre next Saturday afternoon, starting at 3 p. m.

The showing, sponsored by the Women's Division of the

Rochester Civic Music Association is the first in this season's series of children's plays produced by the Clara Tree Major Children's Theatre of New York. Each member of the cast is a professional actor and the

Because Shopping News is interested in promoting wholesome and instructive entertainment for youngsters and believing in the value of an appreciation for the theatre, this paper offers its readers a coupon which will be honored as part payment for a ticket to the Saturday performance of "Rebecca of Sunnybrook Farm." Investigation has proved that the series of performances given by the Clara Tree Major's Children's Theatre and presented locally under the auspices of the Women's Committee of the Rochester Civic Music Association provides a high type of wholesome entertainment for adolescent minds. Such a coupon will be found in this issue. Conditions for its acceptance at the theatre box office are printed therein.

group has been acclaimed the outstanding company in its field.

The Kate Douglas Wiggin's story of "Rebecca" was written toward the end of the last century. But the story has a special appeal right now when our children are learning what it means to do without certain of the frills they've become accustomed to.

"Rebecca" as all who have read the story know, is a completely captivating child who enjoys the luxury of a laugh and the wealth of a sunny disposition, with the barest of comforts and even a minimum of necessities. The locale of the play is Riverboro, Maine, where the robust Yankee humor, the vast energy, the scrapin' and the savin' have a flavor all their own.

The Clara Tree Major production is in three delightful acts and it is expected that a large audience will greet the players.

All notices must reach Shopping News office 420 Burke Bldg. by Tuesday noon for the Thursday publication. Notices received after that deadline will be disregarded.

The Townsend Plan Organization of the 38th Congressional District will hold a mass meeting next Monday at 8 o'clock in Wegman's Hall, 275 Main St. in the interest of the re-election of the Joseph J. O'Brien Representative in Congress.

Beecher Hess of Washington, D. C. who for four years was connected with the Washington Legislative Office of the Townsend Plan and is now with the speakers bureau of the Republican National Headquarters in Washington, will address the meeting.

The Hall will be open at 7 p. m. and the public is cordially invited to hear Mr. Hess.

Townsend Plan clubs of the northeastern section will hold a rally on Saturday at 8 p. m. in the Susan B. Anthony school auditorium, Central Park at First St. Mrs. Georgia Bevilacqua and others will speak on the Townsend Plan and in the interest of the re-election of Joseph J. O'Brien to Congress.

Clara Barton Tent, Daughters of Union Veterans, will conduct a fall supper and card party on Friday, October 23 in the Odd Fellows Temple, Clinton Ave. N. starting at 6 p. m.

Members of the Women's Alliance of South Congregational church will conduct a rummage sale at 455 South Ave.

The Monroe Council VFW will stage a smoker at Eagles Hall tomorrow night at 8:30. Proceeds will be devoted to Christmas gifts and entertainment for patients at Veterans Hospitals in this area.

Townsend Prosperity Club No. 19 will meet next Tuesday at 8 p. m. in the club rooms, 208 Main St. W.

The PTA of No. 11 School will conduct a rummage sale next Monday at 198 Clinton Ave. N.

The PTA of No. 10 School will meet next Wednesday at 2:15 to hear reports on current membership drive and a talk by Miss Veronica Maher, local director of the Red Cross. Her topic, "The History and Organization of the Red Cross."

Mrs. Robert Rowe, past president of the League of Women Voters and publicity director of the N. Y. State Congress of the PTA will be heard at a meeting of the No. 8 School PTA tonight at 8:30.

Laurelton PTA meets tonight at 8 o'clock in the school auditorium, Heliendale Rd. Arthur Crapsey speaks on "The PTA, A Force in Home Defense."

A community book show is now underway at the Rochester Public Library. Climax will be the author's luncheon at the Chamber of Commerce.

**The VANDERBILT HOTEL**

OFFERS THE NEW YORK VISITOR

SO MANY EXTRAS,

YET COSTS YOU NO MORE

The EXTRA graciousness of a Park Avenue address, the EXTRA refinement of more elegantly furnished rooms and suites, and the EXTRA convenience of being just five minutes from Grand Central and Penn. stations are among the many advantages of staying here.

400 Outside Rooms, Each with Bath

SINGLE from \$11 - DOUBLE from \$15

SUITES from \$25

**The VANDERBILT HOTEL**

Radio and Alarm Signal in Every Room

PARK AVENUE AT EAST 34th ST.

NEW YORK

Owner F. B. Harbo, Mer.

OTHER MANAGER HOTELS

Spokane, N.Y., Rochester, Washington, D.C., Hay-Adams, Boston, Mass., ... Manager Washington, D.C., Annapolis, Chicago, Ill., ... Plaza Washington, D.C., Hamilton, Grand Rapids, Mich., ... Rose

### Named Ad Head



Edgar E. Guttenberg, former Rochesterian, who has been named advertising manager of Calvert Distillers Corporation of New York City.

Guttenberg, who joined the Calvert organization in 1936, started as assistant sales promotion manager, was later placed in charge of publicity, and was made assistant advertising manager in February, 1938.

### War Relief Group Seeks Gifts For Homeless Children

The British War Relief Society, which made so many hundreds of homeless children happy with Christmas gifts last year, is again seeking to fill a gift ship this year, and play Santa Claus to these unfortunate youngsters.

Soft, wooly animals, unbreakable dolls, parkas, hair ribbons and pocketbooks have been suggested as suitable gifts. However, because shipping space is so valuable it is advised that gifts should be of a size to fit into a shoe box and pack easily.

Several downtown stores have listed suitable gift suggestions for this cause. Department stores have made arrangements to deliver purchases to the British War Relief Society, 351 East Ave., if the donor is unable to bring them personally. The ship, which will sail from New York, must be loaded by the end of this month, according to officials of the society here.

### DARLING SHOP PRESENTS...

THREE HAT HITS by Park Ave. Jr.

as seen in Mademoiselle

**Salute**—a racy visor brim with bow-tie that rates a salute anywhere.

**\$1.95**

**Date Mate**—a dashing pompadour beret, laced at the back. All colors. In sizes 21 to 23.

**\$1.95**

**Stadium**—to wear with your sports and tailored clothes.

**\$1.95**

Answer to the high cost of hatting—a high style Park Ave. Jr. in fine wool felt, perfect for the football season.

**Darling Shop**

190 MAIN ST. EAST

## COMPARE THESE Darling Shop VALUES!

### HOSIERY SPECIALS

**BARE-LEG SEAMLESS RAYON HOSE**

SPUN NYLON

Heel and Toe Slightly Irregular

2 PAIR \$1.00

**FIRST QUALITY—51 GAUGE SHEER RAYON**

EXTRA SHEER! Spun Nylon heel and toe or top. All colors, sizes and lengths.

**\$1.15** pair

**First Quality — Perfect RAYON SLIPS**

Rose and white. Lace trimmed or tailored. Sizes 32 to 44.

**2 for \$1.25**

—★—

**Finest Quality Rayon PASTEL SLIPS**

Light blue, yellow, pink, teal, rose, white and black. Sizes 34 to 40. Very special — quantities limited.

**\$1.19** EACH

### SKIRT SPECIALS

**Grey Men's Wear, 100% wool, flannel skirts. Short or regular length, pleated all around.**

**\$2.99**

**Bright, new plaids! Short or regular length. A wide variety of colored plaids. Sizes 22 to 30.**

**\$3.99**

**Darling Shop**

190 MAIN ST. EAST

**Get in the Scrap**

Six million tons of scrap iron and steel are urgently needed to keep up America's production of the tools of Victory. Rochester has pledged its help.

Search every nook and corner for every piece of scrap you can turn in. Even the smallest piece may win a battle and decide your future. The time is short—do it today.

**Rochester Trust**

AND SAFE DEPOSIT COMPANY

MAIN OFFICE: MAIN STREET WEST & EXCHANGE

FIRST INDUSTRIAL BRANCH: 30 CLINTON AVENUE NORTH

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

**Lauer's Newest All Layer Felt MATTRESS**

Here's your health mattress! Layer upon layer of fluffy cotton felt, encased in a heavy woven ticking. Designed for sleep, comfort and health. Built for durability and service. All sizes.

**\$18.95**

FULL, SINGLE OR 3/4 SIZE

**Lauer's Are OPEN TONIGHT**

Until 9 P. M.

For the convenience of you who are unable to shop during regular store hours, Lauer's will remain open every Thursday evening and every Monday evening 'til 9 P. M.

**Lauer's Grand Rapids TABLES**

All-Mahogany

**\$9.74**

Here's a grand assortment of occasional tables! Every one is mahogany throughout. Every one is beautifully styled. Each sells for only.....\$9.74

Lamp Table \$9.74

Tier Table \$9.74

2-Drawer Commode \$9.74

Coffee Table \$9.74

**Lauer's**

50 STATE ST.

**OPEN TONIGHT UNTIL 9 P.M.**

**DAYS**

NDAY

try to take advantage of savings in this number. Rudolph's applies of everything and at prices that you can't find elsewhere. For me, for yourself, for your family, for your shop Rudolph's now!

**Sailorette 89.50**

Reg. \$100.00 1.33 Weekly

Large, fine diamond in a stunning new mounting.

**Smart Watches 19.95**

Reg. \$25.00 1.33 Weekly

Rugged, dependable. Handsome styles with stretch bracelets.

**Diamond Onyx 17.95**

Reg. \$25.00 1.33 Weekly

Lovely new style with diamond on engraved onyx.

**Evans Lighter 3.49**

EAST TENS

Smart combination cigarette case and lighter. In rich gold color.

**Special! 19c Room Thermometer**



## "IN GOD WE TRUST"

**T**hose words appear on all the coins we Americans use, even when we buy a one cent postage stamp. They remind us that America was founded by God-fearing and liberty-loving men,—the Pilgrims. Freedom and democracy are rooted in religion. Because men and women are children of God, they have the divine rights of life, liberty and self-government. In the ravaged countries of Europe, the religious forces have often stood alone against the cruelty and misrule of the dictators. Religion is a chief bulwark of the American way of life, in so far as it follows the will of God. Because no one would want to live in a community where there were no churches, it is the privilege and duty of everyone to choose some church and to attend it regularly.

*THE REVEREND WELDON F. CROSSLAND, D.D.*  
*Pastor of Asbury-First Methodist Church*

## Let us be Grateful for our Open Churches - Attend Them!

This Page, and the message hereon, is dedicated to the

### Methodist Churches of Rochester

ASBURY FIRST METHODIST, East Avenue near Union. The Reverend W. F. Crossland, D. D., pastor.  
CENTENARY METHODIST, Monroe at St. Regis. The Reverend R. A. De Lorme, pastor.  
CORN HILL METHODIST, Edinburgh near Plymouth. The Reverend J. O. Mabuice, D. D., pastor.  
EMMANUEL METHODIST, Joseph Avenue at Farbridge. The Reverend Richard A. Wolf, pastor.  
GRACE METHODIST, Driving park near Lake Avenue. The Reverend H. H. Closson, pastor.  
GREECE METHODIST, Maiden Lane. The Reverend W. H. Halsted, pastor.  
LAKE AVENUE METHODIST, Lake Ave. near Stutson Street. The Reverend G. E. Bucher, pastor.  
MONROE AVE. METHODIST, at Averill. The Reverend K. W. Haight, pastor.  
SENECA METHODIST, Clinton Avenue N. at Scholfield Road. The Reverend R. E. Riden, pastor.  
SPENCER-RIPLEY METHODIST, Culver at Parsells. The Reverend Charles Bollinger, pastor.  
TRINITY METHODIST, Post Ave. at Sawyer. The Reverend Robert Horton, pastor.  
WESLEY METHODIST, Dewey at Christian. The Reverend C. A. Scrimshaw, pastor.  
WEST AVENUE METHODIST, West Ave. at Chili. The Reverend G. W. Cooke, D. D., pastor.



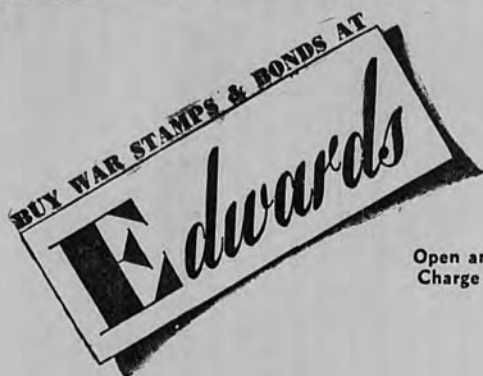
### This Page Is One of a Series, Reverently Sponsored by the Undersigned Institutions:

Sibley, Lindsay & Curr Co.; Weed & Co.; Weis & Fisher; McFarlin Clothing Co.; McCurdy & Co.; B. Forman Company; H. L. Green; Sears Roebuck and Company; Reliable Furniture Co.; First Federal Savings & Loan Association; E. W. Edwards & Sons; Central Trust Co.; Lauer Furniture; Lincoln Stores; Likly's; Cramer Drug Co.; Sun Shopping News; W. T. Grant Co.; Darling Shops; Shafer Fur; Pidgeons; Key Drug Co.; National Clothing Company; Projansky; War Activities Committee of Rochester Theatres, Inc.

This message naturally carries the whole-hearted endorsement of hundreds of other Rochester merchants, but because of space limitations our sponsors group is limited in number.

Other pages appearing in this series are dedicated to: Episcopal, Catholic, Presbyterian, Christ Scientist, Baptist, Congregational, United Lutheran, Evangelical and Reformed Churches; Jewish Synagogues, Mission Groups and all allied Religious Organizations.





Open an Edwards  
Charge Account

# Coat Savings for the Entire Family

2 Hours Free Parking in Edwards Parking  
Station with a purchase of \$1 or more

This is ...  
**Coat Week**  
at Edwards



**BOYS' WOOL  
MACKINAWS  
10<sup>95</sup>**

They're 100% wool, they're  
plaid lined and have zipper  
hoods. Made with two slash  
pockets, two flap pockets  
and a large book pocket.  
Water repellent, zipper  
front. Sizes 12 to 20.  
EDWARDS—Street Floor

**Students'  
Reversible  
COATS  
11<sup>95</sup>**

Herringbone on one side,  
arodex gabardine on the  
other. Suitable for a top  
coat or raincoat. The double  
cloth makes it a fine coat  
for colder weather, too. Fly  
front reversible. Tan with  
gray or brown.

Sizes 34 to 40

EDWARDS—Street Floor



**Juniors' and Misses'  
Reversible  
Sport Coats  
16<sup>98</sup>**

Bright good-looking coats you'll  
wear all winter. Wear them with  
the gay corduroy side out or the  
natural colored camel fleece out-  
side. Red, brown or kelly with camel  
fleece.

Sizes: 9 to 17  
12 to 16

EDWARDS—Sportswear  
Third Floor



**Girls' Double Duty  
Coat Sets  
12<sup>98</sup>**

She can wear the coat right now  
and add the leggings later. Made  
of Silver Mist Fleece... nothing  
warmer under the sun. Teal and  
Burgundy. Sizes 7 to 12.

EDWARDS—Third Floor

**Girls' Casual  
Furred Coats  
19<sup>98</sup>**

Exactly right for younger misses.  
Monotone tweed coats and  
camel hair coats in belted and  
boxy styles. Smooth, long wear-  
ing fur trim collars and some  
trimmed sleeves. Sizes 8 to 16.

EDWARDS—Third Floor



**Tots' Kitten's Ear  
Fleece Coats  
& Legging Sets  
18<sup>98</sup>**

Double breasted coats, all warmly  
interlined, stitched collar, two  
pockets. Heavy leggings. Camel,  
Red, Teal, Blue. Hat to match  
2.98.

Third Floor



**Big Feature During Coat Week  
Lavishly Furred  
Winter Coats**

**59<sup>95</sup>**

You owe it to yourself to own one of these  
quality coats... especially since they're  
100% wool and we don't know how long  
we can offer all wool coats. Lustrous furs  
of Persian, Blue Fox, Cross Fox, Red Fox,  
London Dyed Squirrel, Skunk and Mink.  
Black, Brown, Blue, Green, Red.

Sizes: 9 to 15, 12 to 20, 33½ to 45½.

EDWARDS—Third Floor

## ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT

Values That Would Be Phenomenal At The End Of The Season—Almost Too Good To Be True Right Now!



The Shoe That Needs No Breaking In!

**"TENDERFOOT"  
ARCH SHOES**

Five new styles with proportioned arch  
fitting, snug heel lasts and built-up or covered  
heels. Kid leathers in Gypsy ox-  
fords, dressy ties, step-in pumps. Size 4  
to 10.

**3.95**

**CHILDREN'S SHOES**

**Very  
Special 2.89**

Black, brown elk with tips and brown  
moccasin type. Goodyear welt sewed  
soles, rubber heels. Size 9 to 3.

Edwards—Basement



Smash Purchase! Misses' and Women's

**UNTRIMMED  
COATS**

Acclaimed 1942 Styles

**16.95**

- Boy Coats • Balmaccans
- Fitted Reefers
- Set-in Belts • Wrap Types

Wear them with everything... for  
sport or dress! Warmly lined tweeds,  
fleece and plaids with novelty style  
trims. Sizes 12 to 20, 38 to 44.

Edwards—Basement



GAY GLAMOUROUS

**Misses'  
FALL  
DRESSES**

Important Values

**4.98**

Exciting dressy two piece  
effects, button-down-the-  
front style, plunging neck-  
line types. Pleated, tucked  
or gored skirts. White lin-  
gerie or brilliant jewel  
trims. Sizes 12 to 20.

Edwards—Basement





Sibley, Lindsay & Curr Co.

# DRUGS AND TOILETRIES

SAVE IN THIS SENSATIONAL VALUE EVENT!

## October Harvest SALE



### CHEN YU "Chop Chop" Manicure Set

1.00 plus tax

Quick drying 75c Nail Lacquer, 30c Polish Remover, 60c Lacquerol, base coat. Clever gift package.

### LUCRETIA VANDERBILT Toiletries

- \$1 Size, 1-dram Perfume 19¢
- \$2.50 Size Perfume, 8 drams ..... 69¢
- \$1 Size Face Powder.....23¢
- 50c Size Cologne.....29¢
- \$1 Size Bath Powder.....59¢

Prices plus tax



### \$7.50 ELIZABETH ARDEN Beauty Kits

4.95 plus tax

Compact travel kit containing 14 famous Arden beauty aids! For office, week-end trips, vacations.

### HOUBIGANT Translucid Make-Up

\$2 Value 1.00 plus tax

Foundation lotion, Face Powder, Rouge to give you the new silky, glowing skin... Translucid by Houbigant!



### Fioret LIPSTICK

19¢ plus tax

Lipstick in smart plastic and metal cases. Long-lasting, fragrant. Matching Rouge 19¢ plus tax.

### Fioret PERFUME SPECIAL

79¢ plus tax

Handy 1/2-oz. bottle with clever little funnel and purse-sized flask! Choose Promise, Gardenia, Jasmine or Chypre.



### 50c Silco WATER SOFTENER

5-lb. bag 39¢

3 bags 1.00 plus tax

Five pounds of sweetly scented crystals to perfume your bath, soften the water!

### COSMETIC KIT 39¢

Rayon taffeta kit with compartments to keep compact, lipstick, other gadgets in order in your purse! Many colors.



### VELVET CLEANSING TISSUES

3 boxes 50¢

A real bargain! 500 soft-as-down tissues in each box. Keep a supply in your car, your home, and the office. In white only.

### CREAMS

- 75c Daggett & Ramsdell Golden Cleansing Cream and \$1 D&R Perfect Night Cream ..... 1.00
- \$1 Size Amami Almond Meal.....59¢
- \$3 Amami Nutritive Cream.....1.00
- \$2 Helena Rubinstein Night Cream.....1.00
- 75c Size Woodbury Cold Cream, 10c Soap, 25c Size Foundation.....69¢
- \$1.25 Size Woodbury Cold Cream.....98¢
- 25c Size Noxema Cream .....19¢
- 75c Size Noxema Cream.....49¢
- \$1.10 Hopper's Homogenized Cream (formerly Restorative) .....79¢
- 25c Cashmere Bouquet Cold Cream.....2 for 25¢
- \$2.50 Barbara Gould Night Cream.....1.00
- 75c Size Jergen's All-Purpose Cream, 25c Jergen's Lotion, 10c Jergen's Face Powder .....69¢
- \$2.50 Harriet Hubbard Ayer Luxuria Cream .....1.00

### FACE POWDERS

- \$1.50 Size Saravel Face Powder.....39¢
- \$1 Size Woodbury Face Powder with matching rouge and lipstick.....89¢
- \$1 Size Evening in Paris Face Powder with matching rouge and lipstick.....1.00
- Lucretia Vanderbilt Face Powder.....23¢
- \$1 Size "Suivez-Moi" Face Powder with trial size toilet water and bubble bath .....1.00
- \$2 Value Houbigant's Translucid Make-Up, face powder, rouge and lipstick 1.00
- \$1 Corday's "Orchidee Bleue" Face Powder .....49¢

### LIPSTICKS, ROUGES, COMPACTS

- 89¢ Fioret Lipstick, Plastic and Metal Cases .....19¢
- Fioret Rouge .....19¢
- 50c Evening in Paris Rouge and Miniature Lipstick .....50¢
- \$1 Don Juan Lipstick and \$1 Matching Rouge .....1.00
- \$1.25-4-1.50 Compacts, Assorted Styles, Colors .....89¢
- \$1.25 Value Compact and Comb, Many Colors .....89¢

### PERFUMES

- \$2.50 Size Lucretia Vanderbilt Perfume, 8 drams .....69¢
- \$1 Size Lucretia Vanderbilt Perfume, 1 dram .....19¢
- \$3.50 Value Houbigant's Chantilly Perfume, 2 drams and sheer lace hanky in pink gift box.....1.50
- \$1.25 Saravel "Sirocco" Perfume (discontinued) 1.95
- \$1.50 Size Fioret Perfume .....1/2 oz. 39¢
- \$2.50 Size Fioret Perfume .....1 oz. 59¢
- \$3 Size Saravel "Perfedia" Perfume .....1.95
- \$3 Size Saravel "Perfedia" Perfume .....1.00
- \$2 Size Saravel Gardenia Perfume .....89¢
- \$1 Size Isabey Perfumes.....19¢
- \$4 Size Pinaud's Gardenia Perfume .....1.49
- \$5 Size Isabey Perfumes.....1.00

### DEODORANTS and DEPILATORIES

- \$2 Professional Size Zip Wax.....\$1.29
- 50c Nette Deodorant .....39¢
- \$1 Nette Deodorant .....74¢
- \$1 Tussy Deodorant .....50¢
- 28c No Odor .....21¢

### MANICURE PREPARATIONS

- \$1.50 Value Chen Yu "Chop Chop" Set, 3 items .....1.00
- \$1.50 Value Peggy Sage "Nail Box", 3 items .....1.00
- \$1 Size Manicare .....69¢
- \$1 Lady Lillian Manicare Set.....69¢
- 60c Lady Lillian Manicare Set .....39¢

### LOTIONS

- \$1 Size Hind's Honey & Almond Lotion & 50c Old Lace Cologne, in gift box 89¢
- 50c Size Hind's Honey & Almond Lotion .....2 for 49¢
- 50c Size Frostilla Lotion and Victory Bag .....39¢
- \$1 Size Jergen's Lotion and 50c Size Jergen's All-Purpose Cream .....79¢
- 50c Size Nepto Lotion and purse size bottle .....33¢
- 35c Size Violet Marshmallow Lotion.....21¢
- \$1 Size Cosmata Friction Creme Soap Hand Softener and Conditioner.....69¢
- 50c Size Jergen's Lotion and 25c Size All-Purpose Cream .....39¢

### Metal Tissue Box

Pastels and deep colors with flower decoration.

Regularly 89¢ 69¢

### BATH LUXURIES

- 98c Bath-O-Silk, Water Softener, 3-lbs. in metal container .....79¢
- \$1 Size Billy B. Van Pine Bath Oil and 25c Bath Soap.....89¢
- 98c Schratz Decanter of Bubble Bath.....32-oz. 79¢
- 50c Silco Water Softener.....5 lbs. 39¢, 3 for \$1.00
- \$2 Sun Valley Pine Bath Oil.....16-Oz. 98¢
- \$4 Sun Valley Pine Bath Oil.....32-Oz. \$1.95
- \$1 Size Schratz Sparkling Burgundy Bath Oil.....59¢
- 60c St. Denis Liquid Bubble Bath.....39¢
- 75c St. Denis Bubble Bath, Powder.....49¢

### AT THE DRUG COUNTER

- \$1.25 Absorbine Jr.....69¢
- Albolene Cleansing Cream 47¢
- Alka Seltzer, 24 tablets.....49¢
- Anacin, \$1 Size .....98¢
- Astringent, 2-oz. 29¢
- Bayer Aspirin Tablets.....100 for 59¢
- 49c McKesson Aspirin Tablets (100's).....2 for 49¢
- Bromo Seltzer, Dispensing Size .....95¢
- Bromo Seltzer, Dispensing Size .....1.58
- Caldwell's Syrup Senna, Large Size .....79¢
- Doan's Kidney Pills.....39¢
- Epsom Salts.....5-lb. bag 21¢
- Fennamint, Large Size.....79¢
- Fitch's Shampoo .....pt. 89¢ plus tax
- Ice Mint .....2-oz. 39¢
- Listerine .....59¢
- Lysol .....89¢
- Mennen's Baby Oil .....43¢ plus tax
- Mentholatum .....27¢
- Murine .....49¢
- Mustel .....33¢
- Nujol .....pt. 59¢
- One-A-Day Vitamin Aid.....49¢
- Pepto Bismol .....pt. 69¢
- Pertussin .....8-oz. 89¢
- Phillip's Milk of Magnesia Tablets.....75 tabs 26¢
- Pinex .....54¢
- Pinkham's Vegetable Compound .....77¢
- Black Pyllium Seed, 1-lb. 59¢
- Smith's Cough Syrup.....49¢
- Soretsene \$1 Size.....89¢
- Vick's Inhaler .....23¢
- Vick's VapoRub Nose Drops .....24¢
- Vick's VapoRub .....27¢
- Vapex Inhaler .....49¢
- Vitamins Plus, Small Size 75c; 36 days' supply 2.69
- 72 days' supply .....4.69
- Wildroot Hair Tonic, Large Size.....79¢ plus tax
- Yodora.....2-oz. 49¢ plus tax
- Zenite .....79¢
- Squibb's Mineral Oil, qt. 89¢
- Squibb's A. B. D. C. Capsules, 80c Size 1.09
- \$2.50 Size .....2.29
- 100 for 89¢, 500 for 1.49, 1,000 for 2.49
- Ironized Yeast .....69¢
- Sirostar Cough Mixture.....39¢
- Farrs for Gray Hair.....1.21
- D. D. D., Large Size.....69¢
- Zemo, Large Size.....83¢
- Glyco Thymoline, Large Size .....79¢
- Fellow's Syrup, Large Size .....1.09
- Veracolate, 100's .....71¢
- Carroll & Bile Salts.....79¢
- Haliver Oil Capsules, 100 for 89¢, 250 for 1.79
- Mineral Oil, pint 27¢, quart 47¢, gallon.....1.49
- Witch Hazel, pint 23¢, quart 39¢, gallon.....1.25

DRUGS AND TOILETRIES, MAIN FLOOR

### TOILET SOAPS

Camay Soap 16 for 1.00

Lux Soap Flakes 4 boxes 90¢

Ivory Flakes 4 boxes 90¢

Colgate Assorted Soap dozen 65¢

\$1 Box Apple Blossom Soap dozen 80¢

Palmolive Soap 16 for 1.00

Woodbury's Soap dozen 65¢

Guest Ivory dozen 55¢

### BRUSHES AND DENTAL NEEDS

- 25c Bristol Tooth Brushes .....ea. 15¢, 3 for 40¢
- Prophylactic Tooth Brushes .....23¢
- Tek Tooth Brushes .....29¢
- Dr. West's Miracle Tooth Brushes .....21¢, 33¢
- Listerine Tooth Paste .....21¢, 33¢
- Ipina Tooth Paste .....21¢, 33¢
- Phillips' Tooth Paste .....21¢, 33¢
- Squibb's Tooth Paste .....21¢, 33¢
- Dr. West's Tooth Paste .....21¢, 33¢
- Squibb's Tooth Powder.....15¢, 32¢, 69¢, 98¢
- Calex Tooth Powder.....39¢, 69¢, 98¢
- William's Shaving Cream and Aqua Velva.....59¢
- Gillette Blue Blades .....pkg. of 10, 49¢
- Gem Single Edge Blades .....pkg. of 12, 39¢
- Pal Blades .....pkg. of 50, 1.00
- Mirror Tray .....1.59
- 50c Pocket Combs in Metal Container .....15¢, 2 for 25¢
- Cosmetic Bags, Assorted Colors .....39¢
- \$1.25 Atomizer .....89¢

### PROPHYLACTIC HAIR BRUSH SETS

1.25

Professional style ladies' hair brush and comb in transparent plastic with genuine nylon bristles. Rose, Blue, Green, Amber, and Clear. Boxed for gifts.

### 35c Size Roger and Gallet BATH SOAP

6 cakes 1.49

Exquisite soap in lovely Carnation, Violet, Santal, Cardenia, Pinewood, Cologne, Rose Vervaine and Fougere.

### TOILET SOAPS

Lifebuoy Soap 16 for 1.00

Du Parc Soap Reg. \$1 box 50¢

Colgate's Big Bath Soap dozen 65¢

Lux Toilet Soap 16 for 1.00

Kirk's Hardwater Soap dozen 59¢

\$1 Box Soap Treasures 9 cakes 50¢

Silco Water Softener 5-lb. bag 39¢, 3 bags 1.00

### EVENING IN PARIS COLOGNE

and Atomizer 1.25 plus tax

Limited supply! Evening in Paris cologne complete with a smart net atomizer! \$1.50 value!



### Billy B. Van PINE TREE BATH OIL & SOAP

\$1.25 Value 89¢ plus tax

16-oz. bottle of bath oil to scent your bath, help you relax! Plus large fragrant bar of Pine soap.

### \$1 Size Gabilla Cologne "FOOLISH VIRGIN" or "SINFUL SOUL"

59¢ plus tax

Tall, octagon-shaped bottles of two favorite fragrances. Buy a supply at this low price!



### Saravel's "PERFEDIA" Perfume

\$3 Bottle 1.00 plus tax

\$5 Bottle 1.95 plus tax

Exotic fragrance for glittering moments! Lush, compelling... a perfume you'll want!



### Corday's "Orchidee Bleue" FACE POWDER

\$1 Size 49¢ plus tax

Five flattering shades delicately scented with Orchidee Bleue. Special price possible only because this package is discontinued.



### Frances Denney BATH MITT

Reg. \$2 1.00 plus tax

Pinwale-corduroy bath mitt in pink or blue! Pat on skin to release misty bath powder. Whirlwind or Wild Rose!



### Daggett & Ramsdell's

\$1 Perfect Night Cream  
75c Golden Cleansing Cream

Both for 1.00 plus tax

Two world-famous creams created for your beauty! To cleanse, soften, refresh your skin.



### Assorted TOOTH BRUSHES

Ea. 15¢, 3 for 40¢

Keep several of these ready for guests, for yourself! Plastic handles, real bristles. Several styles and colors.



### Special Sale! MODESS

box 79¢

5-months' supply in each box! 56 extra-soft, extra-heavy napkins! A get-acquainted sale that is a boon to regular Modess users as well.



PHONE AND MAIL ORDERS RECEIVE PROMPT ATTENTION...JUST PHONE STONE 6500

All Toiletries Items Plus Tax  
We Reserve the Right to Limit Quantities



ay, October 15, 1942

VENT!  
ALE  
ES



Billy B. Van  
IE TREE BATH  
OIL & SOAP

1.25  
blue 89¢ plus tax

bottle of bath oil to  
your bath, help you re-  
plus large fragrant bar  
e soap.



Saravel's  
PERFEDIA"  
Perfume

1.00 plus tax

1.95 plus tax

fragrance for glitter  
Lush, compelling  
perfume you'll want!



Frances Denney  
BATH MITT

1.00 plus tax

ecorduroy bath mitt  
or blue! Pat on skin to  
misty bath powder.  
ind or Wild Rose!

msdell's



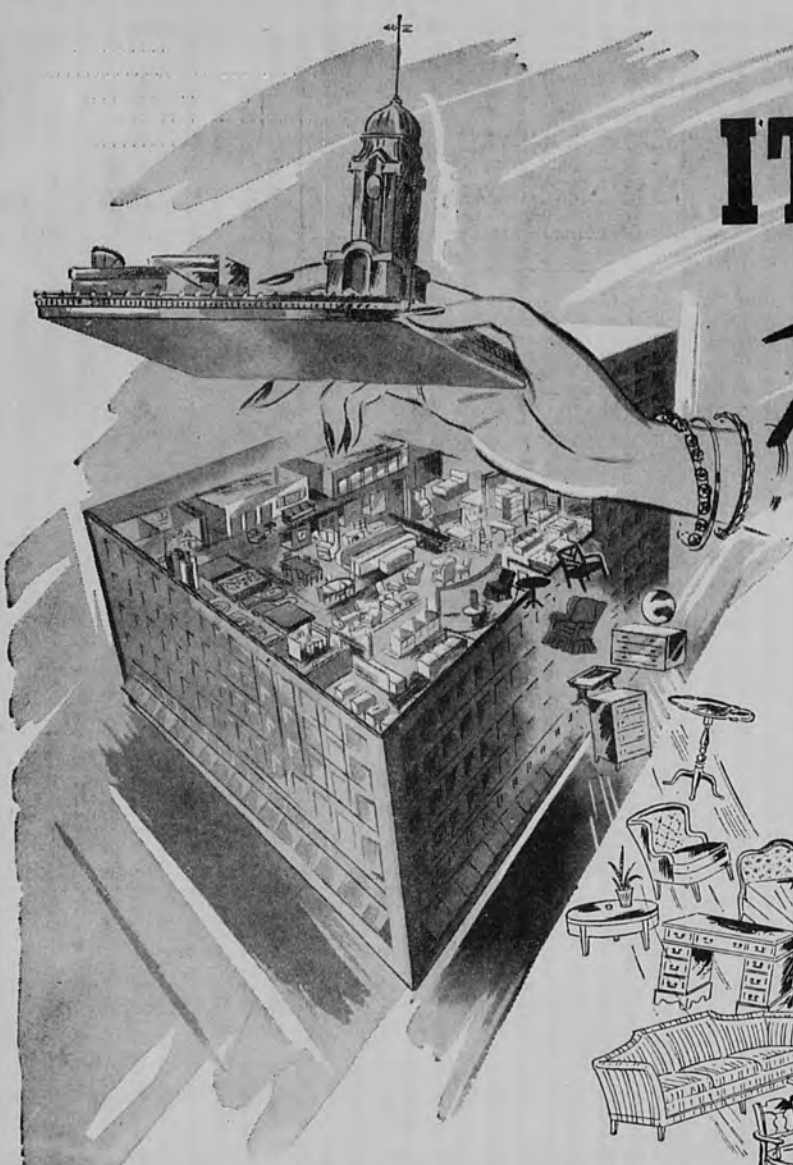
ssorted  
BRUSHES

3 for 40¢

several of these ready  
ats, for yourself! Plas-  
dies, real bristle. Sev-  
les and colors.



Tax  
Quantities



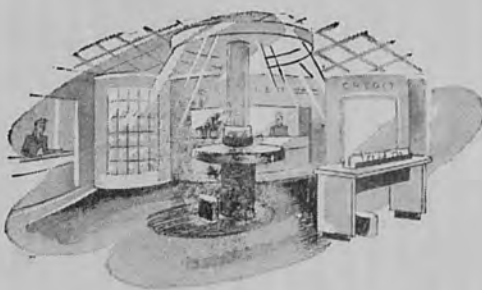
# IT'S ECONOMICAL

## To Shop Under One Roof

### OUR FIFTH FLOOR OF SHOPS AND SERVICES

We "raise the roof" on our Fifth Floor . . . just one of the 7 great Sibley Floors of Shops and Services all Under One Roof. Here you will find America's finest in furnishings for your home. Authentic designs in furniture. Luxurious floorcoverings. Our Interior Decorating Shop, Brides' Bureau, and our Friendly Credit Office. Our escalators and elevators take you quickly from our Main floor to Fifth . . . and to all intermediate floors . . . where over 100 Shops bring you Western New York's most extensive and complete assortments of merchandise. It's convenient, it's economical to shop at Sibley's . . . where everything you need is "Under One Roof".

FURNITURE, on the Fifth Floor. A complete Store, where you may select furniture for every room in your home. Here is Sibley quality . . . priced for every budget . . . from Kindel mahogany masterpieces to budget maple. A haven for home lovers, whether they desire a complete suite or an occasional piece.



OUR FRIENDLY CREDIT OFFICE, on the Fifth Floor, is just at the head of the escalators. Here you may arrange for any of Sibley's Convenient Plans of Payment . . . a Charge Account, A Convenient Payment Plan, Will Call or Shopping Coupons. Our friendly personnel will help you choose the plan best suited to your needs.



BRIDES' BUREAU, on the Fifth Floor. At the bride's service when it comes to choosing furnishings for her new home. Here, also, she may register her "Preference List" . . . the list which will aid her friends in choosing exactly what she wants, without chance of duplication. No charge for these services, of course.

RUGS AND FLOOR COVERINGS SHOP, on the Fifth Floor, brings you an extensive assortment of broad-loom, stair carpet, room-size rugs, throw rugs, and linoleum. Our experienced salespeople and decorators will help you select the correct types, colors and designs for your home. Nominal charge for laying of carpet, linoleum.



INTERIOR DECORATING SHOP, on the Fifth Floor. At no extra charge, our experienced decorators will gladly help you in the selection of your furnishings, will help you design rooms of originality, and give estimates on alterations or the complete decoration of a room or your entire home. Our own complete workroom service.

# Sibley, Lindsay & Curr Co.



ON SALE TOMORROW!

# Scoop!

375  
Sample Hats  
\$1 35

- ★ Values to \$4.95!
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### 'Barber of Seville' Opens Eastman Concert Season

One of the Metropolitan Opera's leading coloraturas will share with a former Eastman School student the principal roles in the presentation of Rossini's "Barber of Seville" at the Eastman Theatre Friday and Saturday, October 23 and 24.

Heard in the role of Rosina will be Stella Andrevia, who has been acclaimed by critics in this country and in England for her magnificent portrayal of this particular role.

The principal male role of the "Barber" will be sung by John DeSurra, who began his singing career at the Eastman School and then went to Italy where he established a reputation especially for his interpretation of this part. He sang ten years of opera in Italy and other music centers on the continent. DeSurra, an American citizen, having been born in Bradford, Pa., returned to this country shortly after the outbreak of the war.

Among the many prima donnas who have appeared in the role of Rosina are Patti, Melba, Sembrich, Tetrazzini, Galli-Curci and Lily Pons. One important English critic, after hearing Miss Andrevia in the part said her performance was "more fluent and therefore more convincing than that of Lily Pons."

The opera is preceded by a

gay overture, altogether in keeping with the rapid action that follows. From there the opera keeps the audience in a whirl of excitement, comedy and melody throughout the two acts.

Cast as Count Almaviva in the opera will be Eugene Conley, a young American tenor of notable accomplishments. The bass roles of Bartolo and Don Basilio will be sung by two members of the Chicago and San Carlo Opera companies, Harold Kravitt and Richard Wentworth.

The Friday performance here will open the regular concert season in the Eastman Theatre and the same cast will repeat the performance on Saturday. Seats are now on sale at the theatre box office.

### War Relief Group Seeks Warm Clothing For Needy Russians

A call has come from Russia through Russian War Relief, Inc., for warm, good, used clothing, men's shoes, blankets, and bed linen. This is the first call of this kind from Russia. Up to now, shipping space has not been available.

For the convenience of the public, the lobby of every Schine neighborhood theater has been provided with a place for depositing this clothing. It may be brought to any theater

### To Visit Here



Francis P. Matthews, Supreme Knight of the Knights of Columbus who will be in Rochester, Sunday, Oct. 18 for the Annual Communion Mass and Breakfast of Rochester Council. He is a vice president of the U.S.O. and chairman of the N.C.C.S., Catholic unit of the U.S.O.

at any time of day or evening. A great response is expected from the people of Monroe County to this urgent call from the Russian people. Miss Helen Rochester Rogers is chairman of the Activities Committee of the Rochester Chapter of Russian War Relief, Inc.

Work rooms are being set up at three of the theaters where the clothing will be sorted and packed for shipment.

Those who can, should bring their bundles to one of these theaters as that will keep the transportation problem at a minimum. However, all Schine Theaters are prepared to accept all that is brought to them.

William Cherney and Benjamin E. Lull are in charge of squads of men who have volunteered to handle the transportation problem.

### Marines To Complete Dinner Plans At Monday Meeting

Completion of plans for a dinner celebrating the 187th birthday of the United States Marine Corps to be held at the Powers Hotel November 10 and the annual election and installation of officers of the Rochester Detachment of the Marine Corps League will highlight the regular monthly meeting of the detachment at its headquarters, 23 Lowell St., next Monday at 8 o'clock.

Even in a state as populous as Massachusetts, full-grown and huge forests are growing on thousands of acres which once grew other crops for food. The replanting in trees was done almost entirely by Nature.

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PAGE NINE

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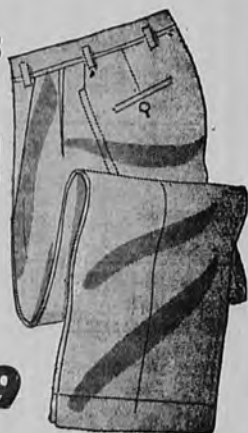
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Walden Moore, the Democratic and American Labor Party Candidate for Congress from the 38th District has declared that there is only one issue in this campaign. Says Moore, "You must decide whether Congressman O'Brien or I will do a better job in making Congress a more effective body for winning the war; helping Congress to make a just and durable peace and in making Congress a better body for preserving and strengthening our democratic institutions."

The program which Walden Moore has presented to the people of the 38th covers six vital points. He is pledged to back measures which will distribute the necessary war sacrifices fairly among all parts of the population.

He will support the President in all measures to further the war effort, reserving the right of constructive criticism.

He is pledged to subordinate everything to victory, to seek to end "bloc" government and political obstruction. He will back measures to reorganize Congress to make it a more effective body for democratic government and control on behalf of the people.

He will support legislation to return to Congress and the people, the extraordinary powers now vested in the President, when the war has been won.



Congressional Candidate.

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Let's bring happiness, some thought from home,  
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You must buy early because postal regulations  
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day, October 15, 1942

Rochester Sun, Thursday, October 15, 1942

PAGE ELEVEN

PAGE THIRTEEN

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PASTE FORM  
One gallon Kem-Tone paste makes 1 1/2 gal. Kem-Tone finish. Ready-to-use cost—only \$1.98 gal.



**WINE'S**  
LIANCE  
AVE. N.  
TIL 9  
Fisher Service



**ROUGH**  
**CARDS**  
(SIGNS)

**89c**  
\$1.35 —  
Gainsborough Ser-  
e same excellent  
from. Reprints of  
ican Godey Prints  
All packed in un-  
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ses and for your

**ORIC ACID**  
**POWDER**  
1-Lb.  
Box **14c**

**ather John's**  
**Medicine**  
\$1.20  
Size **69c**

**OLIVE**  
**OIL** Pure Virgin  
Pint  
Size **79c**

**KREML**  
**SHAMPOO**  
50c  
Size **36c**

**W'S Extra Value**  
**INE COWHIDE**  
**Y CASE**  
25c  
Value **13c**  
Lightweight, durable  
key holders—made of  
genuine cowhide. Has  
4 rings—holds up to  
12 keys.  
(Limit of 1)

Arthur Crapsey  
Named Speaker At  
Laurelton PTA Meet

Laurelton PTA will meet at the school on Helledale Rd. tonight at 8 o'clock. The speaker for the evening will be Arthur Crapsey whose topic is "The P. T. A., a Force in Home Defense."

Mrs. William Fox is in charge of refreshments with Mrs. Harold Ford, Mrs. Joseph Holzschuch, Mrs. Clarence Morton and Mrs. Raymond E. Pierson assisting her. The hostesses for the evening include Mrs. Thomas Woods, Mrs. Seymour Bernstein, Mrs. Richard Barker and Mrs. Leonard Ewers.

**COLD'S MISERIES**  
**PENETRO**  
For colds, coughs, nasal congestion, muscle aches get Penetro—modern medicine in a mignon sweet taste, 2oz. double supply 2oz.

**DOLAN'S**  
Where You Buy the Best of  
**Chicken**  
You Prefer  
• BREASTS... lb. 59c  
• LEGS... lb. 53c  
• WINGS... lb. 29c  
• NECKS... lb. 17c  
• GIBLETS... lb. 25c  
• LIVERS... lb. 49c

**DOLAN'S**  
600 JEFFERSON AVE.  
Cor. Bartlett  
Telephone Genesee 1417

**WALKERS**  
**Chicken Pies**  
ARE STRICTLY ALL  
CHICKEN—NO  
VEGETABLES  
ALSO BEEFSTEAK PIES

We are equipped to fill your order regardless of the amount. Ideal for factory, caterers, large Banquets, even small Parties. Special prices for large quantities. NO DISHES TO RETURN.  
**GLENWOOD 3783**  
26 VELOX ST.

**EXCLUSIVE!**  
**The Battle of Midway**  
3 full pages of  
thrilling natural  
color pictures

**SUNDAY, OCT. 18 ISSUE**  
**NEW YORK MIRROR**  
Order Your Copy Now!

**MOST AMAZING**  
**VALUES IN TOWN!**  
MEN'S BLUE DENIM WORK  
APRONS Reg. 50c **39c**  
1 GALLON GLOSS, FLAT OR  
ENAMEL PAINT Reg. \$2.49 **\$1.39**  
J. P. COATS OR CLARK'S big  
ball crochets. Reg. 25c **19c**  
LADIES' CREPE DRESSES, tub  
fast values to \$1.98 **\$1.39**  
PEQUOT SHIRTING, 2 1/2  
yards wide, Reg. 85c **65c**  
MEN'S GENUINE BATTLEAXE  
whispered work trousers **\$1.79**  
Reg. \$2.59  
MODERN JUNIOR **12 1/2c**  
Pack of 10, Reg. 20c  
BANDETTE STRIPS for cuts, etc.  
Pack of 3, Reg. 5c **2 1/2c**  
EXTRA HEAVY SHEETING, 31-  
in. wide, Reg. 40c yd. **49c**  
VELSMOOTH'S PALM & OLIVE  
oil shave cream, large  
tube, Reg. 50c **10c**  
LADIES' CREPE NIGHT GOWN  
Reg. or extra **79c**  
Reg. \$1.19  
BOYS' SHIRTS  
Values to \$1.25 **59c**  
LADIES' EXTRA SIZE SLIPS,  
Size 46 to 52, Reg. 85c **79c**  
MEN'S DUNGAREES, PANTS,  
blue denim, Reg. \$1.25 **98c**  
MEN'S ZIPPER WORK SHIRTS  
blue or grey, Reg. \$1.25 **98c**  
PEQUOT 4-IN. TUBING  
Reg. 55c yard **39c**  
DOWN KNITTING WORSTED  
YARN, Regular 2-oz. **38c**  
LADIES' CHEFON weight rayon  
hose, Reg. **33c**  
the pair  
Above Are But a Few of Our  
Permanent and Amazing Bargains  
Every Buy a Bargain at  
**BILL'S BARGAIN STORE**  
98 East Main St.  
Near Water

**LIVADAS**  
Rochester's Value Giving  
LIQUOR STORE  
**LOW PRICES**

★ **WHITNEY CLUB**  
5 YRS. OLD  
STRAIGHT  
**RYE**  
We sincerely believe that you can't duplicate this value; it's distilled to please the most particular people, 80 proof.

★ **Mayflower**  
8 Yrs. Old!  
NEW  
ENGLAND  
**RUM**  
Famous, extra mellow Rum by Schenley's. An exceptional purchase enables us to bring you this low price.

VERY SCARCE!  
**25 YEARS OLD**  
FERREIRAS FINE IMPORTED  
**BRANDY**  
Produced by one of Portugal's foremost houses. Smooth, mellow and full-bodied. Lay in a stock now.  
**\$3.49** Fifth  
Compare—\$4.50 Value

**King Geo. IV**  
**Scotch**  
Our customers feel that this excellent Scotch compares with the finest available! Distilled and bottled in Scotland, 86.6 proof.  
**\$3.19** Fifth  
\$4.25 Value

**\$1.90** Full Quart  
COMPARE—\$2.65 VALUE!

**\$2.19** Fifth  
COMPARE—\$3 VALUE!

**PETE HAGENS**  
**ROCKN' RYE** **\$1.49** Fifth  
Extra smooth—mellow and delicious. Really a great value in this popular fall and winter drink. 48 proof.

**PETE HAGENS**  
**SLOE GIN** **\$1.49** Fifth  
Creamy top. Exquisite flavor. Take advantage of exceptionally low price today! Makes excellent fizzies and rickies. 48 proof.

**BOTTLED IN BOND!**  
**100 PROOF! 4 YRS. OLD!**  
**LIVBRO**  
**KENTUCKY**  
**STRAIGHT**  
**Bourbon**  
Bottled especially for Livadas by Beam's famous Kentucky distillers. Made from a formula 146 years old; the product of 3 generations of distilling skill.  
**COMPARE WITH \$3.50 BRANDS!**  
**\$2.49** Full Quart

**BIG SELLER!**  
**LOW PRICE! 86.8 PROOF**  
**LIVBRO**  
**RYE**  
**WHISKEY**  
51% Mellow 4 yr. old whiskey; 48% Pure, neutral spirits. Exceptional quality and distinctive flavor at this outstanding low price.  
One of Our Most Popular Buys! Compare \$3.75 Value!  
**\$2.50** Full Quart

**TWO FAMOUS LIVBRO VALUES**

**TAKE ADVANTAGE OF THESE SUPERB CALIFORNIA**  
**BALBOA WINE VALUES**

**DRY:** • Burgundy • Zinfandel • Sauterne  
• Claret • Rhine • Chianti • Barbera

Don't compare Balboa with ordinary wines. This quality usually sells for \$1.75 per gallon. **\$1.10** Gal.

**SWEET:** • Muscatel • White Port • Tokay  
• Port • Sherry

Comparable quality usually sells at \$2.25 a gallon! **\$1.49** Gal.

**SPECIAL: 3 QUARTS \$1.25** Gal.

**LIVADAS**  
A NAME YOU CAN TRUST  
**183 MONROE AVE.**  
N. Y. STATE LICENSE L-4229  
Open Nightly 'Til 12

Name Is Between The Ads

**Your**  
**rmation**

**DOOL SITUATION** in-  
so we looked  
McCurdy's still have  
100% wool blankets.  
er asserted that in  
combinations (es-  
10% wool) the dif-  
fill never be noticed.  
weight has been add-  
cotton to make it  
as warm and comfy  
00% wool blanket.

some stunning skirts  
y and wool with cor-  
lastic waist bands in  
g colors to make a  
fit where you need  
one of these skirts to  
lotic mix-n-match en-  
They're really an ex-  
find. Wise Dress

**REVERSIBLE SNOW**  
a grand idea! Ideal  
day wear with the  
ting and water repel-  
out—then for dress  
se it to a dressy, soft  
rich suit in Red, Blue  
And imagine—a re-  
at to match goes with  
complete for only  
Curdy's basement.

**RATIONING**—if and  
mes will not be such  
ie as you might im-  
be manager of our  
ood Wegman Store as-  
hat weiners, cold cuts  
ges will ALWAYS be  
So, cheer up...  
i LOVE to slave over  
re here comes a good  
o serve occasional  
suppers". Why does  
jump to buy when  
talk starts around?  
extra pound of beef-  
ur stomachs now offer

**tep With Smart Trends**



Her Special Pet, the Bas-  
Dress. Sizes 6 to 14. Size  
s 35-inch fabric with %  
slit.  
It makes a Darling Date  
10 to 20. Size 16, only 3  
h fabric.  
The Prettiest Brunch  
Jacket in Crisp cotton.  
32. Size 36, 3 1/2 yards 35-  
with 2 1/2 yards binding.  
A Lovely Dress-Up Dress  
ines. Sizes 10 to 44. Size  
is 39-inch fabric.  
Jumper Dress with Cute  
all. Sizes 4 to 14. Size 8,

**acts No**  
**ied Woman**  
**d Be Denied**

wife's right to know certain  
eatest happiness, her physical  
well-being, may be at stake.  
ids unknowingly use over-  
ons of acids for the douche  
irn, scar and desensitize deli-

**Shortage**  
**Not Worry**  
**in Fat Women**

at people may often slim down  
vation diets and backbreaking  
en you eat less fat, so die in  
ery and you have nothing else  
its you. Just eat sensibly and  
a tablet only according to the  
lone and instructions with the  
s not a sure-kill. If in doubt at  
ut advisability of treatment and  
information as to the properties  
the Marmos ingredients, con-  
sult your druggist today.

any consolation if we can't get  
one two months from now? We  
ask you!

**VITAMIN POTENCY** in most  
capsules, specially cod and hal-  
low oil pellets, has been cut in  
half by government order. If  
you shop by the U. S. P. units  
don't blame some innocent clerk  
—our army and navy boys need  
the extra energy and resistance  
more than we doddering civil-  
ians. There's one exception to  
this statement—Vitamin B com-  
plex tablets are going to be  
even more concentrated, or per-  
haps less expensive; either way  
it is hoped more people will see  
their way clear to using this  
beneficial vitamin group—BE-  
CAUSE vitamin B builds MOR-  
ALE—STEADY NERVES and  
GOOD CHEER!

**ACCESSORIES** are novel and  
interesting this fall. For in-  
stance, envelope hand bags  
woven of 'Plastic Flex' are not  
only most attractive, but wash-  
able! They're shown in two  
shades of red, two shades of  
brown, black, and green. White  
ones sold out immediately. \$3  
and \$5 at McCurdy's.

**WOODEN JEWELRY** be-  
comes more sophisticated in the  
rich, natural finish hexagonal  
beads that make up stranded  
bracelets and necklaces now  
shown. This style is perfect  
for sports and informal wear.  
Some lovely pieces from \$2 to  
\$5 are displayed at Formans.

**NEW! COMMANDO JACK-**  
**ETS** for ladies are shown at  
Formans. They're made of a  
water-spot and perspiration re-  
sistant material that looks like  
khaki. They fasten smartly  
with button straps—on the side!  
You'll love them for sports and  
spectator wear... and only \$4.

**State PTA Official**  
**To Speak At No. 8**  
**School Meeting**

Mrs. Robert Rowe, past presi-  
dent of the League of Women  
Voters and publicity director of  
the N. Y. State Congress of the  
P. T. A., will speak at a meet-  
ing of the No. 8 School PTA at  
8:30 tonight in the school au-  
ditorium.

Mrs. Rowe's topic is "Why  
Vote in 1942?"

Refreshments will be served  
during the get-acquainted peri-

od which will follow the busi-  
ness session.



**SPEEDY'S • 212 COURT STREET**

**GUARANTEED R. & P.**  
**COAL** **\$11.85**  
EGG  
STOVE  
NUT  
**COKE \$11.00 Ton** **IMMEDIATE DELIVERY**  
**MARSHALL'S COAL CO.** **Glen 109**  
Mrs. Euse L. Van Dale, 635 Averett Ave.

**WANTED!**  
**1000 MEN AND WOMEN WITH KEEN**  
**FORESIGHT AND A**  
**DESIRE TO BE**  
**THRIFTY!**  
We have just enough stock  
of the items advertised to sup-  
ply 1000 customers. BUY  
NOW. There will be a price  
rise soon.

**EXTRA QUALITY**  
Guaranteed 100% Pure California  
**WINE**  
One of the finest  
domestic wines  
you can buy...  
Sherry, Tokay  
Muscatel, Port  
White Port  
Angelica, Madeira,  
40 proof!  
**\$1.69** Full  
Gallon  
COMPARE—\$2.15 VALUE

**EXTRA SPECIAL! — CLOSE-OUT!**  
Just 93 Bottles of Assorted  
**CORDIALS** **\$1.29** Fifth  
Peach, Blackberry, Apricot, Creme de Cacao. 48 proof.

**Every Drop**  
**5 Yrs. Old**  
**90 Proof "Old Master"**  
Blend of  
**STRAIGHT**  
**WHISKEY** **\$1.85** Fifth  
\$2.50 Val.  
Imported From The West Indies — 86 Proof  
**Ron** **RUM** **\$2.32** Value **\$1.89** Fifth  
**Corona**  
**MAIN 786** **BERGHASH** **FREE PARKING**  
**124 CLINTON AVENUE S.** **OPP. STORE**

**BEST KNOWN MEDICINE**  
to relieve 'PERIODIC'  
**FEMALE PAIN**  
Helps Build Up Resistance Against It!

On certain days of the month  
do you suffer from cramps,  
headache, backache, ner-  
vousness, weak and faint  
feelings, periods of the blues  
—due to female functional  
monthly disturbances?

Then start at once—try  
Lydia E. Pinkham's Vege-  
table Compound—famous  
for years and still the best  
known medicine you can  
buy today that's made espe-  
cially for women.

Why This Medicine  
Is So Beneficial—  
Lydia E. Pinkham's Com-  
pound is so helpful to re-  
lieve such distress because  
of its soothing effect on ONE  
OF WOMAN'S MOST IMPORTANT  
ORGANS. It not only helps re-  
lieve monthly pain but also  
accompanying weak, ner-  
vous feelings of this nature.  
Taken regularly throug-  
h the month—Pinkham's  
Compound helps build up  
resistance against such  
symptoms. Thousands upon  
thousands of women and  
girls—rich and poor alike—  
have reported benefits.  
Pinkham's Compound is well  
worth trying!

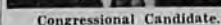
Important!  
There are no harmful opi-  
ates in Lydia Pinkham's  
Compound. It contains na-

ture's own roots and herbs  
(fortified with Vitamin B,  
which should make this  
grand formula even better  
than ever!)  
Lydia Pinkham's Vege-  
table Compound is also a  
fine stomachic tonic! Tele-  
phone your druggist right  
now for a bottle. Follow label  
directions. Worth trying!

**Shortage**  
**Not Worry**  
**in Fat Women**



On the question of the peace,



Moore says "I will work for a just and permanent peace so that the Four Freedoms may be realized in a free and orderly world."

Many states which are not considered as "forest states," nevertheless include large areas of forests. In Ohio, for example, it is estimated there are more than 3,000,000 acres of trees growing on general farms.

**For Victory Buy Bonds.**

At Your Neighborhood Liquor Shop or Write Our New York Office  
Mrs. Hazel M. Hecker, 109 Redwood Ave.



**FOR BETTER HEALTH**

SCOTTISSUE . . . 3 rolls 22c

WALDORF . . . 4 rolls 19c

SCOTTOWEL . . . 1 roll 10c

Busy Bee Stores Co-Operating With B-K Co., Inc.

**DAW'S** Extra-Value  
**COUPON**

**WAXED**

**KITCHEN BAGS**

Large waxed paper bags  
suitable for Garbage Can -  
Liner, Refrigerator Storage,  
Dishes, Trays, etc. Wet  
Laundry Bag, and dozens  
of other handy uses.

**PKG.**  
**of 10**  
(Limit 2)

**8<sup>c</sup>**

**DAW'S** Extra-Value  
**COUPON**

**BABY RUTH**

**CANDY BAR**

REGISTERED  
**Baby Ruth**  
TRADE MARK

**Regular**  
**5c Bars**  
(Limit of 3)

**CAPITOL HALL**  
85 W. MAIN ST.  
Mon. - Tues. - Thurs. 1:30 P.M.  
Sun. 2:00 P.M.  
Wed. - Fri. - Sat. 3:30 P.M.

**\$4 Games Sun Afternoon**  
Special for \$25 War Bond  
**Mon. 30 Games \$3**

**\$4 Games Tues. Aft.**  
**Wed. 30 Games \$6**

**\$5 Games Thurs. Aft.**

**FRIDAY - SATURDAY**  
**27 \$5 - \$10**  
GAMES  
ON REG. **\$15 & \$20**  
BOARDS Letter "H" — \$25

**ADM. 28c Inc. Tax**







Wake  
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30

"I Stand Before Every Mother And  
Father With A Clear Conscience ---  
Because, Knowing What It Would  
Mean To Them, I Was Against War!  
I Do Not Change My Views. War Is  
Horrible. I Want This One Ended, As  
Soon As Possible, With A Complete  
Victory - - And A Genuine Peace."

Joseph J. O'Brien  
Representative In Congress  
From the 38th District.



**\$150**  
IN FOOD  
PRIZES  
AT WEGMANS  
VICTORY  
QUIZ  
SHOW  
now at our  
12 CORNERS  
STORE

**SHOW  
HOURS**  
THURSDAY:  
3 P. M. & 5 P. M.  
FRIDAY AND  
SATURDAY:  
11 A. M. - 1 P. M.  
3 P. M. - 5 P. M.  
**WAR  
STAMP  
AUCTIONS  
DAILY!**

**LOWER PRICES**  
Plus  
**LARGER VARIETY**

Add Up To Bigger Savings For You!

WEGMANS TENDER SHOULDER ROAST

**BEEF**  
**29<sup>c</sup>**  
LB.

**BONELESS ROLLED  
LAMB ROASTS 35<sup>c</sup>**  
lb.  
Tender Genuine Spring Lamb



**JUST TRY ME ON  
LAND O' LAKES  
SWEET CREAM  
BUTTER**

**WORLD'S LARGEST SELLING  
SWEET CREAM BUTTER!**  
SOLD AT ALL WEGMAN'S MARKETS!

**Wegmans**  
HOME OWNED SUPER MARKETS  
FREE PARKING FOR  
CUSTOMERS

**NOTHING CAN DO  
MORE FOR YOU**

in the entire field of aspirin than St. Joseph  
Aspirin. None faster, none safer. The  
world's largest seller at 10c. Also sold  
in economy sizes—36 tablets, 20c, 100  
tablets, 35c. Demand St. Joseph Aspirin.

NOTICE IS HEREBY GIVEN that  
License No. LL-23 has been issued to  
the undersigned to sell wine and liquor  
at wholesale under the Alcoholic Beverage  
Control Law at 175 North Water  
Street, Rochester, Monroe County, New  
York off-premises consumption. Ro-  
chester Liquor Corp., 175 North Water  
Street, Rochester, N. Y.

**DO YOU NEED  
CASH FOR COAL**



Fill your bins with coal now while  
deliveries can be made, and save by  
paying cash. We make loans for all  
worthy needs.

**COMPARE OUR  
LOW BANK RATES**

If you borrow	You receive	You make 12 monthly payments of
\$ 50	\$ 25.00	\$ 2.50
100	50.00	5.00
150	75.00	7.50
200	100.00	10.00
250	125.00	12.50
300	150.00	15.00
350	175.00	17.50
400	200.00	20.00

Other amounts at proportionately  
low rates. Insurance pays up loan  
in case borrower dies.

Personal Loan Dept.,  
Second Floor  
MAIN OFFICE  
Exchange and  
Broad Sts.  
Valley Office  
1475 Mt. Hope Ave.  
Spencerport Office  
Spencerport, N. Y.



**GENESEE VALLEY  
TRUST COMPANY**  
ROCHESTER, N. Y.  
Member F.D.I.C.

**TROPIC COAL \$11.85**  
Egg—Stove—Nut . . Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Alliance Bank Bldg.  
Stone 7080



**SPECIAL  
LINOLEUM  
OFFER**

From our large selection of pat-  
terns, all colors through to  
black, it is still possible to  
modernize that kitchen floor  
with

**Armstrong  
INLAID LINO FLOOR**

**ANY ROOM-SIZE UP TO 10x12 \$18.75**  
COMPLETE WITH LABOR AND MATERIALS

Limited Time Only!  
**Venetian Blinds**  
Custom made.  
Minimum  
10 sq. ft. **38c**

**WINDOW SHADES**  
selection of Col-  
ors. New Rollers  
included. Size  
6x36 **39c**

**LUCAS PAINT STORE**  
80 ST. PAUL ST. Free Parking MAIN 2090

KEY COUPON  
**OXYDOL**  
Large Box  
Limit 1 **18c**

KEY COUPON  
**Brewer Yeast**  
TABLETS  
Bottle  
of 250  
Reg. \$1  
Limit 2 **39c**

KEY COUPON  
**BANDAGE**  
2"x10 Yds.  
Reg. 15c  
Limit 2 **7c**

KEY COUPON  
**KITCHEN CHARM  
WAX PAPER**  
125 Feet  
Cutter Box  
Regular 25c  
LIMIT 2 **13c**

NEW VITAMINIZED  
**Yeast Foam**  
TABLETS WITH IRON  
Reg.  
60c  
Size **39c**

**RUBBER Refills**  
for KURLASH  
Reg.  
15c **9c**

**VICK'S  
VAPO RUB**  
35c  
Size **27c**

**DELUXE  
MONEY BELTS**  
WITH ZIPPER  
Genuine  
Leather **\$1.98**

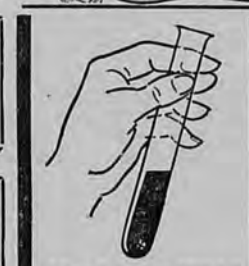
**NOXZEMA**  
BOUDOIR SIZE CREAM  
Regular  
75c **49c**

**EPSOM SALTS**  
U. S. P.  
Lb. Box **2 for 11c**  
Reg. 10c.

**PHILLIP'S  
Milk of Magnesia**  
Reg. 50c  
Size **21c**

**LUDEN'S  
COUGH DROPS**  
5c  
Size  
Limit 2 **3c**

**KEY**  
ROCHESTER'S MODERN  
CUT RATE  
DRUG STORES  
**50c SIZE FREE**  
WHEN YOU BUY THE LARGE SIZE  
**\$2.25 VALUE FOR \$1.69**



**WHAT'S NEW?**

Your physician is continually study-  
ing the advances in medicine and  
surgery. He watches new investiga-  
tions in both fields, and is prepared,  
when necessary, to prescribe new  
products developed in famous research  
laboratories. We, too, keep abreast of  
new developments and are ready at all  
times to fill your physician's prescrip-  
tion promptly and accurately.  
We use Merck Prescription Chemicals

**SEAMLESS  
RUBBER**



**PACKETTE  
FOLDING SYRINGE**  
Convenient Travel  
Set. Can be tucked  
away in luggage or  
medicine chest.  
Ideal for personal  
use. **\$1.49**  
\$2.00 Value

**55c Value...49c**

**Big, New, Economy Size**  
SAVE OVER 10%  
Taste and Feel its  
Quick Refreshment  
**SQUIBB DENTAL CREAM**



**NEW FACIAL TYPE TOILET TISSUE**  
**Soft-Weve**  
A SCOTT PRODUCT



**3 Rolls 25c**

KEY COUPON  
**NAPKINS**  
Box of 12  
Limit 2 **12c**

KEY COUPON  
**WOODBURY  
ALMOND-ROSE  
HAND LOTION**  
50c Bottle  
Limit 1 **18c**

KEY COUPON  
**DRINKING  
STRAWS**  
BOX 100—LIMIT 2  
**2 boxes 13c**

KEY COUPON  
**LORESS  
Facial Tissue**  
Box 200  
Reg. 15c  
Limit 2 **8c**

**McKESSON  
ASPIRIN Tablets**  
Bottle  
of 100 **2 for 49c**

**PERTUSSIN**  
FOR COUGHS  
60c  
Size **49c**

**CHOCOLATE  
EX LAX**  
25c  
Size **19c**

**MERCERIZED  
SHOELACES**  
Black, White or Brown  
27-Inch  
**2 pr. 5c**

**CEREVIM**  
BABY FOOD  
NEW LOW PRICE!  
Pound  
Size **39c**

**Dextri Maltose  
POUND CAN**  
Reg.  
75c **63c**

**ANACIN  
TABLETS**  
Regular 75c  
Bottle 60 **59c**

**BORDEN'S PLAIN  
MALTED MILK**  
**\$1.29**  
5 Pound Can — \$2 Value

**HEAT  
PADS**  
Reg. \$2.75  
**\$1.98**



Thursday, September 17, 1942

**COAL \$11.85**  
Anthracite  
Coal Co.  
Stone 7080

**SPECIAL  
LINOLEUM  
OFFER**

From our large selection of patterns, all colors through to back, it is still possible to modernize that kitchen floor with

**Armstrong  
INLAID LINO FLOOR**  
P TO 10x12 \$18.75  
D MATERIALS

**WINDOW SHADES**  
Selection of Colors  
SPECIAL  
Included! Size  
6x36 39c

**INT STORE**  
Parking  
MAIN 2090

**KEY COUPON  
SANITARY  
NAPKINS**  
Box of 12  
Limit 2 **12c**

**KEY COUPON  
WOODBURY  
ALMOND-ROSE  
HAND LOTION**  
50c Bottle  
Limit 1 **18c**

**KEY COUPON  
DRINKING  
STRAWS**  
BOX 100—LIMIT 2  
2 boxes **13c**

**KEY COUPON  
LORESS  
Facial Tissue**  
Box 200  
Reg. 15c  
Limit 2 **8c**

**McKESSON  
ASPIRIN Tablets**  
Bottle  
of 100 **2 for 49c**

**PERTUSSIN  
FOR COUGHS**  
60c  
Size **49c**

**CHOCOLATE  
EX LAX**  
25c  
Size **19c**

**MERCERIZED  
SHOELACES**  
Black, White or Brown  
27-Inch  
**2 pr. 5c**

**CEREVIM  
BABY FOOD**  
NEW LOW PRICE!  
Pound  
Size **39c**

**Dextri Maltoose  
POUND CAN**  
Reg.  
75c **63c**

**ANACIN  
TABLETS**  
Regular 75c  
Bottle 50 **59c**

**BORDEN'S PLAIN  
MALTED MILK**  
**\$1.29**

5 Pound Can — \$2 Value

# ROCHESTER SHOPPING NEWS

## The Rochester Sun

Delivered Free Each Thursday To 75,200 Homes  
In Rochester, Brighton, Greece and Irondequoit.  
Mail Subscriptions: In Advance, \$1.50 per year within Rochester city limits outside city limits, \$2.00

Shopping News Is Now Available  
On All Downtown Newsstands.

ROCHESTER, N. Y., THURSDAY, OCTOBER 22, 1942

PHONE, STONE 6000 If You Do Not Receive Your Copy Regularly

FIFTH YEAR—No. 51

**ROCHESTER  
JOBING HOUSE**

**22nd ANNIVERSARY SALE**

Open Every Eve 'Til 9  
**\$150,000.00 STOCK  
WARM WINTER APPAREL  
FOR THE ENTIRE FAMILY**

20% to 30% SAVINGS . . . GUARANTEED!

Budget  
Charge  
Accounts  
No  
Extra  
Cost

Our greatest and most important sale of the year. A gigantic store-wide demonstration of how our low overhead and extensive purchasing power saves you money. Compare our prices with any offered in all Western New York. Convincing proof of our savings is the tremendous volume of business accorded us. We urge you to shop now for yourself and for Christmas. Many items now in stock will definitely not be available later.

Use Our  
Lay  
Away  
Plan  
For  
Xmas  
Purchases

Buy Direct From the Jobbing House and SAVE!



**RED HEAD  
WATERPROOF DUCK  
HUNTING  
COATS**

Deep Game  
Pockets  
Shell Pockets  
Hi-Swing Back  
Muff Pockets  
for Hands  
Corduroy Collar  
and Cuffs  
**\$4.98**

ADVERTISED PRICE 6.50

OTHERS TO 8.98

Waterproof Duck  
BREECHES **\$2.89**

Heavy Fleece Sweat  
SHIRTS **85c**

"Big Yank" Flannel  
SHIRTS **\$1.29**

Reversible, Waterproof  
DUCK CAPS **89c**

Red Plaid  
WOOL CAPS **89c**

Heavy Fleece  
UNIONSUITS **\$1.19**

Red Plaid Wool  
MITTENS **\$1.19**

Heavy Red Plaid Wool  
BREECHES **\$5.98**

All Wool Coat  
SWEATERS **\$2.98**

Hi-Cut Tough Wearing  
SHOES **\$4.98**

Ideal and long wearing for  
hunting and work. Sizes 6  
to 12.



**BOY'S  
FINGER-TIP  
COATS**

REVERSIBLE!

A smart appearing coat for  
school or play. Wool on one  
side for warmth, reversed to  
water repellent gabardine for  
wet weather. Sizes 8 to 18.

**\$6.79**  
REGULAR  
8.98 VALUE

**SNO-SUITS  
FOR CHILDREN**

**\$3.99**

Regular 6.98 Value

HATS TO MATCH 50c



SIZES 8 TO 14

OTHER  
**SNOW SUITS** Sizes 3 to 14. **\$12.95**  
Priced to . . . . .

CHILDREN'S LINED  
**SKI PANTS** SIZES 4-8 **\$1.98**

LADIES WOOL, REVERSIBLE  
**CAMPUS COATS** WITH HOOD **\$6.98**

Ladies 100% Pure Wool  
**SWEATERS** Cardigans - Slip-ons **\$1.98 - \$2.98**

**VESTS** Every man needs  
one. Their warm  
and practical. Worn  
with coat or jacket.  
Sizes 36 to 50. **\$1.98**

Something **NEW** Has Been Added!

\*With Apologies to Old Gold Cigarettes.

**A BIG VALUE-PACKED  
MONDAY EDITION**

OF

**ROCHESTER SHOPPING NEWS**

DELIVERED TO YOUR DOOR DURING THE  
WEEK-END THROUGH THE HOLIDAY SEASON

**Jam Packed With Outstanding  
Values For Monday Shoppers**

**FRONT PAGE NEWS!**

A selection of leading stores' best values will be printed EXCLUSIVELY on the front page of each Monday edition of SHOPPING NEWS. These values represent the "tops" in quality at a price, assembled by merchants interested in solving your budget problems.

**FRONT PAGE SPECIALS ARE  
THE CREAM OF ROCHESTER  
MERCHANTS VALUE CROP**

See Page 7 in this issue for complete details  
of Front Page Specials.

Thousands of Rochesterians are Now Shopping on Monday. With downtown stores opening at noon and remaining open until 9 p. m. an opportunity to shop for the things they want and need has been offered the city's defense workers. For the convenience of Monday shoppers leading merchants throughout the city offer many super-values on that day. Read the BIG news of BIG Monday values in the new Monday issue of Shopping News.

**NOW..A DOUBLE OPPORTUNITY  
SHOP AND SAVE  
WITH SHOPPING NEWS**

The Monday issue is delivered to your home each week IN ADDITION to the regular THURSDAY issue — the weekly reading and saving habit of Rochester shoppers.

If you live in the regular distribution area of Shopping News you are entitled to a copy of each issue without charge. If there are any irregularities in the delivery at your home, notify the Circulation Department, Stone 6000.

**Watch For It! At Your Home This Week-end!**

**ROCHESTER JOBING HOUSE**

**Famous "BUCKSKIN"  
Men's Wool  
RED PLAID SHIRTS**  
Heavy, and tailored by  
this famous maker with  
that extra something  
that makes the shirt  
stand out. Sizes 14 1/2 to  
17. OTHERS \$1.98 to  
\$5.98. **\$3.98**

**Heavy, Wool  
RED PLAID JACKETS**  
For cold weather or  
mountain hunting. Deep  
game pockets, zipper  
closing . . . Fully lined.  
Sizes 36 to 48. OTHERS  
to \$14.95. **\$8.98**

**MEN'S GENUINE  
LEATHER JACKETS**  
ZIPPER FRONT - COSSACK STYLE  
Fine quality cape leather, smart in appearance, yet durable enough for years of wear. Fully lined. Sizes 38 to 46.  
Other JACKETS Sizes 36 to 54 priced to **\$21.50**

**BOYS' "BIG YANK"  
PLAID  
FLANNEL SHIRTS** **\$1.00**

**BOYS' GENUINE  
Leather JACKETS** **\$6.98**  
Zipper Style—Lined

**BOYS' CORDUROY  
LONGIES** **\$3.69**

**Boys' SPORT SWEATERS** .95c  
**Boys' Hard Finish Knickers** 2.19  
**Boys' Cowboy DUNGAREES** 1.19  
**Boys' SWEAT SHIRTS** .55c

**LADIES' & GIRLS' NEWEST  
SKI SUITS** **\$7.98**  
Smartly styled gabardine  
and poplin light weight  
yet warm enough for all  
winter sports. Tailored  
button or zipper models  
from the drawing boards of  
famous designers.  
SIZES 12 TO 20 TO \$19.98

**TOTS'  
SNOW  
SUITS** **\$3.98**  
Soft, fleecy  
suits with  
zipper  
closing.  
 snug fitting  
cuffs and  
ankles. Sizes  
2 to 6.

**1-PIECE  
HAT**  
50c

**OTHER  
Mackinaw  
COATS**  
SIZES 36 TO  
54, PRICED TO  
**\$21**

**BOYS' LINED, HOODED  
MACKINAWS** **\$5.59**  
Zipper attached hood, 4 pockets, full belt, completely lined, bright wool plaids. (Larger sizes only).  
Others \$14.95

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



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Keep a refrigerator about three inches from the wall to insure a good circulation of air around it.

**MILL ENDS FESTIVAL OF NEW FALL FABRICS**  
All the newest fall patterns, colors and materials.  
**SAVE 30 TO 40c ON THE DOLLAR!**

<b>SAILCLOTH</b> 50" wide. Val. Dye. Preshrunk. Reg. \$1.00 value.....	<b>69c</b> yd.
<b>DAMASK</b> 50" wide. In all colors. Reg. \$1.39 value.....	<b>98c</b> yd.
<b>CHINTZ</b> 36" wide. A large selection, from ..	<b>29c</b> yd.
<b>CRASHES</b> 50" wide. Regular 65c value.....	<b>39c</b> yd.
<b>GLOW SHEEN</b> 36" wide. Permanent finish and washable, from ..	<b>49c</b> yd.
<b>TAPESTRY</b> 54" width. A regular \$1.79 value.....	<b>\$1.39</b> yd.

**SPECIAL! CUSTOM-MADE SLIP COVER**  
Made from Val-Dyed Pre-shrunk Sailcloth in a wide selection of popular patterns.

**LOUNGE CHAIR**  
Regular \$12.98 Value  
**\$8.64**

**DAVENPORT**  
Regular \$21.98 Value  
**\$15.28**

**MILL END SHOP**  
69 CLINTON AVE. SOUTH

**Story of Nazi Saboteur Told In Magazine**

When a girl loves and marries a man and then learns he is secretly a Nazi saboteur, she has quite a problem on her hands. How she solves her problem is told in the story "I Fell In Love With a Nazi Spy" featured in the November issue of Personal Romances, now on sale at all newsstands.

In addition to this complete novel, the current issue contains a novelette, two serial stories, nine short stories and 17 pages of features.

**Union Leaguers Slate Meeting**

Daniel E. Macken, attorney, will address the Union League Club at a meeting next Tuesday at 8 p. m., in the club hall, Gregory St.

William Pundt, president of the Club will preside. This meeting is for men only, but members are permitted to bring their friends.

**30% TO 40% SAVINGS ON FUR COATS AND JACKETS**

**MUSKRAT \$149** up  
SABLE-DYED  
PERSIAN LAMB \$109  
\$225.00 Value  
Clifford Fur Co.  
1283 Clifford Ave.  
1 Block Off Portland  
CLIFFORD FUR SELLS FOR LESS

**'Barber of Seville' Opens Eastman Opera Season**

Opera season opens tomorrow night in Rochester when the Civic Music Association presents Rossini's "Barber of Seville" at the Eastman Theatre. The performance will be repeated on Saturday night.

In the opera's principal roles will be heard Stella Andrevia, Metropolitan luminary and John DeSurra who has sung leading roles in Italian opera for ten years.

DeSurra, a native born American started his singing career right here at the Eastman School of Music after which he went to Italy for further study. He then toured the continent and established a reputation especially for his interpretation of the part he is singing here, that of "Figaro."

Miss Andrevia will sing the part of Rossini, a role made famous by such prima donnas as Patti, Melba, Sembrich, Tetrazzini, Galli-Curci and Lily Pons. In comparing her performance with that of Lily Pons, one important English

**Venus Rebekah Lodge Meets Tonight**

A meeting of the Venus Rebekah Lodge will be held tonight at the Clinton Ave. S. headquarters.

New officers were recently installed by the group. The slate was headed by Elsie Fien as Noble Grand.

**DO YOU NEED CASH FOR COAL**

Fill your bins with coal now while deliveries can be made, and save by paying cash. We make loans for all worthy needs.

**COMPARE OUR LOW BANK RATES**

If you borrow	You receive
\$ 50	\$ 50.00
100	\$ 100.00
150	\$ 150.00
200	\$ 200.00
250	\$ 250.00
300	\$ 300.00
350	\$ 350.00
400	\$ 400.00
450	\$ 450.00
500	\$ 500.00

Other amounts at proportionately low rates. Insurance pays up loan in case borrower dies.

**GENESEE VALLEY TRUST COMPANY**  
ROCHESTER, N. Y.  
Member F.D.I.C.

**TROPIC COAL \$11.85**  
Egg-Stove-Nut Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Alliance Bank Bldg.  
Stone 7080  
Mrs. Catherine McNulty, 1955 Dewey Ave.

**LAUER'S—50 STATE OPEN TONIGHT til 9 P. M.**

*Lauer's*  
50 STATE

**SPEER'S REVOLUTIONARY NEW PHOTO STUDIO**  
OPENING SATURDAY, OCT. 24

Featuring the most modern photographic methods known to science! Jump at this opening special!

**SPARKLING, NEW PHOTOS—TAKEN WITH THE NEW KODATRON SPEED LAMP**

**OPENING OFFER COUPON**  
GOOD FOR ONE

**Beautiful New Kodatone Portrait**

With Kodatron Lighting, Eastman Kodak's latest development. Takes sensational good pictures in 1/20,000 second. Excellent for children, informal portraits, and action pictures.

**29c** WITH THIS AD

**SPEER'S PORTRAIT STUDIO**  
48 CLINTON AVE. N.  
OPP. MORTIMER ST.

**SMALLS 23rd Anniversary Sale Feature!**

**30% VISIBLE GLASS COOKWARE SET**

**COMPLETE FOR ONLY \$12.95** CHARGE IT

**YOU GET ALL THESE PIECES!**

- 8-Cup Coffee Brewer (2-Pcs.)
- 2-Qt. Whistling Tea Kettle (1-Pc.)
- Side Handle Utility Pot & Cover (2-Pcs.)
- 2-Qt. Sauce Pan & Cover (2-Pcs.)
- 1-Qt. Insurglass Pot & Cover for Double Boiler (2-Pcs.)
- 1-Qt. Double Boiler & Cover (2-Pcs.)
- 9" Diam. Frying Pan & Cover (2-Pcs.)
- Metal Heat Distributor for Frying Pan
- 248 Page Cook Book
- 2-Qt. Casserole with Cover
- 1 1/2-Qt. Casserole with Cover
- Utility Tray
- Deep-Dish Loaf Pan
- 8 1/2" Pie-Plate
- 9 1/2" Pie-Plate
- 8 Castard Cups

**INCLUDED! 248 Page Cook Book**

**THE EVERYDAY COOK BOOK**

**BUY WITH CONFIDENCE**

**Smalls**  
JEWELERS • OPTOMETRISTS • RADIOS  
28 EAST MAIN STREET  
Free Parking Rear of Store!

**3 EASY WAYS TO PAY**

- 1.—WEEKLY OR MONTHLY PAYMENTS. After Down Payment
- 2.—USE A CHARGE ACCOUNT.
- 3.—PAY CASH.

**"Kitchen strategy" Suggests BREAST-O'-CHICKEN BRAND tuna in wartime menus---**

American housewives know how to plan nourishing, flavorful meals—and figure the cost, too. That's why Breast-O'-Chicken Brand Tuna is such a favorite. So handy to combine with "left-overs" in a luncheon salad or even a hearty evening meal. It's a food you can have on hand for emergency use. Put it on your grocery order today!

**Be sure you're stocked up on U.S. WAR BONDS!**

**TUNA IS A "NO WASTE" FOOD**

**STOCK UP NOW WHILE SUMMER CATCH IS AVAILABLE**

**BREAST-O'-CHICKEN BRAND TUNA FISH**



AL \$11.85  
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Stone 7080

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2.95  
CHARGE IT

PIECES!

Utility Tray  
Deep-Dish Last Pan  
Frying Pan  
Pie-Plate  
Dustard Caps

D! 248 Page  
Cook Book

THE EVERYDAY  
COOK BOOK



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# Edwards

Headquarters for  
**HALLOWE'EN**  
**COSTUMES**

For Boys and Girls



Hallowe'en is just nine days away, and every boy and girl will want to dress up and have fun October 31st. Buy them a costume, and see their eyes sparkle with mischief.

Skeleton, Devil, Miss America and many others, reasonably priced at **1.00**

Cute Mickey Mouse, Jiminy Cricket, Donald Duck and other Disney characters **1.19**

Dress like Jumbo or a striped Zebra and be the life of the party **1.69**

Costumes for the little nurse or quaint Colonial girl **1.95**

Patriotic copies of the WAAC, Band Leader, and lovely Colonial Girl costumes **2.95**

EDWARDS—Street Floor

## 8 More Shopping Days 'til Christmas

FOR MEN & WOMEN OVERSEAS

Saturday, October 31st at 5:30 is the deadline for mailing your Christmas Gifts to Soldier Boys overseas, if you want them to be remembered on Christmas Day

Edwards Service Canteen has all the things the boys and girls overseas have asked for. Make your shopping simple. Come to the Service Canteen. Buy your gifts, get your instructions regarding mailing. Know that those in the Armed Services will be happy Christmas Morning.



HERE ARE 8 OF THE GIFTS MEN HAVE BEEN ASKING FOR:



Regulation Ties **55c**

Ties in khaki and navy... something he can't have too many of. These are government approved.



Initial Kerchiefs **6 for \$1**

Fine combed cotton handkerchiefs with his first or last initial in the corner. Send him a dozen.



Wiss Manicure Set **3.95**

Clippers, file, scissors, tweezers, etc., all packed in a real leather case. Others 1.95 to 6.95.



Shoe Kit **1.79**

Khaki or blue kit with polish, buffer, brushes, shoe cloth, etc. All compactly packed.



Cigarette Lighter **1.50**

Lakrolite and fluid... the flameless cigarette lighter that won't go out in wind or rain.



Shower Slippers **\$1**

Khaki or blue case and inside are shower slippers in the same color. An inexpensive gift he'll like.



Rosaries in leather case **1.19**

Khaki and black leather case with wooden bead rosary tucked inside. A perfect Christmas thought.



Barracks Bag Set **\$2**

Includes sock bag, handkerchief bag, shirt bag, shorts bag and two Misc. bags. — Blue and khaki.

2 Hours Free Parking with a Purchase of \$1 or more

EDWARDS—Street Floor

Complete U. S. Post Office Information available in Edwards Service Canteen. — 1st Floor.

## ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT

Wonderful Values, Spectacular Low Prices That Will Make Men Come A'Running!



600 Pr. Men's Socks  
COTTON and RAYON **2 pr. 25c**

Size 10 1/2 to 12

50% Wool 50% Cotton  
Government Rejects  
Natural Color  
SOCKS **39c**

Size 10 1/2 to 7

Men's 100% Wool  
Slight Irregular  
SOCKS **49c**

Size 10 1/2 to 12

Natural Color

Edwards—Basement



100% REPROCESSED WOOL  
MELTON JACKETS

For work or sportswear. Warm blue melton cassack style jackets with zipper front and top zipper pocket. Two lower slash pockets.

Sizes 38 to 46

**6.75**

Edwards—Basement

For Victory Buy United States War Savings Stamps and Bonds

Put Your Best Foot Forward In  
FAMOUS "TOWNWAY"  
MEN'S SHOES

Outstanding Low Price **4.40**

New 1942 men's oxfords in a great variety of lasts including tips, moccasin toes, etc. Black or brown. Complete range of sizes.



Lay-Away For Christmas Giving!  
LEATHER OPERA  
SLIPPERS

Real Bargains

**2.49**

Buy for yourself or gift giving later. Leather lined wine, tan and blue slippers. Rubber heels, flexible leather soles.

Edwards—Basement

Ideal For Work or Dress!  
MEN'S FULL CUT  
TROUSERS

Thrifty Buys At

**3.98**

Worst Top Fabric with Cotton Back!

A fine quality, long wearing trouser. Made to stand plenty of hard wear. Oxford gray, gray, blue serge, blue pin stripe and fancy worsteds. Size 30 to 50.

Other Trousers 1.98 and 2.98

Edwards—Basement





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Sibley, Lindsay & Curr Co.

JUST 2 MORE DAYS TO SAVE!

# SIBLEY'S AUTUMN Opportunity



Copies of Expensive  
**SMART  
HATS**  
1.69

The hats you've wanted!  
Now, at prices you can  
afford! Every one a copy  
of an expensive hat.  
Bright colors! Choose  
several at this price!

MAIN FLOOR HAT BAR

79c Values!  
**FABRIC  
GLOVES**  
58c

Amazing values! Warm  
fabric gloves that are of  
much greater value.  
Sueded rayons, cottons,  
leather trims. All colors!  
All fabrics! All the same  
low price!

GLOVES, MAIN FLOOR

Huge Group of Prints!  
**COTTON  
DRESSES**  
1.89

Colorful cotton prints!  
Florals and stripes!  
Bright colors! Slub pop-  
lin and percale brunch  
coats and coat-dresses!  
Red, blue, green and  
aqua. 14-20, 38-44, 46-52.

DAYTIME DRESS SHOP,  
THIRD FLOOR

Wools! Crepes!  
**JUNIOR SIZE  
DRESSES**  
7.99

The young fashions jun-  
ior sizes love! Large  
group including crepes  
and wools! All types!  
Clever details. All au-  
tumn colors! Every one  
a thrilling buy. 9-15.

JUNIOR SIZE SHOP,  
SECOND FLOOR

\$195.00 Values!  
**MUSKRAT  
COAT**  
189.00 plus tax

Beautiful sable-blended  
muskrat! This low in-  
vestment price! Get the  
coat you've always want-  
ed. Come early! Also,  
other fine furs at tre-  
mendous opportunity  
savings.

FUR SALON, SECOND FLOOR

Our Reg. \$25 Value!  
**SPORTLEIGH  
CLASSIC COAT**  
19.99

Soft tweed fleece fabric!  
Full boxy cut! Warmly  
interlined! Our sell-out  
coat! Lowest in one at a  
tremendous saving. —  
Fawn, blue or brown.  
Sizes 12 to 20.

COAT SHOP, SECOND FLOOR

\$3.95 Value!  
**BRUSHED  
RAYON GOWN**  
2.96

Soft comfort! Extra  
warmth! Special gown  
value! Keep cozy with  
the long sleeves and high  
neck. Fine fluffy brushed  
rayon! Tea rose and blue.

KNIT UNDERWEAR, MAIN

Famous Inner Belt  
**RENGO  
FOUNDATION**  
4.65

For the more mature fig-  
ure. Skillfully cut! De-  
signed to mould into  
sleek, trim contours. Our  
most popular inner belt  
garment! Take advan-  
tage of these savings!

CORSETS, SECOND FLOOR



\$4.00 to \$7.50 Values!  
**LUSTROUS  
PEARLS**  
2.88 plus tax

Semi-annual sale! One,  
two, three, and four  
strands, 30" opera  
lengths, 60" ropes! The  
same gleaming pearls you  
admire at higher prices.  
Beautiful clasps.

JEWELRY, MAIN FLOOR

Hollywood Rayons!  
**CHIFFON  
HOSE**  
79c Values 68c

See them now! Fine fit-  
ting rayons! Beautiful  
business chiffons with  
plaited sole for extra  
wear. You'll want lots of  
them! Colors: Glorious,  
Victorious, Valorous.

HOSIERY, MAIN FLOOR

\$3.00 to \$5.00 Values!  
**WARM  
SWEATERS**  
2.39

Special selling! All wools  
and wool-rayon blends.  
Some hand-fashioned!  
Long boxy pull overs and  
cardigans, fitted pull  
over and cardigans!

MAIN FLOOR SPORTSWEAR

Wool Classics!  
**McKETRICK  
DRESSES**  
8.80

Fine tailoring and real  
value! Our famous Mc-  
Ketricks at this dollar-  
saving price! 100% wool!  
One or two-piece styles!  
Size colors and black.  
Sizes 12 to 20.

THRIFT DRESS SHOP,  
SECOND FLOOR

Maximum Warmth!  
**SUEDECLOTH  
ROBE**  
3.95

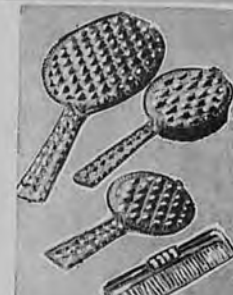
Smooth softness and  
warmth! You won't want  
to be without zipper  
robe. Trapunto midriff.  
Royal, wine, dusty rose,  
copen. 14 to 20.

LINGERIE, SECOND FLOOR

Women's and Misses'  
**RAYON CREPE  
DRESSES**  
15.00

Smart dresses! All the  
new details! Misses'  
group includes wool suit-  
dresses. Glitter dresses  
in women's sizes. Black  
and now high shades!  
All specially priced.

BETTER DRESSES,  
SECOND FLOOR



Fit for a Queen!  
**4-PC. LUCITE  
DRESSER SET**  
3.79

Glittering Lucite frames!  
Backs like quilted gold or  
silver! Here's glamour  
at a little price! The  
magnifying mirror makes  
this a value deluxe!

SILVER, MAIN FLOOR

Regularly \$4.95!  
**GIRLS'  
DRESSES**  
3.89

Bright braid-trimmed  
dresses of cotton (60%)  
and wool (40%) in a  
warm blend for school or  
dress-up. Colors: red,  
green or navy. 7 to 14.

GIRLS' SHOP, THIRD FLOOR

Kids Will Love  
**"OLD  
DOBBIN"**  
2.39

Gay, sturdy horse that  
will be the pet of the  
nursery! Thoroughbred  
value, too, at this very  
special Opportunity  
price. Buy for Christmas!

TOYLAND, FOURTH FLOOR

Magicolor  
**MINT  
WAX**  
Gal. 1.59

Minutes to apply! Min-  
utes to dry! This fast-  
acting floor and linoleum  
wax protects surface and  
gives a bright polish. —  
Regularly \$2.25!

PAINT SHOP, FOURTH

Make Lovely  
**APPLIQUED  
QUILTS**  
3.95

White cotton quilt with  
bright patches to appli-  
que. You'll love the  
"Briar Rose" pattern, and  
you'll be proud you made  
it yourself! Reg. \$5.00!

ART GOODS, THIRD FLOOR

Famous Make  
**AXMINSTER  
CARPETING**  
444 sq. yd.

The minute you see the  
name, you'll know this  
is fine-quality carpet,  
noted for long, long wear.  
10 handsome patterns, 9  
and 12 ft. widths.

FLOOR COVERINGS, FIFTH



Pretty "Chintz"  
**20-PIECE  
STARTER SET**  
3.33

Open-stock, this cheery  
dinnerware would cost  
\$4.80 for service for 4!  
4 plates, 4 cups, 4 saucers  
4 bread and butters and  
4 fruit dishes.

CHINA, FOURTH FLOOR

Sparkling "Sylvan"  
**CRYSTAL  
STEMWARE**  
27c ea.

Regularly 35c, so you  
save 8c on every single  
piece of this bright,  
graceful stemware! —  
Comes in all wanted table  
styles. Hand cut.

GLASSWARE, FOURTH FLOOR

Reg. 75c, Superb  
**PEQUOT  
SHEETING**  
63c yd.

It's thrifty to make your  
own sheets of this famous  
brand, sturdy, silken  
sheeting that's bleached  
snowy white. 81" width.  
81x108" sheet . . . \$1.89!

COTTONS, MAIN FLOOR

Cannon Mills  
**MUSLIN  
SHEETS**  
1.38 72x108" or 81x99"

Those fine, strong,  
smooth sheets, at a real  
saving! 72x108" size  
regularly \$1.69! Other  
sizes: 81x99x108", \$1.54;  
42x36" case, 33c; 45x36"  
case, 34c.

LINENS, MAIN FLOOR

Simmons Jumbo  
**INNERSPRING  
MATTRESS**  
23.94

Getting scarce as rubies!  
Yet there's a splendid  
INNERSPRING mattress  
at tremendous savings!  
Deep, buoyant springs,  
finest type of covering.  
Single or double bed size.

FURNITURE, FIFTH FLOOR

Regularly \$14.50!  
**VIOLIN  
OUTFIT**  
7.25

Half price! For a com-  
plete, fine quality violin  
outfit, ideal for a bud-  
ding virtuoso! Violin,  
case, bow, strings and  
rosin, all brand new!

MUSIC DEPT., FOURTH



AVE!

MN

Y

# AN EVENT AT DOUBLE SENSATION!

*Sibley, Lindsay & Curr Co.*

For the Wide Assortments!  
For the Substantial Savings!

# Sale

Sibley's traditional Opportunity Sale . . . a double sensation this Fall 1942. It's packed full of tremendous savings . . . PLUS it brings you almost unbelievably wide assortments of wanted and needed merchandise for months and seasons to come! Every floor, from Main to Fifth, offers hundreds of sensational values. Don't overlook a single one . . . for yourself, your family, your home. This is truly your investment Sale . . . where you can save on Sibley-quality merchandise selected to give satisfaction and service for months and years to come.

Mail and Phone Orders Filled.

Phone Stone 6500

Telephone Order Board Opens at 8 A. M.

## Pretty "Chintz" 20-PIECE STARTER SET 3-33

Open-stock, this cheery dinnerware would cost \$4.80 for service for 4! 4 plates, 4 cups, 4 saucers, 4 bread and butters and 4 fruit dishes.

CHINA, FOURTH FLOOR

## Sparkling "Sylvan" CRYSTAL STEMWARE 27c ea.

Regularly 35c, so you save 8c on every single piece of this bright, graceful stemware! — Comes in all wanted table styles. Hand cut.

GLASSWARE, FOURTH FLOOR

## Reg. 75c, Superb PEQUOT SHEETING 63c yd.

It's thrifty to make your own sheets of this famous brand, sturdy, silken sheeting that's bleached snowy white. 81" width. 81x108" sheet . . . \$1.89!

COTTONS, MAIN FLOOR

## Cannon Mills MUSLIN SHEETS

1.38 72x108" or 81x99"

Those fine, strong, smooth sheets, at a real saving! 72x108" size regularly \$1.69! Other sizes: 81x99x108", \$1.54; 42x36" case, 33c; 45x36" case, 34c.

LINENS, MAIN FLOOR

## Simmons Jumbo INNERSPRING MATTRESS

23-94

Getting scarce as rubies! Yet there's a splendid INNERSPRING mattress at tremendous savings! Deep, buoyant springs, finest type of covering. Single or double bed size.

FURNITURE, FIFTH FLOOR

## Regularly \$14.50! VIOLIN OUTFIT 7.25

Half price! For a complete, fine quality violin outfit, ideal for a budding virtuoso! Violin, case, bow, strings and rosin, all brand new!

MUSIC DEPT., FIFTH FLOOR

## Regularly \$2.00! UTILITY BAGS 1.29

Attractive water-proof Koroseal lined bags any mother will find very useful. Navy, wine, green and blue in choice of several styles. Special this week only!

BABY SHOP, THIRD FLOOR

## Smart Modern FRAMED FLORALS 1.19 ea.

Beautiful flowers set off by enameled glass mats, to grace your living room or bedroom with a refreshing touch of color and style. Wide selection.

PICTURE GALLERY, FOURTH

## Regularly \$4.45! GIRLS' SADDLES

3-77

Right from Sibley stock! Red-rubber sole saddles or the new crepe soled wedgie. Both styles in white with brown calf saddle. Sizes 3½ to 9.

CHILDREN'S SHOES, THIRD

## Rayon Sharkskin Personalized DICKEYS

Special At Just 64c

Notched rever collar in gleaming white rayon sharkskin plus your name you press on. Choose from 60 names! Smart, new, indispensable dickey with sweaters or suits.

NECKWEAR, MAIN FLOOR

## Boys' \$1.65 FLANNEL SHIRTS

1.33

Warm, colorful cotton flannels for sports, school or general wear. Sturdily seamed! Many color combinations! Convertible collar. Sizes 8 to 20.

BOYS' AND STUDENTS' SHOP, THIRD FLOOR

## Reg. 39c to 59c NEW FALL BUTTONS Card 19c

Perk up your wardrobe with smartly styled new buttons! 1400 cards of new, clever designs! All fall colors! Many shapes! Plastic and galalaith!

SPECIAL COUNTER, AISLE M

## Heavy \$4.98 WINTER BLANKETS 3.98 ea.

Thick, soft, warm 75% cotton, 25% wool blankets bound with rayon. Rose, blue, green, peach, heliotrope, dubonnet. 72x84" and exceptional values for the money!

BEDDING, THIRD FLOOR

## Lush, Tufted CHENILLE SPREADS 3.66

Closely tufted with heavy tufting. Solid, decorative colors: Blue, rose, green, rosewood, peach. Allover design for single or double beds.

BEDDING, THIRD FLOOR

## Gorgeous \$8.98 PRINTED DRAPERIES 6.99 pr.

Marvelous to find such beautiful draperies at such a tiny price! Lustrous cotton and rayon, lined, 50" wide, 87" long. Full-colored floral print on natural ground.

DRAPERIES, THIRD FLOOR

## Regularly \$2.25 MEN'S SHIRTS

1.59

Top-center-pleat, 6-button shirts in cut-to-standard Sibley styles. Stripes, white-on-whites and plain white broadcloths. Sizes 14 to 17; sleeves 32 to 35.

STORE FOR MEN, MAIN FLOOR

## Regularly 25c "MAYTIME" WAX PAPER 19c

Specially priced "Maytime" wax paper in cutter box, to keep your delicacies fresh. Stock up this week only at this very special sale price.

STATIONERY, MAIN FLOOR

## Reg. Doz. 69c BLENDWELL HAIR NETS Doz. 49c

Fine quality double mesh woven from real hair! Cap shaped! This quality hairnet will not be obtainable at this price after the sale! Colors only!

MOTIONS, MAIN FLOOR

## \$1.50 Values! MEN'S TIES

89c

Beautiful silk and rayon fabrics, wool lined to keep wrinkles away. Stock up this week at this sensational sale price. Excellent for you—for Christmas gifts, too!

STORE FOR MEN, MAIN FLOOR

## 55c Values! MEN'S SOCKS

44c

Warm blends of wool, rayon and cotton in regular lengths for a heat rationed winter. Stripes, figures and fancies in a grand assortment. Also 6x3 ribs in plain colors.

STORE FOR MEN, MAIN FLOOR

## Men's \$2.59 ZIPPER OXFORDS

2.29

Sturdy flexible sole oxfords handy for knocking about! Use them for work. Tan elk uppers! Sizes 6½ to 11. Excellent gifts for men in service.

STORE FOR MEN, MAIN FLOOR

## Regularly \$3.95 MEN'S HATS

3.29

Opportunity Sale special with a saving that's well worth while! Snappy lightweight felt with popular raw edge in all wanted colors. Special for this week only!

STORE FOR MEN, MAIN FLOOR

## Regularly \$40.00 SILBURY SUITS

33-50

Men's duration-wise tweeds, worsteds and twists in a giant selection. All trousers with Taton closures! Single or double breasted drapes or conservative styles.

STORE FOR MEN, MAIN FLOOR

## Over Half Off! REG. 15c WALLPAPERS 8c roll

Lovely selection of fresh, tasteful wallpaper patterns, particularly suited to your bedrooms. Every one is light resistant. All popular colors.

WALLPAPERS, THIRD FLOOR

## This Week Only! Men's and Women's Handkerchiefs

Very Special 17c

Sheers, cottons and even linens in a gigantic sale selection of whites, color-on-whites, and prints. Even Chinese hand embroidered and initials! Stock up this week!

HANDKERCHIEFS, MAIN FLOOR

## Reg. \$1.49 CELANESE Rayon Jersey Yd. 1.00

Just 500 yards! Soft, easily draped fabrics of many uses! Non-wrinklable! Washable, cleanable, needs no pressing! 52-inch width. In wide range of colors.

FABRICS CENTER, THIRD FLOOR

## Durable 29c CHILDREN'S HOSE

20c

Every color and every kind in huge selection of girls' anklets in beautiful new Fall shades, for immediate wear.

35c Knee High Socks 25c

CHILDREN'S HOSE, MAIN

## \$3.00 Values! Fabric, Leather HANDBAGS

2.40

Many new styles! All right from stock! Felt, capeskins, classics in goat skin, faillies, suedes. Many colors! See this large selection while they last!

HANDBAGS, MAIN FLOOR

## Special Value! UMBRELLAS

2.19

Water repellent! First quality rayon silk! Durable steel ribs, fancy plastic handles! In wide range of lovely colors! Many with plaid and check trim!

UMBRELLAS, MAIN FLOOR

## Reg. Box 25c JERGEN'S SOAP

19c

4 boxes 50c

Luxurious scented toilet soap by the makers of Jergen's Lotion! 3 big bars in each box! Five colors, five fragrances! Narcissus, Dutch Sandalwood, Violet, Jasmine, Cold Cream.

TOILETRIES, MAIN FLOOR

## Regular \$1.50 Value! CHENILLE SCUFFS

1.29

To keep your feet toasty warm! Match your winter robe! Cozy scuffs of long wearing chenille. This week only! Blue, rose or wine.

SHOE SALON, SECOND FLOOR

## \$4.95 Value! CINDERELLA SHOES

3.90

Large selection! Pretty Cinderella shoes. Styles for every minute of the day! Calfs, suedes, combinations! All colors! Select several pairs at this price! Not all styles in every size.

CINDERELLA SHOP, MAIN FLOOR





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**BUSINESS SERVICE**  
FUR REPAIRING and remodeling in the latest styles. Sale of sample fur coats this month. Kottin, 109 Alexander St. MON. 1550.  
**For Victory Buy Bonds.**

**VITAMINS**  
VITAMIN SPECIALISTS—Services free. Your favorite brand supplied or any services free in choosing one for you. Write or phone me. Vitamins delivered or mailed to you. T. W. Twissmeyer, 200 Edinburgh St. Phone Main 2304-W. If no answer, Char. 220-R.

**BEGIN THE MUSIC SEASON RIGHT!**  
Friday and Saturday Evenings, October 23 and 24  
SEE ROSSINI'S GAY MELODIOUS  
"BARBER OF SEVILLE"  
With Stella Andrews and John de Surra  
Seats: (Both Nights): \$1.10, \$1.38, \$1.65, \$2.20 and \$2.75 (Tax Incl.)  
**EASTMAN THEATRE**  
Of The University of Rochester

**SEMET SOLVAY**  
**COKE \$11.00**  
LEHIGH VALLEY HARD COAL  
STOVE, NUT \$12.90  
EST. OVER 15 YEARS  
**PAYNE & DUNHAM**  
Anthony F. Hahn, 71 Arh St.

**Have It Again!**  
THE ORIGINAL  
(NOT THE COTTON HEAD TYPE)  
**Ward's**  
CELLULOSE SPONGE  
MINUTE  
**MOP & DRAINER**  
**\$1.45** COMPLETE  
Mop, broom, brush squeegee and cleaner combined. Hooks on to any ordinary bucket. The mop and drainer you have been waiting for and at a low price.  
● Rest the Minute Mop on the drainer, lean on handle and it drains itself.  
● Sanitary—keeps hands out of water.  
● No stooping, wringing, kneeling or splashing.  
● No mechanical parts to get out of order.  
● Light in weight.  
● New cellular sponge head absorbs 20 times its weight in water.  
● Vacuum action sucks up dirt like magic.  
● Dries surface quickly without streaking.  
● Gets into difficult corners under furniture easily.

**"THE PERFECT CLEANER FOR UPHOLSTERY"**  
**MYSTIC FOAM**  
Rapid acting; quick drying; leaves no rings or streaks; non-explosive; non-inflammable; no odor; non-saturating; economical. The largest selling upholstery cleaner in America.  
Qt. . . 65c — 1/2 Gal. . . \$1.00 — Gal. . . \$1.49

**New! NON-SLIP SCATTER RUGS**  
**\$1.69**  
20" by 36"  
All wool with heavy, deep pile. Non-slip, rubberized treated backs. Your choice of several attractive colors and designs.

**MAIN 7900**  
**Ward's**  
15 EXCHANGE ST.  
Free City Deliveries  
FREE PARKING OPPOSITE  
Jilt Purchase of \$1.00 or Over  
Store Hours: 8 A. M. to 5:30 P. M.

# SUNDAY DINNER

**Nestle Tuna a la King in Potato Nests**  
one specially for that purpose. Serve the dressing separately.  
**Use of Leftovers**  
There shouldn't be any leftover tuna fish—but there may be some corn and tomatoes you could convert into a delicious luncheon casserole. Do it this way. Mix 1 1/2 cups cooked corn, 1 1/2 cups cooked tomatoes with 1 teaspoon salt, dash of pepper, 1/2 teaspoon sugar, and pour into greased baking dish. Spread with buttered bread crumbs and bake in 350 degree F. oven for 1/2 hour. This will serve 5 for next day's lunch.  
**Cheese a-Plenty**  
According to Secretary of Agriculture Claude R. Wickard, there is plenty of cheese for all—our armed forces, our allies and American families here at home. This represents a real achievement of dairy farmers and cheese makers.

**Switzerland in America**  
Descendants of old Swiss settlers have made Wisconsin a world center of Swiss cheese production, rivaling Switzerland itself.

**WALKERS**  
**Chicken Pies**  
ARE STRICTLY ALL CHICKEN — NO VEGETABLES  
ALSO BEEFSTEAK PIES  
We are equipped to fill your order regardless of the amount. Ideal for factory, Cafeterias, large Banquets, even small Parties. Special prices for large quantities. NO DISHES TO RETURN.  
**GLENWOOD 3783**  
26 VELOX ST.

**DOLAN'S**  
Where You Buy the Cuts of Chicken You Prefer  
● BREASTS . . . lb. 59c  
● LEGS . . . lb. 53c  
● WINGS . . . lb. 29c  
● NECKS . . . lb. 17c  
● GIBLETS . . . lb. 25c  
● LIVERS . . . lb. 49c  
**DOLAN'S**  
600 JEFFERSON AVE.  
Cor. Bartlett  
Telephone Genesee 1417

**WHY SHOULD I WORRY?**  
I HAVE PLENTY STORED AWAY  
"Sure, I was smart. I went out and bought all they had in the store—No, I don't care whether my neighbors have enough!"  
says Mrs. Grab  
RATIONING saves the rest of us from HOARDERS  
This Space Donated To The OPA, Washington, by Rochester Sun Shopping News  
Mrs. Apollonia Demkowitz, 101 Bernard St.

**SPECIAL!**  
Men's SUITS  
Ladies' Plain DRESSES  
Beautifully CLEANED & PRESSED  
Guaranteed Odorless Cash in Carry Method  
**85c**  
**SPEEDYS**  
212 COURT ST.  
Park Free Across The Street

**SABOTAGE IN THE U. S. A.**  
The story behind the news. How did the G-men learn in time that saboteurs were to be landed on our shores? Here is a thrilling account of facts hitherto withheld.  
**A SOLUTION ON INDIA**  
A simple and easy way to settle the Indian-British problem. One of the headaches of the United Nations.  
NOTICE TO LIBERTY READERS: In order to be sure of receiving your regular weekly copy of LIBERTY reserve it early with your nearest newsdealer.  
10c OCT. 31 1942 LIBERTY WEEKLY NOW ON SALE 10c

**To Celebrate Hearing Week**  
National Hearing Week observance will open Sunday, m. Miss Annetta W. Peck, executive secretary of the League, will discuss Rochester's participation in the battle of the Home Front as applied to hearing impairment and hearing problems. Following the broadcast, a tea will be given by the League at its headquarters in Room 21, 130 Clifton Ave. All persons interested in good hearing are invited to attend.

**NONE SURER**  
**St. Joseph ASPIRIN**  
World's Largest Seller at 10c

**The WPB Allows The Purchase of a New Heater On These Conditions**  
**IF YOU HAVE NO HEATER IN YOUR HOME...OR YOUR PRESENT ONE IS PAST REPAIR YOU MAY BUY A NEW ONE!**

Liberal Regulations For Those Whose Need of a Heater Is Acute. We Will Gladly Assist You With All Details. Shop The Reliable For Heater Service And Satisfaction!  
Choose From Our Complete Showing Of Nationally Famous Makes. Models Suitable For Every Home And Every Purpose, In a Complete Price Range To Fit Every Budget.

**SMART CABINET OIL HEATER \$10.95**  
All steel cabinet equipped with efficient burner, enameled steel oil reservoir, adjustable leg levers. Outstanding Value!  
Open An Account!

**OIL HEATER TWO BURNER \$13.95**  
May be moved from room to room as needed. Attractively styled, built for unusual economy of operation. Reliable Value!  
Easy Credit Terms

**ALL STEEL FLORENCE! \$17.95**  
In heavy porcelain finish! Florence quality throughout to give you lasting efficiency and service. Buy yours now!  
Reliable Credit

**EFFICIENT RANGE OIL HEATER \$29.50**  
Heavy steel cabinet equipped with humidifier, large enameled steel oil reservoir. Large range oil burner for greater warmth.  
Only \$1.25 Weekly

**PORCELAIN CABINET MODEL \$39.50**  
Large seven inch burner designed for range oil use. Brown porcelain finish all steel cabinet in smart modern styling.  
Terms \$1.25 Weekly!

**TWO BURNER DELUXE MODEL \$54.50**  
Porcelain enamel steel cabinet, two deluxe burners. A type that offers maximum radiation as well as warm air circulation. Splendid buy.  
Only \$1.25 Weekly!

**FLORENCE CIRCULATOR \$69.50**  
Ruggedly built for service as well as attractive appearance. Two burners with separate controls, humidifier pan. For range oil use.  
Only \$1.25 Weekly!

**GIANT BURNER FLORENCE \$89.50**  
Maintains a constant circulation of warmed and humidified air. Has six gallon oil tank, two giant size burners. Deluxe quality.  
Terms \$1.25 Weekly!

**TWIN RANGE OIL HEATER \$14.95**  
Install one in your present range to give you a modern cooking and heating unit. Two burners, with tank and stand. Limited quantity.  
Open An Account!

**OPEN TONIGHT 'TILL 9 P. M. FOR YOUR CONVENIENCE!**  
**THE RELIABLE** 80-84 STATE ST ROCHESTER



None **SURER**  
**St. Joseph**  
**ASPIRIN**  
World's Largest Seller at 10¢

These Conditions

**EATER**  
**YOUR**  
**REPAIR**  
**ONE!**

Showing Of Nationally  
Made For Every Home And  
Price Range To Fit Every



**ALL STEEL**  
**FLORENCE!**  
**\$17.95**

Porcelain finish! Florence qual-  
ity to give you lasting  
and service. Buy yours now!

Reliable, Credit



**NO BURNER**  
**DUKE MODEL**  
**\$54.50**

Enamel steel cabinet, two de-  
vils. A type that offers max-  
imum protection as well as warm air cir-  
culating buy.

\$1.25 Weekly!



**WIN RANGE**  
**L HEATER**  
**\$14.95**

In your present range to give  
you cooking and heating unit,  
with tank and stand. Lim-  
ited.

Open An Account!

**CONVENIENCE!**  
**4 STATE ST**  
**ROCHESTER**

## Watch For Front Page SPECIALS EACH WEEK IN THE Monday Edition OF SHOPPING NEWS

Front page specials represent the  
city's outstanding values offered  
by leading stores each week for  
Monday Shoppers only. Adver-  
tised EXCLUSIVELY on the  
FRONT PAGE OF SHOPPING  
NEWS.

Here are rules which the mer-  
chants have created to insure  
FRONT PAGE SPECIALS as  
"TOPS" in value.

1. No item will be offered for a  
front page special unless the  
advertiser has a quantity  
reasonably sufficient to last  
through the entire day and  
evening of Monday.
2. No two advertisers will offer  
the same item in the same  
issue of Shopping News.
3. No front page special will be  
advertised in any other me-  
dium at the same time as  
offered in Shopping News.
4. A front page special will not  
be repeated within two weeks.
5. Each front page special is  
guaranteed by the advertiser  
to be a genuine value—priced  
at a substantial saving.

**FRONT PAGE  
SPECIALS  
ARE  
AUTHENTIC**



**CASH**  
FOR DIAMONDS  
FOR OLD GOLD  
SILVERWARE  
WATCH  
MOVEMENTS  
Barton Gold Co. will always pay you  
most! Watch movements bought  
separately. If it has precious metal  
or stones in it—bring it to Barton  
for full value! Look for the gold  
letters on the electric sign—at the  
elevator.  
**BARTON GOLD CO.**  
202 BURKE BLDG.  
5 ST. PAUL ST.

## Must Your Daughter Risk Happy Marriage on Half-Truths?

Many a mother, reared in days of false  
modesty, dreads to "tell her daughter."  
Little wonder so many young wives un-  
knowingly risk happiness by using over-  
strong solutions of acids for the douche  
which can actually turn, scar and even  
disfigure delicate tissue.

Today such doubts and unhappiness,  
such risks are needless. Science has given  
womankind Zonite. So powerful, it kills  
instantly all germs and bacteria with  
which it comes in contact. Deodorizes—  
by actually destroying odors. Protects  
personal cleanliness. Yet Zonite is non-  
caustic, non-poisonous, safe or delicate  
tissue. Over 20,000,000 bottles bought.  
Get Zonite at your druggist today.

**Free Book Tells Intimate Facts**  
Frankly written booklet "Feminine Hy-  
giene Today," mailed FREE, in plain  
wrapper. Write: Zonite, Dept. 324F,  
370 Lexington Ave., New York, N. Y.

## MOST AMAZING VALUES IN TOWN!

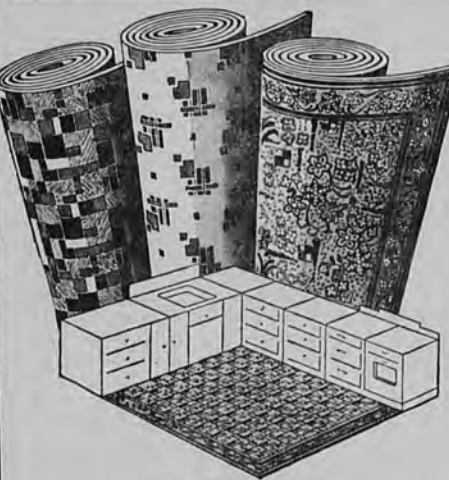
FANCY BUTTONS	3¢
Large assortment, Reg. 10¢.	
MODERN JR. SANITARY NAPKINS	12 1/2¢
Reg. 25¢.	
COATS or CLARKS CROCHET COT- TON, Big ball.	19¢
Reg. 25¢.	
STAR CROCHET COTTON	5¢
Colors, Reg. 10¢.	
BOY'S KNICKERS, Limited quan- tity, Values	49¢
to \$2.	
1000 SHEET ROLL TOILET TISSUE	5¢
Regular	
GAL ENAMEL GLOSS OR FLAT	\$1.39
PAINT, Finest quality.	
Reg. \$2.49.	
GAL GENUINE CLEAR SPAR VAR- NISH, Regular	\$1.98
\$3.69.	
LADIES' FLANNEL GOWNS	96¢
Extra sizes, Reg. \$1.39.	
LADIES' CREPE GOWNS, Regular or extra sizes.	79¢
Values to \$1.19.	
LADIES' COTTON ROSE, Assorted colors.	19¢
Reg. 25¢.	
PEQUOT SHEETING	65¢
2 1/2 yds. wide, Reg. 75¢.	
MEN'S STRIPED SHOP CAPS	22¢
High peak.	
Reg. 35¢.	
MEN'S DENIM DUNGAREE PANTS	98¢
Blue.	
Reg. \$1.39.	
MEN'S RANDOM UNION SUITS — winter weight.	98¢
Reg. \$1.39.	
LADIES' SATIN SLIPS, Extra nice material.	69¢
Reg. \$1.19.	
CHILDREN'S TRAINING PANTS	12 1/2¢
Winter weight.	
Reg. 25¢.	
WOMEN'S "KAYE" UNWEAVER	47¢
Importing 2 1/2 yds. wide.	
Reg. 85¢.	

Above Are But a Few of Our  
Permanent and Amazing Bargains  
Every Buy a Bargain at  
**BILL'S BARGAIN STORE**  
98 East Main St.  
Near Water

# Sears LEADERSHIP SALE

THE YEARS GREATEST SALE  
THE YEARS GREATEST SAVINGS

**LAST 3 DAYS OF SEARS MONEY  
SAVING SALE! MONROE AVENUE  
STORE OPEN FRIDAY, SATURDAY 'TIL 9 P. M.  
Ridge Road Store Open Friday, Saturday 'Til 9:30**

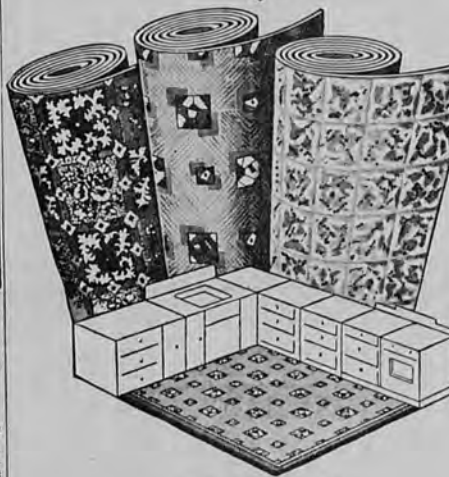


**9x12 SIZE  
ROTARUS RUG**

**2.99**

\* Second Floor, Monroe

Regularly \$3.98! Attractive,  
colorful patterns in a wide range of  
tiles and florals. Stainproof,  
spotproof; easily  
cleaned surface. Enamel  
baked on over water-  
proof felt back.

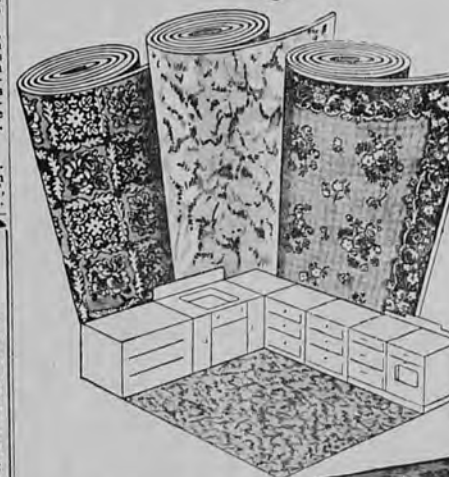


**9x12 Size  
MIRROR-GLO**

**4.29**

\* Second Floor, Monroe

Regularly \$4.95! Water-  
proof felt back lies flat  
without pasting. Shin-  
ing enameled surface—  
water, stain and spot-  
proof. Occasional wax-  
ing preserves luster.  
Choice of patterns.



**9x12 Size  
Super-Duralin**

**4.88**

\* Second Floor, Monroe

Regularly \$5.95! Heavy  
baked-on enamel sur-  
face; spotproof, stain-  
proof—easily cleaned.  
Strong, waterproof felt  
back lies flat without  
fastening. Finest qual-  
ity, longer wearing.



**LINO-TRED  
INLAID LINOLEUM**

**1.00**

Second Floor,  
Monroe  
SQ. YD.

Regularly \$1.29! A heavier, stronger genuine  
inlaid linoleum—exceptionally beautiful and  
long wearing. Easy to lay—thick felt back  
pastes direct to floor. Easily cleaned sur-  
face. Tile or marble patterns.

# MANUFACTURERS' Close-Out!

**1942  
PATTERNS**

**BEAUTIFUL 9x12  
AXMINSTER RUGS**

**FROM 5 OF AMERICA'S LEADING RUG MANUFACTURERS!**  
Names that have made American rug history! Names so famous you'd  
recognize them instantly for finest fabrics, styling and craftsmanship. We  
took the close-outs of these 5 mills... now you profit!

## 20th CENTURY AXMINSTER

\* Second Floor, Monroe

\$33.95 value! Each of these  
beauties is the product of a  
famous maker of rugs. Smartly  
styled and sturdy; the quality of  
the yarns... the depth of the  
pile... the beauty of the pat-  
terns are your assurance of satis-  
faction and service. Modern,  
floral and leaf designs.

## BUY ON OUR BUDGET PLAN

## 4 Row All Wool AXMINSTER

\* Second Floor, Monroe

Regularly \$39.95! Genuine  
Servistan rug. The Bayside is  
a firmly woven axminster,  
styled by experts in newest  
decorator-approved patterns and  
colors. Every rug perfect qual-  
ity. Deep, velvety pile... soft  
and rich underfoot. Latest  
shades of tan, green, blue, cedar  
and burgundy.

## BUY ON OUR BUDGET PLAN

## 4 1/2 Row All Wool AXMINSTER

\* Second Floor, Monroe

Regularly \$49.95! You'll see im-  
mediately that these are better  
quality rugs. They're more  
closely woven; the pile is longer;  
the patterns are richer.  
Choose from floral, tone-on-tone  
or leaf patterns in lovely jewel  
colorings, bordered or border-  
less. Rugs to harmonize with  
all interiors.

**9x12 Size**

**21<sup>88</sup>**

**9x12 Size**

**32<sup>95</sup>**

**9x12 Size**

**39<sup>95</sup>**

**Sears Roebuck and Co. MONROE at S. UNION  
476 RIDGE ROAD WEST Rochester,**



PAGE TEN

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### Nazi Refugee To Lecture Here

Dr. Leo Stein, former lecturer on Church law in Berlin, who spent 22 months in a concentration camp, passing through the most degrading and awful experiences imaginable, will lecture in the Westminster Church, Arnett at Wellington, next Tuesday at 8 p. m.

Dr. Stein met Pastor Martin Niemöller in camp. He will discuss his experiences at the hands of the Gestapo, religion under Hitler in Germany, and

conditions in Nazi concentration camps. Dr. Stein is the author of the widely read, "I Was In Hell With Niemöller", which contains the only mes-

sage of Niemöller to the outside world.

The public is invited to attend. Tickets can be secured in advance through the members of the Club or at the door.

**EDWARDS**  
Photo Studio



**ONCE-A-YEAR EVENT**  
This Week Only!  
**2 FOR 1 SALE**

Offer Expires  
Monday, Oct. 26

Be photographed this week and you'll get twice as many photographs for the same price.

**6 5x7 PORTRAITS \$2.95**  
BUFFTONE FINISH  
Regular 3 for \$2.95

12 PROOFS SUBMITTED

All Portraits taken with the new Kodatron Speedlamp 1/30,000 of a second fast. You can move or talk while being photographed. No need to "hold that pose" or be self conscious.

**Edwards**  
No Appointment Necessary  
PHOTO STUDIO  
Green Room  
Mrs. M. B. Harp, 217 Madison St.

**WIN GUEST TICKETS TO LOEW'S**



**ROSALIND RUSSELL**  
**BRIAN AHERNE · JANET BLAIR**

**MY SISTER EILEEN**

NOTE  
Name As Many Pictures As You Can—In Which Rosalind Russell, Brian Aherne and Janet Blair Has Played In. The First 25 with the Biggest List Will Receive Guest Tickets To Loew's. Mail All Entries To the Rochester Sun Contest Editor No Later Than Friday, October 23rd.

**BUY NOW!**  
Be Sure of Your Supply!  
**PROMPT DELIVERY**



**SAVE**  
With Miller's  
**SPECIAL**  
100% Guaranteed  
**COAL**  
**\$11.95**  
Stove  
Egg  
or Nut  
Ton  
Cash  
Shov.  
Off

**ARDEAN R. MILLER**  
Know Your Dealer! PHONE GENESEE 29 Finest Service For 22 Years

**STANLEY HOME PRODUCTS, INC.**  
BRUSHES, WAXES AND POLISHES  
— CALL GEN. 7579 J. —

**SPECIAL LINOLEUM OFFER**  
From our large selection of patterns, all colors through to black, it is still possible to modernize that kitchen floor with



**Armstrong**  
INLAID LINO FLOOR  
ANY ROOM-SIZE UP TO 10x12 \$18.75  
COMPLETE WITH LABOR AND MATERIALS

Limited Time Only!  
**Venetian Blinds**  
Custom made.  
Minimum 18 sq. ft. **38c** sq. ft.

**WINDOW SHADES**  
Selection of Col-  
ors! New Rollers  
Included! Size **39c**

**LUCAS PAINT STORE**  
80 ST. PAUL ST. Free Parking MAIN 2090

**PENETRO**  
Many users say "first use is a revelation." Has a base of old fashioned mutton suet, Grandma's favorite. Demands stainless Penetro. Generous for 25¢, double supply 35¢.



**Imagine!**  
Ready-to-Serve Cocktails  
Right out of your  
**Refrigerator**  
Add No Ice,  
Just Serve

**Pete Hagen's**  
COCKTAILS  
DRY MARTINI · MANHATTAN  
SIDE CAR · DAQUIRI  
OLD FASHIONED

NOTICE IS HEREBY GIVEN that License No. LL-22 has been issued to the undersigned to sell wine and liquor at wholesale under the Alcoholic Beverage Control Law at 175 North Water Street, Rochester, Monroe County, New York off-premises consumption. Rochester Liquor Corp., 175 North Water Street, Rochester, N. Y.

POPPER-MORSON COMPANY, INC., ROCKEFELLER CENTER, NEW YORK  
At Your Neighborhood Liquor Shop or Write Our New York Office

**KEY COUPON**  
**RINSO**  
Large Box Limit 1 **18c**

**KEY COUPON**  
**Clothes Line**  
50 Feet Reg. 25c Limit 2 **14c**

**KEY COUPON**  
**ADHESIVE Tape**  
REGULAR 10c  
1/2" By 5 Yds. **6c**  
LIMIT 2

**KEY COUPON**  
**Adhesive Strips**  
Packages of 8 Strips **4 pkgs. 9c**

**DELUXE**  
**MONEY BELTS**  
WITH ZIPPER  
Genuine Leather **\$1.98**

**TOILET BOWL**  
**DEODORANT**  
WITH HANGER  
Large 15c Size **7c**

**BABY**  
**Nursing Bottles**  
8-Oz. Size **3 for 5c**

**DR. LYON'S**  
**TOOTH POWDER**  
25c Size **11c**

**McKESSON**  
**ASPIRIN Tablets**  
Bottle of 100 **2 for 49c**

**DOUBLE-EDGE**  
**Razor Blades**  
Pkg. 20 **23c**

**LINEN**  
**STATIONERY**  
Box of 24 Sheets and 24 Envelopes 35c Value **19c**

**AGAROL**  
**LAXATIVE**  
51 Size **83c**

**470 N. GOODMAN**  
NEAR MAIN

**724 WINTON**  
ROAD NO. 100

**457 RIDGE RD. W.**  
NEAR DEWEY

**KEY**  
ROCHESTER'S MODERN  
CUT RATE  
DRUG STORES



**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, 53c



**KLEENEX**  
BOX OF 440  
**2 for 49c**  
Make sure you have plenty of these soft, absorbent tissues. White, peach, green or orchid.

**KEY COUPON**  
**WAX PAPER**  
HEAVY  
Cutter Box 100 Feet Limit 2 **10c**

**KEY COUPON**  
**BORAXO**  
Large Limit 2 **10c**

**KEY COUPON**  
**NAIL POLISH REMOVER**  
Giant 3 Ounce Bottle LIMIT 2 **7c**

**KEY COUPON**  
**Milk of Magnesia TABLETS**  
Bottle 100 Limit 1 **17c**

**BAUME**  
**BENGAY**  
75c Size **59c**

**Feenamint**  
**CHEWING GUM**  
25c Box **19c**

**Halibut Liver**  
**Oil Capsules**  
Highest Potency Box of 100 **69c**

**ONE-A-DAY**  
**VITAMIN TABLETS**  
Box of 90 **\$1.17**

**BROMO**  
**SELTZER**  
60c Size **49c**

**Vitamins Plus**  
Box of 18 **75c**

**SACCHARIN**  
**TABLETS**  
Bot. 100 1/2 or 1/4 Gr. **11c**

**VICK'S**  
**VAPO RUB**  
35c Size **27c**

**DO YOUR OWN DRY CLEANING at HOME**  
**"DRI-KLEEN"**  
**50c**  
ONE CAN MAKES  
**10 GALLONS of FLUID**  
Here's real economy! Fluid is non-inflammable, odorless, harmless to fabric. Removes soil instantly from dresses, suits, drapes, rugs, spreads, upholstery, etc.





**Vimms**  
6 VITAMINS 3 MINERALS  
**50c SIZE FREE**  
when you buy the large size  
225c VALUE FOR 1.69

**LUCKIES, Camels,**  
Chesterfields, Raleighs,  
Pall Mall,  
Herbert Tarryton,  
Philip Morris,  
Old Golds  
2 PKGS. **29c**

**HEAVY AMERICAN**  
**MINERAL OIL**  
PINT ..... 25c  
QUART ..... 45c  
1/2 GALLON ..... 85c  
GALLON ..... 1.49

**TAMPAX**  
MONTH'S SUPPLY **31c**  
Tampax is the economical sanitary protection worn internally. Month's supply, 31¢; introductory box, 20¢. No pins, no belts, no odor, no chafing... invisible even under swim suit... Compact, comfortable, modern.



**3 SIZES: REGULAR, SUPER JUNIOR**

"I Stand Before Every Mother And  
Father With A Clear Conscience ---  
Because. Knowing What It Would  
Mean To Them, I Was Against War!  
I Do Not Change My Views. War Is  
Horrible. I Want This One Ended, As  
Soon As Possible, With A Complete  
Victory - - And A Genuine Peace."

*Joseph P. O'Brien*

Representative In Congress  
From the 38th District.



Thursday, October 22, 1942

OFFICE IS HEREBY GIVEN that use No. 11-23 has been issued to undersigned to sell wine and liquor wholesale under the Alcoholic Beverage Control Law at 175 North Water St., Rochester, Monroe County, New York, off-premise consumption. Roter Liquor Corp., 175 North Water St., Rochester, N. Y.

**Hagen's**  
TAILS  
TINI MANHATTAN  
CAR DAQUIRI  
FASHIONED  
STELLER CENTER, NEW YORK  
Write Our New York Office

KEY COUPON  
**WAX PAPER**  
HEAVY  
Cutter Box  
100 Feet  
Limit 2  
**10c**

KEY COUPON  
**BORAXO**  
Large Can  
Limit 2  
**10c**

KEY COUPON  
**NAIL POLISH REMOVER**  
Giant 3 Ounce Bottle  
Limit 2  
**7c**

KEY COUPON  
**Milk of Magnesia TABLETS**  
Bottle 100  
Limit 1  
**17c**

**BAUME BENGAY**  
75c Size  
**59c**

**Feenamint CHEWING GUM**  
25c Box  
**19c**

**Halibut Liver Oil Capsules**  
Highest Potency  
Box of 100  
**69c**

**ONE-A-DAY VITAMIN TABLETS**  
Box of 90  
**\$1.17**

**BROMO SELTZER**  
60c Size  
**49c**

**Vitamins Plus**  
Box of 18  
**75c**

**SACCHARIN TABLETS**  
Bot. 100 1/2 or 1/4 Gr.  
**11c**

**VICK'S VAPO RUB**  
25c Size  
**27c**

hester Sun. Thursday, October 22, 1942

**Tuesday Night, Oct. 27th Only**  
COUPON  
When buying triple board & book of specials, Oct. 27, Holly-wood-Hudson, for YOU  
**ALL \$10**  
GAMES  
SOME \$15  
**HOLLY WOOD -- HUDSON**

**DeLuxe BINGO EVERY MONDAY NITE**  
**OVER \$900** IN PRIZES  
GRAND \$300 Given Every Week  
JACKPOT \$120  
GOLD AWARD TICKET \$75 GAME  
**K of C** AUDITORIUM  
50 CHESTNUT ST.  
20 DOOR PRIZES

**EVERY SATURDAY 8:15 P. M.**  
IN PRIZES **\$250.00** IN PRIZES  
DOLLAR BILLS FOR DOOR PRIZES  
**23 Games -- Jackpot -- Specials**  
**PLYMOUTH HALL**  
Plymouth Ave. So. -- At Troup Street

**PARK HALL** 928 Jefferson Ave. Near Plymouth  
**\$5 to \$10** ALL GAMES Sun. Nite 8:15 **\$10** ALL GAMES SAT NITE 8:15 \$500 INC. JACKPOT  
50c For You Thur. Oct. 22 50c For You Fri. Oct. 23 25c For You Sat. Oct. 24 25c For You Sun. Oct. 25  
50c For Friend Thur. Oct. 22 50c For Friend Fri. Oct. 23 25c For Friend Sat. Oct. 24 25c For Friend Sun. Oct. 25  
Coupons in this ad redeemable at New Park Hall when buying triple board and book of specials.  
FRI. MATINEE SPECIAL JACKPOT SPECIALS \$12 AND \$15  
PARK HALL FRI. Oct. 23 1:30 P. M. 45c For You  
45c For You 23 Games \$5.00 For Friend

**STRAND** 62 ST. PAUL ST. "Rochester's Best Game"  
**BINGO**  
**\$1320 FRIDAY NITE Oct. 23**  
IN CASH PRIZES  
HERE ARE THE CASH PRIZES FOR FRIDAY NITE  
57 Numbers ..... \$200 COVER ALL ..... \$200  
56 Numbers ..... \$100 COVER ALL ..... \$50  
55 Numbers ..... \$200 5 GAMES ..... \$20  
55 Numbers ..... \$200 5 GAMES ..... \$15  
55 Numbers ..... \$200 8 GAMES ..... \$10  
55 Numbers ..... \$200 1 GAME ..... \$8  
Also Neighbor Prizes  
We Play Bingo Every Tuesday and Friday at 8:45 P. M.  
Always 2 Good Pictures--Adm. \$1.10 No Extras Sold

**UNION LEAGUE HALL** GREGORY ST., CORNER SOUTH AVE.  
**SUN. NITE** 8:15 P. M.  
ADMISSION PRICE 28c--3 BOARDS FOR 58c  
**2 JACKPOTS \$50 \$100**  
6 Numbers 35 Numbers  
**MON. NITE** 8:30 REG. P. M. BINGO **\$6**  
SPECIALS \$25  
**2 Jack Pots** SUNDAY AND MONDAY NITES--3 BOARDS FOR 58c  
MATINEE GAMES EVERY  
**WED. FRI. SAT. 1:30 P. M.**  
Wed. Adm. **\$3** FRI. and SAT. EVERY ADM. 25c GAME **\$4**  
25c Every Game SPECIALS \$2 & \$3 or More No Coupon Necessary

**BINGO EVERY TUESDAY NIGHT BINGO**  
**155 CHESTNUT ST.**  
**\$200 SWEEPSTAKES**  
24 GAMES \$20 Or More \$40. Game for You and a Friend in the U. S. A. Forces **\$200 JACKPOT** 55 NUMBERS  
**+ Tables For Early Birds +** NEW ELECTRIC BLOWER  
Between Monroe Ave. and Court St. Admission \$1.00 Plus Tax 3 Bus Lines Within One Block

**Beeley's Bingo**  
SUNDAY at 2:30 and 4 P. M. WED. at 1:30 P. M. Mon., Tues., Wed., Thurs., Fri. SAT. at 8:15  
EXTRA BOARD FREE WITH TRIPLE BOARD  
142 GENESEE ST. in REAR  
**\$BINGOS**  
Every Saturday 8:30 P. M.  
**C. Y. M. A.**  
51 FRANKLIN SQUARE Near Greyhound Bus Terminal  
ADMISSION 27c \$ Plus Fed. Tax 3c

GUARANTEED R. & P.  
**COAL** EGG STOVE NUT **\$11.85**  
D & H ANTHRACITE EGG STOVE \$12.90 IMMEDIATE DELIVERY  
MARSHALL'S COAL COKE CO. 296 Driving Pk. Glen 109

**Where To Play BINGO!**  
★ STAR BINGO ★  
372 FLINT ST. (rear) MON. NITE 8:15 P. M. All Games 1:45 Tuesday Afternoon Wednesday 1:45 P. M. 23 GAMES \$2

**PLAY BINGO** AT THE 19th WARD CLUB HOUSE HAWLEY ST.  
SUNDAY 2:30 P. M. All Reg. \$5-\$10 Letter "H" \$15  
1:45 P. M. -- THURSDAY -- 8:15 P. M. FRIDAY 8:15 P. M. -- SATURDAY 8:15 P. M. 19th WARD CLUBHOUSE Take Jefferson Ave. Bus To Hawley St.

**NEW NEW GIANT BOARDS**  
Wed. Nite Oct. 28 8:15 P. M.  
COUPON For you on buying triple board & book specials. 25c  
COUPON For friend on buying triple board & book specials. 25c  
FREE WED. OCT. 28 SINGLE BOARD In addition to 25c coupon on purchase of triple board and book specials.  
REG. GAMES \$5.00 NO HOOK UPS

**BINGO, FRI. NITE, 8:30**  
21 GAMES EACH WEEK ON REG. BOARD  
**\$345** No Jackpots All Money Given Out Each Nite **\$100** PRIZE ON REGULAR CARD  
NO GAME UNDER \$10 PAY OUT Last Week \$400  
**O. L. P. H. HALL** Admission 55c Incl. Tax  
Joseph Avenue - Bus To Door

**HALL TOWNER SPECIAL PARTY REXY THEATRE**  
Worth 45c For You OCT. 24th Towner - Raxy Sal. Nite, Oct. 24th All Games **\$10** Some \$15 Worth 45c For Friend OCT. 24th Towner - Raxy  
WORTH 45c For You Thur., Oct. 22 Towner WORTH 45c For You Fri., Oct. 23 Towner WORTH 25c For You Sun., Oct. 25 Towner WORTH 25c For You Wed., Oct. 28 Towner Hall  
WORTH 45c For Friend Thur., Oct. 22 Towner WORTH 45c For Friend Fri., Oct. 23 Towner WORTH 25c For Friend Sun., Oct. 25 Towner WORTH 25c For Friend Wed., Oct. 28 Towner Hall  
FRIDAY NITE--TOWNER HALL--All Games \$5 to \$10 WED., OCT. 28th -- ALL SINGLE GAMES -- NO HOOK UPS

**HOLLYWOOD**  
ALL REG. GAMES -- \$5 TO \$10 -- EVERY WEEK  
WORTH 45c For You Tues. Oct. 27th WORTH 50c For You Wed. Oct. 28th WORTH 50c For You Thurs. Oct. 29th WORTH 50c For You Fri. Oct. 30th WORTH 25c For You Sat. Oct. 31st WORTH 25c For You Sun. Oct. 1st  
WORTH 45c For Friend Tues. Oct. 27th WORTH 50c For Friend Wed. Oct. 28th WORTH 50c For Friend Thurs. Oct. 29th WORTH 50c For Friend Fri. Oct. 30th WORTH 25c For Friend Sat. Oct. 31st WORTH 25c For Friend Sun. Oct. 1st  
The coupons above are redeemable at Hollywood box office for amounts named when you or your friend buy a triple board and book of specials.  
**SPECIAL TUESDAY NIGHT, OCT. 27th** ALL GAMES \$10--SOME \$15 HOLLYWOOD HUDSON

**COAL** EGG STOVE NUT **\$11.85**  
D & H ANTHRACITE EGG STOVE \$12.90 IMMEDIATE DELIVERY  
MARSHALL'S COAL COKE CO. 296 Driving Pk. Glen 109

**Wegmans CORNERS**  
Wegmans SUPER  
HOME OWNED

**WEEK-END SAVINGS!**

BONELESS ROLLED ROASTS OR  
**LEGS of LAMB**  
**33c** LB.  
ROCHESTER'S LARGEST MEAT RETAILERS!

DIAMOND CRYSTAL TABLE SALT 2 pkgs. 15c  
14-OZ. BOTTLE HEINZ KETCHUP bot. 19c  
BISCUITS CRACKERS lb. pkg. 15c  
SIMON PURE BEER OR OLD ABBEY ALE qt. 18c  
QUART CANS LION BEER can 21c  
STRETCH YOUR COFFEE WITH WEGMANS 'PLUS' 1/2 lb. 15c  
REQUIRES NO SUGAR-KRAFT COCOA MIX 1/2 lb. 19c  
1/2 GALLON, 23c--FULL-STRENGTH "33" BLEACH 2 qts. for 25c  
THRIVO DOG FOOD 2 lb. pkg. 23c

GOOD NEWS FOR MOTORISTS!  
INCREASE YOUR MILEAGE WITH  
**PARFAX**  
GASOLINE "BOOSTER"  
Preserves motor parts... enables you to start quicker... eliminates gasoline waste. Use 4 ounces of PARFAX to 8 gallons of "gas". Enjoy 45 additional driving miles after using pint bottle.  
**49c** PINT BOTTLE

THIS WEEK-END BUY  
**LAND o' LAKES**  
SWEET CREAM BUTTER  
NO FINER BUTTER AT ANY PRICE!

**Wegmans**  
HOME OWNED SUPER MARKETS  
FREE PARKING FOR CUSTOMERS

**BERGHASH**  
FALL WINE & LIQUOR VALUES  
SPECIAL!  
**25 YEARS OLD**  
PRODUCT OF PORTUGAL  
J. FAVRAUD IMPORTED FAMOUS  
Case of 12 Bottles \$33  
**BRANDY \$2.95** 4/5 Quart  
Accompanied at time of importation by a certificate of age. Here's a mighty rare treat you can't afford to pass up! Why not stock up on a few bottles or a case?

**CHATEAU MARTIN GRAPE BRANDY**  
Distilled in California from rich, sun-ripened California Grapes. The full body, delicious flavor and bouquet of this superior domestic brandy will be a revelation to you! Worth considerably more. 86 proof.  
**\$1.75** 4/5 QUART

IMPORTED WEST INDIES  
**RUM SERITA**  
If you like a Rum with all the mellow goodness of famous old-time Rums here's the drink you should try. Learn for yourself why you needn't pay more for top quality. 86 Proof.  
**\$1.89** 4/5 Quart  
COMPARE \$2.75 VALUE

DOUGHERTY'S 100 PROOF BOTTLED IN BOND STRAIGHT  
**4 1/2 YRS OLD RYE**  
Famous Dougherty's brand. Compare Dougherty's with other Rye Whiskeys selling for a dollar more.  
**\$2.69** Full Quart  
COMPARE \$3.50 VALUE

**KERRIGAN'S** PRIVATE STOCK  
**BLENDED WHISKEY**  
Developed under the personal supervision of J. P. Kerrigan, one of America's famous old time whiskey men. A blend of such extraordinary merit that this is one of our best sellers!  
**\$2.29** FULL QUART

**JOHN BEGGS BLUE CAP IMPORTED SCOTCH**  
"The world's Finest Scotch". Your taste will verify this statement. Try John Beggs today. Ask for Berghash low case price. 86.6 proof.  
**\$3.69** 4/5 QUART  
COMPARE \$4.50 VALUE

MAIN 786 **BERGHASH** FREE PARKING OPP. STORE  
124 CLINTON AVENUE S.



You can

# Charge it

at Unit Parts

EVERYTHING FOR YOUR HOME OR CAR

Two Convenient Ways to Pay  
You Can Choose Either or Both

## REGULAR CHARGE ACCOUNT

NO DOWN PAYMENT when you buy  
and you have until the second  
month after purchasing . . . to pay.

NO INTEREST CHARGES . . . if paid  
in 60 days.

## EASY PAYMENT PLAN

20% to 33% Down Payment as re-  
quired by regulations . . . balance  
due in easy installments.

6 TO 12 MONTHS TO PAY

ONLY 6% Interest charged on In-  
stallment Accounts . . . all Interest  
Charges deducted if paid in 60 days.

**UNIT PARTS**  
**ROCHESTER CORPORATION**

1223 Main St. E. Lake Ave. & Ridge Rd.

## How to Bake with LESS SUGAR



New FREE Davis folder gives  
secrets of using sugar substitutes  
in home baking — gives direc-  
tions for making 20 delicious  
cakes, cookies and frostings. Get  
your copy now — send your  
name and address on postal card  
today to R. B. Davis Company,  
33 Jackson Street, Hoboken, N. J.

## LOOK AT THE TUCK I CAN TAKE IN MY DRESS



Look at  
the Fat  
I've Lost!

You adult fat people  
may often slim down  
without starvation di-  
ets and backbreaking  
exercises when your  
excess fat is due to  
thyroid deficiency and  
you have nothing else  
the matter with you.  
Just eat sensibly and  
take Marmola tablets  
only according to the  
recommendations and  
instructions with the package.  
Marmola is not a cure-all. If in doubt as  
to any line about advisability of treatment and  
for further information as to the properties  
and effects of the Marmola ingredients, con-  
sult a physician.  
If you need Marmola, who not lose those  
unpleasant pounds the Marmola way.  
Don't delay. Druggists have sold more than  
twenty million packages during the past  
thirty years.



A Word  
to  
Mother and Dad  
about

## I. E. S. LAMPS

GOOD EYESIGHT is worth protecting. Scientific I.E.S.  
Lamps provide freedom from glare for all seeing tasks,  
help to prevent eyestrain and other ills incident to in-  
adequate illumination. Now is the time to check up and  
see that the children have GOOD LIGHTING for doing  
their home work. I.E.S. Study Lamps are especially de-  
signed for just that purpose.

Rochester Gas & Electric

## If You Suffer Distress From

# PERIODIC FEMALE WEAKNESS

and want to  
BUILD UP RED BLOOD!



istance against such symptoms.

Important!

Take heed if you like so many  
women to relieve such distress.  
Thousands Upon Thousands  
Report Benefit  
Lydia Pinkham's Tablets not  
only help relieve monthly pain  
but also accompanying tired,  
nervous feelings of this nature.  
This is because of their soothing  
effect on ONE OF WOMAN'S MOST  
IMPORTANT ORGANS.

Then start at once—try Lydia  
E. Pinkham's Compound Tab-  
lets (with added iron)—one  
medicine you can buy today  
that's made especially for

women to relieve such distress.

And here's a tip for you modern  
girls! Taken regularly throug-  
hout the month—Lydia Pinkham's  
Tablets should help build up re-

Monthly losses often cause a  
lack of iron with some women.  
HERE AGAIN Lydia Pinkham's  
Tablets should be especially  
helpful. Used as directed—these  
little tablets are one of the best  
and quickest ways to get pre-  
cious iron into the blood to help  
build up red blood cells and thus  
aid in promoting a more re-  
freshed and vigorous blood-  
stream—more strength.

Lydia Pinkham's Tablets are  
also a fine stomachic tonic! Follow  
label directions. WIZ!  
WORTH TRYING!

Lydia E. Pinkham's COMPOUND TABLETS  
(with added iron)

A Dollar's Worth of War Stamps If Your Name Is Between The Ads

## SURE WE CAN STILL MAKE YOUR PHOTO IN TIME FOR OVERSEAS XMAS MAILING!

Modern photo-  
graphic methods  
and the finest  
skilled workmen  
assure you of  
lovely, natural  
photos that will  
please that lad  
overseas. But—  
hurry! Overseas  
Xmas mailing  
deadline is Nov. 1.



LIMITED TIME:  
Ivory-Tone  
MINIATURE \$2.50  
3 PORTRAITS  
ONE HAND COLORED IN OIL! Reg-  
ular price \$3.50! This is the size  
recommended by the U. S. Govt.

Also Enlarging, Coloring and Restoring

PROOFS  
FOR  
SELECTION

Neisner's  
5 to 10 STORES

200 MAIN ST., E.

No Appointments Necessary

STUDIO  
MAIN  
FLOOR

Every Snip  
of Your  
Scissors  
Is  
Money  
In  
Your  
Pocket



# COUPON Specials

Like clipping coupons from Government  
Bonds, clipping the coupons in DAW'S  
ads you save money in big, generous  
chunks. Use your scissors . . . cut your-  
self a slice of the savings that brings  
thousands of thrifty shoppers to DAW'S.

## "Piggie" BANK

Made entirely of glass. Large enough to  
hold hundreds of coins. Save for U. S.  
Bonds and Stamps.

While They  
Last!

2c  
(Limit of 2)

DAW'S COUPON

LARGE 125-FT. ROLL

WAX

PAPER

Extra-Heavy

In Cutter-  
edge Box

(Limit 2)

13c

DAW'S COUPON

Nail Polish

REMOVER

Giant

3-oz.  
Bottle

Daw's Low  
Price

(Limit 2)

7c

DAW'S COUPON

FACIAL

TISSUES

Box of 500

DAW'S

Low Price

(Limit 2)

13c

DAW'S COUPON

Famous Brand

PERFUME

(Manufacturer's Name With-  
held.)

2-Dram

50c Size

(Limit of 2)

19c

DAW'S COUPON

LIFEBUOY

SOAP

Large Bars

(Limit of 3)

3 for 14c

DAW'S COUPON

DOLORES

CASTILE

SOAP

Made With Pure  
Olive Oil

Reg. 15c Bars

2 for 15c

(Limit 4 Bars)

15c

DAW'S COUPON

QUICK-DRYING

WAVE SET

LOTION

Not Sticky  
Will Not Flake

Large  
6-ounce  
Bottle

7c

DAW'S COUPON

APPLE BLOSSOM

TALCUM

Reg. 50c

1-LB. CAN

(Limit 2)

19c

DAW'S COUPON

Ladies, Over-Size

Dressing  
COMBS

Large over-size dressing combs.  
Fine and coarse teeth. Practically  
unbreakable.

Reg. 25c

Value

(Limit 2)

9c

## Antique Jewelry

Weisbuch pays the best  
price for brooches, brace-  
lets, rings, hair-ribs of  
Gold, silver or plated.  
Also carved ivory fig-  
urines, silver trays, tea  
sets, antique watches,  
snuff boxes, gold, silver  
or plated trinkets and  
more.

WEISBUCH JEWELRY  
SINCE 1893  
308 MAIN ST. E.

Rochester, Sun, Thursday, October 22, 1942

PROMPT DELIVERY

# COKE \$11.00 PER TON

ORDER YOUR COAL OR COKE TODAY

Ask About Our Convenient Budget Plan

MAIN 5740

WEST END FUEL CO. 2 LAKE AVE.

Mrs. Leona Carsky, 1210 Clinton Ave. N.

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

Fully  
Guaranteed  
Same Length  
of Time as a  
Brand New  
ELECTROLUX

Used **ELECTROLUX** Complete  
With ATTACHMENTS  
\$16.95  
FULL CASH PRICE

BEAUTIFULLY REBUILT  
Sold on  
Easy Terms  
Liberal Trade Allowance

**PENN**  
VACUUM STORES

30 SOUTH AVENUE

STONE 6747

BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

THESE SPECIAL  
PRICES GOOD  
TODAY THRU  
SATURDAY  
(Right Reserved to  
Limit Quantities)

Take your  
Change in  
VICTORY  
STAMPS

## DAW'S COUPON Chocolate Covered CHERRIES

Big, luscious, whipt  
cream cordials, cov-  
ered with rich dark  
chocolate.  
1-lb. box  
27c  
(Limit 2 Lbs.)

# DAW'S ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. 31 MAIN ST. E. 353 MAIN ST. E. 452 RIDGE RD. 880 MAIN ST. W. 473 N. GOODMAN 539 MONROE AVE.  
Opp. Temple Theater Corner Apollon Corner Stillson Corner Dewey At Bull's Head Just Off Main Near Goodman

BICARBONATE of SODA 1-lb. box 8c

FITCH'S HAIR TONIC 3c Size 19c

Pronylactic TOOTH BRUSH 23c

CAMPOR ICE Tube or Cake 10c Value 7c

VERACOLATE Tablets, Bottle of 100 69c

MARROW OIL SHAMPOO 1-lb. Value 54c

BORAX POWDER 1-lb. Package 11c

TINCTURE of IODINE 15c Value 4c

COREGA POWDER 30c Size 19c

IPANA TOOTH PASTE 50c Size 39c

VICK'S VAPOR-RUB 35c Size 27c

KIRN'S TEA 30c Size 14c

CASTOR OIL 4-ounce Size 11c

LYSOL ANTISEPTIC 6-oz. Size 47c

CUTEX Nail Polish Reg. 10c Disc. Pkg. 2 for 13c

TAR SOAP 15c Bars 2 for 15c

SHOE LACES, (All Colors) 2 pr. 5c

FALSE TEETH

FIT LIKE NEW! Dentur-Eze, the new  
cushion plastic makes loose plates fit  
comfortably for weeks. Note powder-free  
a pain. Economical. Thousands of satis-  
fied users. Get a tube of Dentur-Eze today!  
Hand-size tube 50c—New large size 90c  
DENTUR-EZE MONEY-BACK GUARANTEE

Rectal Soreness

Get Relief New Easy Way  
— Sit In Comfort

Prolarmon Rectal is a quick, dependable  
reliever of itching, painful rectal soreness  
and hemorrhoids. Brings soothing  
relief of comfort from contact, forms pro-  
tecting film over sore area, helps destroy  
infectious germs, aids Nature heal up raw,  
broken tissues. No oil—no grease to stain  
clothing. Sold on money back guarantee.  
Get this modern relief today . . . ask for  
PROLARMON RECTAL

Vimms

6 VITAMINS 3 MINERALS

50c SIZE FREE

when you buy the  
large size

2.25 VALUE FOR .69

PHILLIP'S Milk of  
Magnesia

Tooth Paste 11c

25c Size

PARKE, DAVIS & CO.

HALIVER OIL

CAPSULES 89c

Box of 100

ADHESIVE STRIPS

Ready-Made Bandages

10c Pkgs. of 8's

2 Pkgs. For 7c

ASHMERE BOUQUET

LARGE BARS

Toilet SOAP 3 for 27c



Thursday, October 22, 1942  
LIVERY  
**\$11.00**  
PER  
TON  
R COKE TODAY  
ient Budget Plan  
40¢  
2 LAKE AVE.  
Clinton Ave. N.

VACUUM CLEANER CHAINS  
The Cleaner  
With 101 Uses!  
Complete  
ATTACHMENTS  
**\$16.95**  
FULL  
CASH  
PRICE  
YOU CAN'T COME IN-  
NEOR WRITE FOR A  
CTICAL FREE HOME  
EMONSTRATION  
DAY TRIAL PLAN  
a large selection  
ationally advertised  
es of rebuilt  
ers.  
NOTHING ELSE!

COUPON  
**CHERRIES**  
Big, luscious, whipt  
cream cordials, cov-  
ered with rich dark  
chocolate.  
1-lb. box  
**27¢**  
(Limit 2 Lbs.)

**DRUGS**  
473  
GOODMAN  
Just Off Main  
539  
MONROE  
AVE.  
Near Goodman

Pure  
U.S.P.  
**ZINC  
OINTMENT**  
25c  
Size  
**13¢**

**Morehound  
Drops**  
Old  
Fashioned  
1-Lb.  
Pkg.  
**19¢**

**MILK OF  
MAGNESIA  
TABLETS**  
Mint Flavored  
25c Tin  
of 30  
**9¢**

**IRONIZED  
YEAST**  
\$1.00  
Size  
**47¢**

'S Milk of  
Magnesia  
te  
**11¢**

AVIS & CO.  
**ER OIL**  
ES  
**89¢**

**E STRIPS**  
de Bandages  
2 Pkgs.  
For  
**7¢**

**E BOUQUET**  
LARGE BARS  
**3 for 27¢**

**Yours for Better Service — A&P SUPER MARKETS**

**Completely Renovated Super Markets!**  
175 Culver Rd. - 398 W. Main St.  
634 South Ave. - 489 Chili Ave.

**New! FRUIT AND VEGETABLE DEPTS.**  
Yours for better Service!  
One of the most beautiful groups of foods you can serve your family during these trying days. See the special modern fixtures used to display the large variety of A & P select!

**New! SELF SERVICE MEAT DEPTS.**  
Yours for better Service!  
Come in and see this new, modern self-service meat dept. Here you'll find the latest in meat packaging, including the new "labeled meats," etc. See these quality meats, and you'll find the reason for your preference!

**New! SELF SERVICE CHEESE DEPTS.**  
Yours for better Service!  
Our place at this time is to serve you and we'll guarantee you'll see many new suggestions. Here you'll find the new "self-service" cheese dept. - all wrapped and sealed in sanitary packages.

**Completely Modern Markets**  
Yours for better Service!  
We particularly invite you to stop in our new downtown Super Market at 136 North Street. Complete with self-service Dept. - also a large FREE PARKING AREA conveniently located near the downtown Department Stores.

Two if you're in the neighborhood stop in our Markets at 775 Culver Road, 634 South Ave., 398 West Main St. They're completely renovated! Look just like brand new stores. You'll enjoy shopping here!

**FREE PARKING**  
For Downtown Shoppers —  
136 NORTH STREET  
Just a few blocks from downtown dept. Store  
SEE THE NEW LARGE IMPROVED  
PARKING AREA AT  
398 WEST MAIN ST.  
Free Parking at other A & P Super  
Markets:  
Twelve Corners - 485 Ridge Rd.  
775 Culver Rd.  
634 South Ave. 510 Goodman

**A & P Celebrates it's 83rd ANNIVERSARY**  
with the Announcement of  
**CITYWIDE MODERNIZING OF A & P Super MARKETS**

A & P takes this opportunity, during its 83rd Anniversary Celebration to announce the completion of the citywide remodeling and renovating of A & P Super Markets. Come in and see these newly modernized markets — complete now, with the latest style self-service Meat Dept. and Cheese Dept. Visit A & P's newest Market — Downtown at 136 North Street featuring a LARGE FREE PARKING AREA conveniently located near all the downtown Department Stores. Many other surprises await you at A & P this week. Come to your favorite A & P Super Market this week. Inspect the new departments and other modern improvements while saving on A & P's over 2000 famous low prices!

**Rochester A & P Super Markets at**  
**136 NORTH STREET** New Downtown A & P Super Market  
**885 North Clinton** 775 Culver Road  
**485 Ridge Road** ★ 634 South Avenue  
**510 North Goodman** ★ 398 West Main St.  
**489 Chili Avenue** 1835 Monroe Ave. Corner "12"



# Forman's New Third Floor Fashions are a mere drop in the budget!



Our Jaunty  
"Commando Fez"  
**3.00**

Our Third Floor Hat Shop makes fashion a fetish and low price a first principle. Here for example is the wonderfully wearable "Commando Fez", exciting as good war news and so versatile that it doubles for dress and sports wear. Black, brown, and high colors.

Collegienne Hats, Third Floor

Our Popular Double-Duty  
Harris-Type  
Tweed Coat

With Chamois-Cloth Removable  
Button-In Lining . . .

**22.95**

Readers of the Rochester Sun know real values. That's why they'll appreciate this 100% wool coat, so ideal for now, so ingenious for colder weather. The chamois-cloth lining is an extra in behalf of comfort. Blue, brown, heather; sizes 12-20.

Fashion-Thrift Coats, Third Floor



Our Cheery Rayon-Crepe  
High-Shade Dresses  
**10.95**

Under winter coats the breezy flash of color! The dress on the standing figure has the fashionable peg-top hip-line, a cardigan neck-line, and unusual Mexican pin-buttons. — Choose from Kelly green, red, or purple. Sizes 10 to 18.

Our "Woolbrook"  
Coat Dress  
For Women **8.95**

The enlarged Fashion-Thrift Shop has even more dresses for women. This style buttons all the way up the front. Rayon acetate (with 12 1/2% wool); blue, beige, gold, green; sizes 16 1/2 to 24 1/2.

Fashion-Thrift Shop,  
Third Floor



Our Rayon Gabardine  
Jumper Dress

with the long-sleeved  
tailored shirt . . .

**5.95**

Making its debut in the Sun! This beautifully-designed jumper dress in brown, auro blue, red, and green, with beige spun rayon shirt. Sizes 12 to 20. The kind of value that has made the Third Floor Reputation!

Home Frocks, Third Floor

Collegienne Calfskin  
"SPECTATORS"  
**5.95**

A new shop bids for a place in the Sun! Collegienne shoes are young, sturdy, in tune with the times! And priced very low for such quality. This style 5.95. Others, 5.95 and 6.95.

Collegienne Shoes,  
Third Floor



## B. Forman Co.

CLINTON AVE. SOUTH • MAIN 3900



## How to Bake with LESS SUGAR



New FREE Davis folder gives secrets of using sugar substitutes in home baking — gives directions for making 20 delicious cakes, cookies and frostings. Get your copy now — send your name and address on postal card today to R. B. Davis Company, 33 Jackson Street, Hoboken, N. J.

## LOOK AT THE TUCK I CAN TAKE IN MY DRESS



Look at the Fat I've Lost!

You adult fat people may often slim down without starvation diets and backbreaking exercises when your excess fat is due to thyroid deficiency and you have nothing else to do but take Marmola tablets daily according to the recommendations and instructions with the package.

# Charge it

at Unit Parts

EVERYTHING FOR YOUR HOME OR CAR

Two Convenient Ways to Pay  
You Can Choose Either or Both

### REGULAR CHARGE ACCOUNT

NO DOWN PAYMENT when you buy and you have until the second month after purchasing . . . to pay.

NO INTEREST CHARGES . . . if paid in 60 days.

### EASY PAYMENT PLAN

20% to 33% Down Payment as required by regulations . . . balance due in easy installments.

6 TO 12 MONTHS TO PAY

ONLY 6% Interest charged on Installment Accounts . . . all Interest Charges deducted if paid in 60 days.

## UNIT PARTS

ROCHESTER CORPORATION

1223 Main St. E. Lake Ave. & Ridge Rd.

A Dollar's Worth of War Stamps If Your Name Is Between The Ads

## SURE WE CAN STILL MAKE YOUR PHOTO IN TIME FOR OVERSEAS XMAS MAILING!

Modern photographic methods and the finest skilled workmen assure you of lovely, natural photos that will please that lad overseas. But — hurry! Overseas Xmas mailing deadline is Nov. 1.



LIMITED TIME:

Ivory-Tone  
3 MINIATURE \$2.50  
PORTRAITS

ONE HAND COLORED IN OIL! Regular price \$3.50! This is the size recommended by the U. S. Govt.

Also Enlarging, Coloring and Restoring

PROOF  
FOR  
SELECTION

Neisner's  
5 to 1-STORES

200 MAIN ST., E.

No Appointments Necessary

STUDIO  
MAIN  
FLOOR

Every Snip  
of Your  
Scissors  
Is  
Money  
In  
Your  
Pocket



# COUPON Specials

Like clipping coupons from Government Bonds, clipping the coupons in DAW'S ads you save money in big, generous chunks. Use your scissors . . . cut yourself a slice of the savings that brings thousands of thrifty shoppers to DAW'S.

## "Piggie" BANK

Made entirely of glass. Large enough to hold hundreds of coins. Save for U. S. Bonds and Stamps.

While They  
Last!



(Limit of 2)

DAW'S COUPON  
LARGE 125-FT. ROLL  
**WAX  
PAPER**  
Extra-Heavy  
In Cutter-  
edge Box  
(Limit 2) **13c**

DAW'S COUPON  
**LIFEBUOY  
SOAP**  
Large Bars  
(Limit of 3) **3 for 14c**

DAW'S COUPON  
**Nail Polish  
REMOVER**  
Giant  
3-oz.  
Bottle  
Daw's  
Low  
Price  
(Limit 2) **7c**

DAW'S COUPON  
**DOLORES  
CASTILE  
SOAP**  
Made With Pure  
Olive Oil  
Reg. 15c Bars  
**2 for 15c**  
(Limit 4 Bars)

DAW'S COUPON  
**QUICK-DRYING  
WAVE SET  
LOTION**  
Not Sticky  
Will Not Flake  
Large  
6-ounce  
Bottle  
**7c**  
(Limit 2)

DAW'S COUPON  
**FACIAL  
TISSUES**  
Box of 500  
Daw's  
Low Price  
(Limit 2) **13c**

DAW'S COUPON  
**APPLE BLOSSOM  
TALCUM**  
Reg. 50c  
1-LB. CAN  
(Limit 2) **19c**

DAW'S COUPON  
**Famous Brand  
PERFUME**  
(Manufacturer's Name With-  
held.)  
2-Dram  
50c Size  
(Limit of 2) **19c**

DAW'S COUPON  
**Ladies, Over-Size  
Dressing  
COMBS**  
Large over-size dressing combs.  
Fine and coarse teeth. Practically  
unbreakable.  
Reg. 25c  
Value  
(Limit 2) **9c**

DAW'S COUPON  
**BICARBONATE of SODA** 1-lb. box . . . **8c**  
**FITCH'S HAIR TONIC** 35c Size . . . **19c**  
**Pronylactic TOOTH BRUSH** . . . **23c**  
**CAMPOR ICE** Tube or Cake . . . **7c**  
**VERACOLATE Tablets**, Bottle of 100 . . . **69c**  
**MARROW OIL SHAMPOO** \$1.00 Value . . . **54c**  
**BORAX POWDER** 1-lb. Package . . . **11c**  
**TINCTURE of IODINE** 15c Size . . . **4c**  
**COREGA POWDER** 30c Size . . . **19c**  
**IPANA TOOTH PASTE** 50c Size . . . **39c**  
**VICK'S VAPOR-RUB** 35c Size . . . **27c**  
**KIRN'S TEA** 30c Size . . . **14c**  
**CASTOR OIL** 4-ounce Size . . . **11c**  
**LYSOL ANTISEPTIC** 6-oz. Size . . . **47c**  
**CUTEX Nail Polish** Reg. 10c Disc. Pkg. **2 for 13c**  
**TAR SOAP** 15c Bars **2 for 15c**  
**SHOE LACES**, (All Colors) **2 pr. 5c**

Pure U.S.P. **ZINC OINTMENT**  
25c Size **13c**  
**Horehound Drops** Old Fashioned  
1-Lb. Pkg. **19c**  
**MILK OF MAGNESIA TABLETS**  
Mint Flavored  
25c Tin of 30 **9c**  
**IRONIZED YEAST**  
\$1.00 Size **47c**

**PHILLIP'S** Milk of Magnesia  
**Tooth Paste** 25c Size **11c**

PARKE, DAVIS & CO.  
**HALIVER OIL CAPSULES** 89c  
Box of 100

**ADHESIVE STRIPS**  
Ready-Made Bandages  
10c Pkgs. of 8's **2 Pkgs. For 7c**

**ASHMERE BOUQUET** LARGE BARS  
**Toilet SOAP** 3 for **27c**

**FALSE TEETH**  
FIT LIKE NEW! Dentur-Eze, the new cushion plastic, makes loose plates fit comfortably for weeks. Never powder — a pain. Economical. Thousands of satisfied users. Get a tube of Dentur-Eze today! Hand-size tube \$9.95 — New large size 99c! **DENTUR-EZE** MONEY-BACK GUARANTEE

**Rectal Soreness**  
Get Relief Now Easy Way — Sit in Comfort  
Prolarmon Rectal is a quick, dependable reliever of itching, painful rectal soreness — eruptions which may also accompany piles and hemorrhoids. Brings soothing sense of comfort upon contact, forms protective film over sore area, helps destroy infectious germs, and Nature heal up raw, broken tissue. No oil — no greasy to stain clothing. Sold on money back guarantee. Get this modern relief today . . . ask for **PROLARMON RECTAL**

**Vimms** 6 VITAMINS 3 MINERALS  
**50c SIZE FREE** when you buy the large size  
\$2.25 VALUE \$1.69 FOR



A Word  
to  
Mother and Dad  
about

## I. E. S. LAMPS

GOOD EYESIGHT is worth protecting. Scientific I.E.S. Lamps provide freedom from glare for all seeing tasks, help to prevent eyestrain and other ills incident to inadequate illumination. Now is the time to check up and see that the children have GOOD LIGHTING for doing their home work. I.E.S. Study Lamps are especially designed for just that purpose.

Rochester Gas & Electric

If You Suffer Distress From

# PERIODIC FEMALE WEAKNESS

and want to  
BUILD UP RED BLOOD!



istance against such symptoms.

Important!

Take heed if you like so many women and girls have any or all of these annoying symptoms: Do you on such days suffer from cramps, headache, backache, nervousness, weak and faint feelings, periods of the blues, distress of "irregularities" — due to female functional monthly disturbances? Then start at once — try Lydia E. Pinkham's Compound Tablets (with added iron) — one medicine you can buy today that's made especially for

women to relieve such distress.

Thousands Upon Thousands Report Benefit  
Lydia Pinkham's Tablets not only help relieve monthly pain but also accompanying tired, nervous feelings of this nature. This is because of their soothing effect on ONE OF WOMAN'S MOST IMPORTANT ORGANS.

And here's a tip for you modern girls! Taken regularly throughout the month — Lydia Pinkham's Tablets should help build up re-

Monthly losses often cause a lack of iron with some women. HERE AGAIN Lydia Pinkham's Tablets should be especially helpful. Used as directed — these little tablets are one of the best and quickest ways to get precious iron into the blood to help build up red blood cells and thus aid in promoting a more refreshed and vigorous blood-stream — more strength.

Lydia Pinkham's Tablets are also a fine stomachic tonic! Follow label directions. WELL WORTH TRYING!

Lydia E. Pinkham's COMPOUND TABLETS  
(with added iron)

# COKE \$11.00 PER TON

ORDER YOUR COAL OR COKE TODAY

Ask About Our Convenient Budget Plan

MAIN 5740

WEST END FUEL CO. 2 LAKE AVE.

Mrs. Leona Caraky, 1210 Clinton Ave. N.

**Antique Jewelry**  
Weisbuch pays the best price for brooches, bracelets, rings, ear-rings of Gold, silver or plated. Also carved ivory figurines, silver trays, tea sets, antique watches, snuff boxes, gold, silver or plated trinkets and scrap.  
**WEISBUCH JEWELRY**  
SINCE 1903  
308 MAIN ST. E.

**PENN VACUUM STORES** — ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS  
Fully Guaranteed Some Length of Time as a Brand New ELECTROLUX  
**Used ELECTROLUX Complete** The Cleaner With 101 Uses! With ATTACHMENTS  
**\$16.95** FULL CASH PRICE  
BEAUTIFULLY REBUILT  
Sold on Easy Terms  
Liberal Trade Allowance  
**PENN VACUUM STORES**  
30 SOUTH AVENUE  
STONE 6747  
OPEN 'TIL 7 P. M. MON. & THURS. 'TIL 9  
BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

THESE SPECIAL  
PRICES GOOD  
TODAY THRU  
SATURDAY  
(Rights Reserved to  
Limit Quantities)

Take your  
Change in  
VICTORY  
STAMPS

DAW'S COUPON  
**Chocolate Covered CHERRIES**  
Valencia  
Big, luscious, whipl cream cordials, covered with rich dark chocolate.  
1-lb. box **27c**  
(Limit 2 Lbs.)

# DAW'S ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. 31 MAIN ST. E. 353 MAIN ST. E. 452 RIDGE RD. 880 MAIN ST. W. 473 N. GOODMAN AVE. 539 MONROE AVE.  
Opp. Temple Theater Corner Aqueduct 1 Door from Stillman Corner Dewey At Bull's Head Just Off Main Near Goodman

DAW'S COUPON  
**FITCH'S HAIR TONIC** 35c Size . . . **19c**  
**Pronylactic TOOTH BRUSH** . . . **23c**  
**CAMPOR ICE** Tube or Cake . . . **7c**  
**VERACOLATE Tablets**, Bottle of 100 . . . **69c**  
**MARROW OIL SHAMPOO** \$1.00 Value . . . **54c**  
**BORAX POWDER** 1-lb. Package . . . **11c**  
**TINCTURE of IODINE** 15c Size . . . **4c**  
**COREGA POWDER** 30c Size . . . **19c**  
**IPANA TOOTH PASTE** 50c Size . . . **39c**  
**VICK'S VAPOR-RUB** 35c Size . . . **27c**  
**KIRN'S TEA** 30c Size . . . **14c**  
**CASTOR OIL** 4-ounce Size . . . **11c**  
**LYSOL ANTISEPTIC** 6-oz. Size . . . **47c**  
**CUTEX Nail Polish** Reg. 10c Disc. Pkg. **2 for 13c**  
**TAR SOAP** 15c Bars **2 for 15c**  
**SHOE LACES**, (All Colors) **2 pr. 5c**

Pure U.S.P. **ZINC OINTMENT**  
25c Size **13c**  
**Horehound Drops** Old Fashioned  
1-Lb. Pkg. **19c**  
**MILK OF MAGNESIA TABLETS**  
Mint Flavored  
25c Tin of 30 **9c**  
**IRONIZED YEAST**  
\$1.00 Size **47c**

**PHILLIP'S** Milk of Magnesia  
**Tooth Paste** 25c Size **11c**

PARKE, DAVIS & CO.  
**HALIVER OIL CAPSULES** 89c  
Box of 100

**ADHESIVE STRIPS**  
Ready-Made Bandages  
10c Pkgs. of 8's **2 Pkgs. For 7c**

**ASHMERE BOUQUET** LARGE BARS  
**Toilet SOAP** 3 for **27c**

Low Ceiling Prices!  
FOR FRESH, QUALITY BAKED GOODS



**POTATO CHIPS** Jane Parker 8-oz. 17¢  
pkg.





FLORIDA  
70-80 Size  
Serve vitamin rich, juicy  
grapefruit, halved in  
fruit cocktail, salads  
with meat. It's grape-  
fruit time at A & P!

**GRAPEFRUIT**  
5 for 25c

**CRANBERRIES** A Fall  
Treat! 19c  
**Apples** U. S. No. 1  
Cortland—Vt. C 6 lb. 29c  
**Sweet Potatoes** Vt. 6 lb. 25c  
**Yellow Onions** Vt. 10 lb. 39c  
**McIntosh Apples** Vt. 5 lb. 29c  
**Spinach** Homegrown  
ABC 3 lb. 15c  
**Crisp Celery** Vt. 2 stalks 15c  
**Cauliflower** Long  
Island 2 for 35c  
**Green Beans** Valentine 2 lb. 33c

**POTATOES** 10 lbs. 39c  
*Idaho Baking*

**HEALTH FOODS**  
*From A & P's*  
**VICTORY GARDEN**  
We scouted the finest farmlands... to bring you a high,  
wide, and handsome crop! We took the pick of many  
crops... and hand-picked the fruits and vegetables to market  
... HOURS FRESHER! All this, as that today while  
you're A&P Super marketing, you can enjoy better qual-  
ity produce at its best. Don't miss our huge "Victory  
Garden"... headquarters for nature's bounty!  
Headquarters for real savings too! And don't forget...  
Uncle Sam wants America to eat more fresh fruits and  
vegetables — to remain healthy and strong. Buy these  
good things at A&P... Save!



**A & P**  
**DAIRY**  
**CENTER**

For muscle - energy  
- for cutting costs - for variety

**SERVE MORE CHEESE!**

**Swiss Cheese** A Top  
Favorite 1 lb. 39c

**Mel-O-Bit Cheese** Brick or 2 lb. 61c  
With Cream of Cheese 12c

**Cottage Cheese** Assorted 20c  
Baby Gouda 8-oz. 33c  
Bleu Cheese 1 lb. 45c

**Cheddar Cheese** Sharp 1 lb. 41c  
Medium Sharp 1 lb. 37c  
Caciocavallo 1 lb. 43c

**Limburger Cheese** 8-oz. 21c  
**Longhorn Cheese** 1 lb. 33c  
**Manhattan Redskin** 1 lb. 37c

**Mild Dairy** 1 lb. 33c  
**Gorgonzola** 1 lb. 47c  
**Limburger** 8-oz. 21c

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DAIRY  
A & P  
CENTER

For muscle - energy  
- for cutting costs - for variety

473 539  
GOODMAN MONROE  
AVE. AVE.  
Off Main Near Goodman

ure ZINC  
S.P. OINTMENT  
25c 13c  
Size

Horehound  
Drops Old  
Fashioned  
1-Lb. 19c  
Pkg.

MILK OF  
MAGNESIA  
TABLETS  
Mint Flavored  
25c Tin  
of 30 9c

IRONIZED  
YEAST  
\$1.00 47c  
Size

'S Milk of  
Magnesia  
11c

AVIS & CO.  
ER OIL  
ES 89c

VE STRIPS  
de Bandages  
2 Pkgs. 7c  
For

E BOUQUET  
LARGE BARS  
3 for 27c

# ROCHESTER SHOPPING NEWS

Delivered Free Each Thursday To 75,200 Homes  
In Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: in Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

## The Rochester Sun

Shopping News Is Now Available  
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PHONE, STONE 6000 Your Copy Regularly  
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FIFTH YEAR—No. 52

ROCHESTER, N. Y. MONDAY, OCTOBER 26, 1942

10

# HERE ARE LARGE SELECTIONS OF SPECIAL VALUES FOR BUDGET-WISE SHOPPERS

MONDAY ONLY  
35c Box  
**STATIONERY**  
LINEN FABRIC **19c**  
24 double sheets and 24 envelopes.  
At All DAW'S Drug Stores

MONDAY ONLY  
**CREAM NUT FUDGE**  
Symphony Sweet extra quality fudge. Made with pure  
cream and fresh butter. Chocolate or vanilla. A fine  
treat for the family.  
See Our Large Ad in This Issue **39c** Lb.  
E. W. EDWARDS & SON Stone 2300

MONDAY ONLY  
Forman Value Feature!  
**Simulated Pearl Necklaces**  
A highlight fashion is a bright light value. 1, 2, and 3  
strands, with sterling or rhinestone clasps. **\$1.95**  
Street Floor  
B. FORMAN CO. Clinton Ave. S.

MONDAY ONLY  
Genuine Imported Pigtex Capeskin  
**LEATHER BACK GLOVES**  
Slight irregulars of popular \$1.00 sellers. In black,  
brown and natural. Sizes 6 to 7½. **69c** Pr.  
LINCOLN'S 118 Main St. East

*This paper is delivered to your home  
to help you plan your Monday shop-  
ping trip...review this issue now for  
outstanding values in fall and winter  
needs, then join the thousands who  
shop and save at Shopping News  
Stores on Monday!*

### FRONT PAGE SPECIALS ARE GUARANTEED VALUES

Here are rules which the merchants have created to insure FRONT  
PAGE SPECIALS as "TOPS" in value.

1. No item will be offered for a front page special unless the advertiser has a quantity reasonably sufficient to last through the entire day and evening of Monday.
2. No two advertisers will offer the same item in the same issue of Shopping News.
3. No front page special will be advertised in any other medium at the same time as offered in Shopping News.
4. A front page special will not be repeated within two weeks.
5. Each front page special is guaranteed to be a genuine value — priced at a substantial saving.

SHOP THESE SPECIALS MONDAY

**Downtown Stores Open  
From Noon To 9 P. M.  
Every Monday!**

### Special Tabloid Section In This Issue GIFTS FOR THOSE IN SERVICE

A complete array of gift suggestions for your friends in  
the armed forces as well as mailing and wrapping  
suggestions.

SAVE IT FOR EASY REFERENCE

MONDAY ONLY  
Reg. \$2.98 Genuine  
**CELANESE NINON CURTAINS**  
Perfect quality. 36"x72" each side. Deluxe celanese  
rayon ninon, woven 160 threads to the square inch.  
It's glossier sheen, yet stronger. You can launder these  
curtains at home...they look like new again!  
Carefully tailored with felled hems, ready to hang.  
Beige only.  
**\$1.89** Pr.  
McCURDY'S BASEMENT STORE

MONDAY ONLY  
Special Sale!  
**Boys' Famous Mac-Parka Coats**  
Hood zips up for cold weather wear...and folds  
neatly as a collar for mild days! A practical coat in  
popular double breasted style. Warm, wooly, water-  
repellent fabrics in pleasing plaids. Sizes 8 to 22.  
**\$10.95**  
McFARLIN'S 195 Main St. East

MONDAY ONLY  
**PILLOW CASES**  
Regularly 29c each. 42"x36 size, heavy quality, every pair  
perfect. Bleached snow white. Choice of several new  
designs. **5 for \$1**  
SEARS, ROEBUCK & CO. BOTH  
STORES

Special Purchase!  
**TAILORED RAYON SLIP**  
To wear under uniforms and working clothes, this  
sturdy white rayon crepe slip. Simply cut and tailored.  
Fits to perfection. Adjustable straps. 22-40 and 31-37.  
Lingerie, Second Floor **\$1.49**  
SIBLEY, LINDSAY & CURR CO.



Our Jaunty  
"Commando Fez"  
**3.00**

Our Third Floor Hat Shop makes fashion  
a fetch and low price a first principle.  
Here for example is the wonderfully wear-  
able "Commando Fez", exciting as good  
war news and so versatile that it doubles  
for dress and sports wear. Black, brown,  
and high colors.

Collegienne Hats, Third Floor

Our Popular Double-Duty  
Harris-Type  
Tweed Coat

With Chamois-Cloth Removable  
Button-In Lining...

**22.95**

Readers of the Rochester Sun know real  
values. That's why they'll appreciate this  
100% wool coat, so ideal for now, so in-  
genious for colder weather. The chamois-  
cloth lining is an extra in behalf of com-  
fort. Blue, brown, heather; sizes 12-20.

Fashion-Thrift Coats, Third Floor



Our Cheery Rayon-Crepe  
High-Shade Dresses  
**10.95**

Under winter coats the breezy flash  
of color! The dress on the standing  
figure has the fashionable peg-top  
hip-line, a cardigan neck-line, and  
unusual Mexican pin-buttons. —  
Choose from Kelly green, red, or  
purple. Sizes 10 to 18.

Our "Woolbrook"  
Coat Dress  
For Women **8.95**

The enlarged Fashion-  
Thrift Shop has even  
more dresses for women.  
This style buttons all the  
way up the front. Rayon  
acetate (with 12½%  
wool); blue, beige, gold,  
green; sizes 16½ to 24½.

Fashion-Thrift Shop,  
Third Floor

## B. Forman Co.

CLINTON AVE. SOUTH • MAIN 3900



Our Rayon Gabardine  
Jumper Dress

with the long-sleeved  
tailored shirt...

**5.95**

Making its debut in the Sun!  
This beautifully-designed jumper  
dress in brown, auro blue, red,  
and green, with beige spun rayon  
shirt. Sizes 12 to 20. The kind  
of value that has made the Third  
Floor Reputation!

Home Frocks, Third Floor

Collegienne Calfskin  
"SPECTATORS"  
**5.95**

A new shop bids for a place  
in the Sun! Collegienne  
shoes are young, sturdy, in  
tune with the times! And  
priced very low for such  
quality. This style 5.95.  
Others, 5.95 and 6.95.

Collegienne Shoes,  
Third Floor









## Shopping News

DAYTIME DRESS SHOP, THIRD FLOOR

## Shopping News



## New Uses For Cider

To many of us, cider is something that is intimately connected with Halloween and drunk largely in the spirit of that occasion. We have visions of the old countryside mill, grinding vigorously in the fall but quiet the rest of the year. We do not take cider seriously, yet as far back as 1664 an English county is reported to have made and distributed some 5,000,000 gallons. If we go further back in history, we will find that the juice of the apple had a popularity comparable with that of the

grape. The ancient Greeks, the Romans and the people of the Northern Europe were well acquainted with it — probably when it was a little on the "hard" side.

I ran across a little description of cider given by one of the disciples of Herefordshire cider, which is worth repeating. I think "It is of utmost importance that high quality, unblemished fruit be used. Contrary to popular belief, windfalls and nubbins make very poor cider. When ready for use, cider should be bright, even to sparkling in the glass. It may vary in color, from a delicate straw to a rich amber color, more or less deep. It should have a fruity flavor with aromatic and vinous blending as if the fruit had been packed in flowers and spices." A truly rich description, and one that should tempt anyone to try a little cider.

Cider is not merely a beverage, but like wine has its uses in cooking. At the Stevens Building Restaurant we have found in making our mince meat pies that cider gives them a flavor which to many people is preferable to brandy. So get a jug, and if the children leave it alone long enough, you might try some of these recipes.

fat side up, and cover bottom of pan with cider. Cover roaster and bake in slow oven (300 degrees F.), allowing 30 minutes to the pound up to 12 pounds and 21 minutes for larger ham. When about two-thirds done, remove rind, spread with mustard and continue baking, basting frequently. When almost done, score surface, sprinkle with sugar and dot with cloves. Bake uncovered 20 minutes until slightly browned. Serve with cider sauce.

We, at the Stevens Building Restaurant, find that our guests enjoy both the cider sauce and flavor of the ham which has been basted with cider.

For zippy salad, try using cider instead of water.

### Jellied Waldorf Salad

- 1 envelope gelatine
- 1/2 cup cold cider
- 1/4 cup lemon juice
- 1/2 cup chopped celery
- 1/3 cup sugar
- 1/2 tsp. salt
- 1/4 cup chopped nuts

Soften gelatine in cold cider. Add sugar, salt and hot cider, and stir until dissolved. Add lemon juice and mix thoroughly. Allow jelly to thicken somewhat, then add apples, celery and chopped nuts. Turn into mold that has been rinsed in cold water and chill. Unmold on lettuce and serve with whipped cream dressing.

Cider grape juice is a fine drink for Halloween evening.

### Cider-Grate Juice

- 1 cup cider
- 1 cup water
- 2 slices lemon
- 1 cup grape juice
- Grated rind of 1/2 lemon

Have all ingredients cold, mix and serve. Add sugar if desired.

Make your own hot-dish holder. Stitch together the cuffs of a man's discarded shirt and bind them. Run some tape through the button-holes. You will then be able to hang up the holder.

## Fall Wardrobe Fillers



No. 2512. Soft Frock to make of crepe. Sizes 12 to 42. Size 36, 3 1/2 yds. 39-in. fabric. 30 yds. No. 2798. Set of smart Jerkins. Sizes 12 to 40. Size 16, for waistcoat, 3 yds. 54-in. fabric, hat, 1/4 yd.; long jerkin, 1 1/2 yds. 35-in. fabric; jerkin with shoulder straps, 1 1/2 yds. 35-in. No. 2629. Pretty Apron, that you can make from one yard of 35-in. fabric, plus 2 1/2 yds. ric-rac. Pattern comes in one size. No. 2625. Her Favorite, the Jumper

### Foodities

Ever try after-dinner mints dissolved in a heap of canned grape-fruit sections, chilled, for a last-course; Florida does, like it. . . If it's cake you're after, you ought to try that devil's food mix and get the kind that's made by the boys who make that good gingerbread mix George Washington's recipe inspired. . . French-fried parsley is a matter of dispute; like it or not, but do fry it in deep mazola for best results. . . Lime juice

## Summer Tuna Catch Now On Market

Tuna fish is taking its regular place on hundreds of thousands of American tables today, although it was virtually an unknown food during the last war. Tuna is "harvested" in seasons, like many agricultural crops. There is a summer catch which is taken close to the Southern California shore by comparatively small tuna boats. The late fall and early spring catch is by far the largest and comes from Pacific equatorial waters hundreds of miles south of San Diego. Huge boats equipped with refrigeration plants fish in this season, but just now their service in the U. S. Navy is more important than catching tuna.

The tuna in stores now is from the small summer catch and when it is gone, the chances are that there will be very little, if any, available until the summer catch of 1943. Housewives who know the nutrition value of this food are making quick inroads into the present stock so as to have a supply for occasional wintertime hot tuna meals and for the lunchbox sandwiches of workers and school children.

### Jiffy Tuna Noodle Casserole

- 1 10-oz. package noodles
  - 1 can ready-to-serve cream of tomato soup
  - 1 1/2-oz. can Breast-O'-Chicken
  - Tuna Fish
  - 1 cup grated sharp American Cheese
- Cook the noodles in rapidly boiling salted water 8 minutes. Drain; combine with soup, tuna, oil from tuna, and three-fourths cup grated American cheese. Put into casserole and sprinkle with remaining cheese. Bake in moderate oven (375 F.) 20 minutes. 8 to 10 servings.

## GRANTS



## Complete Costumes

For special parties or sidewalk "spooks", these bright-colored outfits are perfect! South American boy, military girl (shown). Also Dutch girl, pirate, witch, clown, and gypsy. Sizes 4 to 14. **only 65¢** other costumes 98¢ to \$1.39

**Party Fun-Makers!** ADULTS \$1.39  
Masks and Funny-Faces 2/5c-29c  
"Pumpkin" Lanterns . . . . 5c-15c  
Noisemakers, Half-Masks . . . . 5c  
Party Favors and Hats 3 for 10c-5c  
Costume Wigs . . . . . 29c

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

## CASUALLY CORRECT



It will pay you to look over C. B. Thomas' EXCLUSIVE one-of-a-kind selections in ADVANCE styling at MODEST budget prices.

**Hallowe'en Baked Ham**  
10-12 pound cured ham  
3 cups cider  
1 tablespoon prepared mustard  
1/2 cup brown sugar  
Whole cloves  
Wash ham, place in roaster.

# PLEDGE TO THE VOTERS

Of The 38th District

### If Elected To Represent You In Congress:

1. I will not play "politics as usual," by promises or support of measures involving special favors to any party, economic bloc or organization. I will oppose any discrimination under the guise of "war necessity" but will do all I can to see that necessary war sacrifices are distributed and shared fairly, among all groups and parts of the people.
2. I will support the President in all measures to further the war effort, reserving the right of constructive criticism.
3. I will support every effort and every agency in the government which puts first victory for our arms. To this end I will oppose "bloc government" and political obstructionism, and will support the enactment and strengthening of all needed war measures, including inflation control, adequate taxation, and man-power allocation.
4. I will do my best to help reorganize Congress so that it may be a more effective body for democratic government and control in behalf of the people. Steps to that end would, I believe, abolish the seniority system and would initiate the study by congressional committees, now, of the conduct of the war and the improvement of its administration; of the terms of the peace; of the problems of reconstruction during the period of transfer to a peace economy. For these and like purposes I believe congressional committees should be much better equipped than now with expert staffs.
5. I will support when peace is achieved—restoration of the normal balance of constitutional government by the prompt return of extraordinary powers now vested in the President to the Congress and the people. I will oppose all proposals that tend to destroy the American system of free enterprise.
6. I will work for a just and permanent peace based on:
  - a. The active participation of the United States in the reconstruction of the world's economic and political life to the end that the Four Freedoms may be realized in a free and orderly world.
  - b. The active participation of the United States in an Improved League of Nations equipped with sufficient force to maintain the peace.
7. I will send frequent statements to the press of what I individually and the Congress as a whole are doing to realize this program.

★  
**Walden Moore**  
Candidate Of Democratic And ALP Parties For Congress  
PULL DOWN LEVER 7B OR 7C

## Prune Pie is Year-Around Favorite

By Jane Knox



TENSHUN Homemakers' Order of the Day: Make a Prune Chiffon Pie for your family's dessert tonight!

Too many of us are apt to put the delicious prune neatly away in a corner of our minds with a tag on it reading "breakfast food." We agree that prunes make a delicious breakfast fruit but is that any reason why you shouldn't make use of them at other meals too?

There is no season you know, on these delectable, sun-sweetened fruits, for dried prunes are available the year around on your grocer's shelf. Modern science has developed methods of treating them so they don't have to be soaked and take but a short time to cook.

If you plan your menus according to the nutritional qualities of the foods (and you should), you'll be glad to know that prunes contain carbohydrates, calcium, iron and vitamins A, B and C. Here are two recipes to start you off on your new road of thinking about prunes and both are made with plain unflavored gelatine. These gelatine dishes are wonderful aids to busy time budgets because they may be prepared early in the morning, placed in the refrigerator and forgotten until time to place them on the table. Another thing—plain gelatine has no flavor of its own to cover up the tangy, tempting taste of these delicious prunes—or any other food that goes into a plain gelatine salad or dessert.

**DON'T FORGET THE BIG PRELIMINARY RALLY OF \*SMACKS\***  
\*Service Men's Auxiliary Keglers\*  
**MONDAY EVENING, OCT. 26**

If you haven't made reservations to roll in this new ladies' league, be sure to attend the organization meeting Monday night, or phone Main 8994. Everyone has an equal chance to share in the prizes, beginners as well as veterans.  
**BOB CLASGENS**  
Manager at Webbers and organizer of the SMACKS. Bob will be glad to help tune up your game. FREE INSTRUCTIONS.  
**WEBBERS**  
301 SO. PLYMOUTH AVE. • MAIN 8994

## IT'S MY OWN CAR—WHY CAN'T I DRIVE IT WHERE I WANT TO?



Yes, it's your won car. But get this straight. You're driving right now on the ONLY tires you'll get until this war is won.

It's your car, Lady. You can go for a joy ride. But you might need your tires (your ONLY tires) to rush someone to a hospital.

It's your car, Lady. You can drive to work instead of grabbing the bus at the corner.

But you might need your tires (your ONLY tires) to move your family some day in a hurry.

It's your car, Lady. You can burn up your tires this summer.

But you'll need your tires (your ONLY tires) next year and the next and the next.

For America's rubber shortage is not a lot of paper talk. It's real. And it's grim. And it's dangerous. Japan has cornered 90 percent of the world's supply of rubber.

Every scrap of America's huge stock pile must be saved to win the war:

To make battleships, to make airplanes, to make tanks, to make life rafts, to make gas masks.

Your tires will have to last you for the duration. They may some day be the difference between life and death.

Your tires today are a public trust. Don't betray it by useless driving.

**Don't Drive Your Car Unless You Have To!**

### HOW TO MAKE YOUR TIRES LAST LONGER

1. Use your car only for essential trips.
2. Check the air pressure in every tire once a week.
3. Drive slowly, never over forty—for high speed causes tire heating and excess wear.
4. Drive very slowly on hot days and stop occasionally to give your tires a chance to cool.
5. Go around corners slowly. Taking curves fast wears tires faster than anything else.
6. Never slam on your brakes—except to prevent an accident.
7. Have your wheel alignment, front and rear, checked regularly.
8. Shift your tires from wheel to wheel every 5,000 miles to insure uniform wear.
9. Start gently; do not spin your wheels.
10. Do not bump into the curb—no tire will stand such abuse.

This Space Contributed To The War Production Board by  
**ROCHESTER SUN - SHOPPING NEWS**



# Darlings of the duration McCURDY EXCLUSIVE CITY-CASUAL COATS

## Sale!

### FUR-TRIMMED DRESS and CASUAL COATS

For Misses — For Women

Values  
\$78.95 to \$85

# \$68

plus tax

All In All-Wool Fabrics—Color—Bright and Black

You're looking for the luxurious dream coat you've been coveting for years... and at last you can afford it! Or perhaps you're getting ready for a winter of rugged accomplishments. Then you need a warm coat that can take plenty of abuse, but you'd like it well cut and smartly tailored. We have YOUR coat too. All of duration quality, in 100% new wool fabrics, trimmed with dependable quality furs. Not all styles in all sizes — but plenty of misses', women's and half-sizes in the group.

- Lavishly trimmed with
- Silver Fox
  - Persian Lamb
  - Beaver
  - Lynx Dyed Wolf
  - Sable-Blended Fitch
  - London-Dyed Squirrel
  - Norwegian Blue Fox
  - Mountain Sable (Bassarisk)

Coat Fashions, Second Floor



MELVANA

A Forstmann fabric of 100% virgin wool—pure unadulterated luxury—the coat you were sure nothing less than \$60 could buy. Wonderfully light, but warm, with the live-forever quality that's your best buy this year. King tan and blue in misses' sizes 12 to 20. Also Balamaccan ....

\$49.95



SEASON SKIPPER

The original 4-season coat—the hand tailored coat that sheds its lining... SLEEVES AND ALL—turns in a flash from a featherweight topper to a toast-warm weather-proof overcoat. All-wool tweed and dwool gabardine, in sizes 12 up to 20 ...

\$45.00



ROTHMOOR

Casually perfect box coat with two great hallmarks of quality—beautiful, soft-to-touch Rothmoor fabric, plus the McCurdy label. Roomy enough to slide over suits... handsome enough to wear anywhere. Misses' and women's sizes .....

\$49.95



(Left) Dressy town coat wrapped and belted in front, that turns a smooth fitted back. In smooth suedey-finish black woolen with black Persian sleeves, yoke and collar. \$68 plus tax.

Very Specially Priced!

100% WOOL  
TWEED

With Button-in Leather Lining

\$29.95

Herringbone tweed on the outside, a warm, wind-break chamois skin leather lining on the inside. The lining goes right down to the sleeves, ends in knit cuffs. A lining under the leather too, of iridescent rayon, so it's perfectly finished for mild-weather wear, minus the Winter lining. 12-20, \$29.95. Also comes in Natural Camel color. (Left).

PAGORA  
WARMSTERS

Warm! Rugged!  
Light on Your Shoulders!

\$29.95

The fabric is 100% wool... a blend of the fibres of the Angora goat (mohair) and the wool of sheep. Sturdy, snugly, luxurious to the touch. Moisture-repellent and dust proof. Two styles—Boy coat and Londonaire—in brown, salute blue, mude, oxford, black. (Right): Londonaire—Box coat with mail-box pockets, 12 to 20, \$29.95.



It's High Time for Your New Winter Coat and This Is the Time to Buy It and Save at McCurdy's —

FROM 12:00 NOON TO 9:00 MONDAY NIGHT



# LINCOLN'S

## 18<sup>th</sup> ANNIVERSARY SALE

Monday  
Store Hours  
Noon to 9 P.M.

Now  
in  
Progress

# LINCOLN'S

Shop Monday For These  
ANNIVERSARY SALE VALUES



Nationally Advertised — Reg. \$1.98 to \$2.49

## PERCALE SHEETS

All sizes up to and  
including 81x99

These aren't ordinary sheets  
... they are long wearing, fine  
quality sheets regularly selling  
for much more. Slight irreg-  
ulars.

**\$1.39**



Regular \$2 — MEN'S

## SHIRTS

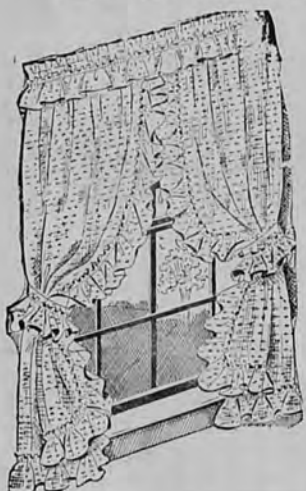
- Rayons
- Gabardines
- Woven Fabrics

**\$1.55**

When you see these shirts, you will  
want at least a half dozen. Pleated  
back and cuffs, stand-up collars.  
Made for longer wear and perfect  
fit. Sizes 14 to 17.

Choose From All The New Numbers — SALE PRICED

## CURTAINS



Cottage sets, tall-  
ored and ruffled  
marquisesettes.

**89¢**

Rayon tailored,  
dotted swiss cot-  
age sets.

**\$1.09**

Rayon Ninon ce-  
lanese, snowball  
dotted ruffles.

**\$1.79**

Permanent finish  
organdies, crisp  
marquisesettes.

**\$2.19**

No matter what kind of  
curtains you want, you'll  
find what you're looking  
for at Lincoln's.

## Fast Color APRONS

- COVERALLS
- BIB STYLES

**20¢**

Regular 29¢

## FIRST QUALITY FULL FASHIONED RAYON CHIFFONS

- Glorious
- Valorous
- Victorious

**57¢**

The smartest women wear  
rayons ... they're dull,  
sheer and flattering to the  
legs. Slight irregulars. —  
Sizes 8½ to 10½.



Copies of \$1.98

## NEW FALL BLOUSES

**\$1**

- Tailored or  
Dressy Styles

These blouses  
are styled with  
a smartness  
that makes  
them indispen-  
sible access-  
ories. — White,  
pink, powder,  
red and green.  
Sizes 32 to 38.



## CHILDREN'S HOSIERY

- Crew Socks
- Boys' Slack Socks
- Boy's Golf Hose

**18¢**

Some close-  
outs of a na-  
tionally fam-  
ous make. —  
Sizes 8 to 12.

## MEN'S 100% WOOL Blazer SLACK and HALF SOCKS

Scores of different patterns and  
color combinations. Sizes 10-12.

**50¢**

For Boys

## YUKON WINTER WEIGHT FLANNEL SHIRTS

**79¢**

In - and - outer  
plaid flannel-  
ette shirts with  
button fronts.  
Red - black,  
green - black,  
black-white. —  
Sizes 8 to 18.



CARDIGAN SLIP-ON

## 100% WOOL SWEATERS

**\$2**

- Values to \$2.98!
- Boxy or Fitted  
Styles!
- Slip-ons and  
Cardigans!

You'll be amazed  
when you see these  
sweaters ... glori-  
ous new patterns  
... brand new  
weaves ... all new  
styles. Choice of  
colors, sizes 34-46.



## 50¢ SLIPPER SALE

- Children's Hylos
- Women's D'Orsays

Soft, fuzzy chenilles  
and floral printed  
crepes. 4-8. Felt hyllo

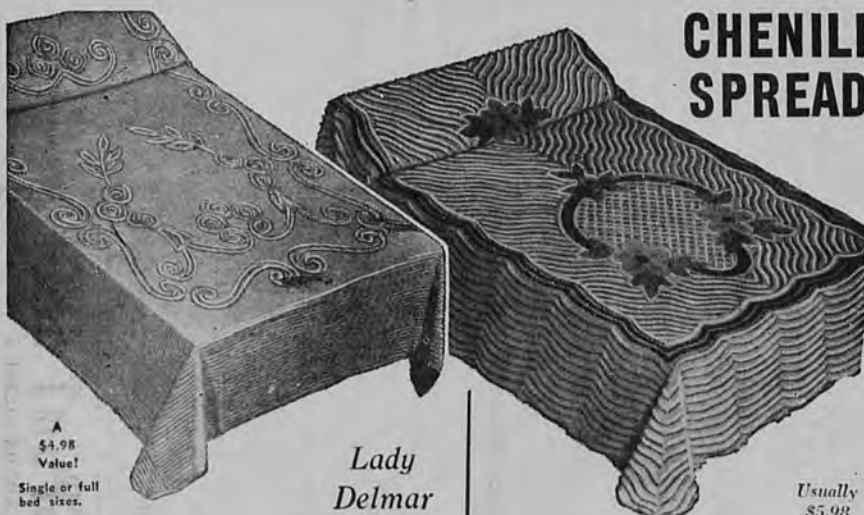
**50¢**

Men's and Women's  
First Quality  
COTTON  
HANDKERCHIEFS

**9¢**

Prints, Pastels and  
Embroidered Types

## CHENILLE SPREADS



Lady  
Delmar

Usually  
\$5.98

Victorian  
CHENILLE  
SPREADS

Thick white vel-  
vet chenilles pat-  
terned in lovely  
Victorian colors.  
Single and full  
bed sizes

**\$4.98**

SOLID COLOR

A real bargain at such a low price.  
Soft, velvety chenille on rich heavy  
sheeting. Solid colors trimmed in  
multi-patterns.

**\$3.98**

## Yard Goods

- 48" Damask and  
Brocatelles .... yd. 59¢
- Pinwale Corduroys, yd. 79¢
- Outing Flannel, yd. 12½¢
- Curtain Materials, yd. 12½¢
- Pajama Flannels .. yd. 17¢
- 80 Sq. Unbleached  
Cotton ..... yd. 17¢
- Printed Twills ... yd. 22¢
- 80 Sq. Percales ... yd. 27¢

Stevens R. O. M. Linen Dish Towels **27¢**  
17x32. Reg. 39¢

Plumply Filled Washable  
CHAIR PADS **25¢**

Assorted designs in red,  
blue, green and black.

Extra Size U. S. Navy  
BATH TOWELS

- Jumbo Size!
- All Plain White!
- Regularly 69¢!

**39¢**

Great big, man-sized Navy bath-  
towels. Made according to U. S.  
Government specifications.





PAGE 4-A

Just Say "As Advertised In Shopping News"

Rochester Sun, Monday, October 26, 1942

## Make Sure Your Parcels Get There

Christmas gifts that arrive after the big day aren't so much fun. The government is doing everything in its power to get your gifts to your boys on time—but much of the success of their efforts depends on how well you cooperate with their plans.

You must prepare your packages according to directions, and mail them on time. These instructions are summarized



here for your information. If you will be guided by these rules, you will be facilitating the delivery of packages to your boy.

1. Packages for army men must not weigh more than 11 pounds. This weight is to include the wrappings.
2. Packages must not exceed 18 inches in length, or 42 inches in length and girth combined. Measure your package with the greatest care.
3. Navy gift packages are limited to six pounds in weight.
4. Navy gift packages should be no larger than shoe box size.
5. Only one package may be mailed per week by one person.

to any one man in the armed services.

6. Parcels should be mailed between October 1 and November 1, the earlier the better. Mark parcels plainly on the outside as "Christmas Parcel."

7. Parcels are subject to censorship. The delivery of them will be hastened if they are



wrapped in such a manner as to permit ready inspection of the contents.

If you will follow these rules to the letter, especially observing the "early mailing" rule, the Post Office department has promised that special effort will be made to effect the delivery of all Christmas parcels mailed during that period in time for Christmas.

## Christmas Cards Bring Him Cheer

Don't forget that Christmas cards for men in the service must observe the same mailing dates as packages if you want them to get there on time. You know how much you like to get plenty of cards at Christmas—how it warms the heart when you see tangible evidence of your friends' affection. Then just think how important it's going to be for these men away from home.

## The Right Label Is Important

Parcels addressed to army men overseas should show the name, rank, army serial number, branch of service, organization, A. P. O. number of the addressee, and the post office through which the parcels are to be routed.

For example, here is a complete label, as the post office department would like to see it:

FROM: JOHN D. SMITH  
210 NORTH STREET  
CLEVELAND, OHIO

TO: PRIVATE WILLIAM D. SMITH (ARMY SER. NO. 123456)  
COMPANY E, 1ST INFANTRY  
APO BOX 14, FORT MONMOUTH,  
NEW YORK, NEW YORK

If your boy is in the navy, here's the way the label on his Christmas parcels should look. You will see that in addition, it contains the name, rank, or rating of the addressee, the naval unit to which he is assigned, or the name of the ship, and the post office through which the parcel is to be routed.

You do it like this:

FROM: JOHN D. SMITH  
210 NORTH STREET  
CLEVELAND, OHIO

TO: JOHN D. SMITH (SEAMAN FIRST CLASS)  
(U. S. NAVY SER. NO. 123456)  
APO BOX 14, FORT MONMOUTH,  
NEW YORK, NEW YORK

Christmas parcels for members of the U. S. Marine Corps over seas, should have rank or rating, full name and U. S. M. C. Marine Corps Unit Number, c/o Postmaster, New York, N. Y., or San Francisco, Cal., (as instructed by the marine himself.)

Here is the way the label should look:

FROM: JOHN D. SMITH  
210 NORTH STREET  
CLEVELAND, OHIO

TO: PRIVATE JOHN H. SMITH, USMC  
U. S. MARINE CORPS UNIT NO. 123456  
APO POSTMASTER  
SAN FRANCISCO, CALIFORNIA

## Variety Spice of Gifts

A shoe cleaning kit, a box of stationery, a shaving kit—all three and many other things are welcome to the boy in camp. But more than one of any item is apt to get in the way. Which is just by way of saving that before you send your gift, check with the recipient's other friends and relatives to be sure that you aren't sending a duplicate.

## AT CHAMPION'S FOR THE SOLDIER, SAILOR or MARINE

### All Wool, Sleeveless SWEATERS \$1.95

Khaki color. All wool, V neck only. A mighty welcome gift!

Sizes: Small, Medium, Large

### All Wool, Sleeveless SWEATERS \$2.98

Navy blue. All wool, V or crew necks. Extra quality!

Sizes 36 to 50

**Champion**  
KNITWEAR CO. 71 ST. PAUL ST.

1/2-Hour Free Parking at Strand Station

## EDWARDS Photo Studio



## ONCE-A-YEAR EVENT

Monday Last Day!

## 2 FOR 1 SALE

Offer Expires Monday at 9 P.M.

Be photographed this week and you'll get twice as many photographs for the same price.

**6 5x7 PORTRAITS \$2.95**  
BUFFONE FINISH  
Regular 3 for \$2.95

12 PROOFS SUBMITTED

BUY WAR STAMPS & BONDS AT

**Edwards**

No Appointment Necessary  
PHOTO STUDIO  
Green Room

## SMALLS... Open Monday Nite Till 9

## SERVICE WATCH For Soldier or Civilian!

Here is an ideal watch for the man in service—a watch that can "Take It." Has radium dial, unbreakable crystal and smart stop. Cased in the color of natural gold.

Also—A Large Selection of Other Watches and Gifts for the Soldier.

★ Specially Low Priced...  
★ Charge It...



**\$14.95**

JEWELERS • **Smalls** • OPTICIANS  
28 MAIN STREET EAST

**GIFTS For Men Overseas!**

**BUY AND MAIL NOW!**

**Khaki DUFFLE BAGS**

**\$4.50**

Compact, draw-string closing bag; double weight. Contains Tooth Paste and Brush, Soap Container, Talcum, Shoe Shine, etc. Complete.

**UTILITY BELTS** ..... **\$1.95**  
Handy khaki belt to wear while dressing, pockets containing Tooth Paste and Brush, Shave Cream, Comb, Wash Cloth and Soap case. Takes the place of a shelf. Rolls up compactly.

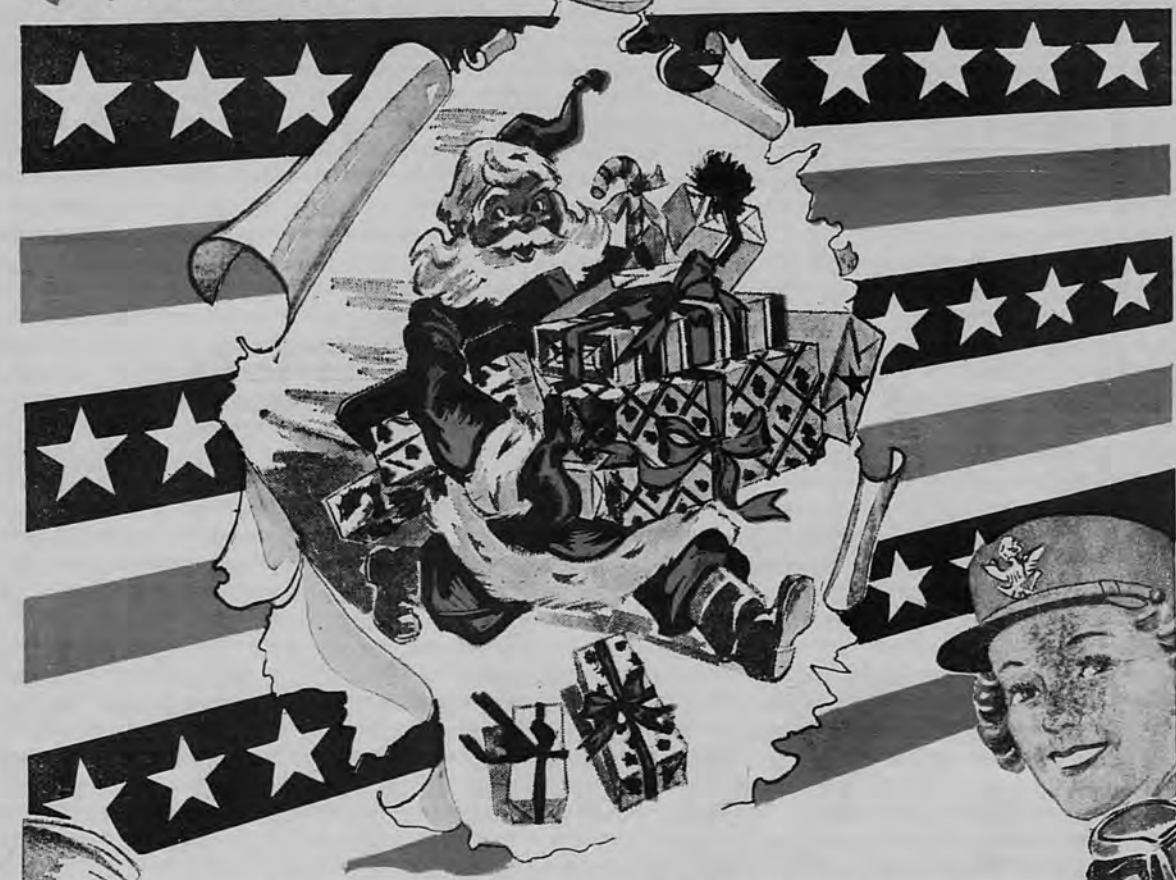
**SEWING KITS** ..... **\$1.00**  
Contains Scissors, assorted black, khaki and white buttons, mending yarn and threads in colors to match clothing, needles, pins, etc.

**SLEEVELESS, V Neck Sweaters** **\$3.95**  
100% all new wool yarn. Olive drab color. Light weight but warm. He'll appreciate two of these.

**Khaki 'STORM' JACKETS** ... **\$5.95**  
Warmly lined in Maroon. Gripper fastenings. Ties on sleeves for rough weather. Slash pockets.

**THE SPORT SHOP**  
23 CLINTON AVENUE S.  
OPP. HOTEL SENECA

# SHOPPING NEWS Gifts for those in Service



## USE THIS GUIDE for EASIER SHOPPING

SHOPPING NEWS stores present for all of you who have someone in service a complete selection of gifts in all price ranges. You will find your Christmas gift problems for them quickly solved by the suggestions in this section and the many shopping services offered by the stores. Three important things to remember—

**PLAN NOW!** As you turn the pages of this section you will probably find just the gifts they have been asking for. Make up your list—take this handy size folder along with you when you shop; use it for quick reference.

**SHOP NOW!** There is no time to be lost! Delaying your selection and purchases until "tomorrow or tomorrow" may bring your gift to its destination when the holiday is past. Don't let them think you forgot to remember!

**MAIL NOW!** It cannot be stressed too strongly nor too often that gifts for those in service far away should be mailed during October.

**KEEP THIS SECTION FOR EASY REFERENCE**



## Give Him The News From Home In Pictures

One gift you can be sure will always please your soldier or sailor—photographs and snapshots from home. Let him be the best soldier in the world—he can still be a little homesick for places and faces that he knows and loves.

All the stores have photograph folders similar to the one shown here. They hold half a dozen or more pictures or snap-



### GIFTS FOR YOUR SOLDIER BOY

Must Be Mailed November 1

**MONEY BELTS** . \$1 to \$2  
**SHAVING KITS** . \$1 to \$6  
**BILL FOLDS** . \$1 to \$15  
AND PASS CASES  
**Military Sets**, \$1.95 to \$25  
**Zipper Bags**, \$1.95 to \$20

### KRIEGER

TRUNK STORE  
135 S. Clinton Open Even.

shots, and the spaces are covered with cellophane so that the pictures will always be clean. Many studios will also make up your photographs in suitable sizes, and have the folders available.

If you want to send single pictures, you will find leather frames that are both durable and attractive. Take a look through the stores—you'll find these folders and frames in many price ranges.

## Here Are Things You Can't Mail

There are many things you can send to your service man for Christmas—things he'll use and enjoy and thank you for. But the post office department specifically prohibits the sending of certain articles.

Articles you cannot send include intoxicants, inflammable materials (this includes matches of all kinds and lighter fluids), poisons, or compositions which may kill or injure another, or damage the mails.

The local post office advises that the War and Navy Departments have issued a ruling against the sending of food-stuffs of any kind to boys in overseas service. However, the ruling was modified this week so that the sending of non-perishable foods in tin and packed in a substantial outer container are now permissible. It is believed that still further modifications may be made in the regulations to permit the passage of non-perishable foods, such as candy and preserves without the tin container, if packed.

Several hundred packages have been refused at the Post Office in accordance with restricting regulations, but postal officials say that only the War and Navy departments can modify the rules for overseas shipments.

## This Is a Kit With Many Uses



This is the little kit that so many service men find indispensable. It's compact, small enough to carry in even the most crowded pack, and contains all the essentials. These kits have shaving cream, tooth paste, brush, razor, among other things. They come in a choice of cases—khaki cloth, leather, zipper or snap fastened.

## Want To Get More Letters? A Writing Kit Makes It Easier For Him



One of the most consistent demands of service men is for writing kits, well stocked with stationery. If you want to get letters, the idea seems to be to send him the material for writing them. In the department stores you'll find a wide variety of writing kits in leather, fabric and paper covers. They come in all price ranges, so you can be sure of finding something to suit your budget. All of them are practical—they furnish a firm writing surface, and plenty of generous-sized sheets of letter paper. Get your writing kit in the mail now—and see if the letters don't come back to you more frequently.

## SURE!... WE CAN STILL MAKE YOUR IN TIME FOR OVERSEAS CHRISTMAS MAILING! PHOTO

Modern photographic methods and the finest skilled workmen assure you of lovely, natural photos that will please that lad overseas. But—hurry! Overseas Xmas mailing deadline is Nov. 1.



LIMITED TIME:  
Ivory-Tone  
3 MINUTARY \$2.50  
PORTRAITS  
ONE HAND COLORED IN OIL!  
Regular price \$3.50! This is the size recommended by the U. S. Govt.

Also Enlarging, Coloring and Restoring  
PROOFS FOR SELECTION  
**Neisner's**  
5 to 11 STORES  
200 MAIN ST., E.  
No Appointments Necessary  
STUDIO MAIN FLOOR

## MARKS & ABRAMSON

For Your Soldier, Sailor or Marine  
Let's Show You What They Want For Christmas!  
BUY YOUR GIFT NOW—

We Will **MAIL FREE** Anywhere!

Make the Boys Happy with a Worthwhile Gift from our Complete Stocks! Select NOW to Be Sure your Gift is on Time!

STORE OPEN  
MONDAY EVENINGS



BUDGET TERMS  
At No Extra Charge

**Marks & Abramson**

JEWELERS Established 31 Years OPTICIANS

10 STATE ST. AROUND THE CORNER FROM MAIN STREET

All the Leading Makes of  
WATCHES

Sheaffer, Eversharp, Parker and Moore  
PEN & PENCIL SETS

Leather Toilet Cases  
BILLFOLDS & MONEY BELTS

EVANS & RONSON LIGHTERS

CIGARETTE CASES

ELECTRIC RAZORS

Complete Assortment of  
MEN'S GOLD RINGS

Thrill Them With Remembrances From Rochester's Finest Men's Store



McFarlin's  
Has The  
Selections!

## Gifts with the Service Man's O.K. ...at Prices You'll Call Doubly O.K.!

### Bill Folds, Tobacco Pouches

\$1 Two gifts on the approved list! A wide variety of sturdy leathers to choose from.

### Money Belts; Khaki, Navy

\$1 They're all asking for these! Washable lightweight fabrics; hide-away pockets.

### Regulation Army Shirts

\$2.65 Husky cotton twill with durable workmanship and buttons. (He always needs shirts!)

### Service Kits, Khaki, Navy

\$2.50 Miniature fitted cases; all items! Army "Jeep" kits. Navy "Shipmate" kits.

### All-Accessory Duffle Bags

\$4.50 Toilet articles, shaving needs, sewing and shoe-shining kits! Complete with bag.

### Pocket-Size Photo Cases

\$1 He'll carry you next to his heart with one of these. Smartly finished in leather.

### Rubber-Lined Toilet Cases

\$1 For trips to the shower, a handy slide-top case he can carry everything in! Strong poplin.

### Warm Winter Polarjamas

\$3.50 A sure pleaser! Soft, fleecy knit polarjamas for cold nights. 2-piece style.

### Regulation Service Ties

\$1 Tan Palm Beach cloth or all-wool Cape Cod homespun. Black barathea for Navy.

### Wool Robes; Navy, Khaki

\$16.50 Warm all-wool flannel. Service braid trim. Emblem on pocket. The tops in gifts!

### Khaki or Navy Sweaters

\$3.50 The much-wanted, approved sleeveless style in warm wool knits. Others, \$2.45 up.

### Regulation Service Sox

55c Durable cotton ribbed hose in navy or khaki. All wool at \$1.15. Give him 7 pairs.

### 3-Piece "Kamp-Kits"

\$2 Folding shower slippers, money belt, roomy toilet case; matching water-repellent poplin.

### "Winter-Warmer" Sels

\$6 Sleeveless sweater, wristlets, and muffler of fine virgin wool khaki worsted.

### Regulation Service Gloves

\$2.95 To go with their dress uniforms; khaki capeskins, and gray mochas for the Navy.

Open  
Monday Nite  
'Til 9

# McFARLIN'S

Open  
Monday Nite  
'Til 9

195 Main Street East

# RUDOLPH'S

MAIN ST. E. cor. SOUTH AVE. Open Monday Evenings



Rochester Sun, Monday, October 26, 1942

Just Say "As Advertised In Shopping News"

PAGE SEVEN

BUY WAR STAMPS & BONDS AT

**Edwards**



**Zipper End Pillows**

**2<sup>98</sup>**

Plumply filled pillows . . . soft and resilient for real rest. Filled with 50% crushed duck feathers and 50% feather fiber. Full cut 21x27, and covered with feather proof linen-like material. Zip cover off and . . . easy to launder.

EDWARDS—Second Floor

## Gift Mess Kits

Prince Mess Kits. Good to look at, better to eat, really unbeatable values! Patriotically designed, approved mailing carton. Simply address them and they're ready for mailing. Families and friends are anxious to treat every soldier like a Prince.



**Parade MESS KITS**

Size: 11 3/4 x 11 3/4. Packed weight 4 lbs. Among other things contains fruit preserve, crackers, cheese, etc.

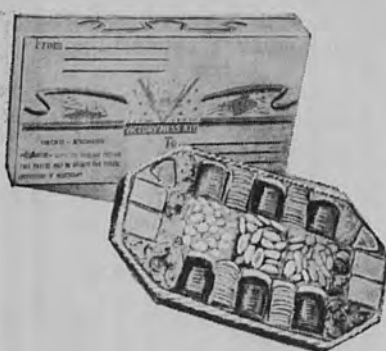
**1<sup>59</sup>**



**Bugle Call MESS KITS**

Size 13" x 7 3/4". Packed weight 4 lbs. Contains hard candy, Almondettes, wine jelly, etc.

**99<sup>c</sup>**



**Victory Overseas Mess Kit**

Size 16 1/2 x 10". Packed weight 5 1/2 pounds. It contains all the yummy things he always likes best. A real treat for the men overseas.

**1<sup>98</sup>**

EDWARDS—Street Floor

On Sale **MONDAY** From **12** Noon 'til **9** P.M.

## Last Time Before the Price Rise! SALE OF PURE HOMESTYLE PRESERVES



NO PHONE  
MAIL OR  
C.O.D.  
ORDERS

**5** Jars for **\$1**

Sold Singly 25c Each

The government has OK'd a raise in price on all preserves. Our new pack preserves are costing 10% more. We are offering this last sale at our previous sale price for 5 for \$1, or 25c each. Pure homestyle preserves made just as you would at home.

LIMIT OF 1 STRAWBERRY AND 1 RASPBERRY  
TO EACH FIVE JARS PURCHASED

Strawberry Crushed Cherry Raspberry Grape Jam Damson Plum  
Peach Orange Marmalade Ap ricot Pineapple  
Limited quantity so be sure to order yours early!

EDWARDS—Street Floor

Have Dinner In Edwards Green Room Monday From 5 p. m. to 7:30 p. m.

Choice of: Cream of Tomato Soup, Fruit Cup or Tomato Juice

ROAST STUFFED TURKEY WITH BROWN GRAVY, CRANBERRY SAUCE . . . . .75c

BROILED CALVES LIVER AND BACON . . . . .65c

BAKED STUFFED PORK CHOP . . . . .55c

Choice of two: Mashed Potatoes, Scalloped Potatoes, Hubbard Squash, Creamed Cauliflower,

Choice of: Pie, Pudding or Ice Cream

Choice of: Tea, Coffee, Milk

## Special Sale!



**WAX BAGS**

for your Step-on-Can

**60 for \$1**

Regular 1.50 value

Still longer service assured all sanette users when Sanette Waxed bags are used. Keeps inner pail clean, prevents refuse odors, saves wrapping refuse, moisture resistant. Prolongs life of pail. Ten regular 15c packages for \$1.

EDWARDS—Sixth Floor



The world's only safe  
**ELECTRIC TOY  
SCISSORS**

The only safe Electric Toy scissors in the world. Every child time to buy them. Each set is wants one. And now is the complete with cut outs of nippies and his pals. Order today.

Every Child Wants One.  
Every Parent Buys One.

EDWARDS—Downstairs, Toy Town

## Edwards Introduces a New Complete Line of Hosiery

"As You Like It"

To better serve the women of Rochester, in addition to all the fine lines of hosiery we now carry, Edwards introduces one of the oldest standard brands of women's fine stockings. Stockings made by the largest hosiery mill in the world. Hosiery in new rayons, lises, Kant Run, lises and rayons, sheer silks, lisle and rayon meshes. In fact about every wanted style of hosiery is presented here today.



Lisle

Cotton and nylon body, the foot is combination of cotton, nylon and rayon, and the toe is cotton . . . . .1.65



Rayon "Kant Run"

Super sheer Kant Run Hosiery made of high twist rayon, the toe is reinforced with cotton . . .1.68



Business Sheers

Body is high twist rayon — toe is cotton reinforced . . . . .\$1



Rayon Mesh

Pearl seed mesh of high twist rayon. The toe is cotton reinforced . . . . .1.50



Hi Twist Rayons

Extremely sheer, 51 gauge rayons, toe cotton reinforced . . . . .1.50

Hosiery "As You Like It"

Priced from \$1 to 1.95

Street Floor

ASK ABOUT EDWARDS  
HOSIERY REPAIR SERVICE

Bring in those precious Nylons and Silks that have runs or snags and have them mended inexpensively. There's still lots of wear left in those stockings, and it's patriotic to use what you now have.

EDWARDS—Street Floor

Give Him The News  
From Home In Pictures

Here Are Things  
You Can't Mail

Want To Get More Letters?  
A Writing Kit Makes It Easier For Him

Thrill Them With Remembrances From Rochester's Finest Men's Store



## Share The Meat— And There's Enough For All

America's "Share the Meat" program already has won the cooperation of countless housewives. But there are other hundreds of thousands of homemakers wondering why we are in the midst of a voluntary rationing of 2½ pounds of meat per person weekly when this country has on hand the largest supply of meat in its history.

Our total meat supply today is slightly over 24 billion pounds. Civilians, if they were allowed to buy all they wanted, would purchase only 21 billion pounds.

Then why a "Share the Meat" program?

Because we're fighting our biggest war. Because our army, navy and allies need 6½ bil-

lion pounds of civilian consumption would call for an outlay of 27½ billion pounds, 3½ billion more than we've got in this, our biggest year.

That 3½ billion pounds must come out of civilian supply. Therefore, the civilian supply is 17½ billion pounds, more than adequate for physical well-being.

The situation calls not so much for hardship as for fairness in sharing among ourselves to make certain the provisions of meat needed by our fighting men and allies.

Obviously, the best method of seeing that everyone gets his fair share is by rationing.

But it takes several months to develop a rationing program, to distribute the material need-

ed to put into operation a system of rationing to individual consumers, and there is need for immediate action. From now on, through the late autumn and winter, our tremendous crop of hogs and cattle will be going into packers' warehouses. A great part of this meat will be earmarked to meet military and lend-lease demands and for civilian use in the spring and summer of 1943 when marketing usually is lighter than in the winter.

### Limitations

The 17½ billion pounds of meat for United States domestic consumption normally would be enough to satisfy the demand, but this year our civilian population is working harder and is making more money, too. Its income for the year will be around 115 billion dollars, compared to only 90 billion in 1929 which, you may remember, is regarded as a high income year.

Faced with this problem, the Food Requirements committee of the War Production Board (the central government agency for managing wartime food supplies) arrived at this solution.

(1) The War Production Board directed the Office of Price Administration to put in effect an order limiting sales of meat by packers to civilian markets at fixed percentages of sales made during 1941. The first of these limitation orders became effective October 1 and applied to the final 3 months of this year. Deliveries to civilian outlets during this period are limited to 80 per cent of the beef delivered during the corresponding period of 1941; 95 per cent of the lamb and mutton; 75 per cent of the pork, 100 per cent of the veal.

(2) After asking the Office of Price Administration to hasten preparations for consumer rationing of meat, the WPB committee recommended that civil-



ians voluntarily hold their consumption of the so-called "red meats" to 2½ pounds per person per week until consumer rationing can begin.

### Nutritionally Sufficient

That 2½ pounds per week is ample for good health and nutrition. During the 10-year period from 1931 through 1940 our annual consumption averaged about 131 pounds per capita. This figure of course, includes the average for the whole population, regardless of the kind of work done, the level of income, age, or state of health. But the 2½ pounds a week which United States civilians will get is far greater than the amount of meat people in other nations at war are getting.

The British meat ration amounts to about a pound of fresh meat per person a week—in addition to bacon, ham and other meats the consumer may be able to buy. The present British per capita consumption of all meats available is about 134 pounds per week. The German ration is 12½ ounces a week; in the Netherlands the

ration is 9 ounces; the Belgians may consume 5 ounces a week and the Italians—at the small end of the Axis—must be content with 3½ to 4½ ounces of meat every 7 days.

It is a striking thing that use of meat, particularly in city areas, depends largely on economic status. In 1936, for instance, meat purchases ranged all the way from an average of 70 pounds per person per year among families with income under \$5,000, to 260 pounds a year among those with income of \$5,000 or more.

### BE A "SALVAGETTE!"

If kitchen conservation seems a trite and tiresome task, join the "salvagettes", make breadsticks out of that stale loaf that's been hanging on in the bread box; Cut lengthwise into sticks. Brush one side with melted vitaminized margarine, the thrifty spread that keeps down butter bills; lay sticks on cookie sheet; turn and brush other side; pop into moderately hot oven (375 F.), bake 20 minutes, serve at once.

## MONDAY SPECIALS!

### Bunny Mittens

GENUINE FUR



Buy now for later or for Xmas. Quantities limited. A truly sensational offer.

\$1

### CLEARANCE

ALL TYPES

### Blouses



Slightly shopworn. All colors, styles and sizes—while they last.

Values To \$2.99

99c

All colors, styles

Darling Shop  
190 MAIN ST. EAST

## Sears LEADERSHIP SALE

MONDAY LAST DAY OF SALE PRICES!

THE YEARS GREATEST SALE  
THE YEARS GREATEST SAVINGS



**THERMOSTAT**  
12.77 Both Stores  
Regularly \$14.95, completely automatic, keeps heat at even temperature. Clock type Thermostat \$19.95.



**WATER HEATER**  
7.95 Both Stores  
Regularly \$8.95, large size, burns low price fuel, easily installed to present system.



**TOILET SEAT**  
2.97 Both Stores  
Regularly \$3.25, hardwood, white enameled seat, rust proof fixtures, four standard size plumbing.



**FURNACE BRUSH**  
29c Both Stores  
Regularly 39c. Makes furnace cleaning easier, long handle, steel bristles. Limited quantities.

INSTALL YOUR HEATING  
AND PLUMBING EQUIPMENT  
NOW AT LOW SALE PRICES

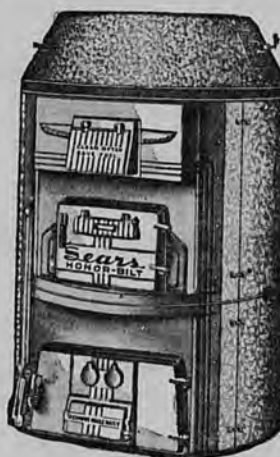
GUARANTEED FOR 15 YEARS!

## HONORBILT 18" FURNACE

69.95

Regularly \$74.50

Heats four to five rooms with ease. Completely new in design with extra large ribbed firepot for more heating surface. Swivel base permits placing in any position. Sold on regulated sale.



### 5 SECTION HOT WATER BOILER

\$89

Both Stores

Regularly \$99.50, designed for coal firing but adaptable to oil, stoker or gas. Large firebox, burns all grades. Low water level protects sections from excessive heat. Sold on regulated sale.

FOR THOSE WHO  
QUALIFY UNDER  
GOVERNMENT  
REGULATIONS!

If you can buy  
it anywhere — you  
can buy it at Sears

To purchase plumbing  
and heating equip-  
ment, preferential ar-  
rangements have been  
made, for remodeling,  
for repair and main-  
tenance, for defense  
housing. Sears has  
complete information  
on all of the above.

BUY ON OUR  
BUDGET PLAN



### TUDOR DELUXE CABINET SINK

29.77

Both Stores

Regularly \$37.50. Strong cast iron sink, finished in snow white Aristocrat porcelain enamel, all steel under sink cabinet of fine furniture steel, paneled drainboard, sold on regulated sale. Buy on Budget Plan.

### 42 INCH DELUXE CABINET SINK

39.77

Regularly \$47.95. Finished in white porcelain enamel with paneled drainboard, under sink cabinet of fine furniture steel. New design swing mixing faucet. Sold on regulated sale. Buy on Budget Plan. Shown below.



### 20 Gallon Gas WATER HEATER

42.77

Both Stores  
Regularly \$46.50. Completely automatic, snap action safety pilot, fully insulated tank. Buy on Budget Plan, sold on regulated sale.

## ROCHESTER'S SHOPPING NEWS

Published by the Rochester Sun Corp., 5 St. Paul St., Rochester, N. Y. — G. C. Gerling, Pres.; Wm. A. Platt, Vice-Pres.; Eugene Davis, Sec.; Virginia A. Moran, Treas.

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Orville H. Allen, Editor  
Edward Randall, National Advertising Manager

NATIONAL REPRESENTATIVES,  
James A. Coveney Co., 444 Madison Ave., 39 South State St.

**KOTEX**  
Box of 12  
22c  
2 FOR 43c

**DAW'S**

**KLEENEX**  
BOX OF 440 SHEETS  
25c  
2 for 49c

## FIRST OF THE WEEK Specials ★ ★ TODAY...thru WEDNESDAY!

**SMITH Bros.** 3c  
COUGH DROPS—5c Boxes

**BORAXO** 2 FOR 21c  
CLEANSER—Lge. Size

**LIFEBUOY** 27c  
SHAVE CREAM—Lge. Size

DAW'S COUPON  
**BLADES**  
DOUBLE EDGE  
5 in Pkg. 2 Pkgs. For 11c  
(Limit 2 Pkgs.)

DAW'S COUPON  
**FITCH'S TALCUM**  
AFTER-SHAVE  
For that luxurious after-shave finish. Neutral tint — can't show on face.  
REG. 25c SIZE 9c  
(Limit of 2)

**Tek Tooth Brushes** 29c  
50c Val.  
**WHEAT GERM** 19c  
1-Lb. Pkg.

**FOUNTAIN SYRINGE** 59c  
2-Quart \$1.00 Value  
**NOXZEMA CREAM** 19c  
25c Size

**GEM BLADES** 39c  
Package of 12  
**PREP—Tuber or Jar** 17c  
For Shaving, 35c Value  
**VICK'S NOSE DROPS** 39c  
50c Size  
**BARBO Compound** 36c  
60c Size  
**CAROID & BILE Salt Tablets** 71c  
Btl of 100  
**BLAUD'S IRON Pills** 16c  
Bottle of 100  
**MOSCO CORN Salve** 27c  
35c Size  
**DR. WEST'S VRAY** 39c  
50c Size  
**IDENT TOOTH Powder** 37c  
50c Size  
**MOLLE SHAVE Cream** 41c  
75c Jar  
**AGAROL LAXATIVE** 83c  
\$1.00 Size  
**CORN PLASTERS with Medicated Discs** 16c  
pkg. 12  
**BURMA SHAVE** 39c  
50c Jar

**ASPIRIN** 8c  
Pkg. of 100  
TABLETS—5 Grains

**VAPO-RUB** 27c  
VICK'S—35c Value

**BORIC ACID** 14c  
POWDER—35c 1-lb. box

DAW'S COUPON  
**WOODBURY'S FACIAL SOAP** 4 for 19c  
Large 16 Bars  
(Limit of 4)

DAW'S COUPON  
**PAPER NAPKINS** 6c  
REG. 10c BOX OF 80  
(Limit 2 Boxes)

**EX-LAX Laxative** 19c  
Lge. Size  
**STAR Double-Edge BLADES** 25c  
Pkg. of 12



ay, October 26, 1942

ECIALS!

ittens  
FUR

\$1

ARANCE  
ALL TYPES

ouses

Slightly shopworn.  
All colors, styles  
and sizes — while  
they last.

Values To  
\$2.99

99c

All colors, styles

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EAST

LEENEX

X OF  
SHEETS  
5c  
or 49c

Specials  
DAY!

Pkg.  
of 100  
8c

27c

ID  
box  
14c

COUPON  
BURY'S  
AP

9c  
(Latter of 4)

COUPON  
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KINS

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EX-LAX  
Laxative  
Lge.  
Size  
19c

STAR  
Double-Edge  
BLADES  
Pkg.  
of 12  
25c

# ROCHESTER SHOPPING NEWS

Delivered Free To 75,200 Homes In  
Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

## The Rochester Sun

Shopping News Is Now Available  
On All Downtown Newsstands.

FIFTH YEAR—No. 53

ROCHESTER, N. Y., THURSDAY, OCTOBER 29, 1942

10

PHONE, STONE 6000 Your Copy Regularly  
If You Do Not Receive

**A SAVING on Every Purchase or Your Money Back**

### At Rochester Jobbing House Sno-Suits Galore

VALUES THAT CAN'T BE BEAT!

#### Children's Water-Repellent ... SNOW SUITS

Rochester's largest and most complete stock of Snow Suits to  
choose from. Boys' or girls' suits in warm wools, poplins, or  
reversible suits of wool and poplin. All warmly lined—many  
with zip-out Sheepskins. Attractive styling with and without  
hoods.

**\$3<sup>99</sup> TO \$13<sup>95</sup>**  
SIZES 3—14

#### WARMLY LINED WATER REPELLENT SKI PANTS

Warmly lined ski pants, with  
zipper anklets. Smaller sizes  
made with reinforced knees and  
suspenders. Warm wools or Pop-  
lins. All colors.

**\$1<sup>98</sup>-\$6<sup>98</sup>**  
SIZES 4-44

#### LITTLE TOTS' COAT AND LEGGIN' SETS

Dressy little Coat and Legging  
Sets attractively styled for boys  
or girls. Soft, fleecy materials for  
utmost comfort, lined through-  
out.

**\$5<sup>48</sup>**  
SIZES 2-6

HATS TO  
MATCH  
50c

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

OPEN  
EVERY  
EVENING

Attend The

### SUN-SCHINE COOKING SCHOOL

STARTING MONDAY, NOV. 2nd

Sponsored by The Sun-Shop-  
ping News and the Schine  
Theatres. New ways to nutrition.  
Wartime kitchen economies.  
10 free baskets of food daily. All  
sessions start at 1:30 p. m.

COOKING SCHOOL SESSION SCHEDULE  
GRAND THEATRE (Monday) Nov. 2, 9, 16  
CAMEO THEATRE (Wednesday) Nov. 3, 10, 17  
MONROE THEATRE (Wednesday) Nov. 4, 11, 18, 25  
RIVIERA THEATRE (Thursday) Nov. 5, 12, 19  
STATE THEATRE (Wednesday) Dec. 9, 16  
RINK THEATRE (Thursday) Dec. 3, 10, 17

## Keep Up the Home's Morale



(B) Beauty for living room or  
dining room, hurricane lamps in  
crystal clear glass; design is in  
ruby red. 12 inches high.



(C) For informal "kitchen" parties,  
for family use, this covered French  
casserole in bean pot colors, tan  
and brown.



(D) For ornament or use, you'll  
love this swan-shaped dish. Head  
is in clear glass, body in a fluted  
design in opalescent colors.



(E) Big hand-painted cookie jar in  
various lovely colors. Daisy de-  
sign is pretty against the clear  
background. Other kitchen  
accessories to match are available.

KEEPING up the morale of the home—keeping it bright and  
fresh and with that "lived-in" look—doesn't always mean  
the expenditure of large sums of money. A bright accessory here  
and there throughout the house will do the trick very effectively.  
Maybe a new lamp is what is needed; perhaps a piece of gleam-  
ing glass in the living room or dining room will prove to be the  
necessary pick-up. And if the kitchen somehow seems drab on a  
dark morning, try using pottery in new tones, or put a gay cookie  
jar on the kitchen shelf. Little things like these will do much to-  
ward keeping the spirits of the home bright—and so, indirectly,  
they'll help you to meet the day with a cheery face.



(A) Kitchen scale in bright  
colors. Listed on the top of  
the scale are many equivalent  
weights and measures for  
quick "changeovers."



(H) Right out of grandmother's  
time — this modern lamp with a  
brass base. It's a fascinating copy  
of the oil lamp, and will har-  
monize with nearly any type of  
home furnishings.



(G) Something new for the bath-  
room—lotion bottles of glass with  
mirrored fronts. Painted flower  
designs in pastel colors.



(F) For milk, for pancake  
batter, this covered jug, also  
in tan and brown, to match  
the casserole.

These illustrations were sketched from stock  
at several Shopping News stores. Even  
though quantities of some are very limited  
most stores display similar items, if the  
exact duplicates are not available. We saw  
most of the items at E. W. Edwards; Lin-  
coln's; McCurdy's; Sibley, Lindsay & Curr  
Co.; and Weeds.

### DARLING SHOP'S

## Fashion Center Specials!



#### FUR TRIMMED SPORT COATS

Deep, luxurious collars  
of good quality fur  
accenting sporty  
tweeds and plaids in a  
variety of colors. —  
Choose from hundreds  
in the downstairs  
Fashion Center.

**\$19<sup>99</sup>**

SIZES FOR  
JUNIORS, MISSES  
AND WOMEN



#### JUST ARRIVED! HUNDREDS of BRIGHT NEW, HOLIDAY DRESSES

Dressy blacks and all bright new  
colors! Many with sequins. Se-  
lections are tremendous, and  
you may choose from miss-  
es, juniors, womens and  
large womens sizes!  
Maternity dresses in-  
cluded at this  
price.

**\$4<sup>99</sup>**

#### CAMEL SHADE ZIP-IN COATS

Some Button-Ins

The popular, new Camel Shades  
are equally smart for Sportswear or  
Afternoon Street wear. A coat  
that you'll appreciate year round—  
heavy enough for winter with  
lining—light enough for balmy fall  
and spring days without.

**\$19<sup>99</sup>**

MISSES AND  
JUNIOR SIZES



**Darling  
Shop**  
190 MAIN ST. EAST



# Free Food Baskets To Be Awarded At Sun-Sponsored Cooking School

**TROPIC COAL** \$11.85  
Egg—Stove—Nut . . Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Alliance Bank Bldg.  
Stone 7080  
Mrs. Victoria DeFrance, 472 Maple St.

Thursday, Friday, Saturday Only!

**Sale of  
Maid of Kent  
Shoes**

The smart sporties  
you love—the kind of  
shoes you're living in  
these days—famous  
MAID OF KENT Shoes at a 3-day special  
saving you must not miss! All sizes.



SPECIALY  
REDUCED

\$3.49

**Arthur Kent**

23 EAST AVENUE

WM. F. and S. GEO. SHAFER  
Formerly President and Vice-President  
of MENG & SHAFER

**Sable  
Blend Muskrat**

Youthful model  
sketched appeals alike  
to miss or matron.  
\$220  
Other Muskrats, \$187 to \$297  
Including Tax

Other Fur Coats  
\$89 to \$890  
Jackets \$44 to \$352

Charge Accounts Budget Accounts

**SHAFER CO.**

51 EAST AVENUE



OPEN  
MONDAY  
FROM  
NOON TO  
9 P. M.

## Sun-Schine Cooking School Offered By Shopping News

Ten free baskets of nationally advertised foods will be given away at each session of a cooking school opening Monday at the Grand Theatre and continuing daily through Thursday for three weeks in November and two weeks in December.

The cooking school is jointly sponsored by the Rochester Sun Shopping News and the Schine Theatres.

Special emphasis on wartime economies in the kitchen will be made by Miss Margaret Buchan who will conduct the daily sessions. Miss Buchan is a graduate home economist, lecturer and writer on food subjects and a recognized authority in the food world. She is a special field representative of the Spry Kitchen in Cambridge, Mass.

In the course of her demonstrations, Miss Buchan turns out delicious light cakes, tender, flaky pastry and a variety of appetizing, economical foods that delight her audiences. Best of all, she shows patrons of the school how to get similar results.

War-time nutrition on the home front is a vital subject and the publishers of Shopping News have joined with the management of the Schine Theatres in bringing this important project to Rochester women who realize the importance of their kitchen efforts in maintaining family health.

Admission to each session which begins at 1:30 P. M. is through purchase of a 30 cent ticket which will later admit one to that Theatre at any time for a regular movie performance. Therefore, the cooking school sessions, themselves are free. Tickets may be purchased at any Schine Theatre for any session, at any time.

The schedule of classes follows:

Grand Theatre (Mondays)  
Nov. 2, 9, 16.  
Cameo Theatre (Tuesdays)  
Nov. 3, 10, 17.  
Monroe Theatre (Wednesdays)  
Nov. 4, 11, 18, 25.  
Riviera Theatre (Thursdays)  
Nov. 5, 12, 19.  
State Theatre (Wednesdays)  
Dec. 9, 16.  
Dixie Theatre (Thursdays)  
Dec. 3, 10, 17.

## K of C Membership Drive To Get Underway Tonight

Annual membership campaign of Rochester Council, Knights of Columbus will be opened by Francis T. Toomey, general chairman tonight with a supper meeting at 6:30 p. m. in the club rooms, Columbus Civic Center.

Toomey, who as deputy grand knight has charge of membership, has lined up four divisions of workers to be known as the "Army," "Air-Corps," "Navy" and "Marines."

The membership campaign will concentrate on replacements for the more than 70 members of the Knights of Columbus now serving in the armed forces and on return of former members. General Chairman Toomey announces.

## Spencer-Ripley Group Plans Sauerkraut Supper

Members of Spencer-Ripley Church's Loyal Circle of the Women's Society of Christian Service, will serve their annual sauerkraut and roast pork supper in the church parlors on Election Night starting at 5:30.

Mrs. Earle Ashe is chairman in charge of arrangements. Among her assistants are Mrs. Edith Spencer, Mrs. Adelbert Wood, Mrs. Robert Shearer, Mrs. Mina Neidig, Mrs. M. H. Miller and Mrs. Don Santos.

## To Hear Returns

Townsend Prosperity Club No. 19 will meet next Tuesday at 208 Main St. W. Election returns will be broadcast throughout the hall by loudspeaker. Refreshments will be served after the meeting.

## 'Women War Bond Week' Plans Made At Luncheon

First of a series of events in Rochester to promote the celebration of "Women's War Bond Week" late in November, was a luncheon scheduled this noon at the Chamber of Commerce.

Mrs. Jean McLean Pratt, Rochester chairman of the Women's Division of the New York State War Savings Committee expected representatives of more than 300 local women's organizations to attend.

Mrs. Francis B. Sayre, wife of the recent High Commissioner to the Philippine Islands was to be the principal speaker at today's luncheon. Mrs. Sayre left Manila on Christmas eve, living in one of Corregidor's tunnels with Mrs. Douglas MacArthur and Mrs. Manuel Quezon, until the party was evacuated to Australia by submarine, from where she returned to this country. Her experiences make a thrilling tale.

## Rummage Sale

Mother's Auxiliary of Scout Troop No. 52 will hold a rummage sale on Saturday at 210 Main St. W.

## O. E. S. Chapter

Germania Chapter No. 72, Order of the Eastern Star will meet Monday evening with Ida L. Schipper, worthy matron and Ernst Zarpentine, worthy patron, presiding.

BUY WHERE  
Quality

IS HIGH AND  
PRICE  
IS LOW!

A guaranteed saving  
on every purchase—  
our One-Price Policy  
insures everyone the  
utmost value.

Clifford Fur Co.

1283 CLIFFORD AVE.  
One Block Off Portland  
Clifford Fur Sales  
For Less

If your window shades lack "spring" when pulled, take them down, and use tweezers to tighten the end springs. They will then work perfectly.

LADIES OR GENTS  
CLEANED  
and  
BLOCKED  
**HATS**  
**50c**  
SPEEDY 212 COURT  
STREET  
Free Parking Across  
Street at Calmes  
Station

**DIAMONDS**  
GOLD, BRIDGE WORK,  
Gold, bridge work, antique jewelry, watches, silverware. We pay you for watch movements separately. We buy from public and dealers wherever you go. "Barton Gold Co." will always pay you more. 202 Burke Bldg. Look for the gold letters on the electric sign. Walk straight from the elevator.  
**BARTON'S  
GOLD CO.**  
202 BURKE BLDG.  
ST. PAUL  
ST.

**LAUER'S—50 STATE**

**THURSDAY  
New Store  
Hours**

**9 A.M. 'til 5:30 P.M.**

**Closed Thursday Nights**

We are discontinuing our Thursday Night Opening. However, our store will remain open as usual every Monday evening until 9 P. M.

**Lauer's**  
50 STATE

**NOETH'S**

Rochester's Busiest Liquor Store  
takes this opportunity to forward . . .

## AN APOLOGY

**D**UE to the new Federal Tax on Liquors which becomes effective November 1st, the past few days have found us literally swamped with orders. As a result some of our customers have experienced inconvenience in store service and deliveries. We sincerely regret our temporary inability to fulfill our usual standard of promptness.

There is a great possibility of a shortage in many items which we usually carry in stock, and which has already caused rationing by wholesalers due to difficulties of transportation, etc. However, should you not find your usual brands in stock don't be disappointed—we have huge stocks of other Nationally Known Brands in the same price ranges.

Please note that our store is open 'til midnight Thursday, Friday and Saturday. It is also conveniently located in the heart of downtown; so why not come in and do your own shopping? It's more satisfactory than phone orders, anyway. You'll help a lot in relieving delivery facilities which are now taxed to the utmost.

We thank you all for your kind consideration.

After Nov. 1 you may Still Look to Noeth for Best Values!  
and

**Lowest Case - Lot Prices!**

**PAUL NOETH**  
19 CLINTON AVENUE SOUTH — PHONE MAIN 874

Just a Step off Main in the heart of Downtown

## Elect YOUR COUNCILMAN

Joseph E.  
**SILVERSTEIN**



Joseph E. Silverstein  
Will Keep You  
Informed!

**RESTORE  
COURAGE**

★  
**RESTORE  
REAL LEADERSHIP**

★  
**RESTORE  
TRUE REPRESENTATION  
IN THE CITY COUNCIL**

**VOTE ROW 'B'**

★★★ FOR VICTORY ★★★  
**STRAIGHT DEMOCRATIC**



"The Lincoln-Alliance is helpful and considerate. It not only lends money at low cost—but also offers sensible ideas for better management of personal finances."

If you need to borrow for any emergency or other worthwhile purpose, come in and talk over your problems with one of our officers. He'll be glad to offer many helpful suggestions.

The Lincoln-Alliance is the Bank for Loans

## FIGURE IT OUT FOR YOURSELF

You Borrow	Charge For Year	*Life Insurance Premium	You Receive	12 Monthly Payments
\$100	\$ 6.48	\$ .36	\$101.36	\$ 9.00
150	9.72	.44	151.64	13.00
200	12.96	.52	201.52	17.00
250	16.20	.60	251.80	21.00
300	19.44	.68	301.12	25.00

\*Insurance Pays Up Loan in Case Borrower Dies

**LINCOLN-ALLIANCE  
BANK AND TRUST COMPANY**

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

MAIN 7900

**Weed's**  
15  
EXCHANGE ST.



5 PIECE KITCHEN  
**Dinette  
SETS**  
TABLE & CHAIRS  
**\$49.95**

LOOKS LIKE CORRUGATED RUBBER  
Has Excellent Wearing Qualities

"Sandura"  
**SANATRED  
RUNNER**

Waterproof  
Non-Skid



Will lie flat  
without  
fastening.

27" wide . . . 39c yd. 36" wide . . . 49c yd.

NEW . . . Non-Slip  
**SCATTER  
RUGS**

20" by 36" **\$1.69**

All wool with heavy deep pile.  
Non-slip, rubberized treated  
backs. Your choice of  
several attractive colors and  
designs.



Free City Deliveries  
**FREE PARKING OPPOSITE**

With Purchase of \$1.00 or Over  
Store Hours: 8 A. M. to 5:30 P. M.



School

the end springs. They work perfectly.

**JEWELRY**  
BRIDGE WORK,  
se work, antique jewel-  
e, silverware. We pay  
atch movements sepe-  
buy from public and  
ever you go. "Barton"  
will always pay you  
Burke Bldg. Look for  
letters on the electric  
alk straight from the

STATE

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Nights

Thursday  
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every Mon-

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Values!

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BUY WAR STAMPS & BONDS AT  
**Edwards**

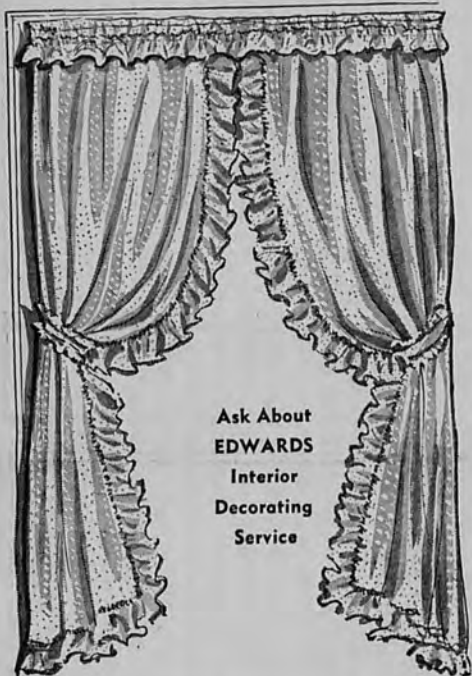
Sale Of 300 Better  
Lamp Shades

Values  
Up To  
3.50

**1.99**  
each

When you "doing-over" your living room this Fall to make it more enjoyable and relaxing, don't overlook the part new lamp shades will play. Then come in and buy several of these well-tailored shades in the newest colors. They're all serviceable rayon taffeta and there are sizes for tables, bridge and floor lamps. Rejuvenate your old lamps now this thrifty Edwards way.

EDWARDS—Second Floor



Ask About  
EDWARDS  
Interior  
Decorating  
Service

French Marquisette

**RUFFLED  
CURTAINS**

Reg.  
1.79  
Value

**1.59**  
pr.

Lovely curtains — fresh and crisp. 2 1/4 yards long and 36" wide. Utility dot, usable in most any room. And they're made the way you'd expect to find expensive curtains made. Put new life in your windows and dress up your rooms for the holiday season. Ivory only.

EDWARDS—Fourth Floor

**Money Saving Values for Friday & Saturday**

Listen to Edwards News Broadcast  
every week day at 8:45 A. M. over  
W. S. A. Y.



**2 Hrs. Free  
Parking**

with a purchase of \$1 or more

Limited Quantity While They Last!  
Pure Pantry Shop Homestyle

**PRESERVES**

3-Lb.  
Jar

**69<sup>c</sup>**

Reg.  
89c

These preserves are made just the way you would in your own kitchen. After these are gone we'll have no more, so you devotees of Pantry Shop Preserves better come in early.

- ORANGE MARMALADE ● PEACH
- DAMSON PLUM ● GRAPE JAM

Sorry No Mail Or Phone Orders  
On Homestyle Preserves

EDWARDS—Street Floor



We Bought All We Could Get!

Entire Carload Sale  
Of WILBUR'S Famous  
**CHOCOLATES**

28 Pieces To Each Package

Mail  
and  
Phone  
Orders  
Filled

**5**

Pkgs.  
For

**\$1**

Sold Singly 25c Each . . . Reg. 29c Each

A real scoop when you consider that chocolate is getting scarcer every day . . . that this is the last Wilbur will make for the duration! 28 pieces of this fresh, delicious, energy-building chocolate in each package . . . each piece individually wrapped. You'll want at least one package of each type . . . almond, pure milk and mint-flavored. Nice for a soldier's gift, too.

EDWARDS—Street Floor

**ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT**

Top Notch Values At Thrifty Low Prices! Let Nothing Keep You Away Tomorrow!



Gloves and Mittens for the Family!

Women's Fabric Gloves . . . . .	39c and 59c
Women's Unlined Pigtex Gloves . . . . .	1.49
Women's Capeskin Gloves . . . . .	1.49 to \$2
Women's Fleece Lined Gloves . . . . .	1.39
Women's Fur Lined Gloves . . . . .	2.79
Women's Fur Top Gloves . . . . .	1.95

Children's and Misses' Bunny Fur Mitts \$1 to 1.95 (plus tax)

Children's Fabric Gloves . . . . .	59c
Woolen Gloves & Mittens . . . . .	49c to 1.19
Men's Unlined Pigtex Gloves . . . . .	1.19
Men's Fleece Lined Gloves . . . . .	1.39-1.49
Men's Fur Lined Gloves . . . . .	2.19 - 2.29 - 2.69
Men's Driving Gloves . . . . .	1.19
Men's Unlined Pigskin Gloves . . . . .	1.69 - 1.95 - 2.29
Men's Lined Leather Mitts . . . . .	1.29 to 1.95
Men's Woolen Gloves . . . . .	89c
Men's Work Gloves . . . . .	19c-1.95
Youth's Lined Gloves . . . . .	1.29



EDWARDS—Basement

**FAMOUS MAKE COTTON  
HOUSE DRESSES**

By Makers Of  
'Fruit-of-the-Loom'

**1.98**

- Stripes
- Polka Dots
- Checks
- Florals

Dainty, floral patterns, bright youthful prints, pretty pastel colors in a wide selection of becoming styles. Crisp white voile and ric-rac trims. Button and tie effects. Handy pockets.

SIZES  
14 TO 52

EDWARDS—Basement



Sturdy, Long Wearing  
**MEN'S COTTON  
WORK TROUSERS**

**2.98**

Full cut cotton worsteds in fancies, moleskins in gray and khaki, gray whipcords with double seat, gray twill with extra zipper pocket.

Sizes  
30 to 50



Bright And Warm!  
**BRAVEMAN PLAID  
WORK SHIRTS**

Choose from many colorful plaids, all fast color. Two pocket style. Cotton flannel that will withstand plenty of washing. Sizes 14 to 17.

**1.69**

EDWARDS—Basement



Attend Church...



...Americans  
still have freedom of  
Worship

## We Do Not Build In Vain!

The founders of America laid the basis of our nation in Religion. We do not build in vain if we build on that foundation, for it is eternal. It survives all changes, and becomes only the stronger in times of trouble. There is a new resurgence of faith today, fortified by the very difficulties we go through. There is a new realization that the Word of God is the only lasting ground to build on, for "the grass withereth, the flower fadeth: but the word of our God shall stand forever". There is a new realization of human sin which prevents man from becoming his own God, and lifts his face to a Divine Saviour. There is a new appreciation of the words of Jesus:—"Who-soever heareth these saying of mine, and doeth them, I will like him unto a wise man, which built his house upon a rock."

REV. FREDERICK R. KNUBEL, D.D.  
Church of the Reformation, 33 Grove St.

*This Page Is Dedicated To The*

### LUTHERAN CHURCHES OF ROCHESTER

BETHLEHEM: Central Park at Fourth, The Reverend Carl Betz.  
CHRIST: Central Park at Fourth — The Reverend A. H. Roeder.  
CONCORD: Ridge W. Greece — The Reverend Albert G. Schofer.  
CONCORDIA: Helena at Putnam — The Reverend Thomas A. Berg.  
EMMANUEL: Thurston at Arnett — The Reverend Elwyn A. Miller (Supply.)  
GRACE: Clifford at Manitou — The Reverend Walter Krumwiede.  
HOPE: Dewey at Wildwood — The Reverend H. R. Frincke.  
OUR SAVIOUR: Chili Firehouse, Chili Ave. — The Reverend M. W. Mueller.  
PEACE: Mt. Vernon at Caroline — The Reverend Wm. M. Horn.  
REDEEMER: Dewey at Avis — Reverend W. L. Dowler.  
REFORMATION: Grove near North — The Reverend F. R. Knubel, D. D.  
RESURRECTION: Stop 25, St. Paul Blvd. — The Reverend E. L. Stowell.

ST. JOHN'S: Joseph at Buchan — The Reverend Paul Schmieder.  
ST. LUKE'S: Cumberland at Ormond — The Reverend Wm. Trebert.  
ST. MARK'S: Goodman S. at Benton — The Reverend C. A. Behnke.  
ST. MATTHEW'S: St. Paul at Clifford — The Reverend H. E. Plehn.  
ST. PAUL'S: Clifford at Loomis — The Reverend Peter Fanning.  
TRANSFIGURATION: Culver at Avondale — The Reverend H. A. Kuhnle.  
TRINITY: Campbell at Walnut — The Reverend H. C. Erbes.  
ZION: Grove at Stillson — The Reverend Ernest Heyd, D. D.  
ST. JOHN'S: Victor, Reverend H. A. Kuhnle.  
ST. PAUL'S: Pittsford, Reverend Yost Brandt.  
TRINITY: East Rochester, Reverend A. F. Goehle.  
BETHLEHEM, Fairport, Reverend C. E. Tejan.  
IMMANUEL, Webster, Reverend Erich O. Brandt.  
LUTHERAN, Roseland, Reverend A. Huhn.

### SPECIAL REFORMATION SERVICES SUN. NOV. 1 - ALL LUTHERAN CHURCHES

**This Page is one of a Series, Reverently Sponsored by the Undersigned Institutions:**

W. T. Grant Co.; Darling Shops; Shafer Fur; Pidgeons; Key Drug Co.; National Clothing Company; Projansky, Inc.; War Activities Committee of Rochester Theatres, Inc.; Sibley, Lindsay & Curr Co.; Weed & Co.; Weis & Fisher; McFarlin Clothing Co.; McCurdy & Co.; B. Forman Company; H. L. Green; Sears Roebuck and Company; Reliable Furniture Co.; First Federal Savings & Loan Association; E. W. Edwards & Sons; Central Trust Co.; Lauer Furniture; Lincoln Stores; Likly's; Cramer Drug Co.; Sun Shopping News.



This message naturally carries the whole-hearted endorsement of hundreds of other Rochester merchants, but because of space limitations our sponsors group is limited in number.

Other pages appearing in this series are dedicated to: Episcopal, Catholic, Presbyterian, Methodist, Christ Scientist, Baptist, Congregational, Evangelical and Reformed Churches; Jewish Synagogues, Mission Groups and all allied Religious Organizations.





# The Big Basement

## OF SIBLEY, LINDSAY & CURR CO.

**Sale!**

## MEN'S SHIRTS

Slight Irregulars of \$2.00 to \$3.50 Quality Fine Imported and Domestic Fabrics

**\$1.44**

To Sell for Just

Repeat Sale! For you who missed this great value event a few weeks ago! Here they are! Superb shirts at the same sensational sale price of just \$1.44. Look for imported broadcloths and fine domestic fabrics. Look for finest British striped broadcloths and exquisite madras in neat figures as well as wide or narrow stripings. Look also for a big group of white on whites and fine rayons. The sizes are from 13½ to 18. The selection is tremendous both for you . . . and for early Christmas buying.

Famous Manufacturer's  
Irregulars of \$1.00  
and \$1.50  
**Men's TIES**  
To Sell For Just **39c**

The same patterns and the same fabrics you've seen at much higher prices! Select from rayons; all silks; baratheas. All hand-tailored and 100% wool lined.

ASILE 3

ASILE 2 TO 3



Irregulars of \$2.95 and \$3.50

### U. S. Army SHIRTS

Only **2.19**

Regular O. D. Army shirts with shoulder straps or plain. Slight irregulars of shirts sold the country over at \$2.95 and \$3.50. Sizes 14 to 17.

ASILE 2

Men, Here's Your

### All-Purpose All-Weather REVERSIBLE

Priced At Just **10.95**

Here's one coat that is warm, water repellent on both sides, and tailored smartly enough to wear for almost any occasion. Choose from herringbone or plaid patterns with a reversible side of natural color gabardine. Colors: Blues, greens, greys and browns. 4-row stitched hem and adjustable sleeve tabs are just two of the many important tailoring details you almost never expect to find at this low price.

ASILE 3

You May Use One Of These 4 Convenient Ways of Payment

1. Charge to your regular account
2. Arrange for a Convenient Payment Plan
3. Use Sibley's Shopping Coupons
4. Place on Will Call, with small deposit



Slight Irregulars of Men's \$2.50

### 15% Wool UNION SUITS

Only **1.95**

Famous Chalmers' union suits in heavy winter weight (warm blend of 15% wool; 85% cotton). Short or long sleeves in regular ankle length. Sizes 36 to 46.

ASILE 3



# WAREHOUSE CLEAN-UP

ODDS & ENDS, TRADE-INS, FLOOR SAMPLES, RECONDITIONED FURNITURE, SHOPWORN ITEMS, ONE-OF-A-KIND, AS-IS PIECES, AND RETURNS —

## TO BE SACRIFICED FOR IMMEDIATE DISPOSAL

2-Pc. LIVING ROOM  
SUITE \$29

Slightly used but in good condition.

4-Pc. BEDROOM  
SUITE \$39

A steal! Bed, chest, dresser or vanity, bench. Brand new.

## CASH OR CREDIT!

Occasional Chairs (Limited Quantity) \$ 2.75	Odd Davenport ..... 8.00
Walnut China Cabinets ..... 15.00	Unpainted Kitchen Tables ... 5.50
Odd Overstuffed Chairs ..... 6.00	Table Lamp (as is) ..... 3.00
5-Pc. Maple Breakfast Set ... 12.00	Cedar Chests ..... 12.00
Odd Chest of Drawers ..... 9.75	9x12 Congoleum Rug ..... 4.44
Day Bed (as is) ..... 14.00	Bed, Dresser, Chest (assembled) 50.00
Kitchen Table (one only) .... 2.50	Mohair Davenport ..... 16.00
9x9 Axminster Rug ..... 15.00	Upright Pianos (Good Condition) 17.50

## OPEN EVENINGS TO 9 P.M.

SIMMONS STUDIO  
DAVENPORT \$35

Floor sample. Worth more!

ODD DRESSERS  
AND VANITIES \$13

Everyone brand new. Choice of finishes.

**MAJESTIC FURNITURE COMPANY**  
204 COURT STREET

## YOUR SUNDAY DINNER

Another appetizing, nutritional economical "Sunday Dinner." These recipes, which appear each Thursday, are prepared exclusively for ROCHESTER SHOPPING NEWS readers and are kitchen-tested by the Household Science Institute.



For your next Sunday's company dinner, November 1—stuffed pork tenderloin would be just grand. Glazed sweets and cauliflowerets garnish the platter. Buttered peas will be served too, and the tartness of cranberries pep up the salad. To get you ready for the forthcoming holidays—mincemeat whip is suggested for dessert.

### Stuffed Pork Tenderloin for a Company Dinner

\*Pork Tenderloin with Dressing  
Glazed Sweet Potatoes  
Cauliflower Flowerets  
Buttered Peas  
\*Cranberry Salad  
\*Mincemeat Whip  
Beverage

Dessert: Carbohydrates, minerals, Vitamins A, B, and G.

To Serve 6 You Need  
2 pork tenderloins  
1 stalk celery  
4 medium sweet potatoes  
1 large head cauliflower  
1 No. 2 can peas  
1 No. 2 can cranberry sauce  
1 pkg. mincemeat

(Balance of materials among staples)

Pork Tenderloin with Dressing  
2 pork tenderloins  
2 cups bread crumbs  
1/2 cup chopped celery  
2 eggs, slightly beaten  
2 tablespoons bacon drippings  
Salt and pepper

Choose two pork tenderloins of the same size. Have the butcher split and flatten them out. Combine bread crumbs and celery. Season with salt and pepper. Add eggs to dressing, bacon drippings and hot water enough to make the dressing moist. Spread dressing over one tenderloin, lay the other on top and sew or skewer the edges together. Season outside with salt and pepper. Place on rack in open roasting pan and roast in 350 degree F. oven for one (Continued on Page 6)

## Mother... SAVE WORK!



Cleaning is a special problem so busy mothers of small children, but Trig will cut many hours from the time usually required.

**TRIG MAKES ALL CLEANING EASY!**

Trig washes walls, woodwork, and linoleum stick 'n' span in a jiffy! No rubbing or scrubbing! Trig MELTS the dirt—just wipe it away.

AT YOUR GROCERS  
36 Ounce  
MONTH-SIZE BOX **25c**

## 7 Reasons why TUNA FISH is a war-time food

1. **NO WASTE.** You can use every morsel of the tuna fish you buy - yes, even the salad oil it's packed in!
2. **HUNGER-SATISFYING.** Use tuna fish in substantial hot-meal recipes.
3. **NOURISHING.** Tuna fish is rich in muscle-building proteins. Also vitamins D and A.
4. **LEFT-OVERS.** Add flavor and food value to left-over menus with tuna fish.
5. **SAVES FUEL.** Many tuna fish recipes require only heating, not long cooking.
6. **VERSATILE.** Makes cocktails, salads, lunch or party sandwiches, hot and cold meals.
7. **QUICK.** You can whisk up a tuna dish in a jiffy. Save kitchen time.



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Assemblyman 1st Dist.

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Assemblyman 5th Dist.

NATHANIEL L. GOLDSTEIN  
Attorney General

JAMES W. WADSWORTH  
Congressman 39th Dist.

ABRAHAM SCHULMAN  
Assemblyman 2nd Dist.

HENRY D. SHEDD  
Judge of Children's Court

FRANK C. MOORE  
Comptroller

ALLEN J. OLIVER  
Senator 46th Dist.

GEORGE T. MANNING  
Assemblyman 3rd Dist.

WALTER H. WICKINS  
County Clerk

WINIFRED C. STANLEY  
DR. CHARLES MUZZICATO  
Congressmen At Large

RODNEY B. JANES  
Senator 45th Dist.

THOMAS F. RILEY  
Assemblyman 4th Dist.

NORMAN A. KRECKMAN  
Councilman At Large

## STAY ON ROW A ALL THE WAY



October 29, 1942

Rochester Sun, Thursday, October 29, 1942

PAGE SEVEN

PAGE NINE

## WE WORK!

Special problem of  
of small children,  
many hours from  
y required.

MAKES ALL  
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scrubbing. Try  
just wipe it away.

OCERS

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ITE

AT

Diego, Calif.

Y DAY!

ADVERTISEMENT

## Sunday Dinner ...

(Continued from Page 7)

your. You may like to lay a few  
strips of bacon across the top to  
keep the meat from becoming  
too dry.

### Cranberry Salad

1 pkg. lime flavored gelatin  
2 cups boiling water  
1 cup finely diced celery  
1 can cranberry sauce

Dissolve gelatin in boiling  
water; cool. Slice cranberry  
sauce 1/4 inch thick and cut into  
rounds with a cutter. Arrange  
rounds in bottom of shallow  
pan. When gelatin begins to  
congeal, add celery and pour  
over cranberry rounds. When  
firm cut in squares so that the  
round is centered in each square  
of gelatin. Serve in lettuce  
cups.

### Mince-meat Whip

4 egg whites  
1/2 teaspoon salt  
1/2 cup drained mince-meat  
1 teaspoon vinegar

Place egg whites and salt in  
bowl, beat with rotary beater  
until foamy. Add sugar a small  
amount at a time, beating after  
each addition. Continue beating  
until mixture is very stiff, and  
will stand in peaks. Add vinegar  
to mince-meat and fold into egg  
mixture. Pile in buttered  
baking dish. Set in pan of hot  
water and bake in 325 degree F.  
oven for 30 minutes. Cool.  
Serve warm with chilled soft  
custard sauce or whipped  
cream.

### Serving Hints

The meat makes an appetiz-  
ing display when placed in the  
center of the platter, sliced, and  
surrounded by candied sweets  
and flowerets of cauliflower.  
Butter the flowerets and sprin-  
kle them lightly with paprika,  
to separate the white of the  
cauliflower from the white of  
the platter.

If you don't care to mold the  
salad, you can cut the gelatin  
and the cranberries into dice  
after they have chilled until  
firm. However, it is attractive  
served in individual molds and  
they aren't any more trouble  
than serving as was just men-  
tioned.

The dessert is just so deli-  
cious and needs no additional  
decoration when served with a

warm custard sauce. If it is  
topped with whipped cream,  
then garnish it with a sliced  
cherry or two.

### Use of Leftovers

The mince-meat whip makes  
an elegant pie or tart filling. If  
there is some left over bake a  
few tart shells and pile the  
filling in them just before serv-  
ing time. Top them with cinn-  
amon whipped cream, and watch  
the smiles of delight when eat-  
ing the dessert.

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.

## DOLAN'S

Where You  
Buy the  
Cuts of

Chicken  
You Prefer

- BREASTS ... lb. 59c
- LEGS ... lb. 53c
- WINGS ... lb. 29c
- NECKS ... lb. 17c
- GIBLETS ... lb. 25c
- LIVERS ... lb. 49c

DOLAN'S  
600 JEFFERSON AVE.  
Cor. Bartlett  
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## Chicken Pies

ARE STRICTLY ALL  
CHICKEN — NO  
VEGETABLES

ALSO BEEFSTEAK PIES

We are equipped to fill your  
order regardless of the amount.  
Ideal for factory, cafeteria,  
large Banquets, even small Par-  
ties. Special prices for large  
quantities. NO DISHES TO  
RETURN.

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Fill your bins with coal now while  
deliveries can be made, and save by  
paying cash. We make loans for all  
worthy needs.

### COMPARE OUR LOW BANK RATES

If you borrow	You receive	You make 12 monthly payments of
\$96	\$92.52	\$8
120	112.40	10
180	168.60	15
240	224.80	20
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420	392.40	35

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low rates. Insurance pays up loan  
in case borrower dies.

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Second Floor  
MAIN OFFICE  
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Broad Sts.  
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GENESEE VALLEY  
TRUST COMPANY  
ROCHESTER, N. Y.

Member F.D.I.C.

Mrs. Helen Heid, 29 Richard St.

## SCHINE THEATRE PATRONS: Attend the Sun-Schine COOKING SCHOOL



### HERE'S HOW:

Purchase a regular admission ticket; this ticket will  
then admit you to the Sun-Schine Cooking School,  
supervised by Spry — and the same ticket will later  
admit you to THAT SCHINE THEATRE, at ANY TIME  
that regular prices prevail.

Thus Schine makes it easy for you to be patriotic —  
to attend the cooking school which teaches both CON-  
SERVATION of food and ADEQUATE NUTRITION.

The Management

SCHINE THEATRES, Inc.



## WEEK-END SAVINGS!

TENDER JUICY PRIME  
STEER ROASTS SHOULDER

**BEEF**  
**29c** lb.

Tender Juicy Prime  
Standing Ribs O'Beef ... lb. 35c  
Tender Boneless Rolled  
Lamb Roasts ... lb. 35c

## SAVE!

PURE WHOLESOME MILK

VAN CAMPS 3 tall 25c

24-OZ. PKG. STERLING

TABLE SALT 3 pkgs. 10c

KITCHEN WORK-SAVERS

SCOTTOWELS 3 rolls 25c

24 1/2-LB. SACK FLOUR

PILLSBURY'S BEST \$1.09

OLD ABBEY ALE OR

SIMON PURE BEER qt. 18c

Wegmans Grocery Prices Are  
Guaranteed To Be As Low Or  
Lower Than Those Elsewhere

## Halloween BAKERY TREATS!

DECORATED HALLOWE'EN  
LAYER CAKES ... 39c

GOLDEN TEMPTING HALLOWE'EN  
FRIED CAKES . doz. 17c

DELICIOUS FRESH  
PUMPKIN PIES . ea. 17c

Delicious Fresh  
Pumpkin Tarts ... ea. 6c

## This Weekend Buy LAND O' LAKES

World's Largest  
Selling SWEET  
CREAM  
BUTTER

NO FINER BUTTER  
AT ANY PRICE!

Wegmans  
HOME OWNED SUPER MARKETS  
FREE PARKING FOR  
CUSTOMERS

## Worth of War Stamps

## CREES

han-  
g on dressmaker suits  
ion.

ntally, had you thought  
u'd do about those suits  
other or son left behind  
e donned olive drab or  
ue? With his permission  
uld be made over into  
lleurs for heat-rationed  
rad.

about town: Dahlia reds  
ks dotted the audience  
gala first night of the  
Met. Shades, we  
which flatter blondes  
innettes alike. Dog  
of pearls predominated  
jewelry fashion favored  
women lunching at the  
dton. Two-color  
tions — the brighter  
ter — are worn round  
s by the fashion wise.  
Lesley Woods arriving  
CBS "Bright Horizon"  
all in brown, with a  
ld chrysanthemum pin-  
ner hair instead of a hat.

### Break for Mr. Peck

Peck — I wonder, Mrs.  
I could borrow your  
ter.  
Peck — I'm sorry, Mr.  
ut he doesn't get home  
clock — Cleveland News.

vacuum Stores — One of America's Leading Vacuum Cleaner Chains

BEAUTIFULLY REBUILT

**HOOVER**

**\$14.95**

Rebuilt by Peer  
Craftsmen  
Using Guar-  
anteed  
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COMPLETE WITH ATTACHMENTS

EASY TERMS

Fully

GUARANTEED

Some Length of Time  
as a Brand New  
HOOVER

Liberal Trade-In Allowance!

Also a large selection of  
Nationally Advertised  
makes of rebuilt clean-  
ers.

IF YOU CAN'T COME

IN — WRITE ... OR

PHONE FOR A FREE

DEMONSTRATION

IN YOUR HOME!

**PENIN**

VACUUM STORES

30 SOUTH AVE. • STONE 6747

OPEN 'TIL 7 P. M. MONDAYS AND THURSDAYS 'TIL 9

FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

Mrs. Anna Deer, 259 Merchants Rd.

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Be Sure of  
our Supply!

'ROMPT  
ELIVERY

Are Exclusive  
Dealers For  
EDDO COAL

**RDEAN R. MILLER**

Your Dealer! PHONE GENESEE 28

Finest Service For 32 Years

**SAVE**

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100% Guaranteed

**COAL**

**\$11.95**

Store  
Per  
or Nut

Careful Deliveries

**ILL WE HAVE ENOUGH TO EAT?**

ink answer to an all-important question — with a few tips on what  
'ill and won't have — and why.

**THE SAINT STEPS IN**

oning a new novel by Leslie Charteris, Simon Templar, the Saint,  
to Washington and steps into a strange web of wartime intrigue.  
t mingles a single issue of this enthralling mystery novel.

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retail newsdealer.

NOV. 7

ISSUE

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**SPECIAL**

**LINOLEUM**

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From our large selection of pat-  
terns, all colors, through to  
back, it is still possible to  
modernize that kitchen floor  
with

**Armstrong**

INLAID LINO FLOOR

**ANY ROOM-SIZE UP TO 10x12 \$18.75**

COMPLETE WITH LABOR AND MATERIALS

Limited Time Only!

**enelian Blinds**

ustom made.  
Minimum  
10 sq. ft.

**38c** sq. ft.

**WINDOW SHADES**

Selection of Col-  
ored New Rollers  
(included) Size  
6x6

**39c**

**LUCAS PAINT STORE**

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## Berghash Wine, Liqueur

**Sale!**

**25 YEARS OLD**

PRODUCT OF  
PORTUGAL

J. FAVRAUD  
FAMOUS  
IMPORTED

Case of  
12  
Bottles  
\$33

**BRANDY \$2.95**

Accompanied at time of importation by a  
certificate of age. Here's a mighty rare  
treat you can't afford to pass up! Why  
not pick up on a few bottles or a case!

IMPORTED WEST INDIES

**RUM SERITA**

If you like a Rum with all  
the mellow goodness of fa-  
mous old-time Rums here's  
the drink you should try.  
Learn for yourself why you  
needn't pay more for top  
quality, 86 proof.

**\$1.89**

4/5  
Quart

COMPARE \$2.75 VALUE

**KERRIGAN'S**

PRIVATE STOCK

**BLENDED WHISKEY**

Developed under  
personal supervision of  
J. P. Kerrigan, one of  
America's famous old  
time whiskey men. A  
blend of such extra-  
ordinary merit that  
this is one of our best  
sellings!

CASE  
OF 12  
\$26

**\$2.29**

Full  
Quart

OLD COACH—5 YEARS OLD

**STRAIGHT BOURBON**

Aged in Charred Oak Barrels.

**\$1.25**

PINT

BARCLAY'S BOTTLED IN BOND 100 PROOF

**Straight Rye Whiskey**

Case of 12—\$33

**\$2.95**

QUART

KENTUCKY STRAIGHT

**BOURBON WHISKEY**

**\$1.20**

PINT

100 PROOF BOTTLED IN BOND

**BOURBON WHISKEY**

**\$1.49**

PINT

4 OAKS

**Straight Rye Whiskey**

Carefully distilled and made palatable and  
smooth by natural aging in charred oak barrels.  
Full flavor and mellow.

**\$2.35**

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**EXTRA QUALITY**

Guaranteed 100% Pure California

**WINE**

One of the finest  
domestic wines  
you can buy ...  
Sherry, Tokay,  
Muscatel, Port,  
White Port,  
Angelica, Madeira,  
and dry varieties.

**\$1.69**

Full  
Gallon

COMPARE — \$2.15 VALUE

**MAIN**

**786**

**BERGHASH**

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PARKING  
OPP.  
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124 CLINTON AVENUE S.



PAGE SIX

# WAREHOUSE CLEAN-UP

ODDS & ENDS, TRADE-INS, FLOOR SAMPLES, RECONDITIONED FURNITURE, SHOPWORN ITEMS, ONE-OF-A-KIND, AS-IS PIECES, AND RETURNS —

## TO BE SACRIFICED FOR IMMEDIATE DISPOSAL

**2-Pc. LIVING ROOM SUITE** \$29  
Slightly used but in good condition.

**4-Pc. BEDROOM SUITE** \$39  
A steal! Bed, chest, dresser or vanity, bench. Brand new.

### CASH OR CREDIT!

Occasional Chairs (Limited Quantity) \$ 2.75  
Walnut China Cabinets 15.00  
Odd Overstuffed Chairs 6.00  
5-Pc. Maple Breakfast Set 12.00  
Odd Chest of Drawers 9.75  
Day Bed (as is) 14.00  
Kitchen Table (one only) 2.50  
9x9 Axminster Rug 15.00

Odd Davenport 8.00  
Unpainted Kitchen Tables 5.50  
Table Lamp (as is) 3.00  
Cedar Chests 12.00  
9x12 Congoleum Rug 4.44  
Bed, Dresser, Chest (assembled) 50.00  
Mohair Davenport 16.00  
Upright Pianos (Good Condition) 17.50

### OPEN EVENINGS TO 9 P.M.

**SIMMONS STUDIO DAVENPORT** \$35  
Floor sample. Worth more!

**ODD DRESSERS AND VANITIES** \$13  
Everyone brand new. Choice of finishes. Ea.

## MAJESTIC FURNITURE COMPANY

204 COURT STREET

## YOUR

Another appetizing, nutritious recipe, which appears exclusively for ROCHESTER'S kitchen-tested by the 1



For your next Sunday's company dinner would be just grand. Glazed tenderloin. Buttered peas will be served up the salad. To get you ready for whip is suggested for dessert.

**Stuffed Pork Tenderloin**

\*Pork Tenderloin with Dressing  
Glazed Sweet Potatoes  
Cauliflower Flowerets  
Buttered Peas  
\*Cranberry Salad  
\*Mincemeat Whip  
Beverage

\*(Recipes Included)  
This menu is properly balanced for nutritional value. It supplies: The Meat: Proteins, Minerals, Carbohydrates, Vitamin A, B, B-1, C and G. Sweet Potatoes: Carbohydrates, mineral Vitamins A, B, C, and G. Cauliflower: Vitamins A, B, C and G; minerals, carbohydrate Peas: Vitamins A, B, C, and G.

**SEMET SOLV COK**  
LEHIGH VALLEY HARDWARE  
STOVE, NUT  
EST. OVER 25 YEARS  
**PAYNE & D**

PAGE EIGHT

## FURS

MINI scarfs, jackets, coats made up for Xmas. Make your selection now from our herd of highest quality live mink. Lowest prices ever. 1900 Fur Farm, 3 miles west of Spencerport on Route 21. Phone Spencerport 320-F-4.

## BUSINESS SERVICE

FUR REPAIRING and remodeling in the latest styles. Sale of sample fur coats this month. Kavin, 100 Alexander St. MON. 1550.

Before starting a paint job, rub a little vaseline or cold cream on your hands. This will make them easy to wash after the painting is finished.

## WHAT ASPIRIN SHALL I BUY?

You can't buy aspirin that can do more for you than St. Joseph Aspirin and you can't buy aspirin safer, surer, faster-acting. St. Joseph Aspirin is the world's largest seller at 10¢ and you get 36 tablets for 20¢, 100 tablets only 35¢. Always demand St. Joseph Aspirin.

## Where To Play Bingo!

**★ STAR BINGO ★**  
372 FLINT ST. (rear)  
MON. 8:15 P. M. \$2 and \$5  
1:45 Tuesday Afternoon \$1 and \$3  
Wednesday 1:45 P. M. \$1 and \$3  
\* 23 GAMES \*

**PLAY BINGO AT THE 19th WARD CLUB HOUSE**  
SUNDAY 2:30 P. M. ALL REG. GAMES \$5-\$10 Letter "H" \$15  
1:45 P. M. — THURSDAY — 8:15 P. M.  
FRIDAY 8:15 P. M. — SATURDAY 8:15 P. M.  
19th WARD CLUBHOUSE  
Take Jefferson Ave. Bus To Hawley St.

**SPECIAL HOLLYWOOD HUDSON** Tues., Nov. 3 — Only  
COUPON When buying triple board and book \$4.50 ALL \$10 GAMES SOME \$15  
FOR YOU 45c FOR A FRIEND 45c

**WED. NITE, NOV. 4th-8:15 P. M. — SPECIAL**  
25c COUPON For you on buying triple board and book \$4.50  
25c COUPON For friend on buying triple board and book \$4.50  
SINGLE GAMES NO HOOK UPS  
**REXY** SPECIALS \$20 to \$30 REG. GAMES \$5.00  
FREE WED. NOV. 4 SINGLE BOARD In addition to 25¢ coupon, on purchase of triple board and book \$4.50.

**BINGO, FRI. NITE, 8:30**  
21 GAMES EACH WEEK ON REG. BOARD INCLUDING \$345 NO JACKPOTS \$100 ALL MONEY GIVEN OUT EACH NITE PRIZE ON REGULAR CARD  
NO GAME UNDER \$10 PAY OUT LAST WEEK \$400  
**O. L. P. H. HALL** Admission 55c Incl. Tax  
Joseph Avenue - Bus To Door JOSEPH AVE. near NORTON ST.

**HOLLYWOOD**  
ALL REG. GAMES — \$5 TO \$10 — EVERY WEEK  
WORTH 45c 50c 50c 50c 25c 25c  
For You Tues. Nov. 3rd For You Wed. Nov. 4th For You Thurs. Oct. 29th For You Fri. Oct. 30th For You Sat. Oct. 31st For You Sun. Nov. 1st  
WORTH 45c 50c 50c 50c 25c 25c  
For Friend Tues. Nov. 3rd For Friend Wed. Nov. 4th For Friend Thurs. Oct. 29th For Friend Fri. Oct. 30th For Friend Sat. Oct. 31st For Friend Sun. Nov. 1st  
The coupons above are redeemable at Hollywood box office for amounts named when you or your friend buy a triple board and book of specials.  
**SPECIAL TUESDAY NIGHT, NOV. 3rd**  
ALL GAMES \$10—SOME \$15  
HOLLYWOOD HUDSON

**BINGO EVERY TUESDAY NIGHT BINGO**  
155 CHESTNUT ST.  
\$200 SWEEPSTAKES  
24 GAMES \$20 Or More \$40. Game for You and a Friend in the U. S. A. Forces \$200 JACKPOT 55 NUMBERS  
+ Tables For Early Birds NEW ELECTRIC BLOWER +  
Between Monroe Ave. and Court St. Admission \$1.00 Plus Tax 3 Bus Lines Within One Block

Rochester Sun, Thursday, October 29, 1942

## Sauerkraut Supper

Members of the Women's Auxiliary of South Presbyterian Church will hold their annual sauerkraut supper on Wednesday, November 11, starting at 5:30 p. m. Mrs. Fred Miller is general chairman.

## Masquerade Dance

The public is invited to a masquerade dance at Eagles' Hall next Tuesday evening. The affair will be sponsored by the General Welfare Pension Club No. 220. Refreshments will be served.

An effective insect poison can be made by mixing one part of powdered sugar with two parts of boracic acid.

## BINGO

**CAPITOL HALL**  
85 W. MAIN ST.  
Mon. — Tues. — Thurs. 1:30 P. M.  
Sun. 2:30 P. M.  
Wed. — Fri. — Sat. 8:30 P. M.

## Games Sun Afternoon

Special for \$25 War Bond Mon. 30 Games \$3

4 Games Tues. Aft.

5 Wed. 30 Games \$6

Games Thurs. Aft.

FRIDAY - SATURDAY

27 \$5 — \$10

GAMES ON REG. \$15 & \$20

Letter "H" — \$25

ADM. 28c Incl. Tax

Flies in the house can be so unpleasant to them that they driven out by placing sweet will keep away from any room peas in your rooms. The odor is containing these flowers.

100% Satisfaction Guaranteed  
**COAL** (Hard) EGG STOVE NUT \$11.85 Per Ton Shov. Off  
Buy Defense Stamps with the Savings  
**WEST END FUEL CO., 2 LAKE AVE. MAIN 5740**

**PLYMOUTH**  
EVERY SATURDAY 8:15 P. M.  
23 GAMES — GOOD PRIZES  
JACKPOT — SPECIALS  
DOLLAR BILLS FOR DOOR PRIZES  
PLYMOUTH AVE. SO.—At Troup St.

**DeLUXE BINGO EVERY MONDAY NITE**  
**OVER \$900 IN PRIZES**  
GRAND \$300 Given Every Week JACKPOT \$140  
GOLD AWARD TICKET \$75 GAME  
**K of C AUDITORIUM**  
50 CHESTNUT ST.  
20 DOOR PRIZES

**PARK HALL** 928 Jefferson Ave. Near Plymouth  
\$5 to \$10 ALL GAMES Sun. Nite 8:15 \$10 ALL GAMES SAT NITE 8:15 \$500 INC. JACKPOT  
50c For You Thurs. Oct. 29 50c For You Fri. Oct. 30 25c For You Sat. Oct. 31 25c For You Sun. Nov. 1  
50c For Friend Thurs. Oct. 29 50c For Friend Fri. Oct. 30 25c For Friend Sat. Oct. 31 25c For Friend Sun. Nov. 1  
Coupons in this ad redeemable at New Park Hall when buying triple board and book of specials.  
FRI., Oct. 30 PARK HALL 1:30 P. M. For You 45c  
**Friday MATINEE SPECIAL! JACKPOT SPECIALS!**  
PARK HALL FRI., Oct. 30 1:30 P. M. For Friend 45c

**TOWNER-REXY**  
Worth 45c For You OCT. 31st Towner - REXY  
Sat. Nite, Oct. 31st All Games \$10 Some \$15  
WORTH 45c For You Thurs. Oct. 29 Towner WORTH 45c For You Fri. Oct. 30 Towner WORTH 25c For You Sun. Nov. 1 Towner WORTH 25c For You Wed. Nov. 4 Towner Hall  
WORTH 45c For Friend Thurs. Oct. 29 Towner WORTH 45c For Friend Fri. Oct. 30 Towner WORTH 25c For Friend Sun. Nov. 1 Towner WORTH 25c For Friend Wed. Nov. 4 Towner Hall  
SPECIAL—TOWNER THURSDAY NITE JACKPOT—\$175  
TOWNER—WED. NITE ALL GAMES \$5 to \$10 Nov. 4th ALL SINGLE GAMES NO HOOK UPS

**UNION LEAGUE HALL**  
GREGORY ST., CORNER SOUTH AVE.  
**SUN. & MON. NITES**  
EXTRA FREE BOARDS!!  
COUPON SUNDAY NITE GOOD FOR EXTRA FREE Board When Buying Admission Ticket UNION LEAGUE HALL Nov. 1  
COUPON MONDAY NITE GOOD FOR EXTRA FREE Board When Buying Admission Ticket UNION LEAGUE HALL Nov. 2  
**2 JACKPOTS EACH NITE**  
\$50 7 Numbers \$100 55 Numbers  
These Amounts Good Monday If Not Taken Sunday  
MATINEE GAMES EVERY  
**WED. FRI. SAT.—1:30 P. M.**  
Wed. Adm. \$3 25c Every Game  
FRI. and SAT. EVERY ADM. 25c GAME \$4 SPECIALS \$2 & \$3 or More No Coupon Necessary

**SBINGOS**  
Every Saturday 8:30 P. M.  
**C. Y. M. A.**  
51 FRANKLIN SQUARE Near Greyhound Bus Terminal  
\$ ADMISSION 27c \$ Plus Fed. Tax—3c  
**Beeley's Bingo**  
SUNDAY AT 8 P. M. WED. at 1:30 P. M. Mon., Tues., Wed., Thurs., Fri. Sat. at 8:15  
EXTRA BOARD FREE WITH TRIPLE BOARD  
142 GENESEE ST. in REAR

# IT'S "TON AND THE REPUBLIC

THOMAS W. WALLACE  
Lieutenant

NATHANIEL L. GOLDSTEIN  
Attorney General

JOSEPH J. O'BRIEN  
Congressman 38th Dist.

JAMES W. WADSWORTH  
Congressman 39th Dist.

FRANK J. SELLMAYER  
Assemblyman 1st Dist.

ABRAHAM SCHULMAN  
Assemblyman 2nd Dist.

WILLIAM B. MANN  
Assemblyman 5th Dist.

HENRY D. SHEDD  
Judge of Children's Court

## STAY ON ROW



October 29, 1942

ant to them that they  
away from any room  
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85 Per Ton  
Shov. Off  
E AVE. MAIN  
5740

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DAY NITE  
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PRIZES  
NOT \$140  
GAME  
TRIUM  
FINST. ST.

928  
Jefferson Ave.  
Near Plymouth

ALL GAMES  
SAT NITE 8:15  
\$500 INC. JACKPOT  
You  
25c For You  
Sun, Nov. 1  
25c For Friend  
Sun, Nov. 1

PARK HALL  
FRI. Oct. 30  
1:30 P.M.  
For  
Friend  
45c

REXY  
Worth 45c  
For Friend  
OCT. 31st  
Towner - REXY

WORTH 25c  
For You  
Wed., Nov. 4  
Towner Hall  
WORTH 25c  
For Friend  
Wed., Nov. 4  
Towner Hall

ER-WED. NITE  
AMES \$5 to \$10  
ALL SINGLE GAMES  
NO HOOK UPS

E HALL  
OUTH AVE.

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UPON  
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FOR EXTRA FREE  
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:30 P.M.  
EVERY  
GAME \$4  
or More  
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INGOS  
Saturday 8:20 P.M.

Y.M.A.  
ANKLIN SQUARE  
ybound Bus Terminal

MISSION 27c \$  
Fed. Tax—3c

ey's Bingo  
NDAY AT 8 P.M.  
D. at 1:30 P.M.  
s. Wed., Thurs., Fri.  
at 8:15  
A BOARD FREE  
TRIPLE BOARD  
NESEE ST. in REAR

Rochester Sun, Thursday, October 29, 1942

Names Between The Ads Mean Owners Get a Dollar's Worth of War Stamps

PAGE NINE

## VISIT Smalls MODERN OPTICAL DEPT.

Take Good Care of Your Eyes...

At the first sign of dimming vision—difficulty in reading or eye-strain headache DO SOMETHING ABOUT IT. Come to Smalls and have Dan G. Albert, Registered Optometrist examine your eyes. If Glasses are needed he will prescribe corrective lenses and appropriate frames to eliminate this serious handicap—and, at the same time explain how easy it is to obtain . . .

GLASSES ON CREDIT

# Smalls

28 MAIN STREET EAST



We Use Only Bausch & Lomb and Shuron Dependable Lenses!

If You Suffer Distress From

## PERIODIC FEMALE WEAKNESS

and want to  
BUILD UP RED BLOOD!



istance against such symptoms.

Take heed if you like so many women to relieve such distress. Thousands Upon Thousands Report Benefit. Lydia Pinkham's Tablets not only help relieve monthly pain but also accompanying tired, nervous feelings of this nature. This is because of their soothing effect on ONE OF WOMAN'S MOST IMPORTANT ORGANS. And here's a tip for you modern girls! Taken regularly thruout the month—Lydia Pinkham's Tablets should help build up re-

Monthly losses often cause a lack of iron with some women. HERE AGAIN Lydia Pinkham's Tablets should be especially helpful. Used as directed—these little tablets are one of the best and quickest ways to get precious iron into the blood to help build up red blood cells and thus aid in promoting a more refreshed and vigorous blood-stream—more strength. Lydia Pinkham's Tablets are also a fine stomachic tonic! Follow label directions. WELL WORTH TRYING!

Lydia E. Pinkham's COMPOUND TABLETS (with added iron)

## FASHION DECREES

By Rosellen Callahan

Plan your winter wardrobe carefully, take good care of the clothes you already have, and you'll not only help your budget but the war effort in general. Looking back on it, we've really been quite wasteful at times. For instance, that frock you thought looked like a dream in the shop and simply hated after a few wearings. Or that hat you Marjorie Hannan couldn't resist, which sat in its box because it didn't go with anything else. And the suit and topcoat you wore a couple of seasons, then gave to the old clothes man, because you were tired of their color. Today labor is too hard pressed to be manufacturing more clothes than we need. The new outfit you buy this year should do for the duration. It will if you insist on good quality, simple styling and colors which blend with the rest of your wardrobe.



Leather needs just as much care and coddling as your complexion. Dust and dirt clog leather as easily as the pores of your face. If your saddle leather bag, calfskin pumps or pigskin overnight case look a bit the worse for wear, Radio Star Marjorie Hannan suggests you give them a "facial." Lather the surface with a generous amount of saddle soap, leave on for a few minutes. Then rub it off. This cleanses the pores of dust. For a final touch, lubricate and shine the surface with a good cream polish.

While you're rummaging through the attic for metal scrap, take time out to go through that trunk of old clothes. There may be an old tweed suit which can be cleaned, ripped apart and the best parts combined most effectively with other fabric to make a new bolero suit or sports frock. Or there may be a bit of braid, passementerie or jet bead medallions exactly like they're

featuring on dressmaker suits this season.

Incidentally, had you thought what you'd do about those suits your brother or son left behind when he donned olive drab or Navy blue? With his permission they could be made over into trim talleurs for heat-rationed days ahead.

Seen about town. Dahlias reds and pinks dotted the audience at the gala first night of the Ballet at the Met. Shades, we noticed, which flatter blondes and brunettes alike . . . Dog collars of pearls predominated as the jewelry fashion favored by chic women lunching at the Ritz-Carlton . . . Two-color combinations—the brighter the better—are worn round the clock by the fashion wise . . . Blonde Lesley Woods arriving at the CBS "Bright Horizon" studios all in brown, with a deep gold chrysanthemum pinned in her hair instead of a hat.

A Break for Mr. Peck

Mr. Heck—I wonder, Mrs. Peck, if I could borrow your rug-beater.  
Mrs. Peck—I'm sorry, Mr. Heck, but he doesn't get home till 5 o'clock.—Cleveland News.

Penn Vacuum Stores—One of America's Leading Vacuum Cleaner Chains

**BEAUTIFULLY REBUILT HOOVER**  
\$14.95  
COMPLETE WITH ATTACHMENTS  
EASY TERMS  
Fully GUARANTEED  
Same Length of Time as a Brand New HOOVER  
Liberal Trade-In Allowance!  
Also a large selection of Nationally Advertised makes of rebuilt cleaners.  
IF YOU CAN'T COME IN—WRITE... OR PHONE FOR A FREE DEMONSTRATION IN YOUR HOME!  
**PENN VACUUM STORES**  
30 SOUTH AVE. • STONE 6747  
OPEN 'TIL 7 P. M. MONDAYS and THURSDAYS 'TIL 9  
BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!  
Mrs. Anna Deer, 259 Merchants Rd.

**BUY NOW!**  
Be Sure of Your Supply!  
**PROMPT DELIVERY**  
We Are Exclusive Dealers For JEDDO COAL  
**SAVE**  
With Miller's SPECIAL 100% Guaranteed **COAL** \$11.95  
Store, Egg or Nut Cash, Show, Off  
Careful Deliveries  
**ARDEAN R. MILLER**  
Know Your Dealer! PHONE GENESEE 28 Finest Service For 32 Years

**WILL WE HAVE ENOUGH TO EAT?**  
A frank answer to an all-important question—with a few tips on what we will and won't have—and why.  
**THE SAINT STEPS IN**  
Beginning a new novel by Leslie Charteris, Simon Templar, the Saint, goes to Washington and steps into a strange web of wartime intrigue. Don't miss a single issue of the enthralling mystery novel!  
NOTICE TO LIBERTY READERS! In order to be sure of receiving your regular weekly copy of LIBERTY reserve it early with your nearest newsdealer.  
10c NOV. 7 ISSUE LIBERTY WEEKLY NOW ON SALE 10c

**SPECIAL LINOLEUM OFFER**  
From our large selection of patterns, all colors through to black, it is still possible to modernize that kitchen floor with  
**Armstrong INLAID LINO FLOOR**  
ANY ROOM-SIZE UP TO 10x12 \$18.75  
COMPLETE WITH LABOR AND MATERIALS  
Limited Time Only! Venetian Blinds Custom made. Minimum 10 sq. ft. 38c sq. ft.  
WINDOW SHADES Selection of Col. oral New Rollers Included! Size 6x16 39c  
**LUCAS PAINT STORE**  
80 ST. PAUL ST. Free Parking MAIN 2090

## Berghash Wine, Liquor



25 YEARS OLD

PRODUCT OF PORTUGAL  
J. FAYRAUD  
FAMOUS IMPORTED



Case of 12 Bottles \$33

# BRANDY \$2.95

Accompanied at time of importation by a certificate of age. Here's a mighty rare treat you can't afford to pass up! Why not pick up on a few bottles or a case!



IMPORTED WEST INDIES

## RUM SERITA

If you like a Rum with all the mellow goodness of famous old-time Rums here's the drink you should try. Learn for yourself why you needn't pay more for top quality, 86 proof.

# \$1.89

COMPARE \$2.75 VALUE

## KERRIGAN'S PRIVATE STOCK BLENDED WHISKEY

Developed under personal supervision of J. P. Kerrigan, one of America's famous old time whiskey men. A blend of such extraordinary merit that this is one of our best sellers!  
CASE OF 12 \$26



OLD COACH—5 YEARS OLD  
STRAIGHT BOURBON \$1.25  
Aged in Charred Oak Barrels.

BARCLAY'S BOTTLED IN BOND 100 PROOF  
Straight Rye Whiskey \$2.95  
Case of 12—\$33

KENTUCKY STRAIGHT BOURBON WHISKEY \$1.20

100 PROOF BOTTLED IN BOND BOURBON WHISKEY \$1.49

4 OAKS  
Straight Rye Whiskey \$2.35  
Carefully distilled and made palatable and smooth by natural aging in charred oak barrels. Full flavor and mellow.

**EXTRA QUALITY WINE**  
Guaranteed 100% Pure California  
One of the finest domestic wines you can buy . . . Sherry, Tokay, Muscatel, Port, White Port, Angelica, Madeira, and dry varieties.  
**\$1.69**  
Full Gallon  
COMPARE — \$2.15 VALUE

MAIN 786 **BERGHASH** FREE PARKING OPP. STORE  
124 CLINTON AVENUE S.



ED SAVES YOU MANY DOLLARS  
ON  
**BEDROOM SUITES**  
DEEP CUT PRICES  
THURSDAY - FRIDAY - SATURDAY  
LOW TERMS  
**EDW. L. MASLINE**  
1340 CLINTON AVE. N.  
OPEN EVES. TIL 9

GUARANTEED R. & P.  
PENNSYLVANIA HARD  
**COAL** EGG NUT STOVE  
**\$11.85** CASH SHOWN OFF  
IMMEDIATE DELIVERY  
D & H ANTHRACITE Egg-Stove-Nut \$12.90  
MARSHALL'S COAL CO. COKE \$11.00 Ton  
CO. 296 Driving Pk. Glen 109  
Mrs. Margaret Neary, 117 Brooks Ave.

COLDS/MISERIES  
**PENETRO**  
For colds, coughs, nasal congestion, muscle aches get Penetro—modern medication in a mutton suit base, 25¢, double supply 50¢.

Windows get stuck often?  
Rub the window ropes with  
wax or paraffin. Also try pull-  
ing the ropes, on both sides, up  
together and letting them drop  
back again, together, several  
times.

### EVERYTHING YOU NEED

LAMPS, Table and Floor .....\$4.95 up  
BICYCLES .....\$32.50  
SEWING MACHINES .....\$59.95 up  
RADIOS .....\$22.95 up  
RADIO COMBINATIONS .....\$109.95 up

Electric Clocks, Electric Irons, Etc.

NO DOWN PAYMENT  
CHARGE ACCOUNT  
PLAN

EASY TERMS  
6 to 12 Months to Pay  
Our Installment Plan  
Conforms to Government  
Regulations

**UNIT PARTS**  
ROCHESTER CORPORATION  
1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD



## DIARY of a BEAUTY AUTHORITY

by Helena Rubinstein

New York—When friends ask me how to achieve complexion loveliness, I always emphasize one thing: Skin care must be on a 24 hour basis. Simple cleansing and the use of a foundation are important, but in order to get really noticeable results, you must place your beauty care on a full-time basis and follow a scientific beauty routine both day and night.

Morning! Starting in the morning, the first step should be to smooth a stimulating wake-up cream, gently massaging it in and allowing it to remain on the skin while you bathe and dress. This counteracts the effect of over-active oil glands, it leaves the skin with an appealing, fresh glow. Next, apply an herbal skin lotion to remove the last traces of cream and leave the face refreshed and sparkling-clean. The best way to apply the lotion is with a small pad of dry cotton. Then blot with tissues. And so, that the skin will be protected and beautified all during the day, wear a medicated snow lotion which will be both concealing and beneficial.

Evening! At night, the treatment is entirely different. Before retiring, a deeply penetrating grainy wash providing the friction required to remove all traces of dust from the pores is the finest cleanser. Then, for further assurance of cleanliness which is so important to the oily skin, smooth on the skin a pasteurized cream which is designed to do away with excess oil. Then, for those skin disturbances, apply a medicated

cream and leave it on overnight so it may do its healing work while you sleep.

And let me remind you, that in addition to this day-time and night time beauty routine for the oily skin, it is absolutely imperative that you avoid rich or fatty foods, that you eat a lot of green vegetables and fresh fruits and drink plenty of water each day. With cleanliness and healthful dieting, combined with your day-time and night-time care you can combat excess skin oiliness and achieve complexion beauty.

(Madame Rubinstein will be glad to help you solve your individual beauty problems. Just address her in care of this paper.)

### Minute Make-Ups

Defend your beauty by planning a one-minute-a-day routine. Monday—a minute to brush your hair. Tuesday—a minute to wake up circulation by patting with a skin freshener. Wednesday—a minute to massage the gums with a good toothpaste. Thursday—a minute to pluck out stray eyebrows. Friday—a minute to use oil or cuticle cream on the nails. Saturday—a minute for a vanishing cream mask. And as many extra minutes as possible in order to be well groomed!

### News About Hues

In war or peace old roofs wear out and have to be replaced by new ones. The application of such necessary new roofs is permitted without restrictions by the War Production Board. Those Americans who re-roof their homes during these war days show a marked preference for bright roof color. Bright green asphalt shingles above clean white painted sidewalls is the most popular choice for a complete exterior color scheme. Blue-black is the second roof favorite, while deep green is runner-up to white for popularity in exterior paint. Colored asphalt shingles and paints for the rejuvenation of worn-out homes are still available to the home owners.

## Must The Married Woman Live In Doubt?

The modern wife often distrusts half knowledge gathered in adolescence. Before retiring, a deeply penetrating grainy wash providing the friction required to remove all traces of dust from the pores is the finest cleanser. Then, for further assurance of cleanliness which is so important to the oily skin, smooth on the skin a pasteurized cream which is designed to do away with excess oil. Then, for those skin disturbances, apply a medicated

Today such doubts and unhappiness, such risks are needless. Science has given woman Zonite, so powerful, it kills instantly all germs and bacteria with which it comes in contact. Deodorizes—by actually destroying odors. Protects personal cleanliness. Yet Zonite is non-caustic, non-poisonous, safe for delicate tissues. Over 20,000,000 bottles bought. Get Zonite at your drugstore today.

Free Book Tells Intimate Facts

Frankly written booklet "Feminine Hygiene Today," mailed FREE in plain wrapper. Write: Zonite, Dept. 6941D, 400 Lexington Ave., New York, N. Y.

### Personal To Certain Fat Women

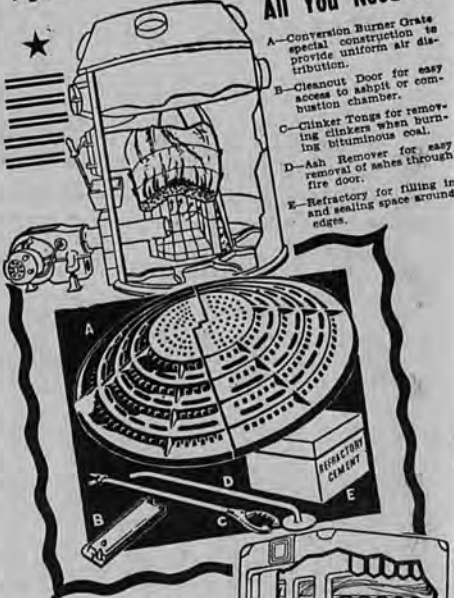
You adult fat people may often slim down without starvation diets and backbreaking exercises when your excess fat is due to thyroid deficiency and you have nothing else the matter with you. Just eat sensibly and take Marmola tablets only according to the recommendations and instructions with the package. Marmola is not a cure-all. If in doubt at any time about advisability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician. If you need Marmola, why not lose those ugly uncomfortable pounds the Marmola way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

### MOST AMAZING VALUES IN TOWN!

PAINT—Semi-Gloss or Enamel, Highest quality values to \$1.29  
MODERN JR. SANITARY NAPKINS Pkg. of 10. 12 1/2¢  
COATS or CLARKS CROCHET COTTON, Big Ball. 19¢  
STAR CROCHET COTTON Colors, Reg. 10. 5¢  
BOYS' KNICKERS, Limited quantity. Values to \$2. 49¢  
1000 SHEET ROLL TOILET TISSUE Regular 5¢  
GAL. ENAMEL GLOSS OR FLAT PAINT, Finest quality. \$1.39  
GAL. GENUINE CLEAR SPAR VARNISH, Regular \$1.98  
LADIES' FLANNEL GOWNS Extra sizes, Reg. \$1.29. 96¢  
LADIES' CREPE GOWNS, Regular or extra sizes. 79¢  
LADIES' COTTON HOSE, Assorted colors. 19¢  
PEQUOT SWEETING 2 1/2 yds. wide, Reg. 75¢. 65¢  
MEN'S STRIPED SHOP CAPS High peak. 22¢  
MEN'S DENIM DUNGAREE PANTS Blue. 98¢  
MEN'S RANDOLPH UNION SUITS, Winter weight. 98¢  
LADIES' SATIN SLIPS, Extra nice quality. 69¢  
CHILDREN'S TRAINING PANTS Winter weight. 12 1/2¢  
EXTRA HEAVY UNBLEACHED SHEETING, 2 1/2 yds. wide, Reg. 45¢. 47¢  
Above Are But a Few of Our Permanent and Amazing Bargains  
Every Buy a Bargain at  
**BILL'S BARGAIN STORE**  
98 East Main St.  
Near Water

## Change from OIL TO COAL

(WITHOUT REMOVING YOUR OIL BURNER)  
New VICTORY Conversion Coal Burner Permits Quick Change to COAL and Back to Oil Again After The Present Emergency—



Works With Oil Burners or Conversion Burners  
**\$39.95** Both Stores  
Installation Can Be Arranged For

In the interest of public welfare and to cooperate with the Government efforts to reduce the consumption of fuel oil, Sears' engineers started months ago to design a Conversion Burner that would give owners of oil heating equipment a warm and comfortable home all winter long—at a MINIMUM COST. Here it is—the New Hercules Conversion Coal Burner—tested, approved, efficient... the answer to YOUR war-time heating problem!

**Sears Roebuck and Co.**

## "Easy As Pie" To Paint Walls With—

# Sero-Tone

1 COAT  
COVERS  
EVEN...  
WALLPAPER



**\$2.69**  
PASTE FORM GAL.  
NOTE! Thin with water and make 1 1/2 gallons... enough to paint 12x14x8-ft. room.

## Smart New Pastel Colors • Retain Their Beauty!

You can now redecorate any room quickly, easily, beautifully at exceptionally low cost! Apply but one coat of Sears' new, Master-Mixed SERO-TONE flat wall finish... then use your room in an hour. There is color-magic in every brush stroke. The lasting colors include practically every shade or hue to harmoniously blend with your present furnishings. Give your room a fresh, new pleasing appearance the economical way with SERO-TONE!

Paints Purchases of \$10 Or More On Easy Terms

**Sears Roebuck and Co.** MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.

KEY COUPON  
**Facial Tissue**  
Reg. 25c Box 500 Limit 2  
**13¢**

KEY COUPON  
**HAIR CURLERS**  
Spring Lock Long or Short Limit 6  
**2 for 9¢**

KEY COUPON  
**CASTILE SOAP**  
Baby Limit 6  
**3 for 11¢**

KEY COUPON  
**Powder Puffs**  
Ass. Shades Limit 4  
**2 for 5¢**

**Lydia Pinkham**  
Vegetable Compound  
Reg. \$1.35  
**72¢**

**MARROW OIL SHAMPOO**  
1.00 Size  
**54¢**

**NOXZEMA**  
BOUDOIR SIZE CREAM  
Reg. 75c  
**49¢**

**MOLESKIN PLASTER**  
7x12 Inches Reg. 25c  
**19¢**

**POLIDENT**  
PLATE POWDER  
60c Size  
**49¢**

**PHILLIPS**  
Milk of Magnesia  
25c Size  
**11¢**

**CARTER'S**  
LITTLE LIVER PILLS  
35c Size  
**19¢**

**SAL HEPATICA**  
30c Size  
**24¢**

TODAY THRU NEXT WEDNESDAY  
**KEY**  
ROCHESTER'S MODERN CUT RATE DRUG STORES  
470 N. GOODMAN NEAR MAIN  
724 WINTON ROAD NO. 60  
457 RIDGE RD. W. NEAR DEWEY

**VICTORY SERVICE KIT**  
A Complete KIT for the MAN in the Service  
**2.49**

**WILDROOT**  
CREAM-OIL FORMULA FOR THE HAIR  
NEW! NON-ALCOHOLIC  
GROOMS THE HAIR RELIEVES DRYNESS REMOVES LOCKS DANDRUFF  
60¢ SIZE only **47¢**

**50¢ SIZE FREE**  
WHEN YOU BUY THE LARGE SIZE  
**\$2.25 VALUE \$1.69 FOR**  
**Vimms**  
6 VITAMINS 3 MINERALS

**SEAMLESS RUBBER PACKETTE**  
FOLDING SYRINGE  
Convenient Travel Set. Can be tucked away in luggage or medicine chest. Ideal for personal use.  
\$2.00 Value  
**\$1.49**

**ELECTRIC HEAT PADS**  
Reg. \$2.75  
**\$1.98**

To keep on the job...  
**KEEP FIT!**  
Guard your dental health with the best toothbrush money can buy...  
**DR. WEST'S MIRACLE-TUFT**  
Exclusive Advantages  
"EXTON" brand bristles for more efficient tooth-cleaning. Surgically sterile glass packaging—germ-free delivery to you.

**GIFT SPECIAL FOR THE MAN**  
In The Service or at Home  
**PROPHYLACTIC COMB & BRUSH SET**  
Worth much more. Quality materials throughout.  
**\$1.25**

**Machine Oil**  
4 oz. can Limit 2  
**6¢**

**KEY COUPON WOODBURY ALMOND-ROSE HAND LOTION**  
50c Bottle Limit 1  
**18¢**

**DR. WEST TOOTH PASTE**  
Giant 40c Size  
**25¢**

**Dextri Malloose POUND CAN**  
Regular 75c  
**63¢**

**CLAPP'S BABY FOOD**  
STRAINED  
**3 for 19¢**

**MEN'S OR LADIES' METAL Shoe Trees**  
Adjustable—20c Value  
**19¢ Pair**

**FITCH HAIR OIL**  
Reg. Size  
**6¢**

**SQUIBB Milk of Magnesia**  
Large 24-Oz. Bottle  
**49¢**

**ANACIN TABLETS**  
Regular 75c Bottle 50  
**59¢**

**CALOX Tooth Powder**  
50c Size  
**39¢**



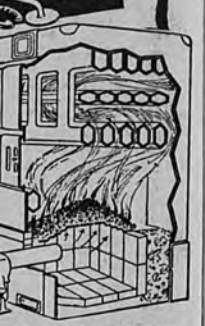
Thursday, October 29, 1942

**COAL**  
(FOR OIL BURNER)

Coal Burner Permits  
and Back to Oil  
Emergency—

All You Need Is—

A—Conversion Burner Grate  
special construction  
provide uniform air dis-  
tribution.  
B—Cleanout Door for easy  
access to ashpit or com-  
bustion chamber.  
C—Clinker Tong for remov-  
ing clinkers when burn-  
ing bituminous coal.  
D—Ash Remover for easy  
removal of ashes through  
fire door.  
E—Refractory for filling in  
and sealing space around  
edges.



cooperate with the Govern-  
ment of fuel oil, Sears' engineers  
have designed a burner that would give  
you a comfortable home all  
year it is—the New Hercules  
burner, efficient... the answer

ck and Co.

ills With—

re

COAT

OVERS

EN...

LLPAPER



DRIES IN 1 HOUR



COVERS ANY SURFACE



APPLIES SMOOTHLY QUICKLY



NO UNPLEASANT ODOR

chester, N. Y.

Monday Edition

# ROCHESTER SHOPPING NEWS

## The Rochester Sun

Delivered Free To 75,200 Homes In  
Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: in Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

Shopping News Is Now Available  
On All Downtown Newsstands.

FIFTH YEAR—No. 54

ROCHESTER, N. Y., MONDAY NOVEMBER 2, 1942

10

PHONE, STONE 6000 Your Copy Regularly  
If You Do Not Receive

# LARGE VALUES FOR WISE BUYERS HERE

MONDAY ONLY  
**Colored Striped Outing Flannel**  
Sturdy, closely woven, extra soft and warm. Perfect  
for men's and boy's pajamas, women's and children's  
warm garments. 36" wide. While quantities last.  
**19c**  
See Our Large Ad in This Issue  
**E. W. Edwards & Son STone 2300**

**TYPEWRITER  
PAPER** [ 25c Pkg. ] **19c**  
[ 160 Sheets ]  
Finest Quality (Size 8 1/2" x 11")  
**At All DAW'S Drug Stores**

Regular \$1.39 Winter Weight  
**MEN'S UNION SUITS**  
Men, you may ration your own heat with these  
white or grey, heavyweight union suits in short or  
long sleeve styles. All have slight fleece lining for  
extra warmth. Sizes 38 to 46.  
**\$1.00**  
Aisle 4 Basement  
**SIBLEY, LINDSAY & CURR CO.**

MONDAY ONLY  
**GIRLS' UNION SUITS**  
Made to sell up to 35c each. Rayon and cotton suits,  
split seat style, sizes 12, 14 and 16 only. We suggest  
getting here early as they won't last long at this price.  
**10c**  
Main Floor, Monroe  
**SEARS, ROEBUCK & CO.**

## Front Page SPECIALS!

—listed in the squares on this page, go on sale at store opening Monday  
and are on sale throughout the day and evening.

(Do not try to obtain specials before Monday as they  
cannot be put on counters until that time.)

## THE SCORES OF VALUES

found on every page of this paper will  
also be ready Monday

Read this paper carefully. Plan your  
shopping trip from the ads in this issue  
—then be ready to reap the harvest Monday

**DOWNTOWN STORES OPEN FROM NOON TO 9 P. M. MONDAYS**

MONDAY ONLY  
17 x 32 Nationally Advertised Famous "STEVENS"  
**ALL LINEN  
DISH TOWELS 24c**  
Run-of-mill quality in your choice of colors.  
**LINCOLN'S 118 Main St. E.**

In This Issue  
**COMPLETE NEWS ABOUT  
GREAT NOVEMBER SALE!**  
A 12-page section crammed full of startling values for  
every member of the family. Read every page.  
**McCURDY'S**

Dependable Quality!  
**Barbara Lee Rayon Stockings**  
Forman exclusive! finer and semi-sheer, chosen  
for beauty, for reliability. Three shades: Glorious,  
Valorous, Victorious. Sizes 8 1/2 to 10 1/2.  
Street Floor, Main 3900  
**\$1.00**  
**B. FORMAN CO. Clinton Ave. So.**

# The Floor that Stands for Thrift in the Store that Stands for Fashion!



**Felt Pompadours**  
**2.50**

Pillbox pompadours in smooth  
felt, highlighted with rows and  
rows of stitching. Matching  
velveteen facing offers a mate-  
rial contrast. Black, brown,  
high shades.  
*Collegienne Hats,  
Third Floor*



**"Bolster" Pumps**  
**6.95**

Foot flattery at a new low price  
for Forman's! Walled-toe pump  
with unusual bolster-like orna-  
ment. Golden tobacco brown,  
and beet red calfskin. Sizes  
AAAA to B.  
*Collegienne Shoes,  
Third Floor*

## Third Floor

Forman's Third Floor is the best friend your budget has. Here, in  
shining new shops, are gathered collections of clothes that fit right  
into the fashion picture and fit right into your scheme of moderate  
spending. You can pin your faith to these pin-money fashions!

**It's Easy to Open a Convenient Forman Charge Account**

Good Looks! Good Quality!

**London-Dyed Squirrel**  
as trimming on  
**All-Wool Coats**

There's a place in "The Sun" for values  
such as these! The all-wool materials,  
the lovely brown fur, the warm inter-  
linings, the obviously fine making, the  
distinctive fashion points... find them  
all in these styles for misses (12 to 20)  
and for women (33 1/2 to 41 1/2.)

**39.95**

Some Styles Taxable  
**EXTENDED PAYMENT  
PLANS AVAILABLE**



**Store Hours Monday 12 Noon to 9 P. M.**

Spotlight Values!

**Colorful Jerseys**  
**7.95**

65% wool combined with cotton  
and the result is a soft but sturdy  
dress that you'll like for the way it  
drapes and wears. Short or long  
sleeves. Round necklines or casual  
collars. Matching or contrasting  
belts.

You'll appreciate the  
bright colors of these  
dresses to wear under  
winter coats. Choose  
from blue, red, green,  
purple or brown. —  
Misses' sizes, 14 - 20.

*Fashion-Thrift Dresses,  
Third Floor*

**B. Forman Co.**  
CLINTON AVE. SOUTH • MAIN 3900

**Brunch Coats**  
**2.50**

A favorite costume for  
home work... Bright  
shades of red, aqua, blue,  
with large designs in nat-  
ural printed percale, dou-  
ble breasted, sizes 12 to  
20... (Other button-  
front types to size 44.)  
*Third Floor*

**Buy War Bonds**



When painting a ceiling or overhead woodwork, a good shield to prevent the paint from spattering or running down the arm can be made by cutting a large rubber ball in half and pushing it up the handle of the paint brush as close as possible. You can stop drafts from seeping in under imperfect doors by filling a long narrow bag, say two or three inches wide, with plain sand and placing the bag at the bottom of the door. Of course, weather stripping is much better.

**Personal Loan Department**  
**Open Monday Nights**  
at  
**THE FIRST INDUSTRIAL BRANCH**  
7 to 9 P.M.  
30 Clinton Avenue North  
ROCHESTER TRUST AND SAFE DEPOSIT COMPANY

**JUST ARRIVED!**  
**New Shipment**



## DRESSY HATS

Trimmed in Sparkling Sequins,  
Frisolous Feathers and  
Fancy Furs

**\$1.99**

**EXTRA!**

Better Hat Clearance

All Odds and Ends from our  
better stock; many regular \$2.49  
Values. Hurry. They can't last  
long.

Starts Monday Noon

**69c**

**Darling  
Shop**  
190 MAIN ST. EAST

## Council Aspirant Charges Party Rule To Republicans



tion to the council on the Democratic ticket. The council is composed entirely of Republicans at the present.

Silverstein, in a statement regarding his candidacy says the people of Rochester can restore "Democratic" government to the city council by electing him to that body. He was once a member of the council and also served as vice-mayor of the city.

His statement follows:  
Since January 1, 1942, when there has been no opposition to council proceedings, the affairs of our fair city are being conducted to satisfy the desires of party leaders as against the interest and well being of the citizens of Rochester. The increase in the city tax rate for 1943 is only the beginning of continued higher taxes. This must be checked now by constructive changes in all city departments.

Per capita tax for city and county government in Rochester and Monroe County is \$87.28, one of the highest in group of cities with population of 250,000 to 500,000. The per capita tax is as low as \$30.41 in one city and the average about \$50.00. We are so far out in front in our cost of government that it has become very serious.

The City Manager's budget for 1943, which is now in the hands of the Finance Committee of the Council, proposes an "Emergency War Tax" of \$1.00 per thousand for expenditures during 1942 and 1943, for the war effort of the city of Rochester.

Do you realize what this means? It means an added revenue of \$500,000 or half a million dollars. It seems a sizeable sum for this purpose. I do not believe the splendid effort that is being made in Rochester for protection and in the interest of the war effort, but I cannot conceive an expenditure of this amount. If I were a member of the council at the present time, I would demand a bill of particulars so that the citizens would know just how much money has been expended to date towards this war effort and how much would be expended in 1943. We are surely entitled to this information. Perhaps it would require \$50,000 or \$100,000, but \$500,000.00 is a lot of money. Why is it necessary to cover up other uses under the cloak of "Emergency War Tax?"

The budget makes no provision for increase in salaries for city employees — although they are as human and are faced with the same problem as all other working people. Yet the budget still provides positions in the Welfare Department, for Deputy Commissioner of Welfare, six cases supervisors about 105 investigators and many other employees. All this in a year when the case load in welfare has been reduced to the lowest in the history of the city of Rochester. Would it not be more fair to all concerned if there was a reclassification of positions in all city departments — so that those who are employed by the city could benefit by increases where they are justified?

November 3, 1942 will be a complete victory for all the Democratic candidates. With your help,

## Retailers Group Sponsors Bond Drive 'Thank God We Are Americans' Drive Opens Sunday

Every phase of community life will be used in a campaign to demonstrate in a concrete way that we all "Thank God We Are Americans." The campaign is the inspiration of the Retail Merchants Council and has enlisted the aid of public school, religious groups, industry, civic clubs, newspapers, radio stations, theatres, public utilities, retail stores, hotels and restaurants, and the public library.

Theme of the campaign will exhort people in all walks of life to buy an extra bond to show that they do thank God they are Americans. Posters carrying a message contrasting life in this country with that in dictator-dominated nations will be hung throughout the city.

Religious groups have requested church leaders to devote Sunday, Nov. 21, to a special sermon on this theme.

Essay contests for elementary, junior and senior high school will be conducted in addition to an oratorical contest. Winners will be heard on local radio stations and plans are also being made to present winners from the stage of the Eastman Theatre during a patriotic rally later in the month.

Civic clubs will devote special programs to the campaign, which runs from Nov. 1 to Nov. 27. Speeches will be made in factories and posters will be placed in conspicuous spots throughout industrial plants.

Hotels and restaurants have joined the campaign and will display small table tents urging patrons to buy an extra bond. Newspapers, radio stations and local theatres have been enlisted to publicize the event. Public utilities will also offer their co-operation in making the event a truly city-wide campaign.

Breaking a precedent of long standing, public library officials will place a bookmark in each volume leaving the library during the period of the campaign urging readers to show their thanks through an extra bond purchase.

Definite programs of advertising the event have been undertaken by retail stores throughout the city.

The drive is under the direction of James H. Slocom, Jr., chairman of the war bond committee of the Retail Merchants Council and John Roche, chairman of that organization's advertising group.

## Former V. F. W. Coutry Head Seeks Election To State Assembly

The day after Pearl Harbor, John J. Gokey, Democratic candidate for Assemblyman from the second Monroe District, applied for enlistment in the Army, but when they found out he was a grandpa, they turned him down.

Not that Gokey looks like a granddad. Far from it. But he's highly proud of that title.

Gokey's efforts to help fight the war on the army front were just a natural result of his early training and experience. He served for a good many years in Uncle Sam's fighting forces, but never could quite make up his mind which branch he preferred.

As a youngster he shipped out of Buffalo to try the life of a merchant marine sailor. Then he tried a hitch in the army and saw active duty on the Mexican border during the 1916 tension. When his tour of duty was completed, he turned around and enlisted in the Navy and served there during the first World War.

Maybe he'll try the Marines next.

Gokey, who lives at 45 Edgeland St. is a past county commander of the Veterans of Foreign Wars and is active in several veterans' groups.

Now engaged in the real estate and insurance business, he served as chairman of the board of assessors in Irondequoit during his two year's residence in that township. These two facts, his friends say, have well qualified him to represent the second district in the state assembly as he is familiar with the problems of the home owner and his tax burdens.

## VITAMIN V

(From November Cosmopolitan Magazine)

By NORMAN R. JAFFRAY

Millions of folk there are, or more,

Who think a slogan wins a war.

As if the scandal last December

Were something one would fain remember.

The letter "V" keeps popping in

Like some new brand of vitamin—

A magic pill, a mystic V

That makes us sure of victory!

These catchy words, so trite, so trying,  
Have lost effect: why keep them flying?  
Why aren't we pitching in and working  
Instead of upping thumbs and smirking?  
Let's man more guns and fill more sandbags  
And put less V's on ladies' handbags.  
Fooling has lasted long enough,  
So let's cut out the funny stuff;  
And if you really have to spell,  
Stop making V's and give 'em L.

# Sears

MONROE Store Open Monday Til 9 P. M. RIDGE Store Open Til 6 P. M.

Monday Only!

**Cotton or Wool  
SWEATERS**

**1.09**

Main Floor, Monroe

Novelty style sweaters that add color and life to your wardrobe. Grand to wear with slacks and skirts for school—for office—for sports wear! Sizes 34 to 40.



Monday Only!

**Womens Rayon  
UNDIES**

**3 for 1.00**

Main Floor, Monroe

Soft, durable plain knit—generously cut for comfort. Well fitting band front and elastic back. Tearose only. Sizes small, medium and large.



Monday Only!

**Kiddie's Steel  
ROCKER**

**1.29**

Regularly 1.59

Basement, Monroe

Comfortable; sturdy. 20-gauge steel with rocker bottom. Will hold up to twenty-five pounds. Ivory enameled trims, red or blue. Toy Department.



Monday Only!

**Lightmaster  
LITE BULBS**

**7c**

Both Stores

Famous Lightmaster bulbs; guaranteed average 1,000 hour. Choice of fifteen to seventy-five watt sizes. Quantities limited—sorry, no mail or phone orders.



## Good News

For  
**FLOWER LOVERS'**

Lloyd Higbie, popular 19th ward florist announces the opening of a new, modern flower shop to be known as

**LLOYD'S FLOWER SHOP**

38 MAIN STREET W.

(Formerly Briggs-Weller)

**WATCH THE SUN FOR OPENING!**

Main 6633—Branch Gen. 3347

**Buy On Our  
Budget Plan**

Anything and everything in amounts of \$10 or over. Complete details about this easy way to shop at Credit Office, Second Floor, Both Stores.

Monday Only!

**Sport-Dress  
BLOUSES**

**1.19**

Second Floor, Monroe

Versatile shirtwaist classics; short and long sleeve styles with convertible and jewelry necklines. Detailed with buttons and simple stitching. Sizes 32 to 38.



Monday Only!

**ASSORTED  
TOILET SOAP**

**12 bars 55c**

Main Floor, Monroe

Famous Whisley's and Hewitt's toilet soaps; assorted scents. Large size, hard milled bars. Quantities limited; please, no mail, or phone orders.



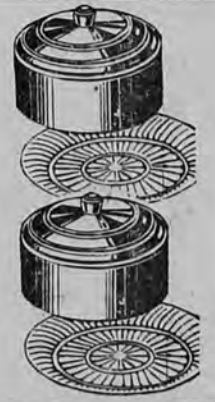
Monday Only!

**COVERED  
CAKE DISH**

**1.00**

Main Floor, Monroe

Just in time for Christmas giving! Heavy chrome-plated ten-inch cover fits air tight into groove of sparkling glass 11 1/4-inch tray. Beautifully design on tray.



Monday Only!

**ALL STEEL  
TOP OVEN**

**88c**

Both Stores

Standard one-burner oven; strong polished blue steel body. Glass panel in door eliminates opening to watch cooking. Top carrying handle.



## Why does a rich country like ours have to ration things?

You hear some people say, "Nothing has been destroyed or damaged in America. Why does a big, prosperous country like this have any rationing at all—even in wartime?"

They forget that a great deal has been diverted to war needs. That sources of supplies have been cut off. That ships and transportation systems are needed to carry war materials and workers to our

factories . . . and to carry our armies to the battle fronts, wherever they may be.

America is short on some things. And rationing is the only way of making sure that everyone gets an equal share. It plays no favorites. Rich and poor, early birds and late comers, are treated alike.

Rationing in America prevents regimentation, starvation, long bread lines, and spoiled goods. In America, rationing means Victory!

## RATIONING IS THE DEMOCRATIC WAY

This advertising space has been donated to the  
**OFFICE OF PRICE ADMINISTRATION**  
Washington, D. C.

ROCHESTER SUN — SHOPPING NEWS

Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.



## od News

For  
WER LOVERS'

popular 19th ward  
aces the opening of a  
flower shop to be

## OWER SHOP

STREET W.

(Briggs-Weller)

R. OPENING!

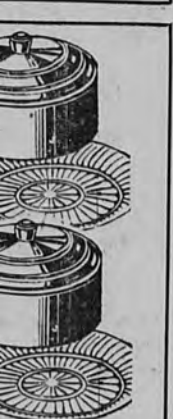
an. 3347

## Buy On Our

## Budget Plan

anything and everything  
amounts of \$10 or over.  
complete details about this  
way to shop at Credit  
Office, Second Floor, Both  
sides.

Open Til 6 P. M.



er, N. Y.

BUY WAR STAMPS & BONDS AT

# Edwards

Enjoy a Good Dinner In  
Edwards Green Room  
Monday 5 to 7:30 P.M.

Choice of: Cream of Celery Soup, Tomato Juice  
or Chilled Fruit Cup

Roast Vermont Turkey  
with Cranberry Sauce ..... 75¢  
Breaded Veal Cutlet  
with Tomato Sauce ..... 65¢  
Braised Beef with Fried  
Egg Noodles ..... 55¢

Choice of Two: Mashed Potatoes, Hubbard Squash  
Au Gratin Potatoes, French Fried Egg Plant  
Choice of Pie, Cake or Ice Cream  
Tea — Coffee — Milk

## 2 HRS. FREE PARKING

Park your car at Edwards Parking Station, St.  
Paul and Pleasant Sts. for two hours without  
charge when you make a purchase of \$1 or  
more at Edwards.

On Sale **MONDAY** from **12** Noon 'til **9** P.M.



## 93 Piece American Made DINNER SETS

At a Special Sale Price

Service  
for 12  
persons

# 16.98

Made to  
sell for  
29.95

Maybe you've been thinking about getting a new dinner set for some time now... and have just been waiting for the right moment. Here it is... a value to make your eyes pop, and a dinner set you'll find pleasure in using for years to come. Bright gold scroll design forms the border and in the center is a spray of flowers in their natural colors. A real opportunity to get fine American made dinnerware at a saving.

Set consists of:

12 Dinner Plates	12 Fruits	1 Sugar
12 Salad Plates	12 Tea Cups & Saucers	1 Creamer
12 Bread & Butter Plates	1 Large Platter	1 Open Vegetable Dish
12 Soups	1 Small Platter	1 Sauceboat
	1 Covered Casserole	

EDWARDS—Pantry Shop—Street Floor

## Sensational Purchase of FANCY DELICACIES

We count ourselves lucky to get the purchase of as many of these "hard to get" delicacies as we did! For many of them are imported. And many are in sizes the government is prohibiting in the future. So, if your pantry shelf needs replenishing or if you want to surprise someone at Christmas with delicacies, get them NOW! — Phone and Mail Orders filled. Call Stone 2300. Ask for our Personal Shopper.



Country Style  
Sliced Pickles

Pt.  
Size **19¢**



California Giant  
Ripe Olives

**3 for 99¢**



Extra Large  
Stuffed Olives

5 1/4-oz.  
Jar **3 for 99¢**



Portuguese  
Boneless Sardines

7-oz.  
Size **44¢**



Canape or Cocktail  
Cracker Spreads

**4 for \$1.00**



'Cresca' Homestyle  
Freestyle Peaches

**3 for 99¢**

An extra special offering! Delicious  
country style sliced pickles in a big-size  
jar. Come early for these.

An astonishing low price for fancy  
stuffed olives as large as these. A large  
5-ounce jar. Better have several for  
parties or giving away.

Tempting giant ripe olives right from  
California. Approximately 32 of these  
jumbos to a can. Pint size.

Tasty, imported sardines packed in  
pure olive oil. A generous 7-ounce  
tin. Grand for snacks. Keep several  
cans in reserve.

Smoothly blended spreads for canapes  
or cocktail crackers that include: tuna  
fish salad, salmon salad, and herring  
salad. 8-ounce jars.

Delicious whole yellow Elberta peaches  
in heavy syrup. One pound, 14 ounce  
size. Made from the fanciest peaches  
obtainable.

EDWARDS—Second Floor



## Now On Sale in EDWARDS LOWER PRICED Floor Covering Department on the 4th Floor

### Felt Base Floor Covering REMNANTS

120 yard lengths of  
3 to 7 square yards each  
Values to 59¢ sq. yd.

# 23¢

square yard.

On Sale Edwards 4th Floor

### Inlaid Linoleum REMNANTS

150 Square Yard Lengths of  
4 to 8 square yards each.  
Values \$1.09 sq. yd.

# 59¢

square yard.

On Sale Edwards 4th Floor



## DON'T MISS THESE SPECIAL WAR-TIME CLASSES





Big Basement Buys  
In Excellent  
**BABY  
NEEDS**

Birdseye Diapers. Dozen .....	1.59
Gauze Diapers. Boxed. Dozen .....	1.79
Tie Vests. 12 1/4% wool; 87 1/4% cotton. Sizes 1 to 4. 49¢	
Tie Vests. Cotton. Sizes 1 to 4 yrs. ....	29¢
Knit Gowns .....	59¢
3-Pc. Flannelette Sleepers. Pink, peach or blue. ....	93¢
Sleepers. 2-Pc. or 1-pc. Sizes 2 to 6. ....	89¢
Extra Pants .....	49¢
Cotton Waist-Suits. Gripper fasteners. Sizes 2 to 8. 79¢	
Extra Pants .....	39¢
10% Wool Waist-Suits. Gripper fasteners. Sizes 2 to 8. ....	89¢
Extra Pants .....	45¢
Training Pants. 1 to 4 yrs. ....	29¢
Toddler Dresses. 1 to 3 yrs. Pink or blue. ....	1.59
Boys' Gabardine Goh Suits. Cotton. Navy only. Sizes 2 to 6. ....	1.95
Tots' Dresses. Plaids in red or blue. Sizes 1 to 3; 3 to 6X. ....	1.95
Toddler's Coat Sets. 50% wool; 50% rayon. Orchid, dusty or copen. Sizes 1 to 4. ....	6.95
Matching Hat .....	1.00
Boys' Snow Suits. Reprocessed Wool and Rayon. Navy or Teal. ....	8.50
Matching Cap .....	45¢

aisle 14



With Gigantic Pockets! Girls'  
**Plaid Dirndl Skirts**  
**2.95**

Dirndl-type that's as full as a peasant girl's country-fair costume! Button back and two great pockets. Soft or bright plaids in sizes from 7 up to 16. (25% wool; 25% reused wool; 50% rayon).

aisle 14



Weather-Protecting, Water-Repellent  
**Corduroy Jackets**  
**3.49**

Your sons' first choice for general wear! A favorite with mothers too because the sturdy fabric, strong seams and full cut of these jackets can "take it". Zipper closing and extra zipper pocket; 2 deep slash pockets; belted back. Colors: green, grey, blue, brown.

**Heavy Corduroy Knickers**  
**1.95**

Fully lined! All made with sturdy knit cuffs. Colors: green, grey, blue or brown partridge pattern. Sizes 8 to 16.

aisle 2

100% Reprocessed Wool Red-Lined

**Boys' 2-Pc.  
Leggings Sets**  
**10.95**

Double-breasted coat with shining brass buttons and a bright red lining! Excellent for general wear. Bib-top zipper-equipped leggings. Sizes 2 to 8.

aisle 14

Girls' Handsome Double-Duty  
**2-Pc. Legging Sets**  
**10.95**

The trim princess lined coat with military double breasted closing and lady-like velveteen trim is a stunner for an all purpose coat. (25% reprocessed wool; 25% reused wool; 50% rayon with heavy cotton interlining). It's warm without being weighty! The leggings — fully lined — are closed at the ankles with zippers, assuring snug fit and protection. Colors: wine or blue. Sizes 3-6X.

aisle 14

For Snow and Cold!

**Boys'  
Ski Pants**  
**2.95**

Extra heavy bib-top ski pants for your sons' busy out-of-door days in cold weather. Double knees and close-fitting zipper cuffs. Navy, brown or maroon. 4 to 10.

aisle 2



High Schoolers' Warm Roomy  
**Fleece Boxy Coats**  
**13.95**

Cut on full boxy lines to go on over suits or sweaters without a hitch! Buy it in camel-tan or bright red, both favorites with the high school crowd. 70% new wool; 30% reprocessed wool. Sizes 9 to 15.

aisle 14



100% Reprocessed Wool Girls'  
**Hooded Snow Suits**  
3 to 6X **8.95**  
7 to 10 **10.95**

Zipper-closed jackets with knitted wristlets and hood. Smart appliques in contrasting color. Lined ski pants with reinforced knees, zipper-fastened anklets. Navy or teal blue with red trim.

aisle 14



More Important Than Ever!  
**Boys' Sweaters**  
**1.29**

Pull-overs and button-front models in a dandy selection of plain colors, plaids and all-over patterns. Excellent for right now and all winter wear. Sizes 26 to 36.

aisle 2



With Matching Overseas Cap!  
**Boys' Khaki Raincoats**  
**2.79**

Heavy quality khaki raincoats with aviator emblem on the sleeve! Just the coat for real protection on rainy days because it's cut full and comes with matching cap. 2 deep pockets!

aisle 2



Boys' Warm Winter Weight  
**Shirts and Shorts**  
Irregulars of **35¢ 3 for \$1**

Heavy-weight short-sleeve athletic undershirts and knitted medium length shorts that have all-around elastic waists for extra comfort.

aisle 2



Big Basement Values  
For Girls and Children in  
**UNDIES**

89¢ Quality  
Brushed Cotton

**"Utica" Sleeper 69¢**

Ribbed-knit fabrics in a comfy sleeper for boys or girls of 2 to 6 years. Complete with double-sole feet; rubber buttons and elastic drop seat. Blue, pink or natural in sizes 2 to 6.

**GIRLS' RAYON**

**UNDIES** ..... 39¢  
Vests and panties of fine run-resistant rayon. Close fitting elastic back panties with yoke front and ribbed cuff. Sizes 6 to 16.

**GIRLS' BROADCLOTH**

**SLIPS** ..... 39¢  
Built-up shoulder, full ruffled bottom broadcloth slips in white only. Excellent for school wear. Sizes 6 to 14.

**CHILDREN'S FLAN-**

**NELETTE PJ'S** ..... 89¢  
Floral print flannelette pajamas with gripper closings; elastic drop seat. Tearose, blue or pink in sizes 2 to 8.

**GIRLS' 2-PC. FLAN-**

**NELETTE PJ'S** ..... 1.00  
Butcher boy style in tearose or blue with contrasting collars. Young, attractive styles for winter wear. Sizes 8 to 14.

**GIRLS' SIBETTE**

**UNDIES** ..... 35¢  
10% wool; 90% cotton famous brand panties and briefs. All elastic waist band brief has ribbed cuff. Sizes 6 to 16.

**3-IN-ONE SUITS 59¢**

Fine cotton with rayon stripe! Short sleeve, knee or French leg ribbed-cuff styles with elastic drop seat. Sizes from 2 to 12.

aisle 11 REAR



## Radio Tenor Civic Soloist November 8th

James Melton, the likeable young tenor who will be the first soloist of the season on the annual Sunday evening "Pop" concert series in the Eastman Theatre November 8, climaxes a colorful career this season by accepting a contract from the Metropolitan Opera Company. He will be heard with the Rochester Civic Orchestra, Guy Fraser Harrison conducting. Melton first endeared himself to Rochester audiences two years ago by his singing of the lead tenor role in the opera "Martha." Since then requests for his return to the Eastman stage have been numerous.

He has gained recognition as one of the leading tenors of opera, the concert stage and radio. In the last three seasons he has sung roles with the Cincinnati, Chicago, San Francisco and St. Louis Operas.

Melton has also been a star on radio ever since his appearance on the networks as first tenor in the famous Revelers' Quartet. Several screen appearances added to his luster.

The young tenor presents an imposing figure on stage. Over six feet, two inches tall, he weighs just under 200 pounds. To that, the likeable Southerner—he was born in Moultrie, Ga.—adds an infectious smile, that may both be seen and heard in his voice.

Melton will be the first of a group of famous radio and concert personalities to be heard with the Civic Orchestra this season.

## SHOPPING NEWS PATTERNS

No. 2798 — Keep toasty-warm this winter in these cozy jerkins and waistcoats. Sizes 12 to 40. Size 16, for the waistcoat, 1/4 yard 35-inch fabric; long jerkin, 1 1/4 yds. 35-in.; and jerkin with shoulder straps, 1/4 yd. 54-in. fabric; hat, 1/4 yard.

No. 3090 — This jumper has the pleasing front-fulness and big patch pockets that lend it a youthful air. Sizes 12 to 40. Size 16, for jumper, 2 1/4 yds. 39-inch fabric; and for long sleeved blouse, 2 1/4 yds.

No. 2674 — A casual frock of the shirtwaist type, but with just a little additional snap. Sizes 16 to 50. Size 36, 3 1/4 yds. 39-inch fabric.

No. 3113 — This is a grand little dress for all sorts of fabrics—the bright wools that girls adore for date dresses, or a neutral tone with gay apple applique. Sizes 11 to 19. Size 13, 27 inches bust measure. Size 5, 3 1/4 yds. 39-inch fabric.

No. 3178 — A thrill for some little girl, if you make her this cunning ensemble. Sizes 2 to 8. Size 4, for the coat (perhaps of velvet), 1 1/4 yds. 35-inch fabric; and for the dress, 2 1/4 yds. 35-in.

No. 2002 — If you want to make a great big hit, see to it that this sailor doll is under your Christmas tree—both children and grown-ups will adore him. One size (16 inches). For body, 1/4 yd. 35-in. fabric; for suit and hat, 1/4 yd.

No. 2697 — Maybe the Army is the branch of the Service nearest your



NAME, ADDRESS AND STYLE NUMBER. BE SURE TO STATE SIZE YOU WISH.

Address Pattern Department, Shopping News, 5 St. Paul St., Rochester, N. Y.

heart, and then you will love to make this sailor doll. One size (16 in.)

For body, 1/4 yd. 35-in. fabric; for suit and hat, 1/4 yd.

Send 15c (plus 1c for mailing) for EACH pattern. Write plainly YOUR

serious sabotage of production. Every accident, causing infection, or delayed convalescence, puts a dent in manpower available.

It behooves each one of us in our homes, and in our work to know as much about first aid as we possibly can, in order that when unavoidable accidents do occur, we can treat them immediately and effectively," said Mr. Hawks.

It is not necessary that a bombing or a disaster should occur to make us conscious of the necessity for First Aid.

With doctors and nurses leaving to take their places beside the members of the armed forces, each one of us here at home must form a trained army able to protect ourselves when injury strikes.

The American Red Cross, foreseeing this, has provided a training ground in First Aid technique, and the week of November 1st to November 8th has been set aside to make the public conscious of the immediate and drastic need for training everyone in this vital service.

First Aid courses are open now, and new courses will be open to accommodate everyone. It is earnestly requested by city and county officials that you, the public, register now for First Aid training. Registration can be made by calling Main 160, Red Cross Chapter.

Hero Firemen

More firemen lose their lives in school fires than in any other type of fire. Though the size and construction of school buildings contributes to this tragedy, the main reason, according to the National Fire Protection Association, is that a fireman will take greater risks to save a child than for any other purpose.

To drive away ants, mix a teaspoonful of sugar and a teaspoonful of tartar emetic, moisten this with water and place where ants are most numerous.

## LEFT'S Monday Sale!

### Children's Quality LEGGING SETS

Sizes 3-6 1/2  
Some with Leopardine Trim, Some with Velvet Trim. All warmly lined thru-out. All with zipper legging. All wanted colors. Just a limited group of these exceptional Coat and Legging Sets for Monday buying. Come early for top selections.

**\$5.95**

Values \$7.95 & \$8.95

HOOD TO MATCH ONLY 39c

Sizes 7-14 Coats; Legging Sets Slightly More

### COUPON

#### ODD LOTS CHILDREN'S SHOES

Assorted sizes and colors in values from \$2 to \$1.50. Save a Dollar or more... with coupon!

MONDAY ONLY

**\$1.37**

LEFT'S

126-128 CLINTON AVE. S.

OPEN MON., THURS. & FRI. TIL 9 P. M.

## Red Cross Seeks First Aid Course Enrollments

A proclamation issued this week by Mayor Samuel E. Dickerson, calls for Rochester First Aid Week, a City-wide campaign to enlist a person in every home in Rochester and Monroe County trained in first aid technique. The necessity for this campaign was stressed by George E. Hawks, Chairman of the Rochester Chapter of the American Red Cross, in a statement issued by him yesterday.

"It cannot be emphasized too strongly," said Mr. Hawks, "that home accident has taken a tremendous toll of production hours necessary and vital to the war effort of this country. Every man injured and requiring a long time out from his job for recovery, is equal to a

# PRESIDENT FRANKLIN D. ROOSEVELT

And Thousands Of Other Prominent Citizens Including—

- \* GOV. HERBERT H. LEHMAN
- \* SENATOR ROBERT WAGNER
- \* SENATOR JAMES MEAD
- \* OWEN D. YOUNG
- \* FORMER GOV. ALFRED E. SMITH
- \* LT. GOV. CHARLES POLETTI

## ENDORSE

JOHN J.

# BENNETT JR. FOR GOVERNOR

★ ★ ★ ★

Safeguard Social Gains Made By  
Governors Smith, Roosevelt and Lehman

## Vote Row "B" and "B" Sure STRAIGHT DEMOCRATIC

CLASS OF SERVICE DESIRED	
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Send the following telegram, subject to the terms on back hereof, which are hereby agreed to

## WESTERN UNION

NEWCOMB CARLTON  
CHAIRMAN OF THE BOARD

J. E. WILLEVER  
FIRST VICE-PRESIDENT

A. N. WILLIAMS  
PRESIDENT

CHECK	
\$	ACCOUNTING INFORMATION
\$	TIME FILED

WASHINGTON, D. C. OCTOBER 23, 1942

HONORABLE JOHN J. BENNETT, JR.

I HAVE YOUR WIRE AND APPRECIATE YOUR BRINGING THE MATTER TO MY ATTENTION. I HAVE BEEN GETTING SOME REPORTS MYSELF OF A WHISPERING CAMPAIGN WHICH SEEKS TO SPREAD FALSE RUMORS. TO SUGGEST THAT MY SUPPORT OF YOU IS FORMAL AND LUKEWARM IS AN UNTRUTH. THAT MY SUPPORT OF YOU IS FORMAL AND LUKEWARM IS AN UNTRUTH. THAT I WANT TO MAKE IT PERFECTLY CLEAR THAT I MEANT WHAT I SAID—THAT YOU ARE WITHOUT ANY QUESTION THE BEST QUALIFIED OF ALL THE CANDIDATES FOR THE GOVERNORSHIP. THERE ARE NO STRINGS TO THIS ENDORSEMENT. I DO NOT BELIEVE IN PROTEST VOTING. I ACCEPT AS A FACT THAT I CAN COUNT ON FULL COOPERATION AND UNITY BETWEEN THE CONDUCT OF THE AFFAIRS OF NEW YORK STATE AND THOSE OF THE NATIONAL GOVERNMENT IF YOU ARE ELECTED. AS A CITIZEN AND VOTER OF NEW YORK I EXPRESS THE SINCERE HOPE THAT YOU AND NOT MR. DEWEY WILL BE OUR NEXT GOVERNOR. UNDER YOU THERE WILL BE NO DANGER THAT THE LONG SERIES OF ENACTMENTS OF LIBERAL LEGISLATION FOR THE BENEFIT OF THE AVERAGE CITIZEN DURING THE PAST THREE GOVERNORSHIPS WILL BE REPEALED OR EMASCULATED.

FRANKLIN D. ROOSEVELT



Your Choice of  
**DRESS LENGTHS** **\$1<sup>69</sup>**



ROCHESTER'S PIONEER RE-UPHOLSTERS

**Save to 1/2**



**Your Old  
Living Room Suite  
Re-Upholstered**

... right here by the same expert craftsmen who manufacture all Burke Living Room Suites. Rebuilt from the frame out by this pioneer Rochester upholstery house and guaranteed exactly the same as though you had bought an entirely new suite.

**FREE ESTIMATES DAY or NIGHT**

CALL **Burke's** 34  
Stone 2004 South Ave.

HARRIS NUSBAUM'S

**Big Repeat Sensation!**

**RICH FUR  
TRIMMED  
COATS**

**Two Big Groups!**

**\$29.50**

AND

**\$39.50**



**Richly Furred!  
Plenty Warm!  
Budget Priced!**

Again, we say... to be able to buy pure virgin wool fabrics trimmed with beautiful furs at \$39.50 is real news these days! Only our foresight months back makes these types of coats available to you at these low prices. Choose from London Dyed Squirrel, Lynx Dyed Wolf, Raccoon, Silver Fox, Tails, Skunk Dyed Opossum, American Grey Fox, Marmont, Persian Lamb and Mountain Sable fur trims. Sizes for everyone!



**Extra Special  
Genuine DE LAND  
Fabrics**

**COATS**

In two of the seasons leading styles: Balmain and Front-tie Wraps. Appropriate for Sport, Street or Dress wear. Another typical Nusbaum value!

**\$19.95**

**HARRIS NUSBAUM**

221-229 JOSEPH AVE., at KELLY  
Open Evenings 'Til 9  
Plenty of Free Parking Space in Rear of Store



**DIARY of a  
BEAUTY AUTHORITY**

by Helena Rubinstein

BY HELENA RUBINSTEIN

New York—This week I opened a Five-Day Wonder Course in my New York Salon. I designed this course especially for busy American women who have added war work to their other activities, and who are eager to fit beauty into their crowded schedules. The Five-Day Wonder Course is the quickest comprehensive course in beauty education that has ever been offered. It covers figure and posture correction, personality analysis, skin care, make-up, voice correction, hair care and coiffure styling, as well as instruction in selecting the most flattering fashions, and it does all this in record time.

Every woman can follow a Five-Day Wonder Course in her own home. For this week and the next four weeks, I should like to take you through this Course and show you how you can become a slender, radiant, vital woman in a very short time.

**First Day Of The Five-Day  
Wonder Course**

The first day of the Five-Day Wonder Course is devoted to health, posture and diet, as these are the foundations of true beauty. Begin by going to your doctor for a physical check-up and ask him to tell you what specific posture defects to correct, and to advise you as to a diet to suit your individual needs.

**Rules For Posture Correction**

Standing: Stand in front of a full length mirror. If possible, in your bare feet. Watch for the sagging tummy, the buttocks that stick out at a clumsy angle, the hunched shoulder and the drooping chin. Draw an imaginary line from your ear through your inner shoulder blade, through your rib cage, hips, knees, ankle and heel and keep that line straight. Stretch your fingers over your diaphragm from your navel to your breast bone and feel yourself pulling your tummy up. Straighten your back and shoulders and get that derriere under. Test For Good Posture: Stand with head and heels and small of back against a wall, walk away from the wall, holding yourself in this position, and you will have your posture goal to aim at. Practice this when you are near any wall until you form the habit of standing this way automatically. In this same position, standing four inches from wall, pull in the abdomen so that small of back touches the wall. Pelvis pressed forward.

ward so that the base of the spine lies away from wall, arms above head pressing on the wall. Bend the body to the right, keeping both arms extended and position of body kept intact. Lift up and bend to the other side.

Walking: Standing thus, head and heels and small of back against wall, walk away from the wall, retaining this posture. Walk around the room a dozen times with a springy action of the knees—a full length mirror is helpful here also. Walk up and down stairs with an imaginary book on your head. Bear in mind that imaginary line drawn through body from your ear to your heels that I spoke about earlier. Whenever you feel yourself losing the proper stance, go back to the wall until you regain it. Remember always to keep the stomach pulled upward, the buttocks flattened under knees tending inward slightly and toes pointed straight ahead.

Sitting: Place a chair before the mirror and practice sitting and rising. Keep your back straight as you lower yourself into the chair. Watch the line from hip to ear is unbroken. Rest the small of the back against the chair, distribute your weight evenly on your hips and thighs—not the buttocks alone. Try rising straight up in the same even rhythmic line, rest the weight on one foot while you pull up with the other. Try bracing yourself against an imaginary table by grasping the under side of the table, to avoid upsetting the table.

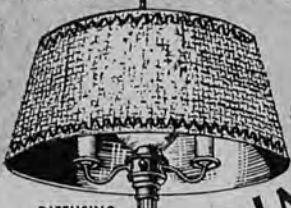
These are a few basic posture exercises. Our next problem is diet. No one should make a radical change in her diet without first consulting a physician. The woman below normal weight should take steps to correct this as soon as she drops two or three pounds below average. A routine that works toward proper diet, thorough elimination and suitable exercises, is a sure way to keep fit indefinitely. If you must reduce, do not try to reduce faster than one-quarter pound a day. Omit beverages with your meals.

These are a few simple suggestions. I have devised several diet and exercise charts which I shall be glad to send you, to deal with any specific problem you may have. Simply address me in care of this paper.

Next week I will discuss the 2nd day of the Wonder Course—spot reducing and voice exercises.

Soften up hard paint brushes in a solution of water and a little lye.

**Even in Normal, Pre-War Times  
This Value Would Be Astounding**



HOMESPUN  
GOLD-TRIM  
SHADE  
3 CANDELABRA

**EXTRAORDINARY  
SPECIAL OFFER!**  
**6-WAY  
FLOOR  
LAMP**

**4.95**  
61 INCHES HIGH  
Complete with  
3-Way  
Bulb

Even in normal, pre-war times this offer would have been astonishing. But now with material shortages and scarcity of electrical goods, this offer is extraordinary! Beautifully designed with rich gold color trimming. A handsome and practical addition to your home. Limit of one to the customer.

**25c DOWN**

IVORY FINISH  
FLUTED TUBING  
HEAVY BASE

**RUDOLPH'S**

CORNER EAST MAIN AT SOUTH AVENUE  
Open Monday at Noon Until 9 P. M.

**Man Appeal**

by TONI MARSHALL

"Bait the hook well this fish will bite."

Much Ado About Nothing—Act II

"Man Appeal" is the art of "getting and holding" your man. Smart women know what men admire. They cleverly and carefully set about making themselves as appealing as they can. They know, for example, that a captivating smile has undeniable charm.

The glowing, radiant smiling face invites attention. And when you think of a beautiful smile, think of Teel. This liquid dentifrice cleans your teeth thoroughly. Just pour a few drops of Teel on your brush and go to it. The result... a refreshed, tingling mouth and bright beautiful teeth. Use Teel and your smile will be friendly and inviting.

When he looks at you and says, "You're lovely, darling," he probably is thinking, "What a marvelous complexion!" A smooth, soft, blemish-free skin means... loveliness. Pond's Cold Cream for Cleansing has been keeping women lovely for generations. Smart women use Pond's Cleansing Cream before applying a fresh make-up. Don't ponder... use Pond's!

With or without a holder... whether you smoke two cigarettes or two packs a day... if you inhale... you need a mild cigarette that has a pleasant taste, and is easy on your throat... Once you try Philip Morris, you'll know why women love them. They're fresh and mild and soothing... try a package today.

Now that women as well as men are working in war plants... there are more greasy hands to clean. That calls for more Lava Soap for both bath and kitchen use. Lava Soap quickly dissolves the grease... gets into pores and those little creases... and presto! perfectly clean. No rough, red, dirty hands for you... with Lava soap to keep them clean and smooth!

When he says, "This is delicious... just like Mother's", you should be flattered. Just serve him Lipton's Continental Noodle Soup and he'll be treated to a delight that's comparison-proof. Sold in sealed envelopes, this remarkable dehydrated food product is simply delicious. It takes only 7 minutes to prepare. Serving Continental Noodle Soup is an economical way to impress your husband and your dinner guests.

**FURS**  
MINK scarfs, jackets, coats made up for Xmas. Make your selection now from our herd of highest quality live mink. Lowest prices ever. Lyon Fur Farm, 3 miles west of Spencerport on Route 31. Phone Spencerport 320-F-4.  
**FUR REPAIRING** and remodeling in the latest styles. Sale of sample fur coats this month. Kovin, 100 Alexander St. MON. 1350.

**VITAMINS**  
VITAMIN SPECIALISTS—Services free. Your favorite brand supplied or my service free in choosing one for you. Write or phone me. Vitamins delivered or mailed to you. T. W. Twittemyer, 200 Edinburgh St. Phone Main 2304-W. If no answer, CHA. 220-R.

**Antique Jewelry**  
Weisbuch pays the best price for brooches, bracelets, rings, earrings of Gold, silver or plated. Also moved every antique, silver, bronzes, tea sets, antique watches, snuff boxes, gold, silver or plated trinkets and more.  
**WEISBUCH JEWELRY**  
205 MAIN ST. N.

**Salute on Every Purchase or Your Money Back**

**SALUTE TO AMERICA'S WAR WORKERS**



**15% DISCOUNT**

Off Our Regular Low Prices

**ON ANY PURCHASE**

— MONDAY ONLY —

By way of showing our appreciation to all War Workers—men or women—who are furthering our cause in the production field, we offer this unusual saving opportunity. All Rochester knows the Jobbing House for extra savings—now you may write your own price tags by deducting 15% from the regular low prices as marked. Come prepared to prove employment in the war effort thru identification button—admission cards, etc.

**Just Select Your Purchase — Prove Identity — Deduct 15% From The Marked Jobbing House Prices.**

**BOYS:**

Mackinaw Coats, Jackets, Sweaters, Campus Coats, Fingertip Coats, Knickerbockers, Longies, Suits, Raincoats, Shirts, Dungarees, Hats, Gloves, etc.

Buy now for Xmas. Use our convenient lay-away plan.

**MEN:**

Jackets; Mackinaws; Fingertip Coats; Sweaters; Leather Coats; Rain Coats; Hunting Clothes; Work Pants; Dress Pants; Overalls; Coveralls; Shop Coats; Work Shirts; Flannel Shirts; Wool Shirts; Gloves; Shoes; etc.

**LADIES:**

Defense Clothes, Snow Suits, Sweaters, Campus Coats, Jackets, Ski Pants, Riding Apparel, Slacks, etc.

**CHILDREN:**

Snow Suits, Ski Pants, Sweaters, Coat and Legging Sets.

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

**DAW'S First-of-the-Week BARGAINS**

These Special Prices Good Thru Wednesday Night (Right Reserved To Limit Quantities)

**EPSOM SALTS**  
1-LB. PKG. **4c**



**SANITARY NAPKINS**

With The Moisture-Proof Back

LARGE BOX OF 25 PADS **29c**

BUY U. S. WAR SAVING STAMPS AT DAW'S

**PACKER'S TAR SOAP**  
25c Cake **16c**

**DAW'S COUPON**  
**LUX Flakes**  
Reg. 10c Boxes **2 F O R 17c**  
(Limit 2 Boxes)

**Doan's Pills** 75c Size **31c**  
**Collyrium Eye Wash** 75c Size **59c**  
**Kaomagma** 12-oz. Size **\$1.29**  
**Serulan Laxative** 60c Size **39c**  
**Mennen's Shave Cream** 50c Size **39c**  
**Durham Duplex Blades** 50c Size **37c**  
**Kreml Hair Tonic** \$1.00 Size **63c**  
**Resinol Ointment** 60c Size **36c**  
**Benedict's Solution** Pint Bottle **36c**  
**Anusol Suppositories** Size **79c**  
**Castor Oil** 2-oz. Size **7c**

**DAW'S COUPON**  
**WOODBURY'S TOOTH PASTE**  
Lge. 25c Size **13c**  
(Limit of 1)  
Please bring an old tube of any type—in exchange.

**DAW'S COUPON**  
Genuine U.S.P. - 5 Grain **ASPIRIN TABLETS**  
10c Tin Of 12 **2c**  
(Limit of 2)

**DAW'S COUPON**  
**LEHN & FINKS TRUE AMERICAN HAND LOTION**  
Made by the makers of Windex, 40c and Almond Cream.  
**DAW'S LOW PRICE** **11c**  
(Limit of 2)

**LAVORIS MOUTH WASH**  
50c Size **39c**

**GROVE'Sromo Quinine**  
35c Size **27c**

**"FIRST AID" Supplies**  
This is Rochester First-Aid Week... enroll now in a class.  
**FIRST-AID TEXT BOOKS**  
DAW's have the official First-Aid Text Books authorized by the American Red Cross for use in First Aid classes... 60c  
**COMPRESSES** 6 for **15c**  
**STERILE GAUZE** 6 for **15c**  
**THERMOMETERS** Oral or Rectal, \$1.00 Val **59c**  
**ICE BAGS** Rubber Lined - - - from **69c**  
**BORIC ACID** Powder, 4-oz. pkg. **9c**

**JOHNSON & JOHNSON BAND-AIDS**  
Affords protection for minor cuts and bruises. New large box contains 73 assorted size Band-Aids.  
**Giant Family Pkg.** **39c**



**ABBOTT'S HALIVER OIL CAPSULES**  
Box of 100 **89c**

**MULSIFIED COCOANUT OIL SHAMPOO**  
50c Size **27c**

**WERNET'S POWDER**  
30c Size **24c**



November 2, 1942

Antique Jewelry  
Weibach pays the best price for brooches, bracelets, rings, earrings of gold, silver or plated. Also carved ivory, antique silver trays, tea sets, antique watches, snuff boxes, gold, silver or plated trinkets and scrap.  
JEWELRY SINCE 1908  
100 MAIN ST. E.

WORKERS  
[Image of a person working]

LADIES:  
Defense Clothes,  
Snow Suits,  
Sweaters,  
Campus Coats,  
Jackets,  
Ski Pants,  
Riding Apparel,  
Slacks, etc.  
CHILDS:  
Snow Suits,  
Ski Pants,  
Sweaters,  
Coat and Legging Sets.

Week  
NS  
WAR SAVING  
AT DAW'S

CKER'S  
R SOAP  
16c

COUPON  
URY'S  
PASTE  
13c

COUPON  
P. - 5 Grain  
RIN  
2c

BOTT'S  
LIVER  
CAPSULES  
89c

LSIFIED  
ANUT OIL  
AMPPOO  
27c

RNET'S  
WDER  
24c

A Great Store-Wide Event in Keeping With the Times  
To Help You Economize With Your Time, Money and Energy  
Save Now on Winter Needs for Yourself, Your Family and Your Home!

BEGINNING MONDAY, NOVEMBER 2nd  
McCURDY'S

# Great NOVEMBER Sale

You owe it to your country, as well as to your family

- TO KEEP YOUR FAMILY'S CHIN UP . . . to keep them fit . . . to keep them doing their cheerful best, in their jobs, at school, whatever they're doing.
- To be a HOME-FRONT CAPTAIN . . . to help keep America strong where all strength begins . . . in the homes of the people.
- To take understanding command in seeing that your family does everything the government asks and more.

- . . . in buying bonds and saving vital materials, in conserving, in making things last longer.
  - And perhaps, most important, it's your duty . . .
  - To use your woman's ingenuity and wisdom to be sure that every family dollar that is spent is a WISE dollar . . . that it is spent for something you need most . . . and that will get the most for the money you spend.
- That will be even easier during the week of November 2nd. For this Great November Sale at McCurdy's offers you amazing savings and honest-to-goodness values in every department. On things for every member of the family, and the home.



Beginning AT 12 NOON MONDAY, NOVEMBER 2nd  
SHOP FOR THESE WINTER SAVINGS UNTIL 9 P.M.



**McCurdy's**  
"PHONE MAIN 5500... ROCHESTER"

# Great NOVEMBER Sale

## features DRESSES

BEGINNING MONDAY AT 12 NOON

### FASHION Headliners in Crepes and Wools

**\$15**

Save up to eight dollars on the brand-new rave dresses of the season! Draped crepes and warm wools—bright and beautiful under your furs. Some dressy enough for dinner and dance dates, some conservative enough for business... all at great unexpected savings!

#### For MISSES:

- Peptop silhouette
- New "little black suits"
- Plaid and plain Botany flannels
- Gabardines in tailored styles
- Important off-white dresses
- Twilight sparkle of beads and sequins
- One and two-piece styles
- Sizes 12 to 20

#### For WOMEN:

- Flattering draped crepes
  - Two-piece dress-suits
  - Black crepe with satin
  - Bright harvest colors
  - Blaze of jet on black
  - Afternoon velvets
  - Festive wools, under-coat colors
  - Sizes 36-44, 16½ to 26½
- (A) Little black suit bound with color, in 100% wool, with lined jacket, buttoned front skirt, sweater, dickey, 12-20, \$15.
- (B) Draped crepe with flattering neckline caught with jeweled crescent. Purple, aqua, MacArthur rose, black, green, salute blue, 12-20, \$15.
- (C) Women's two-piece suit-dress with embroidered motifs, graceful 8-gore skirt. Rayon crepe in aqua, haze blue, black, wine, 16½ to 26½, \$15.

McCurdy's Town Fashions, Second Floor

### Featuring Dressy Styles

Color! Glitter! Swish! Braid!

Misses' and Women's Sizes 10-20, 36-44 and 16½-26½ **\$10**

A McCurdy sale in which to pick not one dress, but a DRESS WARDROBE. Forty styles with color and glitter trim most important. Rayon crepes, wools, or wool and rayon combinations.

- Two-piece Suits Galore
- Sway of Fringe and Tassels
- Two-color Combinations
- Black with Blaze of Jet
- New Peptop Draped Crepes

(A) Color-surprise under your furs—this rayon crepe with four braided pockets swinging tassels. Gold, aqua, salute blue, 12-20, \$10.

(B) New informal length "formal" in black crepe with dazzling vestee of jet sequins, sizes 16½ to 26½, \$10.

(C) Two-color dress in black rayon crepe with aqua yoke accented with sparkling rhinestones. 12-20, \$10.

McCurdy's Moderate Price Fashions, Second Floor

### Brand New Dresses The Big Fashion News for GIRLS-WITH-A-JOB

Deb Sizes 9 to 15 **\$7**

Dresses for work and play, dating and dining, all perfectly proportioned for young figures that take sizes 9 to 17. More variety, more value than you dared expect at only \$7. But come early unless you want to see your very precious bargains vanish in the arms of your neighbor.

- Tailored gabardines
- Draped crepes in under-coat colors
- One and two-piece styles
- Plenty of warm wools
- Plenty of warm wools
- New slim-trim dirndls
- Two-piece suit dresses
- Glitter heart-throb types

- (A) Furlough date dress with pleated ruffles and apron skirt, gold, salute blue, aqua, 9-15, \$7.
- (B) Girl-with-a-job dress of rayon gabardine with alligator-calf belt and buttons, natural, red aqua, salute blue, 9-15, \$7.

Debutante Fashions, Second Floor

### Colorful Draped Crepes

November Sale Priced

**\$7**

Tiny-price dresses by the hundreds, in wonderful new colors, figure-moulding, draped crepes. The time to brighten your wardrobe and your spirits with a pretty new dress or two! Misses' sizes 10 to 20. Half-sizes 16½ to 26½.

- Bows and braid, brilliant buttons
- Glitter in beads, mirrors, sequins
- Festive black dresses with color
- One and two-piece styles
- Reds, purples, blues, greens, golds
- Colorful crepes, lace dyed to match

- (A) Dark crepe with bright bodice embroidered with gold. Black with aqua or white, brown with gold, 12-20, \$7.
- (B) Suavely draped crepe with little mirror buckle, Australian green, salute blue, black, 12-20, \$7.

Under \$10 Fashions, Second Floor



**McCurdy's**  
PHONE MAIN 5500... ROCHESTER

# Great NOVEMBER Sale

features  
**COATS**

Open From 12 Noon Until 9 Monday Night



## FUR Savings

### \$139

Plus Tax

- Sable-blended muskrats
- Eel gray Chinese caraculs
- Honey beige muskrats
- Natural beige opossums
- Silvertone muskrats
- Natural coon greatcoats
- Mink-blended muskrats
- Black half-Persians
- Black moire Persian paws
- Black dyed skunk greatcoats

Each style individual, top-fashion styled for years of wear. In this group, sizes from 12 to 42, each coat a money-in-the-bank investment at \$139.50! Each coat has a McCurdy Certificate of Care attached — which means longer fur coat wear. Certainly, convenient payment plan if you wish!

**NATURAL MINK SCARFS**  
**\$15** per skin

Not blended—but rich, natural brown mink—in scarfs of three or more—made to your order. Well worth dollars more—for this sale only \$15 per skin.

*Hollander Blended*  
**FEATHERLITE PERSIAN**  
**NORTHERN MUSKRAT**

Regularly \$225 and \$249.95 **\$199<sup>95</sup>** Plus Tax

Beautiful peltries made up into newest 1942-43 fashions for this important November Sale. New tuxedo and Johnny collars, new opera cuffs. Misses' and women's sizes.

McCurdy's Fur Fashions, Second Floor

Specially Priced for this Great November Event

## 100% WOOL COATS

Deep in Good Fur

Originally \$69.95 and \$79.95 **\$56**

We predict a quick sell-out! Look at that price. And look at these rich furs. Feel the all-wool fabrics you can count on through the long cold winter ahead!

**FURRED** Silver Fox — Beaver — Persian Lamb — Lynx Wolf — Norwegian Fox — Raccoon — London-dyed Squirrel — Kit Fox — Skunk.

**FASHIONS**—Dressy Coats — City Casuals — Dressmaker Coats, City City Casuals — Box Coats — Fitted Coats — Tuxedo Furred Fronts — Wrap-and-tie Coats.

**FABRICS** Every one all-wool. Such famous names as: Juillard, Pacific, Botany, Cheshire Tweed, Dexter Fleece, Cheshire Plaids.

**FAVORED COLORS** Salute Blue, Australian Green, Oyster Beige, Beaver Brown, Nutria Brown, and of course Black.

Few-of-a-Kind Higher Priced  
**COATS**

Values \$79.95 to \$179.95

Reduced for This Sale

**15% to 20%**

35 Higher-Priced **SUITS**

Values \$29.95 to \$79.95

Reduced For This Sale

**20% and more**

McCurdy's Coat Fashions, Second Floor



## WINTER WARM Junior COATS

Sale Priced

**\$21**

All-wool Harris-Type Tweeds

Camel's-hair and wool Box Coats

Fleece Boy Coats

Many with extra button-in linings

Hit-of-the-season coats. For sports, for business. The tweeds and camel-and-wool coats have button-in linings for double warmth — destined to lead double lives. Blue, brown, natural. The fleece coats are your favorite boy-coat styles, with smoked pear buttons, in red, brown, blue, natural. Debutante sizes 9 to 15, — \$21.

McCurdy's Debutante Fashions, Second Floor

Prizes for Budget Purses!

## HUSKY WARM OVER-COATS

**\$18<sup>90</sup>**

Regularly \$25

A limited quantity, made of sturdy men's overcoating — husky looking, light-on-our-shoulders fabric that will keep you warm as toast.

Your beloved boy-coat style with a new type of collar that buttons right up to your chin for extra warmth. Also the Balmaccan.

gray, brown and natural. Only 1000 made. Sizes 12 to 16, \$18.90.

## WOOL FLEECE OVERCOATS

Monotone and Diagonal Fleece

**\$18.90**

Slim line box coats in dark colors. Also diagonals in blue and brown.

McCurdy's Budget Coat Shop, Second Floor



**McCurdy's**  
PHONE MAIN 5500...ROCHESTER

Beginning Monday At 12 Noon

**ACCESSORIES**



Hurry in for these  
**Handsome Seal  
HANDBAGS**

Bags For The Duration

**\$3.95**

There's no wear-out to sealskin—so a sealskin bag is the bag to buy for your busy days in service—or on the job. McCurdy's November Sale brings them to you at a new low price. Everyone with inside zipper. Underarms and top-handles mounted on gleaming, gold-finished frames topped with clasps of light-catching, crystal-clear Lucite. Black or brown.

Come Early For Best Selection. \$3.95  
McCurdy's—Street Floor

**"SAMPLE LINE"**  
Famous Name \$1 and \$2  
**FABRIC  
GLOVES**  
**69c**

We can't tell the name of the famous maker—but the label is in every pair!

Wool-and-Leather Gloves  
Double Cottons  
Elbow-Deep-In-Color Gloves  
Plenty of Pull-ons  
Black and Brown  
Plenty of Beige  
High Costume Colors

Companion Sale  
**Pigskin Gloves**

Special **\$2.29**

Classic pull-ons in natural and cork, complete range of sizes.

McCurdy's, Street Floor

ALL-WOOL TREASURES  
**SWEATERS  
and SKIRTS**

Regularly **\$3.79**  
\$3.98 and \$4.50 each

Fine chance to build up a warm wardrobe for the heatless days ahead—and save too!

**SWEATERS:** Classic pullovers and cardigans, long boxy styles and regulation length. White, oxford, baby blue, baby pink, maize cherry, violet, limelight, black, valor red, brown, navy.

**SKIRTS:** All-wool in monotone tweeds, with high kick pleats or gored styles. In black, brown, dark green, blue, beige. Also plaids included. Regularly \$3.95, \$7.95.

McCurdy's Sports Fashions, Second Floor



Regularly \$3 and \$3.50 Successes!  
**SHIRTS and BLOUSES**  
**\$2.79**

Tailored types in fine washable rayon crepes! Long or short sleeves, convertible or collarless necklines! Shirring, tiny buttons, clever pockets. Plenty of white, maize, pink, blue, gold, beige, purple, brown and cyclamen. Even including our famous Vionnet blouse with high square neckline and decorative fagoting on yoke and sleeve (sketched). Stock up in quantity for suits, slacks, shirts. Sizes 32 to 40.

McCurdy's Blouse Fashions, Second Floor

**SAMPLE  
JEWELRY**  
**59c and \$1**

Regularly \$1 and \$2

Hundreds of exquisite drape clips, necklaces and bracelets. In dramatic gold-or-silver color metals, many with imported or domestic stones. Featherlight transparent plastics in jewel colors. Shell necklaces.

All are one-of-a-kind pieces—so come early for first pick. Buy for yourself—for wonderful Christmas gifts.

McCurdy's Street Floor

**\$1.39 Famous Name  
RAYON JERSEY  
SLIPS**  
**\$1.19**



You'll like the way rayon jersey saves time—so easy to care for, washing beautifully without ironing. Practical and pretty slips with famous labels that mean quality, value and smartness. Sizes 32 to 40, \$1.19.

Knit Underwear,  
Street Floor



Hundreds of Advance  
**WINTER  
HATS**

Regularly \$5 and \$10

Very, Very Special

**\$4**

Hats for your fur coat, your glitter dresses, your tweeds! Brims and bonnets, berets and calots, pompadourables and classics. Flattering hats for matrons, in headsizes up to 24. Even fur-trimmed hats with Persian, mink tails or beaver. Black, brown and colors—lovely colors in this group. Hurry to McCurdy's Second Floor.



**\$4 Washable  
CHENILLE  
HOUSECOATS**  
**\$3.69**

Just the thing to slip into for minute's notice drills. Candlewick tufted in a beautiful pattern. Flattering wide-sweeping skirt. Wrap-around style in MacArthur rose, blue, wine, white. Sizes 12 to 20.

McCurdy's Third Floor  
Negligee Department

Of Course You're Going To Buy In This  
Important Sale of Exclusive

**McCURDY  
SHOES**

Queen Quality  
McCurdy 6.95's **\$5.85**  
Rhythm Step Suedes

Reg. \$6.95 and \$7.95

You'll want tailored shoes and dressy shoes—pumps or oxfords—closed toes or open toes—black and brown of course, or perhaps green, or valor red. Many elasticized for extra comfort.



26 different styles—in suede, polished calf, alligator calf. Rhythm Steps in suede only. Choose from 7 heel heights ranging from flats to 3 inch spikes. Sizes 4 to 10, AAAA to C widths.



Queen Quality...\$5.85

McCurdy 6.95's for \$5.85

Rhythm Step...\$5.85

McCurdy's Shoe Fashions,  
Second Floor





**McCurdy's**  
PHONE MAIN 5500... ROCHESTER

SHOP NOW FOR CHRISTMAS GIFTS AND SAVE!

Only **NEW**  
Merchandise



**Blouses**

Regularly \$2.25 and \$2.50  
**\$1.79**

duced for this big November event. Wonderful values. Handsome details. Fine rayon crepe that washes beautifully. White and wanted colors. Sizes 32 to 40.

Street Floor



**Name-On-Dickeys**

Special **69c**

Rayon sharkskin dickeys, full length back and front with name pressed on, without extra charge. Convertible or Peter Pan collars. White, blue, pink, maize. Choice of 75 popular names.

Street Floor

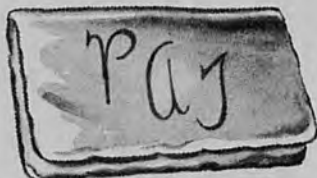


**Wool Scarfs**

Regularly 65c  
**49c**

For head or throat—great, big colorful squares in sheer all-wool, in handsome plaid and bar patterns. To wear as scarfs or headkerchiefs outdoors or as shawls in a 65 degree room this winter.

Street Floor



**Monogrammed Hanky Cases**

**69c**

Luxurious affairs of ivory rayon satin with your monogram in huge black press-on letters. For handkerchiefs, gloves, stockings. Buy now for gifts.

Larger Monogrammed Cases for Lingerie 89c

Street Floor

**Your Favorite CANDIES**

NOVEMBER SALE—PRICED

Fresh, crispy, peanut brittle, chock full of freshly roasted peanuts, special, per pound

**33c** 2 pounds for 65c

Old-fashioned chocolate covered patties, peppermint or wintergreen cream, special, per pound

**35c** 2 pounds for 69c

Miniature chocolates—milk or dark coating, delicious assortment of centers, 1-pound package

**35c** 2 pound package for 69c

McCurdy's Street Floor



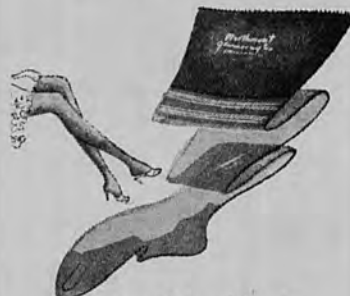
Sale of brand new \$1.95 to \$2.95

**Winter Hats \$1.66**

The newest winter fashions, the most wanted colors are here for you to revel in! Plenty of variety! But be here early for the best choice.

Young hats—pomps, shakos, berets, bonnets, cloches. Casual felts and velveteens. Matrons' berets and brims. Co-ed caps—poodle chenilles, crocheted whimsies, frivolous felts. Black and winter-bright colors. \$1.66.

McCurdy's Budget Hat Shop, Street Floor



**Rayon Stockings**

Regularly \$1 for  
**59c**

Walking rayons of a make famous from coast to coast. New improved dull-tone rayon, in four soft, subtle shades that are right for your winter clothes.

Street Floor



**English Wool Socks 59c**

Finest quality all-wool socks in two ribbed styles, in white, brown, beige, navy, blue. We don't know when we can get more of these made-in-England treasures—get a lasting supply at this special price.

Street Floor



**Umbrellas**

Regularly \$3  
**\$2.69**

A spectacular collection of bright Autumn umbrellas for all the walking in the rain you'll be doing this Fall. Prints, plaids, plastic handles, novelty handles.

Street Floor

**SAVE ON FINE LINGERIE**

New mothers, brides-to-be, business girls—save a pretty penny at McCurdy's now on fine lingerie for yourself and for gifts in this big November barrage of bargains!

Regularly \$2.25

**"Miss Topsy" Slips**

by Miss Swank

**\$1.89**

Our popular figure-lovely "Miss Topsy" slip with the straight-plus-bias cut. Its no bunch, no-twist comfort is yours now for a mere \$1.89. In durable, long-wearing rayon Satin Du Jour, one with lacy top and hem, others with plain hem. Tearose or white—sizes 32 to 44 and 31 to 35. Sketched B.

**Tailored and Lacy Rayon Gowns**

**\$1.89**

Regularly \$2.00 and \$2.25

Tailored gowns in splashy printed designs on grounds of pink or blue. Pastel rayon satin gowns lavishly lace trimmed. Four styles to choose from, in sizes 32 to 40. Sale Price \$1.89. Sketched A & C.

**Striped Rayon Crepe Pajamas**

**\$1.89**

Trim, well-cut pajamas in striped pattern—pink or blue. Butcher boy style. Sizes 32 to 40, \$1.89.

McCurdy's Lingerie Shop, Third Floor



The Country's Most Famous Names In

**CORSETS**

Real Savings! Get yours while quantities last!

Remember, when these are gone, they're gone! You'll turn to ribbon-laced binders, when that's necessary, with good grace. Meanwhile, get these while you can!

	Originally	Sale Price
Munsingwear all-in-ones, lastex and lace .....	\$6.50	<b>\$5.50</b>
Warner's Sta-Up-Top girdle, talon closing, limited quantity ....	\$7.50	<b>\$6.50</b>
Warner bandeaux and long-line brassieres, some all lastex yarn .....	\$2.00 to \$5.00	<b>\$1.50 to \$2.95</b>
Rengo Belt all-in-ones with inner belts .....	\$5.95	<b>\$4.29</b>
Rengo Belt all-in-ones with inner belts .....	\$4.50	<b>\$3.95</b>
Girl-of-Today girdles and pantie-girdles by Dorothy Bickum ....	\$5.00	<b>\$3.95</b>
Gossard "sample" corsets .....	\$5.00 and \$7.50	<b>\$3.95</b>

Corsets—Third Floor



# McCurdy's Great NOVEMBER Sale features SAVINGS!

BEGINNING MONDAY AT 12 NOON



**Jergens Special**  
\$1.50 value **79c** (Plus Tax)

combination package containing a jar of Jergens all-purpose cream and a generous 13 1/2-ounce bottle of Jergens hand lotion



**Brush-And-Comb**  
**\$1.25**

Flashing-clear plastic in crystal, green, rose or star sapphire blue. Prophylactic brush bristled with enduring Nylon bristles with matching comb, set



**Secret De Suzanne**  
**\$2.95**

A \$5 value  
perfume pillowed on two satin sachets, in a light, enchanting fragrance. Done up in a handsome gift package in polished wood effect. Less than the cost of the perfume alone.



**Bath-O-Foam**  
**59c**

Twenty delightfully refreshing fragrant bubble baths. Five fragrances and colors in individual cellophane packets — carnation, gardenia, pine, honeysuckle, lavender, regularly 89c



**Consumers' Special**  
**39c 3 for \$1.10**

Three of the many favorites in the famous McCurdy group of beauty aids. Dry Skin Cleanser. Night Cream. Facial Masque, reg. 60c ea. Your choice of combinations.



**Cold Cream Soap**  
**12 for 98c**

Kind-to-your-skin! Hard milled... good to the last siver. Apple Blossom (pink); Pine (green); Gardenia (white); Bouquet (yellow). One odor to a box or assorted. Drugs, Street Floor

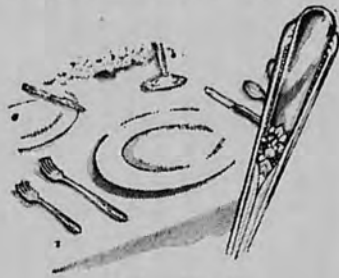


**Gold Label Vitamins**  
Stock Up Now At Savings

**ABDG CAPSULES** \$2.39 Value Box of 100's **\$2.19**

The four most-needed vitamins in generous amounts.  
**VITAMIN B COMPLEX** \$2.98 Value Box of 100's **\$2.69**

The vitamin that relieves nervous disorders, promotes growth. Drugs, Street Floor

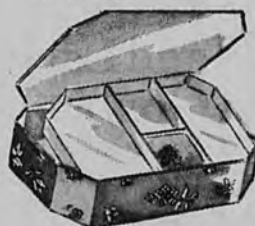


**Silver-Plated Flatware Set**

**60 Pieces \$19.95** (Plus Tax)

Wm. Rogers charming "Memory" pattern. Plated with an EXTRA deposit of silver at the points of greatest wear. 60-piece service for 8. For brides... for Christmas giving... for your own use, wonderful investment at \$19.95 (plus tax).

Silverware, Street Floor



**Sewing Box**

Regularly \$1 **89c**

Chintz-covered sewing box with separate four-compartment tray with pincushion. Size 12 1/2" x 9". Blue, green, wine and egg-shell grounds. McCurdy's Notions, Street Floor.



\$3.98 Electric

**Heating Pads**  
**\$2.98**

A blessing for fuel-less nights. Three degrees of heat. Automatic heat control. Covered in down-soft brushed rayon. Rubber cord included, \$2.98.

Drugs, Street Floor



**Handkerchiefs**  
Values You Won't Want To Miss!

**For Women**

Irish linen with embroidered initial, 1/8-inch hem, gift-box of 4... special **\$1.00**

25c Large colorful prints on white or colored grounds... **16c**

25c White, hand-made Irish linen with hand-rolled hem... **19c**

35c Hand-made Irish linen with four-corner applique, made in China... **29c**

35c Irish linen with hand-embroidered initial and rolled hem... **29c**

**For Men**

25c White Irish linen with 1/4-inch hem... **19c**

65c White Irish linen with woven cords, hand-embroidered initial, hand-rolled hem... **59c**

Big sheer squares in all-white and white with colored borders, special **2 for 25c**

McCurdy's Street Floor



Smart V-neck style with pleated front and bracelet sleeves. Mint green, beige, aero blue, wine-rose, 14-20, \$2.89.

Button-front coat style with 8-gore skirt, in mint green, beige, aero blue, wine-rose, 16-42, \$2.89.

Shirt frock designed for women. Tucked bodice, bow pockets, pleated in front. Green, aero blue, beige, wine-rose, 38-44, \$2.89.

Come Early to Carry Away Three or Four of These

## Wonderful, WASHABLE DRESSES

You're Ready for Action in These

**Eastman Teca - and - Spun Rayon Dresses**

Sale Price **\$2.89**

Nine-to-five duty doesn't find you looking mussed when you wear these good-looking frocks. November sale priced at only \$2.89, they boast pleats, tucks, interesting pockets, and soft misty colors you know should cost more.

In Eastman Teca-and-Spun rayon — featherlight, washable, with luxurious handle of fine flannel. The fabric that is getting THE big play for Fall. Slimming styles, artfully detailed to fit and flatter. In both misses' and women's sizes.

McCurdy's Daytime Dress Shop, Third Floor

## SALE of SWEATERS AND SKIRTS

Brand New Fall Best-Sellers

**All-Wool Sweaters \$2.59**

Regularly \$3 and \$3.50

Yes, you can get 100% wool sweaters in this sale for a mere \$2.59. Which means you can afford all the sweaters you need to keep you good and warm this winter. Boxy and regulation length slip-ons and cardigans to buy separately or in matching teams. Red, black, brown, wine, gray, green, beige, navy. Sizes 34 to 40.

**Well-Tailored Skirts \$2.59**

Regularly \$3 to \$4.50

All-wool and wool-and-rayon combinations. Crepes, flannels and Shetland tweeds. Box-pleated types, gored skirts. Including many one-of-a-kind manufacturer's sample skirts. New shades of brown, green, cherry wine, blue, black — a few plaids. Sizes 34 to 32. \$2.59. Also a few extra sizes.

McCurdy's Sportswear Mixing Bowl, Street Floor





**McCurdy's**  
PHONE MAIN 5500...ROCHESTER

Shop Now For Christmas Gifts and Save!



Famous-Maker's  
\$5.95 to \$7.95



Men's  
Sweaters  
\$3.89

Many ALL-WOOLS! Styles galore! Every sweater made by the most famous American maker of men's sportswear. Come, buy for yourself for the cold days ahead, buy plentifully for Christmas... and save as much as HALF!

Button coat, zipper-front, and pullover styles. V necks... crew necks. Long sweaters, short sweaters, loose or fitted. Mohairs, shetlands, worsted, baby shaker knits, brushed surface knits, Argyle plaids, heather mixtures.

Blues, browns, tans, greens, wines, grays. Sizes 36 to 46. Wonder values at only \$3.89.

Men's Store, Street Floor

Men! 4,000 Regular \$2.25

Sanforized  
SHIRTS

November  
Sale Price \$1.49

Every Pattern Woven Through!

Stop for a minute... realize that really GOOD shirts for \$1.49 are rare indeed. Jot down the amount you usually pay for good shirts; figure your savings on a year's supply at this low price... and hurry in. Buy, also, for Christmas giving... the most wanted styles and types are included. You're certain to please all tastes!

- WHITE BROADCLOTHS... fine, lustrous quality. With non-wilt attached collars.
- THROUGH WOVEN SHIRTINGS... more than 40 smart patterns, each in 3 or 4 color combinations! Stripes galore... widest, narrow, cluster, British! Checks Spaced figures! With non-wilt attached collars.
- SIZES 14 to 17; sleeves 32 to 35.

Men's Store, Street Floor

All-Wool  
Flannel Robes

Men's favorite wrap-around style. Stripes and plaids. Small, medium, large. \$10.95 Value \$7.95

Broadcloth Pajamas

Every pair SANFORIZED! Stripes and figures. Coat and middie styles. A to D. \$2.50 Value \$1.94

3 for \$1.25 Socks

Fine lister and dressy rayons. Clocks, stripes, checks, plaids. 10½ to 11. 3 pairs 89c



Warm Clothes for Tots

\$2.00 Kindergarten

Crisp Cotton Frocks

\$1.69

These are the nicely detailed, well-styled little dresses that you like best to see on your small daughter. Striped Chambray... flowered percales... sheer lawns and striped dimities. Fitted bodices and full skirts. With tiny bows, edges of ricrac, pert sashes, little pockets, always-right white collars. Sizes 3 to 6x. Buy ahead for Christmas!

Tots' \$2.00 Warm

Chenille Robes

\$1.69

What EVERY little girl wants... a floor-length robe made just like mother's. Princess style wraparound in velvety-soft, washable chenille. Blue or cherry red with border in deeper tone. Sizes 2 to 6. The perfect Christmas gift!

Children's Shop, Third Floor



SAVE \$3.00 On  
GIRLS'  
WARM WINTER  
COATS

\$14.95 Value! \$11.95

All-purpose coats... smart enough for Sunday best, practical enough for school and play. Warm fleeces, herringbones, McDougal tweeds, and plaids. Interlined for extra protection.

The two most-wanted styles: boxy boy coats and fitted reefers. Blue, natural, brown, beige... sizes 7 to 14... in the group. November Sale excitement at \$11.95.

Girls' Warm

Cardigans

\$2.50 Value! \$2.19

Every school girl wants a whole wardrobe of these pretty fitted cardigans. Buy them now for Christmas giving! 100% pure wool in pretty shades of beige, powder blue, red, pink, maize, natural, navy. Crew neck, grosgrain bound classic style. Sizes 7 to 14.

\$3.00 SKIRTS

\$2.69

Plaid skirts pleated front and back to flare and swing when she walks! So practical for school wear... so low priced you can buy several.

Girls' Shop, Third Floor



Boys'  
Sturdy, Smart  
Victoroy  
Corduroys

Tailored by Kaynee  
For Boys 4 to 12

\$4.95 JACKETS ..... \$4.69  
\$5.95 SLACKS ..... \$3.59  
\$1.25 CAPS ..... \$1.10

Let your boy wear them the whole day long, for school, for fun. Staunch, washable, fine-wale corduroys. Quality-cut and tailored for hard wear by Kaynee Brown and navy Jacket has zipper front, flannelette lining. Slacks have self-belt.



BOYS' Finger-Tip  
Reversible  
COATS

\$11.95 Value! \$9.89

Some are ALL-WOOL! They're ready for all weather. Fleece or melton cloth in camel, brown, or teal. With water-repellent cotton gabardine reverse. Zipper or button fly front... railroad stitched hem. Sizes 12 to 22. \$1.25 Plaid Flannelette Shirts... \$1.09 \$2.50 and \$3 School Sweaters... \$2.29c and 35c Socks... 4 pairs \$1

Boys' Shop, Street Floor





**McCurdy's**  
"PHONE MAIN 5500... ROCHESTER"

# Great NOVEMBER Sale

features  
**HOME VALUES**

SHOP MONDAY FROM 12 NOON TO 9 P.M.!



## Everything

Yes, Complete Dinner Service for 12

ALL FOR  
**95-Pc. Dinner Set**  
**24-Pc. Stemware Set** **\$29.95**

119 PIECES — REGULAR \$39.00 VALUE!

What a wealth of beauty and luxury... for only \$29.95! All the dinnerware and glassware you need to set a formal service for 12! Lovely, creamy ivory American dinnerware bordered with delicate floral sprays. The stemware is clear crystal banded in gold.

### HERE'S WHAT YOU GET:

- |                      |                     |                     |
|----------------------|---------------------|---------------------|
| 12 dinner plates     | 12 cups and saucers | 1 pickle dish       |
| 12 salad plates      | 2 platters          | 1 sugar and creamer |
| 12 bread-and-butters | 1 covered casserole | 24 pieces stemware  |
| 12 fruit dishes      | 2 vegetable dishes  | (choose from 7      |
| 12 rimmed soups      | 1 gravy boat        | most-wanted sizes)  |
- China, Fourth Floor



**BUY NOW FOR CHRISTMAS!**

16-PIECE GENUINE LIONEL

**Electric Train Set**  
**\$7.98**

Grand Value!

Full speed ahead for a great Christmas value! New York Central type locomotive, oil car, box car, caboose, remote control reverse, transformer, and 10 pieces of track... ALL for \$7.98!

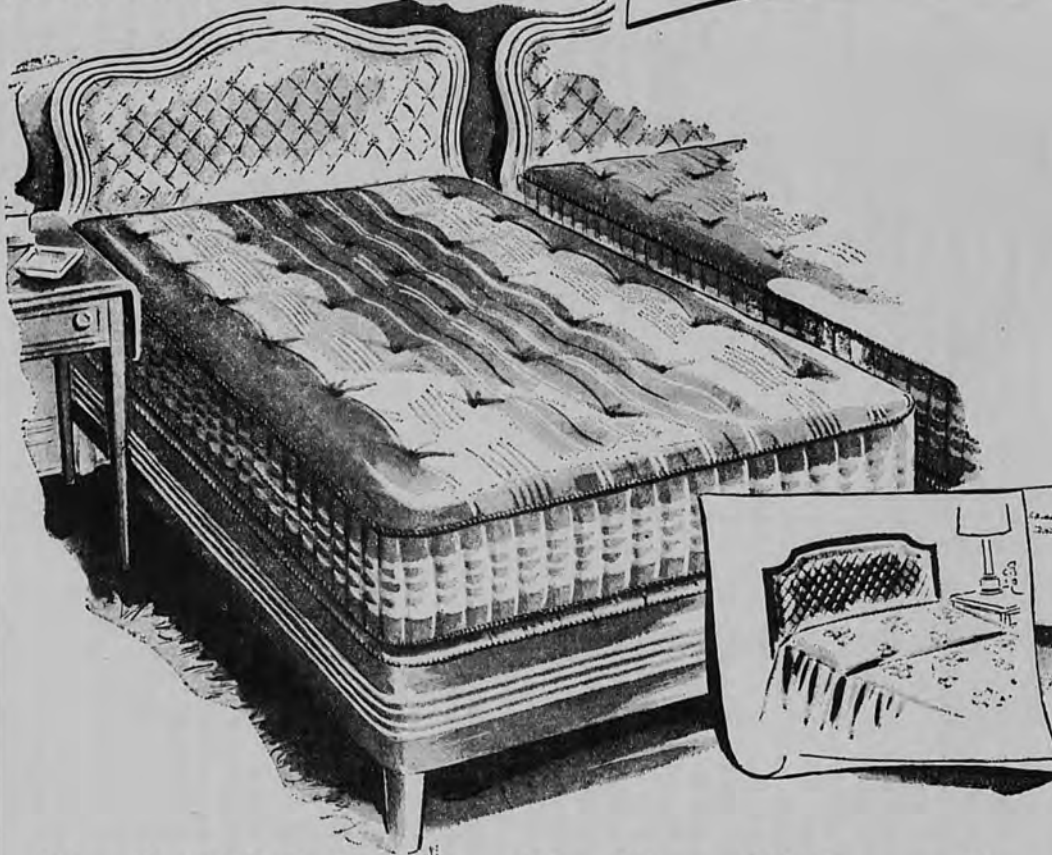
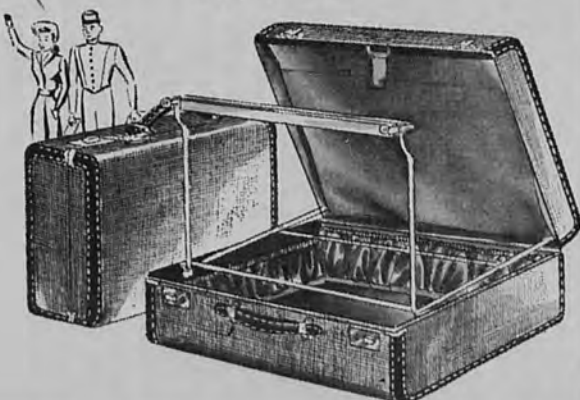
Toyland, Fourth Floor

Save! Smart 2-Piece  
**Luggage Sets**  
**\$14.49**

\$16.90 Value!

ALL the luggage you need for a two-weeks' trip. WARDROBE that holds 8 dresses wrinkle-free, plus accessories. Matching overnight case (18, 21, size). Covered in salt-and-pepper or striped brown tweed. Bound in real leather. Wonderful Christmas gift. Only \$14.49 for BOTH pieces!

Luggage, Fourth Floor



## Costly, High-Fashion Headboard & Luxurious Simmons Mattress & Simmons Box Spring

November Sale Price

**\$49<sup>95</sup>**  
Complete

Phenomenal value! The HEADBOARDS are quilted rayon satin in softest blue or rose with antiqued white and gold frames. Or you can have maple or mahogany finish headboards. The luxurious MATTRESSES are Simmons layer felt (not some little anonymous job), with pre-built borders and tickings that blend with the headboards. The BOX SPRING is made to match and is complete with four legs (Note: Those four legs are worth \$1 apiece) TWIN SIZE only

Bedding, Fifth Floor

SAVE On Comfortable, Good Looking

## Living Room CHAIRS

November Sale Price  
**\$29<sup>95</sup>**

You'll be doing less going-and-coming this winter. You and your friends will entertain each other more in your own living rooms. Have plenty of comfortable chairs for this new, busy life at home. Buy them at McCurdy's NOVEMBER SALE for only \$29.95.

The most wanted STYLES: Gracious wing chairs to flank your fireplace in pairs; spacious button-back lounge chairs; channel-back barrel chairs with carved Chippendale type legs; even a lounge chair with matching ottoman... imagine, for \$29.95!

COVERS to add a luxury note: flowered tapestries with soft beige background; brocatelles and tapestries in rose, blue, beige, green, and plum tones.

BUILT with comfortable spring-filled cushions that keep their buoyancy; with web construction for long service.

### DON'T MISS THESE NOVEMBER SALE SPECIALS!

- |  |         |
|--|---------|
| 3-Piece Solid Maple Bedroom .....            | \$69.95 |
| Solid Mahogany Dining Room Side Chairs ..... | \$9.95  |
| Matching Arm Chairs .....                    | \$12.95 |

Furniture, Fifth Floor





**McCurdy's**  
PHONE MAIN 5500...ROCHESTER

**Great NOVEMBER Sale**

*features*

**HOMEFURNISHINGS**

SHOP NOW FOR CHRISTMAS GIFTS AND SAVE!



Heavy, Handsome \$12.00

## Reflector Floor Lamps

November  
Sale Price

**\$9<sup>47</sup>**

EXTRA value in the bronze plating that stays on!  
EXTRA value in the detailed bases, the fluted shafts, the "jeweler detailed" candle arms.  
EXTRA value in the hand-sewn rayon crepe shades (woodrose, beige, or ivory) lined in white for best light.  
EXTRA value in the indirect light for better sight.  
Choose from reflector floor lamps with six degrees of light; from regular bridge or extendo bridge lamps with 3 degrees of light...only \$9.47 each.

Lamps, Third Floor



November  
Sale Price

**\$1<sup>89</sup>**  
Pair

\$2.25 and \$2.50

## QUALITY CURTAINS

Types for ALL Your Windows!

- Look at these for \$1.89! COTTAGE SETS in dainty pebble dot, ivory color marquisette. With 3-inch picotéd ruffles. \$2.50 values!
- Look at these for \$1.89! CAPE COD RUFFLED curtains in plain or pebble dot marquisette. In cream or champagne. 36"x81" with 3-inch picotéd ruffles. \$2.25 values!
- Look at these for \$1.89! WASHABLE RAYON MARQUISSETTES, sheer, filmy, lovely. Each side 44"x72". Finished with 3" bottom and 1" side hems. In eggshell. \$2.50 values!

Curtains, Fourth Floor

### NOVEMBER SALE SAVINGS in HOUSEWARES



\$3.50 Many-Purpose

**Perfek-Table . . . \$2.89**

It's a bed-tray, a reading table, an end table, a writing tablet. Top tilts forward or backward, adjusts in height from 23" to 36". Tubular steel with ivory color 16"x24" masonite top.



Box "DUZ" and All For  
**Magic Mop Set . . . \$1.29**

"Magic Mop" keeps your hands out of water. Set the wringer firmly on your wall—place "Magic Mop" on the wringer, and push down...it wrings and drains itself! Big box of "DUZ" soap flakes included for \$1.29.



Gray Enameled 10 Gallon  
**Garbage Cans . . . \$1.49**

It's the right size for average families. And the cover fastens securely...wandering dogs aren't likely to knock it off!



G. E. Electric SPECIAL

**Coffee Makers . . . \$4.49**

Perfect coffee every time...and that's important these days! You get 8-cup size Pyrex bowls that won't break from heat; cool pouring handle, quick-heating electric unit and cord...ALL FOR \$4.49.



**Bun Warmer . . . \$1.39**

With Asbestos Plate

Oven-to-table server for crisp rolls, potato chips, and more. Chromium plated, with inner wire basket. Vent to regulate heat. And asbestos plate to keep your table unmarred from heat.



McCurdy's Non-Rub 1/2 Gallon  
**Floor Wax \$1.44 Value \$1.09**

Longer-wearing, with a richer luster than any other floor wax we know! Just spread it on your wood or linoleum floors...it dries quickly to a bright finish without rubbing!

Housewares—4th Floor



**\$4<sup>95</sup>**  
square yard

November  
Sale Price

\$5.95 and \$6.95 Values!

## Figured Wilton! Twist Weave! Broadloom Sale

It's news when you can buy ordinary broadloom for as little as \$4.95 square yard. But this is no ordinary broadloom...it's our Wilton weave and our all-wool twist, broadlooms that grace the finest homes. Hurry down...when you can save as much as \$24.00 on a 9x12-foot rug! Choose from these groups, all resistant to footmarks!

- FIGURED WILTON all-wool broadloom in blue and green, 12 feet wide
- TWIST WEAVE all-wool broadloom. Coral in 12-ft. width; coral or red in 9-ft. width
- FIGURED WILTON from the makers of Gulistan. 9 and 12-foot widths in blue, burgundy, rose, and green

Rugs, Fourth Floor



**McCurdy's**  
PHONE MAIN 5500...ROCHESTER

# Great NOVEMBER Sale

features  
**VALUES!**

Shop Now For Christmas Gifts and Save!



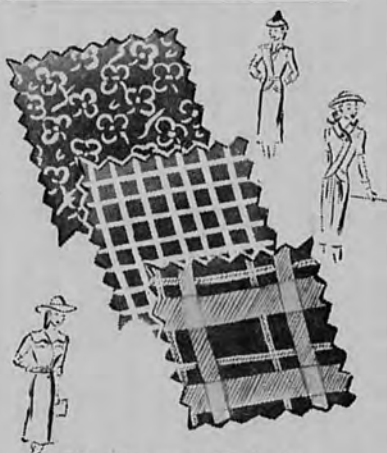
## Needlepoint Special

- Side Chair \$12.00 Value
- Needlepoint \$8.95
- Yarn—All For

Graceful lyre back chair that you'll use as a desk chair, an occasional piece in your living room or hall... and wonderful in sets of 6 for your dining room! Finished in mahogany or walnut. Needlepoint piece with finished center, for the chair seat... and enough yarn to complete the background... ALL for \$8.95. Time to make several for Christmas!

\$2.00 Living Room Pillows ..... \$1.50  
59c Wondersheen Crochet Cotton ..... 47c  
\$1.10 Botany Knitting Worsted, 4-oz. 98c

Art Needlework, Third Floor



## 79c Rayon Prints 59c yard

Washable French crepes in new Winter colors. Florals and dots on black, navy, wine, brown, green, open, dusk rose, purple. Lovely for classic tailored frocks. 39" wide.

## 59c Cotton Prints 45c yard

Crisp piques, Sanforized broadcloths, shantung broadcloths. Stripes, checks, dots, flower patterns for children's frocks, housecoats, home frocks. Stock up now for Christmas sewing.

## All-Wool Plaids \$1.98 yard

\$2.29 to \$3.95 values! Dress, coat, and suit weights. Scotch plaids and block plaids in bright or muted combinations. 54 inches wide. You'll want to buy and buy... at only \$1.98 yard.

Fabrics, Street Floor



\$2.00 Value  
10-Piece

## Hospitality Set \$1.47

Six tall glasses with frosted pink apple decorations, 3 apple shape glass relish dishes and a 19"x11½" handled wood tray. The glasses set in special niches, no danger of their sliding off. Makes serving so easy... and attractive.



\$3.50 Value  
12-Piece

## Glass Salad Set \$2.98

Looks costly... the design simulates cutting and thumbprint! 3¼" bowl, 14" plate for cakes or canapes, fork and spoon, and 8 individual salad plates. In crystal clear glass.



\$1.25 Complete

## Flower Bowl Set \$1

The basis of lovely flower arrangements. You get a low pottery bowl (white lined in blue, yellow or rose and hand-decorated) plus a metal flower holder, a graceful figurine, and colored glass marbles.



\$1.00 Value  
9-Piece

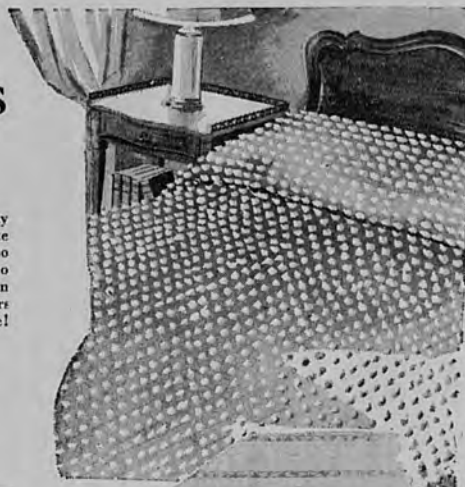
## Glass Dessert Set 69c

Generous glass bowl for fruit or puddings or salads. With separate compartment for sauces or dressing. And 8 matching dessert dishes. In charming fruit design.

Gift Shop, Third Floor

## \$4.95 Bates White Hobnail Bedspreads \$3.95

More than 16,000 snowy white, fat, velvety tufts in the double bed size! To make your bedroom look luxurious. And so practical... they wash perfectly, need no ironing! Single or double size. Buy an EXTRA spread... it will make two pairs of draperies for a perfect ensemble! November Sale price, only \$3.95.



\$2.00 Gleaming

## Damask Tablecloths \$1.59

Cotton damask, so practical for day-in, day-out use, such a pretty background for your informal dining. Choose all-white, white bordered in color, or solid pastels. Full 58"x72" size, only \$1.59.



SAVE On Bath Size

## Cannon Towels 25c

SAVE 60c on every dozen. Famous Cannon quality with the firm, long-wearing under weave. Soft-to-the-touch surface that dries you off in a jiffy. Pure white bordered in jade, gold, blue, or pink to match your bathroom. 20"x40" size... 25c each.

Linens, Street Floor



## Mohawk Percale Sheets

Mohawk percales are famed for their silky-smoothness, their snowy whiteness, their firm quality. Order now for all the brides on your list... for Christmas giving... and save. All sizes... and cases... included in this monogram special:

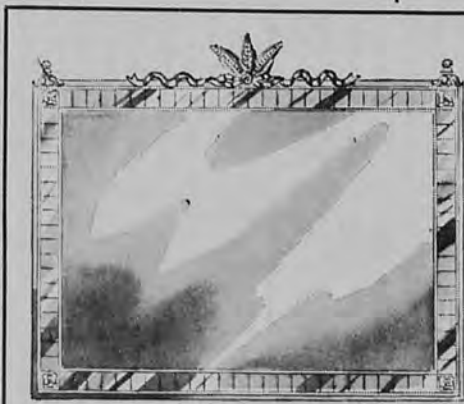
63" x 99" .....	\$1.85	81" x 108" .....	\$2.10
63" x 108" .....	\$1.89	90" x 108" .....	\$2.19
72" x 99" .....	\$1.89	45" x 38½" Cases .....	49c
42" x 38½" Cases .....	55c		

## SAVE ¼ On Famous Chatham Blankets

Wonderful mixture of 25% wool for warmth, 25% cotton for long wear and 50% rayon for perfect washability. Bound in 5-inch gleaming rayon satin. Full size... 72"x84". In five beautiful colors: blue, peach, green, rose, cedar rose.

All Other Chatham Blankets ..... ¼ OFF!

Bedding, Street Floor



## \$25.00 Mantel-Size Baguette Framed MIRRORS \$17.95

To make your rooms look larger, brighter! Big (36"x48") clear plate glass mirrors. With 1½-inch baguette effect mirror all-around: gold color frame. For period or modern rooms... over the mantel, sofa, sideboard.

Mirrors, Third Floor



S!

**Murphy's**  
PHONE MAIN 5500... ROCHESTER

# BASEMENT STORE

## Great NOVEMBER Sale

Just 45 \$9.95 to \$12.95

### DRESSES \$5

If you wear sizes 9 to 15, 12 to 18... RUSH in for these! Sample dresses... that means the best tailoring and fabrics for the money. Rayon alpaca and crepes that you'll wear for important occasions! Black and Fall's new heart-warming colors. One-of-a-kind.

Basement Store

Special! Rayon Gabardine

### JUMPERS \$2.77

Our smash-hit jumper with all the little details you love—dainty scalloped neckline, full skirt, convenient button front. In red, green, black, brown. Sizes 12 to 20, 38 to 44. November Sale special, \$2.77.

Basement Store

300 \$2.98 Sample

### GOWNS PAJAMAS \$1.99 each

\$1.99 for yoke-top gowns, for gowns with flattering v-necklines, for softly shirred bodices, bands of lace and embroidery. Print and solid color rayon crepes. Solid color rayon satins. PAJAMAS in Butcher boy style... rayon crepes and satins. Some two-tones. 32-40.

Basement Store

Regular 79c Nylon

### BRASSIERS 59c

Long-wearing because they're made with all Nylon. Cut to fit perfectly. We've sold hundreds at higher prices. Medium widths in tearose and white, sizes 32 to 38. Stock up while they are only 59c each.

Basement Store

\$4.49 "Bestform"

### ALL-IN-ONES \$3.94

Firm control with comfort! Brocaded coutil, lightly boned over the diaphragm. Elastic side panels and lace uplift brassiere. Semi-stepin style. Sizes 32 to 42, average length. November Sale price, \$3.94.

Basement Store

Most Are All-Wool

### CASUAL COATS

With Snap Or Zip-In  
Chamois Linings!

\$22.95  
Values! **\$18**



Long, cold days ahead—and these are the coats for them! All-wool tweeds (blue, heather, brown), all-wool camel-tan fleece, and cavalry twill (blue or natural) Boy coats and balma-cans. Wear them now without the lining... when winter comes, snap or zip-in the wind-resistant chamois lining (complete with sleeves). Sizes 10 to 18...

Basement Store

\$4.98 and \$5.98

### NEW DRESSES

Sizes For Juniors,  
Misses and Women

**2 for \$9**

Date-time and day-time dresses. Exciting new styles galore! See dress-up rayon alpaca sparkling with sequins, glamorous with beaded trims and fringe. See tailored wool mixtures and corduroys. See spun rayon-and-velveteen combinations, see two-color duets for double smartness. Black, red, gold, aqua, blue, green, brown. 9-15, 12-20, 38-44.

Basement Store



\$2.98 Dressy and Casual

### NEW HATS \$1.59

What's making hat news at higher prices? Towering crowns, berets, wide brims, pompadours, snug hats. Here for only \$1.59. In felts and rayon velvets... in black, brown, and bright colors. Styles and sizes for everyone!

Basement Store

\$2.00 to \$4.00 Irregulars

### MISSSES' SWEATERS \$1.59

Many are all-wool! Slipons and cardigans... long and short sleeves. Red, maize, green, blue, black, white. Stock up at this November Sale saving with a whole, wonderful sweater wardrobe! 34 to 40 in the group.

Basement Store

Irregulars Of  
\$9 and \$10 Quality

### QUILTED Rayon Satin ROBES \$5

You'll love their snugly warmth on biting winter mornings! You'll want to buy extras for Christmas giving! Beautiful flower print rayon satins. Slim-waisted, wide-skirted wraparounds. Sizes 12 to 20. ONLY 100 AT THIS NOVEMBER SALE SAVING... hurry!

Basement Store



\$3.00 and \$3.50 Irregulars  
Famous Maker's Rayon Crepe

### TAILORED SHIRTS \$2

A slick-tailored blouse at a sensational November Sale price! (You'll find the famous maker's label in every one). White rayon crepe that launders like a dream. Short sleeves or long sleeves with French cuffs. 30 to 40. The flaws are hard to find!

Basement Store



Seconds of \$1.25

### RAYON Stockings

November Sale Price

**2 pairs \$1**

Less than half price because they have slight flaws that do not harm their wear or looks. Full-fashioned for smooth fit. 51-gauge... sheer and flattering. In four new rosy beige, coppery beige, and light beige shades. Sizes 8 1/2 to 10 1/2. Stock up at this important November Sale saving.

Basement Store



Children's All-Wool

### SNOW SUITS

Matching  
Caps, 59c **\$7.50**

Warm, sturdy snow suits, carefully tailored for active youngsters. Zipper-anklet leggings. Two-tone combinations of blue and red, blue and gray, maroon and blue, maroon and gray. Styles for girls and boys, 3 to 10.

Basement Store

Children's 89c Cotton

### WARM SLEEPERS 79c

Brushed cotton, soft, cuddly, full-cut. To keep them warm from top to toes. One-piece style with feet. Most are first quality! 1 to 8 in pink or blue.

Girls' 39c Rayon Panties... 29c

Basement Store



1,000 Pairs \$3.98

### CUSHION STEP ARCH SHOES \$2.99 pair

Just the shoes you want, now that you're walking more! Your favorite Gypsy tie in black kid with patent or in black or brown kid. Nurses black kid oxfords. And plenty of dress-up sueded, patents, and calfskins. All with comfortable, roomy lasts. Some with rubber heels or lifts. Sizes 3 1/2 to 10, widths AAA to D... \$2.99 pair.

Basement Store



**McMurdy's**  
PHONE MAIN 5500... ROCHESTER

# BASEMENT STORE

## Great NOVEMBER Sale

Boys' \$6.45 Hooded  
**MACKINAWS**  
**\$5.66**

Sturdy, warm plaid fabrics (70% Reused wool, 30% rayon). Fully lined with plaid cotton flannel for extra protection. Attached zipper-fastened hood. Four big pockets... some have extra zippered book pocket, too. Brown, maroon, blue plaids. Sizes 8 to 18. Buy now at our November Sale price, \$5.66.

Basement Store

Regular \$1.39 and \$1.69 /  
**BOYS' SWEATERS**  
**99c**

Just the warm sweaters school boys need. Button-front coat style... solid colors or two-tone combinations. Slippers with V necks or crew necks... solid colors and combinations. Brown, green, blue, tan, maroon. Good wool content. Sizes 6 to 10 and 30 to 36... 99c.

Basement Store

Regular \$1.98 and \$2.29 /  
**MEN'S SWEATERS**  
**\$1.77**

Slippers in brushed-finish drop stitch knit part-wools. Brown, blue, green, camel. Button-front part-wool coat sweaters. Solid colors and two-tone combinations in blue, brown, green, teal, camel. All first quality. Sizes 36 to 46. November Sale price, \$1.77.

Basement Store

Men's \$9.95 to \$13.50  
**LEATHER JACKETS**  
**\$8.94**

CAPEKIN in aviation or cosack style. Full zipper fronts. Two slash pockets and one zipper chest pocket. Celanese rayon linings. SOFT SUEDES in zipper-front cosack style with zipper front, capeskin collar and pocket trim. Three pockets. Chestnut brown; plaid flannel lined. SIZES 36 to 46.

Basement Store

59c First Quality  
**PERCALE CASES**  
**39c**

First quality! Silky-smooth, snowy white percale. High count... 180 threads to the square inch, firmly woven for long service. Regulation size... 42"x36". Stock up at this low, November Sale price, 39c each.

Basement Store

\$1.69 Irregulars! 500 New  
**GIFT BAGS**  
**97c**

November Sale Price

So low priced, you can buy a different bag for every need... and many for Christmas giving. Dressy soft pouches and tailored envelopes. Brushed rayons, faille rayons, simulated leathers (alligator, calf, and saddle). Large bags... small bags... many with zippers! Black, green, brown, red, navy. November Sale price, 97c.

Basement Store

Irregulars \$1.39 to \$2.00  
**Men's Fine Shirts**  
Many WOVEN Fabrics! Many SANFORIZED!  
**\$1.09**

Men, stock up plentifully! Women, buy for the men on your list now! WOVEN shirtings and high-count printed fabrics. Lustrous white broadcloths. Every shirt sanforized or pre-shrunk! Every shirt with non-wilt attached collar! Sizes 14 to 17; sleeves 32 to 35. The flaws are too slight to be noticeable!

Basement Store

\$2.59 Rayon Marquisette  
**Washable Curtains**  
Extra Wide! Extra Fine! Only  
**\$1.59** Pair

EXTRA wide... each side 44" wide and 2 yards long—EXTRA fine... 78 threads to the inch—sheer but sturdy. WASHABLE... launderite finish, shrinkage less than 2%. Smart women put washable rayon marquisettes at every window for Fall... buy yours now at savings! Ecru or eggshell to go with any decorating scheme. All hems felled.

Basement Store

Mohawk Broadlooms! Axminsters!  
**9' x 12' RUGS**  
Regularly \$44.95 Each!  
**\$29.98**

Luxurious rugs from famous Mohawk Mills. Firmly woven in rich colors to give your rooms new beauty. Room size... 9x12 feet. Imagine... for \$29.98!

THE PATTERNS: leaf broadloom, floral broadloom, hooked or Chinese floral Axminster. THE COLORS: blue, burgundy, tan, green, wine.

Basement Store

\$2.29 Irregulars 72"x99"  
**PERCALE SHEETS**  
Nationally Famous Brand!  
**\$1.59**

Silky-smooth, cool percales. 180 threads to the inch. Light weight... they save you laundry bills. The flaws are only a tiny oil spot or an uneven weave!

\$2.39 Size 72"x108" \$1.69  
\$2.59 Size 81"x108" \$1.89  
\$2.39 Size 81"x99" \$1.69  
59c Size 42"x36" cases, 39c

Basement Store

Samples! Many One-of-a-Kind! Some Irregulars  
**NEW SLIPS**  
**88c**

Slips Lavish With Lovely Laces  
Embroidered Slips, Tailored Slips  
Sturdy Rayon Filament Crepes and Satins  
Tearose and White; Sizes 32 to 40

Buy a supply for yourself... think ahead to Christmas! Slips like these at 88c are rare, rare values. Many styles... four-gored, Grecian tops, fitted tops, bodice tops, yoke slips... 88c.

Basement Store

250 Regular \$1.19  
**COTTAGE SETS**  
**59c** Set

Dainty additions to your kitchen or bathroom. Ivory marquisette edged with blue percale. Full width and length. At this November Sale saving only because there is just one color. Less than half price... 59c set.

Basement Store

\$1.39 and \$1.59  
**DOTTED CURTAINS**  
**\$1.19**

Fluffy ruffled cushion dotted ivory marquisette. 36" wide, 2 1/6 yards long. \$1.59 value.  
Tailored ivory dotted marquisette, hemmed, ready to hang, \$1.39 value.  
Cottage sets in ivory dotted marquisette... full width and length. \$1.59 value.

Basement Store

\$3.98 Heavy "Ruftex"  
**DRAPERIES**  
**\$2.99** pair

Each Side 36"x2 1/2 Yards!

So little to pay to bring so much color and richness into your rooms. Flower prints on rough-texture cottons. Rose, blue, green, wine, natural grounds. Pinch pleated! Complete with tie-backs, ready to hang. November Sale price, only \$2.99 pair.

Basement Store

\$1.29 Soil Sealed  
**INLAID LINOLEUM**  
**84c** Square Yard

SOIL-SEALED... dirt can't hurt the gleaming surface! Hard to stain, easy to clean.  
MARBLE SQUARE INLAID... seams don't show.  
WATER-PROOF double-bonded back... for easiest installation.  
(Please bring room measurements)

Basement Store



# ROCHESTER SHOPPING NEWS

## The Rochester Sun

Delivered Free To 75,200 Homes In  
Rochester, Brighton, Greece and Irondequoit.  
Mail Subscriptions: \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

Shopping News Is Now Available  
On All Downtown Newsstands.

SIXTH YEAR—No. 1

ROCHESTER, N. Y., THURSDAY, NOVEMBER 5, 1942

PHONE, STONE 6000 Your Copy Regularly  
If You Do Not Receive

**SAVING on Every Purchase or Your Money Back**  
Open Every Evening Until 9:  
Here's Why ROCHESTER JOBBING HOUSE Has  
**LOWER PRICES ON**  
**Winter SPORTSWEAR**  
FOR THE ENTIRE FAMILY

1. EARLY BUYING—Months ahead of most stores, when prices are lowest.
2. LOW OVERHEAD—No high rent, no elaborate equipment, no delivery.
3. VOLUME PURCHASING—Quantity buying and specializing produce extra savings.
4. DIRECT BUYING—No middleman for in-between profits.
5. MINIMUM PROFITS—Quick turnover—Quantity selling—Small profits.

**Men's Warm Wool MACKINAW COATS**  
Plaid or Plain  
For work, school or play. A selection so large you are sure to find a coat to please you. Many with zip-out sheepskin linings. All with four pockets, half or full belt.

**\$5.98**  
**\$21.00**  
Sizes 36 to 54

**For Men**  
Sport Sweaters . . . 1.98  
Part Wool Vests . . 1.98  
Bowling Shoes . . . 2.39  
Melton Jackets . . . 4.98  
FLEECE-LINED Union Suits . . . 1.19  
Flannel Shirts . . . 1.29

**Men's Genuine LEATHER JACKETS**  
GOAT-PONY SUEDE-CAPE HORSEHIDE

**\$5.98 to \$21.50**  
More leather jackets than any store in western N. Y. All jackets lined and tailored to fit the short man or the tall man. Coat or Jacket models.

**SIZES 36 TO 54**

**Little Tots' COAT & LEGGIN' SETS**  
For boys or girls. A beautiful little dressy outfit, tailored in good taste, soft comfortable material that's warm enough for coldest winter days. HAT TO MATCH too.

**\$5.48**  
SIZES 2-6

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

**FOR MEN:**  
Campus Coats, Finger-tip Coats, Hunting Coats, Rain Coats, Top Coats, Leather Jackets, Suede Jackets, Ga-bardine Jack-ets, Wool Jack-ets, Sweaters, Dress, Shirts, Sport Shirts, Flannel Shirts, Sheeplined Coats, Vest, Underwear, Pa-jamas, Work Shoes, Dress Shoes, Rubbers, Overshoes, Boots, Dress Pants, Work Pants, Breech-es, Overalls, Coveralls, Dun-garees, Shop-coats, Wool Sox, Work Shirts, Riding Apparel, Fur-nishings.

**Boys' Snappy Reversible Finger-Tip Coats**  
Hundreds of finger-tip coats from which to choose. Dressy tailored coats—many reversible. Fine warm wools with zipper or button styles. Worn for wet or cold weather! For school or play.

**\$6.79 \$15.95**  
Sizes 8-22

**For Boys**  
Leather Jackets . . 6.98  
Corduroy Longies . . 3.69  
Hi-Cut Shoes . . . 3.98  
Corduroy Breeches . . 2.98  
Sport Sweaters . . . 1.59  
Rubbers . . . 1.15  
Dungarees . . . 1.00

**FOR BOYS:**  
Jackets, Snow Suits, Finger-tip Coats, Mackinaw, Top coats, Raincoats, Longies, Knick-ers, Suits, Sweaters, Shoes, Shirts, Dungarees, Overalls, Gloves, Caps, Underwear, Furnishings.

**Boys' Lined Hooded Mackinaw Coats**  
Many With Zip-out Sheep Linings

A selection such as you've never seen before! Bright new wool plaids or plain colors in hard finish materials of fine fleecy mohairs all warmly lined.

**\$5.58 to \$14.95**  
SIZES 8-22

**For Ladies and Children**  
Snow Suits, Ski Pants, Sweaters, Campus Coats, Jackets, Mittens, Rain-coats, Defense Clothes, Riding Apparel, Sport Blouses, Bow-ling Shoes, Hi-cut Shoes.

**Children's Warm Water Repellent Sno Suits**  
Hundreds of suits to choose from for both boys or girls. Many reversible, zip-out sheep linings. Button or zipper models in a wide choice of plaid or plain colors.

**\$3.99 to \$13.95**  
SIZES 3-14

**Ladies' and Girls' Thrilling New Ski Suits**  
Smartly styled gabardines and poplins. Light weight yet warm enough for all winter sports. Tailored, button or zipper models from the drawing boards of famous designers.

**\$7.98 to \$19.95**  
SIZES 12-20

## Who's Afraid of WINTER ?

THERE may be priorities on this, that and the other this winter — but so far there's no priority that's going to prevent the youngsters from being warm and comfortable. Plenty of play outdoors in crisp cold weather is important to their well-being, part of the program of keeping every American, right down to the last tiny tot, in the best physical condition.

And as a rule the children will take no harm in winter weather if they're warmly dressed in clothes designed to foil biting winds. If you're getting your youngster ready now for winter, you will be interested in the collections of cold weather play clothes now assembled in Shopping News stores.



Avoid The Rush . . . Shop in Comfort NOW—Choose from DARLING SHOP'S  
**COMPLETE CHRISTMAS STOCKS!**

Perfect Quality New  
Rayon Crepe & Rayon Satin  
**SLIPS - 2 for \$1.25**  
Quantities limited. Sizes 32-44. White and Tealrose only.



**SHEER Black Chiffon GOWNS**  
The very finest quality. A girl will love and cherish. Tailored or lace-trimmed. Attractively gift-boxed free. Also in Pink, Blue, Yellow, Tealrose.

**\$3.99**

**Darling Shop**  
190 MAIN ST. EAST  
**FREE Gift Boxes**



**Pastel Slips \$1.19**  
Perfect quality. Pink, blue, white, tealrose and some blacks. All sizes.

For Your Own Wear Now or for Lovely Gifts Later

Beautiful, Quilted Satin  
**BED JACKETS \$2.99**  
The ideal gift! Warm and practical, yet daintily feminine

Glamorous Quilted  
**House Coats \$3.99**  
Others \$1.99 to \$9.99  
For yourself or that special gift. Finely tailored and warmly quilted with yards of sweeping skirt. Many styles to choose from in a wide variety of patterns. Sizes for all.



**Dance Sets \$1.29**  
A lovely personal gift. Black, blue, tealrose and white. Pantie and bra complete. Both for



If You Can't Go Over—Come Across—Buy Bonds



Sibley, Lindsay & Curr Co.

"O BEAUTIFUL FOR SPACIOUS SKIES  
FOR AMBER WAVES OF GRAIN"

AMERICA... not only beautiful "for purple mountain majesties above the fruited plain"... but AMERICA... beautiful for all that these vistas symbolize. Beautiful for its freedom that is the right of every individual... for the love man enjoys in his family and his work. Beautiful for his right to worship in peace, and to follow the truth. Beautiful for the plenty that America provides. This is your American heritage, priceless. And yet your dollars, today, can preserve it.

THANK GOD YOU ARE AN AMERICAN  
BUY MORE  
U. S. WAR SAVINGS BONDS AND STAMPS

## FASHION DECREE

By ROSELLEN CALLAHAN

The Chesterfield is the style sensation of this season. The simply tailored coat, with its little black velvet collar, has turned out to be fashion's dark horse. The popular version is in black, but they are most attractive in bottle green and tobacco brown. And giving the Chesterfield a run for your money are the black raglan sleeve overcoat with velvet shoulders and the box coat with nailhead studding which may double for an evening wrap. Patricia Dunlap of Columbia network finds them perfect for over classic sports togs and equally smart with street length dinner dresses.



Tweed and Tinsel, a combination which would have caused many a raised eyebrow a few years ago, has taken the country by storm. Bright wool jersey in semi-tailored styles are made important date dresses with the sprinkling of matching or contrasting sequins. One bright yellow rabbit's-hair wool frock has three appliqued butterflies of shimmering paillettes posed just below the left shoulder. Metal thread and bugle bead trimming in the form of necklaces and bracelets gives the fairy godmother touch to a perfectly plain janes of a dress, turning it into a festive frock. If your budget doesn't permit new additions, Dorothy Lowell suggests that you take your last year's wool and add scrolls or medallions of beads, braid or brilliants—which you'll find in an abundance of styles at notions and trimming counters.

Horseshoe Jewelry and accessories are actress Nan Grey's weakness. The star of radio's "Those We Love" series has a ring of interlocked ruby and horseshoe clips, and a belt fashioned like a crop with a buckle.

# Smalls

## 23rd BIRTHDAY SALE!

DIAMONDS - WATCHES - JEWELRY - GIFTS



SAVE! A Million Dollars Worth of Merchandise at Real Savings!

Shown here are just a few of the many amazing values you'll find at Smalls. Nothing is being held back. Everything is on sale at remarkably low prices. Many items you will not be able to get again until "after the war." Smart buyers are even buying their Xmas gifts now... to be sure of getting what they want at the right price. Come early and take advantage of these great Birthday Sale values.



Mens Military Ring  
16.95

Heavy, all solid gold ring. Very specially priced! Choice of Army, Navy, Signal Corps, Marines, Air Corps, Coast Guard. A \$45.00 value.



Ladies' Diamond Ring  
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A lady's stunning Finger Ring. Handsomely set with 2 brilliant diamonds and center stone of ruby or sapphire.



Man's Diamond Ring  
39.95

Brilliant value! 3 large, fiery diamonds, set in handsome modern man's ring. Perfect for "him."



Man's Diamond Onyx  
39.95

Man's handsome massive ring with large fiery diamond mounted on genuine onyx. A sensational value.



"Attested Perfect"  
79.50

An unusually attractive bridal ensemble. Specially priced! Choice of yellow or white gold. A real value.

SPECIAL FEATURE  
1 Carat Size  
Genuine  
White Zircons

Look Like  
Real Diamonds



Attested Perfect  
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Exceptionally designed bridal set. Both rings in perfect match. Your choice of yellow or white gold.



Choice Men's  
or Ladies'  
12.95

Mounted in attractive solid gold settings for ladies and men. These Jewels of Glamour are absolutely the nearest thing to a genuine diamond in color and brilliance! The Zircon, traditional gem of mystery, is a genuine stone... no imitation! An amazing value!



2-Diamond Birthstone  
7.95

An astounding value! Solid gold with 2 genuine diamonds. You have your choice of any birthstone.



Diamond Onyx Initial  
18.95

Handsome genuine Onyx Initial Ring set with 2 genuine diamonds in solid gold mounting. A \$22.50 value.



Solid Gold  
Miraculous Medal  
7.95

Beautifully embossed, large size. Complete with solid gold neck chain to match. Exceptional value.

## Army, Navy, Civilians

Sterling Silver  
MIRACULOUS  
MEDALS



With Extra Long 24-inch  
Sterling Silver Neck  
Chain  
3.95

Beautiful engraved medals with special insignia for those in the U. S. Armed Forces. Exceptional values and perfect gifts. For identification, name can be engraved on back at slight additional cost.

Modern Wide  
Wedding Band  
9.95



LADIES'  
LAPEL WATCH  
14.95

Easily Worth 19.75

The season's smartest and newest watch idea. A perfect gift for every woman fashioned in the charm and color of natural gold. An excellent time piece!



Sensational  
Watch  
Value!

14.95

With Quality  
Yellow Gold  
Plated Case  
Unbreakable  
Crystal  
Radium Hands  
and Numerals

This is an ideal watch for a man in service. Has a radium dial, unbreakable crystal and smart strap. A real bargain. Fully guaranteed.



3 Easy Ways  
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or Monthly  
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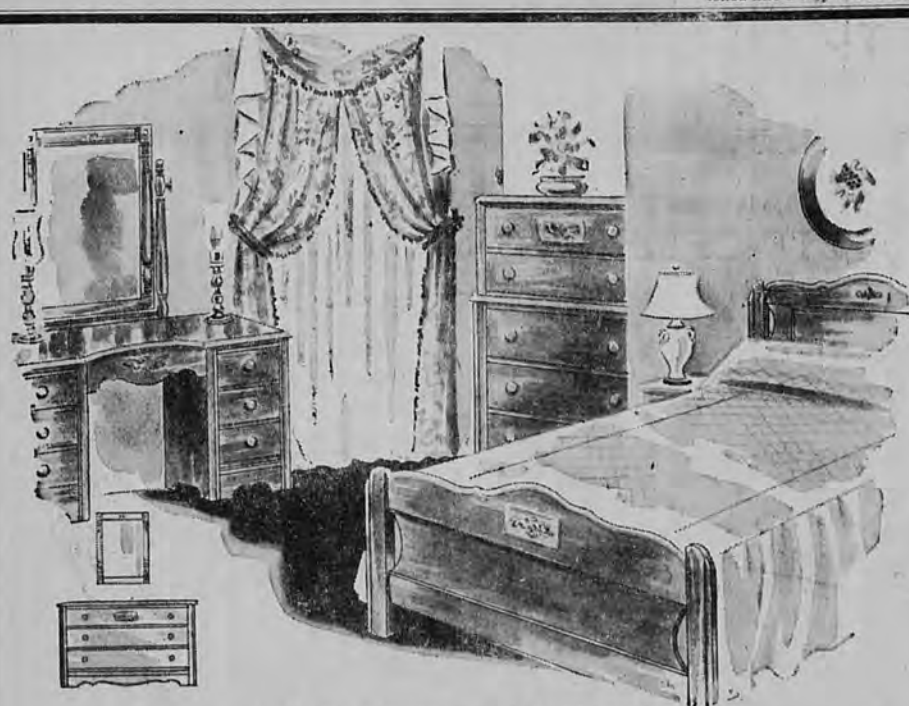
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# Smalls

JEWELERS • OPTICIANS • RADIOS  
28 EAST MAIN ST.  
Open Every Monday Evening 'til 9!



A Very Unusual Bedroom Suite  
**LAUER'S SOLID MAPLE**  
**\$79**

3 PIECES

Here's a big maple bedroom set! The dresser top is 17 1/2"x42"... The vanity is even larger—17 1/2"x46"... The five drawer chest-on-chest measures 32"x17 1/2" and is 48" tall. There's plenty of room for clothes and linen storage in these pieces. Every drawer is completely dust proofed and center guided. The drawer interiors are carefully finished solid oak. Full framed construction and an excellent finish assures you that this furniture will endure hard usage for many years. Attractive carved panels lend contrast to the authentic colonial design. Buy the bed, chest-on-chest, dresser or vanity—3 pieces, for only \$79. Two twin beds, chest, dresser or vanity—4 pieces, \$99.

LAUER'S NEW  
STORE HOURS

Lauer's store is open  
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to 5:30 P. M. We will  
no longer remain open  
Thursday evenings.

Lauer's  
50 STATE

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Furniture at Lauer's

You get a fair trade in  
value because we renovate  
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sell it in our own base-  
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3,000 Genuine  
Leather Wallets  
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Sensational values! Pick out one  
from our handsome assortment.  
Many smart styles to choose  
from. Only two to a customer.



**SALE!**  
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**Dollars  
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prices. Many items  
til "after the war."  
Xmas gifts now...  
at the right price.  
these great Birthday



**Diamond Onyx  
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**Modern Wide  
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old, beautifully en-  
real bargain for this  
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**LADIES'  
METAL WATCH  
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ason's smartest and  
watch idea. A perfect  
every woman fashion-  
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gold. An excellent time



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RADIOS  
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evening 'til 9!



## WE "RAISE THE ROOF" TO OUR FOURTH FLOOR OF SHOPS FOR THE HOME

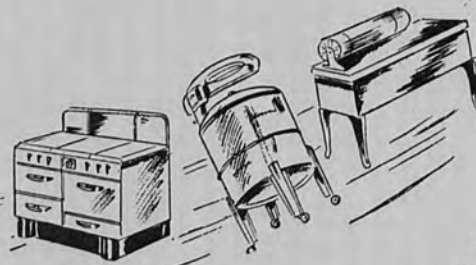
Suppose you had to go to one store for your lamps... another for mirrors... another for your radio or kitchen needs. But you don't! Sibley's city-block-long floor brings you all these stores in one... arranged logically and conveniently to save you time and steps. Here, in Western New York's most extensive and complete assortments you will find your major and minor needs in house furnishings, housewares, music... things for home enjoyment. Yes! When you choose Sibley-quality merchandise... all under one roof... it's economical, because you save time, steps and money

**CHINA & GLASS**—selections run the gamut of your needs... from aristocratic Lenox china and Sharpe crystal to humble kitchen pottery. Here, too, precious figurines, vases and flower arrangement accessories.



**HOUSEWARES**—everything you need for efficient housekeeping with a minimum of effort, plus many conveniences for a more comfortable, attractive home as well. Cleaning needs, cooking utensils, paint, kitchen gadgets.

**TOYS, SPORTING GOODS & GAMES**—Sibley's famous Toyland is a landmark in Western New York! Our game selections provide fun for everybody from 1 to 100. Complete equipment for many a popular hobby and outdoor sport.



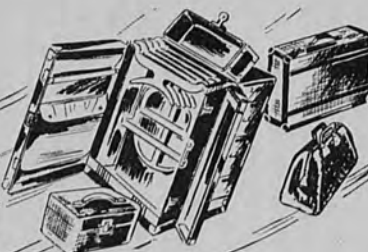
**MAJOR APPLIANCES**—though selections are restricted here by government regulations these days, we "carry on" with ice refrigerators, vacuum cleaners, a good stock of stoves, wall cabinets and unpainted wood furniture.



**MUSIC**—from Bach to boogie-woogie... from grand pianos to records... Sibley's gives your musical wants full play. Fine new radios, record players, famous instruments of all kinds, and a big collection of records.

**LAMPS**—a light-flooded shop filled with lovely lamps of every description. Table lamps, floor lamps, boudoir lamps, for every home. Endless variety, from modestly priced creations to dramatic decorator triumphs.

**MIRRORS & PICTURES**—by far the largest assortments in Rochester, set forth in a beautiful gallery that's a treat just to walk through. Tasteful pictures of all kinds, shining mirrors, frames ready-made, or to order.



**LUGGAGE**—travel goods for everyone, in countless variations... spread out conveniently in a handsome Luggage Shop. Brief cases, wardrobes, two-suiters, overnight bags, complete ensembles, vanity cases, many more.

*Sibley, Lindsay & Curr Co.*



# Holiday Sale! Dress Savings!

## DRESSES FOR HOLIDAY PARTIES! FURLOUGH DATES! SPECIALLY PRICED FOR THIS EVENT!

The dresses he loves to see you in... lovely, feminine, glamorous! Styles that will catch all eyes, at Holiday parties, informal dances, while dining and dancing. Suave draped styles, that give your figure slim, lovely lines! Young, full-skirt basque dirndls... a-twinke with sequins. Choose several for Holiday fun—all are excitingly low priced.



Rayon Crepes! Failles!  
Smooth Velveteens!  
Bright Wools!

Drapes!  
Dirndls!  
Peplums!

Black  
And All  
New  
Colors

\$4<sup>99</sup>

FASHION CENTER—DOWNSTAIRS

Wonder collection of fashion important dresses! See their flattering high or low necklines, side draped skirts, peplums! Lace-trimmed velveteens, "jeweled" crepes, spirit-lifting bright wools! See the whole dazzling collection... pick yours today! Misses, womens and junior sizes.

**Darling Shop**  
190 MAIN ST. EAST

## DIARY SUNDAY DINNER

Of a Famous  
Beauty Authority

BY HELENA RUBINSTEIN

NEW YORK—Many women who have come into my salon recently have asked me frankly what I think is the first beauty problem which betrays their years over 30. I have been quick to answer that an uneven neck-line, the area of the chin and throat, is most sensitive to age and for that reason requires special attention for those women who are eager to keep their neck-lines graceful and smooth.

I have suggested exercises and treatments, as effective aids in keeping the sweeping youthful line of beauty for the neck and throat. For a double chin, sluggish, sagging muscles, loose skin, and fat, first, massage gently after applying a cleansing cream. Smooth the cream on from the chin down the base of the throat with firm, molding movements. This follows the structure of the throat and at the same time insures you of a thorough cleansing. After removing the cleansing cream, apply an astringent. A semi-liquid contour astringent patted briskly into the throat and chin will help to firm the flabby tissues. In order to have the skin absorb the tightening elements quickly, the chin should be slapped briskly and repeatedly with the backs of the hands. Then, a special cream for the neck and throat may be used for additional massage and even more effectively as a night film.

Finally I have told these women that exercises will give the proper circulation and stimulation which is the basis of neck and throat beauty. An exercise most effective in this all-out effort for neck-line beauty is the following: Stand erect, shoulders back. Push chin as far forward as possible. Hold this position, and move the jaws as if chewing, but drop the lower jaws as far as possible with each movement. With the neck still thrust forward, turn the head to the right and repeat chewing movement and then to the left. Relax for five counts with head thrown as far back as possible.



Here's a meal to save you money, and best of all put healthful variety on your table. Veal Rice Loaf with mushroom sauce, creamed parsley potatoes, green bean salad, rolls and butter and coconut layer cake makes up the menu, for Sunday, November 8.

### THE DINNER

\*Veal Rice Loaf  
\*Mushroom Sauce  
\*Creamed Parsley Potatoes  
\*Green Bean Salad

Rolls  
\*Coconut Layer Cake  
Beverage

(Recipes Included)  
This meal is properly balanced for nutritional value. It supplies:

The Meat: Proteins, Vitamins A, B, C, and G, minerals and carbohydrates.

Potatoes: Carbohydrates, minerals and Vitamins A, B, C and G.

Salad: Minerals, Vitamins A, B, C and G; carbohydrates and proteins.

Rolls: Butter: Vitamins A, B, C, D and G; carbohydrates and fats.

Dessert: Carbohydrates, Vitamins A, B, C and G; some fats.

### To Serve 6 You Need

2 pounds ground veal shoulder  
1 pound ground pork  
6 potatoes  
1 small can mushrooms  
1 No. 2 can green beans  
1 head lettuce  
1 stalk celery  
1 pkg. coconut  
(Balance of materials among staples)

### Coconut Layer Cake

3 cups sifted cake flour  
3 teaspoons baking powder  
1/2 teaspoon salt  
2/3 cup shortening  
2 cups sugar  
1 teaspoon vanilla  
1 cup milk  
3 egg whites  
Sift flour, baking powder and

salt together. Cream shortening with sugar and vanilla until fluffy. Add sifted dry ingredients and milk alternately in small amounts, beating well after each addition. Beat egg whites until stiff but not dry and fold into batter. Pour into greased pans and bake in 350 degree F. oven for 30 minutes. Makes 3 nine inch layers. Frost with vanilla cream frosting and sprinkle with shredded coconut.

### Vanilla Cream Frosting

3 tablespoons butter  
1 teaspoon vanilla  
1/4 teaspoon salt  
3 cups sifted confectioners sugar  
3 tablespoons scalded cream  
Blend butter, vanilla and salt; add 1/2 cup confectioners sugar. Add hot cream and remaining sugar alternately in small quantities, beating well after each addition. Add only enough cream to make frosting soft enough to spread. Sprinkle cake generously with shredded coconut after frosting it.

### Veal Rice Loaf

2 pounds ground veal shoulder  
1 pound ground pork  
1 cup cooked rice  
4 eggs, well beaten  
1/4 cup milk  
1/4 cup chopped pimiento  
1/2 teaspoon paprika  
Salt and pepper

Have meats ground together. Combine with rice. Season with salt and pepper, paprika and pimiento. Moisten with eggs and milk. Pack into a greased loaf pan or ring mold and bake

in 350 degree F. oven for 1 1/2 hours. Serve with mushroom sauce.

### Mushroom Sauce

Add 1 cup stock or water to drippings from meat. Heat to boiling point. Beat 3 tablespoons flour with 1/2 cup water until smooth. Add to drippings and stir until thickened. Add 1 cup sliced mushrooms. Simmer for 5 minutes before serving.

### Green Bean Salad

2 cups green beans  
1 small onion, minced  
1 cup celery, chopped  
1/3 cup French dressing  
1 canned pimiento, cut into strips  
Lettuce leaves

Combine beans, onions and celery with French dressing and chill for one hour. Drain; toss with pimiento and serve on leaves of lettuce.

### Serving Hints

Pour the sauce over the top of the loaf—just like a frosting before serving it. Garnish the platter with sprigs of parsley and radish roses if desired. The potatoes would be very appetizing if diced before they were cooked and served with the cream sauce.

For variety, place a spoonful of salad in each lettuce cup and

then arrange the cups on a chop plate. Each person can serve himself from this platter. Those midget parker house rolls—just bite and a half sized—are a novel hot bread to serve occasionally.

### Use of Leftovers

This loaf sliced, makes delicious sandwich fillings. You can also turn it into a delicious casserole dish. Cut 2 cups meat into small dices. Moisten with a little milk or gravy. Spread a layer of rice in greased baking dish. Dot with butter and sprinkle with grated cheese. Season with salt and pepper and add a layer of chopped meat, and some more grated cheese. Repeat, until casserole is full. Bake in 350 degree F. oven 15-20 minutes. Serve 6.

## Antique Jewelry

Weisbuch pays the best price for brooches, bracelets, rings, earrings of Gold; silver or plated. Also carved ivory figurines, silver trays, tea sets, antique watches, snuff boxes, gold, silver or plated trinkets and scrap.

**WEISBUCH**  
JEWELRY SINCE 1903  
398 MAIN ST. E.

WM. F. and S. GEO. SHAFER  
Formerly President and Vice-President  
of MENG & SHAFER

Warm Flattery In  
**NATURAL SKUNK**

\$297

Other Skunk Coats

\$220 to \$352

Other Fur Coats

\$89 to \$890

Jackets \$44 to \$352

ALL PRICES INCLUDE TAX

**SHAFER Co.**

51 EAST AVENUE

Mrs. Lela Bird, 209 Rosborough Rd.

## Higher Taxes? Higher Living Costs?

## MILLIONS OF ENSLAVED PEOPLE WOULD GLADLY CHANGE PLACES WITH YOU!

Your right to attend church and worship your God freely... your freedom to voice your opinions without fear of persecution for your loved ones... your privilege of reading the truth in newspapers and books... the privilege of sending your children to a school dedicated to equal opportunities for all, regardless of race, creed or color... the pleasure of listening to fine radio programs and enjoying good entertainment at the movies... the good fortune of living in a country where food and warm clothing are plentiful for all!

These are the things for which every American should be reverently thankful. Taken for granted in the past, they now become the hallowed rights and privileges for which we are fighting. To WIN this fight, we must all resolve to give our country the greatest support possible... by investing in more and more WAR BONDS to help pay for the weapons of Victory. Certainly this means that we'll all have less money to spend on ourselves, temporarily. But what good will our money be anyway if the dictators win?

Let's put ourselves in the place of the tortured, starving people of the enslaved Axis countries. Would we trade our lives for theirs? We would not! Let us be grateful, then, and thank God we're Americans... living in a nation of free men... where support of the war comes out of the people's pocket-book and not out of their hides!



## Thank God You're an American!

Show Your Appreciation of Your  
Many Freedoms, Mr. and Mrs. Rochester!

BUY EXTRA WAR BONDS  
AND STAMPS NOW!

... McFarlin's



A Store-Wide Event To Honor D. M. Edwards The Merchant Prince  
And Founder of this Business



# Edwards Days

Use Your  
Charge!  
Buy Now and  
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## Unique Jewelry

Wesluch pays the best price for brooches, bracelets, rings, earrings of Gold, silver or plated. Also carved ivory figurines, silver trays, tea sets, antique watches, cuff boxes, gold, silver or plated trinkets and scrap.

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## Children's Shoes for School or Dress

Sizes 12 1/2 to 3 A to D **3.95** All Shoes X-Ray Fitted

Tough to scuff shoes by "Tom-Boy" — the most desirable of all children's shoes. They combine styles the children like plus long wear and unusual fitting qualities mothers always look for. Built over lasts for growing feet with plenty of room for all five toes.

EDWARDS—Third Floor

## Special!



## 16 Piece Apple Beverage Set \$1

You get eight apple-shaped crystal coasters (handy as ash trays as well). You get eight tall beverage glasses with frosty apple decorations. You get all this for one single dollar in Edwards famed-for-thrift Edwards Days.

EDWARDS—Second Floor

## Delicious Soft Creamy Caramels

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

Luscious creamy caramels topped with pecans. Each in a little wax paper cup. Buy some for your family... see how pleased everyone will be.

EDWARDS—Street Floor

## Spend More Time at Home in Smart Comfort Occasional TABLES

Handsome, useful tables can make life at home so much more pleasant. Roomy and substantial, made of hardwood and finished in hand rubbed mahogany. Buy several... one for in that empty corner. One to hold magazines. One for all those many books you've collected. They'll add much to your leisure-time comfort.



**4.95**  
LAY-AWAY NOW  
for GIFTS

### 1 Pier Cabinet

A lovely piece of furniture to hold books, pottery, small radio or your hobby collection.

### 2 Book Trough Table

Same dimensions as the three shelf table, room for your books underneath.

### 3 Magazine Carrier

To hold that multitude of magazines you're reading these days.

EDWARDS—Fifth Floor



VISIT EDWARDS  
PENDLETON Shop  
on the 7th Floor  
for New Ideas on  
Home Furnishings

## ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT

Tremendous Store-Wide Savings For The Entire Family! Be Here At 9:45 Sharp!



### Girl's Coat Sweaters

**1.39**  
Bright, colorful knits. 50% wool, 50% cotton. Red, blue, wine, navy. Size 7 to 14.



### Children's Knit 1 and 2 PIECE SLEEPERS

**84c**  
Fine quality knit sleepers, full cut. Reinforced feet. Pink or blue. Sizes 1 to 6.



### Bright Polo SHIRTS

**59c**  
Gay stripes and smart plain colors in cotton knit shirts for little boys. Round necklines, collars, button shoulders. Size 1 to 3, 3 to 8.

### Boys' Athletic Shirts

Winter athletic shirts, seconds, of 29c value. Rib style. Small, medium, large.

**2 for 25c**

### Famous 3 Length MOVIE STAR SLIPS

SALE SPECIAL

**1.19**

For the tall, medium or petite figure. Perfect fitting multifilament rayon satin and crepe slips with Nylon stitched seams. Tea-rose, white. Sizes 34 to 44.

Edwards—Basement



### While 50 Last! DOG BASKETS

**1.39**  
Perfect for that favorite pet of yours. Woven basket with comfortable cushion to fit.



### Men's Second SWEAT SHIRTS

**89c**  
Seconds of values to 1.49. Assorted lot of exceptionally fine shirts.

Edwards—Basement

### FOR COLD WINTER WEAR! MEN'S UNION SUITS

Sale Special **1.10**

Fine quality cotton union suits in long sleeve or short sleeve style with ankle length. Sizes 38 to 46.



### AT GRAND SAVINGS! MEN'S ATHLETIC SHIRTS

Sale Special **19c**

Slightly irregular of 29c values. Fine combed yarn shirts in rib style. Size 34-46.

Edwards—Basement







**EDITOR'S NOTE**—War touches every home, every woman. This column, based on official government information, furnished largely by the Office of War Information, seeks to show how the war affects every woman in every home and, in the process, to tell her how she can HELP TO WIN IT!

With factories turning out fewer rugs and carpets, the care of those in Mrs. Rochester's home is a war-time must. Consider that in one 9x12 wool rug there is enough jute to make 32 sand bags for use in trench warfare, and, of course, there aren't many shipments of jute from India these days. A 9x12 rug also contains enough wool to make seven pairs of Army trousers, and the wool, you know, that goes into floor coverings comes from Australia, China and South America. To help prolong the life of a rug, never beat or shake it.

Don't delay in having necessary repairs made to your vacuum cleaner. Consult a reliable repair man. And here are some pointers offered by the OPA consumer division for the care of this household valuable: Clean and oil the motor regularly, if the manufacturers' directions say so. Don't put off emptying the dust bag. And don't leave the motor running when you aren't actually using it. Remember to turn it off when you answer the doorbell.

The country's babies should be able to keep warm this winter with a adequate stocks of garments of all-wool worsted spun yarn. The WPB will give knitters priority assistance to obtain additional quantities of yarn for making knitted outerwear for tots up to three. That includes hoods, sweaters, leggings, creepers, mittens, sacques and carriage robes.

A fitting end is in sight for your beloved nylon and silk stockings that are no longer usable. WPB recently froze stocks of used nylon, as well as silk, in the hands of secondhand dealers, to be sold to the government for military purposes. And they have asked women to save their old silk

and nylon stockings for a national salvage campaign that is to begin Nov. 16. At present, plans are to have collection centers in all retail stores having women's and misses' hosiery departments. However, complete plans will be announced later. Stockings containing only a percentage of silk or nylon should

be saved also, and all of them should be washed before contributing.

The War Manpower Commission estimates that by the end of 1943, one out of every four housewives between the ages of 18 and 44 will be employed in

the war effort. War production alone employed about 1,400,000 women last December, and it is estimated that by next month this figure will be increased to 4,500,000. By the end of 1943, women probably will represent at least 30 percent of the force engaged in war production.

**West Side Church To Mark Anniversary At Dinner**

Celebration of the 20th anniversary of Emmanuel Lutheran Church on Thurston Rd. will culminate in a dinner next Tuesday at 7 p. m.

A program of events emphasizing church loyalty has been underway since October 31, with a family night scheduled for tomorrow sponsored by the Fellowship Forum, and a special worship service on Sunday.

The Rev. Fred E. Reissig, former pastor of the congregation and now executive secretary of the Washington, D. C. Federation of Churches, will be the guest speaker at Tuesday's dinner.

Members of the congregation of Rochester. Reservations may be invited to attend, as well as be had by calling Genesee 4177.

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Egg—Stove—Nut... Anthracite  
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Lincoln-Alliance Bank Bldg.  
Stone 7080

**PARFAX Gasoline Booster 49¢**  
Pint Bottle  
Will increase your gasoline mileage. Each 16 oz. bit, contains enough Booster to realize equivalent of 3 1-6 gallons of gas.

**Print Butter** Cherry Valley 92 Score Lb. **49¢**  
**Pastry Flour** Golden Prairie 2 1/2-Lb. Sack **79¢**  
**Cheese Spread** Tasty Loaf 2 Lb. Box **59¢**  
**M. & C. Ravioli** 16-Oz. Glass **19¢**  
**Grape Jam** Orchard Park 2 Lb. Jar **25¢**  
**Sky Flakes** Freshly Baked By National Lb. Pkg. **19¢**

# Loblaws

Do your part today — buy War Bonds with your extra money.

**HOW TO BE A THRIFTY PATRIOT**  
BUY WAR BONDS TODAY



U. S. NEEDS US STRONG EAT NUTRITIONAL FOODS

**Loblaws suggest: large bright FLORIDA GRAPEFRUIT**  
4 SIZE 64-70 **19¢**

**Wolf River Apples** Jely Fancy U. S. No. 1 5 lbs. **25¢**  
**Tender Parsnips** Fancy White 2 lbs. **13¢**  
**Carolina Yams** Large Clean 3 lbs. **19¢**  
**Yellow Turnips** Waxed Canadian lb. **3¢**  
**Hot House Tomatoes** Medium Size lb. **25¢**  
**Valencia Oranges** Large Juicy California doz. **45¢**  
**Cape Cod Cranberries** Eatmor Brand lb. **21¢**  
**Acorn Squash** Large Individual 2 for **9¢**  
**Sweet Potatoes** Maryland Golden 4 lbs. **19¢**

**WHITE CABBAGE**  
FIRM HEADS FANCY Lb. **2¢**

**EMPEROR GRAPES**  
New Crop — California 2 LBS. **25¢**

**Pillsbury's Best FLOUR**  
2 1/2-Lb. Sack **97¢**

**Kellogg's RICE KRISPIES**  
**10¢**

**Salerno COOKIES**  
Shortbreads Raspberry Tarts 2 Pkgs. **25¢**

**Royal DESSERTS**  
Gelatin & Puddings Pkg. **6¢**

**Fancy Blue Rose RICE**  
2 Lb. Cello **17¢**

**Spring Lake MILK**  
Approved by the American Medical Assoc. 6 Tall Cans **49¢**

**TENDER ROASTING CHICKENS**  
4 to 5 Pounds **37¢**

**Short Cut Standing RIB ROAST** lb. **35¢**  
Tender, Delicious—First to Fifth Rib

**Legs o' Lamb** lb. **35¢**  
**Sirloin Steaks** lb. **39¢**  
**Wilson's TASTY MEATS** lb. **49¢**  
**Premium Bologna** lb. **29¢**  
**Beef Liver** Sliced lb. **39¢**

**Pork Sausage** Country Style lb. **39¢**  
**Regular Link Sausage** lb. **37¢**  
**Small Link Pork Sausage** lb. **43¢**  
**Pork Sausage Roll** lb. **37¢**  
**Smoked Pork Sausage** lb. **45¢**

**MEAT IS FOR BUOYANT HEALTH**

For distinguished wartime service at home, the American housewife deserves the Congressional Medal! She's feeding her family nutritious foods because she knows only healthy nations win wars. Meat tops the list as rich in protein, vitamins and minerals.

**Krispy Crackers** Sunshine 1-lb. box **17¢**

**Salad Dressing** Cloverleaf 12-oz. jar **32¢**  
**B. & M. Corn Relish** 12-oz. jar **15¢**  
**Mild Cured Dairy Cheese** lb. **33¢**  
**Sunshine Hi-Ho Crackers** 1-lb. box **19¢**  
**Stokely's Grapefruit Cake Flour** Soft as Silk 2-lb. can **15¢**  
**Edgebrook Tomatoes** No. 2 1/2-lb. can **14¢**  
**Libby's Potted Meat** No. 1 1/2-lb. can **9¢**  
**X-Pert Cake Mix** 1-lb. box **19¢**  
**Durkee's Sauce** Worcestershire 1-lb. jar **13¢**

**Early Morn PANCAKE SYRUP**  
Quart Jug **29¢**

**North Star Sani-Flush** 2-lb. box **21¢**  
**Gold Dust** 1-lb. box **17¢**  
**Lava Soap** 3 bars **20¢**  
**Melo Water Softener** 1-lb. jar **17¢**

**TOILET SOAP SWEETHEART** 4 Bars **25¢**

**Home Style Pickles** Libby's 15-oz. jar **14¢**

**Laundry Soap** P. & G. Octagon or Kirkman's 2 bars **9¢**  
**Lux or Ivory Flakes** 1-lb. box **23¢**  
**Toilet Soaps** Camay, Lux, Lifebuoy or Palmolive 3 cakes **20¢**  
**Arge Gloss Starch** 3-lb. box **19¢**

**Cleanse—Deodorize—Disinfects**  
**CLOROX**  
Quart Bottle **19¢**

**CHAMPION DOG SNAX** 1-lb. Pkg. **19¢**

**NEW VELVET SUDS IVORY SOAP** 2 Lb. Bars **19¢**

**RED CROSS TOWELS** 3 Rolls **25¢**

**KREEMEX PANCAKE FLOUR**  
2 Pkgs. **19¢**

**Clapp's Cereal** 1-lb. box **15¢**  
**Chevelle** 2-lb. box **37¢**  
**Tea Rusks** 1-lb. box **15¢**  
**Davis BAKING POWDER** 12-oz. can **12¢**  
**Jel-Sert** 1-lb. box **5¢**

**TOILET SOAP JERGEN'S** 4 bars **17¢**

**Syrup** Vermont Maid 12-oz. jar **15¢**  
**Molasses** Brer Rabbit 12-oz. jar **25¢**  
**Jersey Corn Flakes** 1-lb. box **7¢**  
**Muffix** Honey Brand 1-lb. box **9¢**

**Park Club MAYONNAISE**  
Pint Jar **25¢**

**HERSHEY'S TOILET SOAP** 3 Bars **19¢**

**Grandee Olives** Queen Stuffed No. 8 jar **25¢**

**Pillar Rock Crabmeat** No. 1 can **42¢**  
**Pabst-ette Cheese** 2 1/2-lb. pkgs. **35¢**  
**Egg Noodles** Marjorie Daw 2-lb. box **25¢**  
**Premium Mustard** English Style 10-oz. jar **9¢**  
**Creamette Macaroni** 2-lb. box **15¢**  
**Peanut Butter** Orchard Park 2-lb. jar **49¢**  
**Cream Cheese** Kraft Philadelphia 2-lb. pkgs. **19¢**  
**Blue Ribbon Potato Chips** small pkg. **9¢**  
**Stokely's Dill Pickles** 12-oz. jar **17¢**  
**Kellogg Varieties** Individual Cereals 1-lb. box **23¢**

**Yellow Corn Meal** Buckeye 5-lb. bag **19¢**

**All-Purpose Flour** Kansas Belle 24-lb. sack **81¢**  
**Victor Margarine** 1-lb. box **16¢**  
**Loblaws Donuts** 12-cakes **12¢**  
**Grade "A" Eggs** Swift Brookfield Large White doz. **57¢**

**LINENIZED TISSUE GAUZE** 3 Rolls **11¢**

**SCOTT TOILET TISSUE** 3 Rolls **20¢**

**SHORTENING SPRY** 24 3-Lb. Cans **68¢**

**MOST AMAZING VALUES IN TOWN!**

**PAINT** — Semi-Gloss or Enamel. Highest quality values to \$3.95 **\$1.69**  
**VELSMOOTH'S PALM AND OLIVE SHAVE CREAM** 1-lb. tube, Reg. 25¢ **10¢**  
**COATS or CLARKS CROCHET COTTON** 8-lb. ball. **19¢**  
**STAR CROCHET COTTON** Colors, Reg. 10¢ **5¢**  
**PKG. 80 EMBROIDERED NAPKINS** Regular 10¢ **6¢**  
**FRUIT PILLION TUBING** 4 1/2" wide, Reg. 45¢ yd. **39¢**  
**GAL. ENAMEL GLOSS or FLAT PAINT**, Finest quality. **\$1.39**  
**LARGE ASSORTMENT NOVELTIES**, Values to 25¢ **9¢**  
**LADIES' FLANNEL GOWNS** Extra sizes, Reg. \$1.39 **96¢**  
**LADIES' CHIFFON WEIGHT ROSE** Semi-fashioned, **33¢**  
**3-OUNCE WATER GLASSES** Reg. 4¢ each **2 for 5¢**  
**MEN'S ZIPPER WORK SHIRTS** Blue or Grey, Reg. \$1.39 **98¢**  
**DARLING BABY CASTLE SOAP**, 10¢ value **3¢**  
**MEN'S DENIM DUNGAREE PANTS** Blue, Reg. \$1.39 **98¢**  
**MEN'S RANDOM UNION SUITS**, White weight, Reg. \$1.39 **98¢**  
**LADIES' SATIN SLIPS**, Extra nice quality, Reg. \$1.39 **69¢**  
**CHILDREN'S TRAINING PANTIES** Winter weight, Reg. \$1.39 **12 1/2¢**  
**WOMEN'S HEAVY TURKISH TOWELS** 100% cotton, Reg. \$1.39 **28¢**

Above Are But a Few of Our Permanent and Amazing Bargains

**Every Buy a Bargain at BILL'S BARGAIN STORE**  
98 East Main St.  
Near Water



day, November 5, 1942  
friends and the ministry  
Rochester. Reservations may  
by calling Genesee 4177.

**\$11.85**  
PER TON  
Shovelled  
OFF  
Stone 7080

U. S.  
US STRONG  
EAT  
TIONAL FOODS



37c

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FOR  
BUOYANT  
HEALTH

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artime service at  
housewife de-  
sional Medal!  
mily nutritious  
we only healthy  
eat tops the list  
amins and min-

Early Morn  
ANCAKE  
YRUP  
29c

ar DOG 2 pkts 21c  
sh can 18c  
it 100 pkts 17c  
ap 3 bars 20c  
Water Softener pkts 17c

SOAP 4 Bars 25c  
FACIAL 25c  
TISSES 400 14c  
WIPERS 600 14c  
CLEANER can 5c  
20-Mile Team 2, 10, 25c

Deodorizes—Disinfects  
LOROX  
19c

RED CROSS  
TOWELS  
Rolls 25c

Rochester Sun, Thursday, November 5, 1942

Look For Your Name Between The Ads. Win War Stamps

PAGE SEVEN

**SUNDAY EVENING, NOVEMBER 8**  
**James MELTON**  
Star of Radio, Opera, Screen with  
CIVIC ORCHESTRA  
Guy Fraser Harrison Conducting  
ALL SEATS RESERVED  
40c, 55c, 83c, \$1.10 (tax incl.)  
**EASTMAN THEATRE**  
of University of Rochester  
Mr. Clifford Bumpus, 15 Atkinson St.

**AUDITORIUM TUESDAY EVE.**  
MAIN STREET E. AT PRINCE NOV. 10 at 8:30  
**AMERICA'S FIRST TENOR**  
**RICHARD CROOKS**  
Presented under the auspices of Damascus Temple  
L.A.O.N.M.S. Mail Orders Now — Orch. \$2.20, \$1.65 —  
Lovers \$2.20 — Bal. \$1.65, \$1.10 tax inc. Box office now  
open.

**100% Satisfaction Guaranteed**  
**COAL \$11.85** Per Ton  
(Hard) EGG STOVE NUT  
Buy Defense Stamps with the Savings  
**WEST END FUEL CO., 2 LAKE AVE. MAIN 5740**

**Beautifully Rebuilt**  
**HOOVER**  
Complete with attachments  
Fully Guaranteed  
Same Length of Time as a Brand New HOOVER!  
**\$14.95** FULL CASH PRICE  
**EASY TERMS**  
LIBERAL TRADE-IN ALLOWANCE!  
**10-DAY TRIAL PLAN!**  
Also a large selection of Nationally Advertised makes of rebuilt cleaners.  
**PENN VACUUM STORES**  
30 SOUTH AVENUE • STONE 6747  
OPEN 'TIL 7 P. M. MONDAYS and THURSDAYS 'TIL 9  
BY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!



**"THANK GOD I'M AN AMERICAN"**

Every American Has Many Reasons To Give Thanks For The Privileges and Freedoms Which We Enjoy in This Country. We Can Help Maintain Them by Purchasing MORE United States WAR BONDS This Month and — EVERY MONTH.

**Rochester Gas & Electric**

**James Melton**  
**Civic Soloist**  
**Sunday Night**

Beloved by radio and concert audiences alike, popular James Melton, the noted tenor will be featured soloist with the Rochester Civic orchestra in the Eastman Theatre Sunday night.

Few, if any, singers of the day possess a more varied repertory than Melton, who builds his programs on the foundation of variety and the songs the public likes to hear. His offerings range from the fine arias and songs of Schubert, Puccini, Verdi and Massenet, to the vivid folk songs of Stephen Foster and John Bland. "Summer-time" from George Gershwin's "Porgy and Bess" is one of his favorites, yet he is equally at home with some of the most difficult arias of grand opera.

His career reaches its climax this year as a soloist with the Metropolitan Opera Company, which he has been invited to join.

Seats for the Sunday evening performance here at 40c, 55c, 83c and \$1.10 including tax.

**U. S. Employment Office Installed In New Quarters**

Rochester offices of the United States Employment, preparing to meet the heaviest labor supply responsibilities in the history of the federal agency this week occupies new offices in the old Bank of Rochester building at 30-32 State St. The Industrial office of the USES, formerly at 155 Main St. W., and the Commercial office formerly in the Terminal Building, have been consolidated in order to provide a central labor supply source for the city. At the same time, offices of the State Division of Placement and Unemployment Insurance were moved to the second floor of the bank building.

This move returns the public employment offices to the building in which it occupied second floor quarters from 1935 to 1937.

**Bankers To Have Dinner Dance At Brooklea**

All local banks will be closed next Wednesday, Armistice Day. And its probably just as well. For most of the city's bank workers will want to spend the morning sleeping. On Tuesday the Rochester Chapter of the American Institute of Banking will stage a supper dance at Brooklea Country Club with dancing scheduled from 10 p. m. until 2 a. m. No wonder they expect to be a bit tired out Wednesday morning.

Richard T. Brairton and Leslie C. Swartz will have charge of the program, as well as the supper which will be served at 11:15 p. m.

**REPUBLICAN WOMEN MEET**  
Members of the 14th Ward Women's Republican Club will meet at the Erie Social Club, Clinton Ave. S. next Tuesday evening. Mrs. Thomas Bahringer will preside at the business session and Mrs. Frank Doyle will have charge of the social and refreshment hour which will follow.

**O. L. P. H. Thespians To Present 3-Act Mystery Comedy**

"Am I Intruding"? a three-act comedy mystery will be presented on Sunday and Monday by the Dramatic Club of Our Lady of Perpetual Help church as a feature of the celebration of the organization's founding.

Included in the cast are: The Misses Ruth Hess, Marie Lingel, Bernice Mattes, Jeanette Rehberg, Lucille Senger, and Bernice Trunk. Also Harold Hetzler, Bernard Meyerling, Edward Miller, Joseph Schieble, Bernard Scheuch and George Walter.

Other activities of the anniversary week will include a dinner dance to be held at the Powers Hotel on Saturday.

**Richard Crooks, Tenor To Be Heard Here Tuesday**

Richard Crooks, foremost American tenor will be heard in recital at the Auditorium Theatre next Tuesday, under sponsorship of the Damascus Temple of the Shrine.

Crooks, star of the Metropolitan opera, the concert stage and radio began his career at ten years of age when he appeared as co-artist with Schumann-Heink in a music festival. After serving in the last war as an aviator, he made his concert debut with the New York Symphony orchestra. After a triumphal tour of Europe he returned to this country to make his operatic debut at the Met

in the opera "Manon" in a performance acclaimed by critics and public alike.

In addition to an annual tour of 70 or more cities, Crooks is heard on the radio. Last year he participated in 25 outstanding broadcasts.

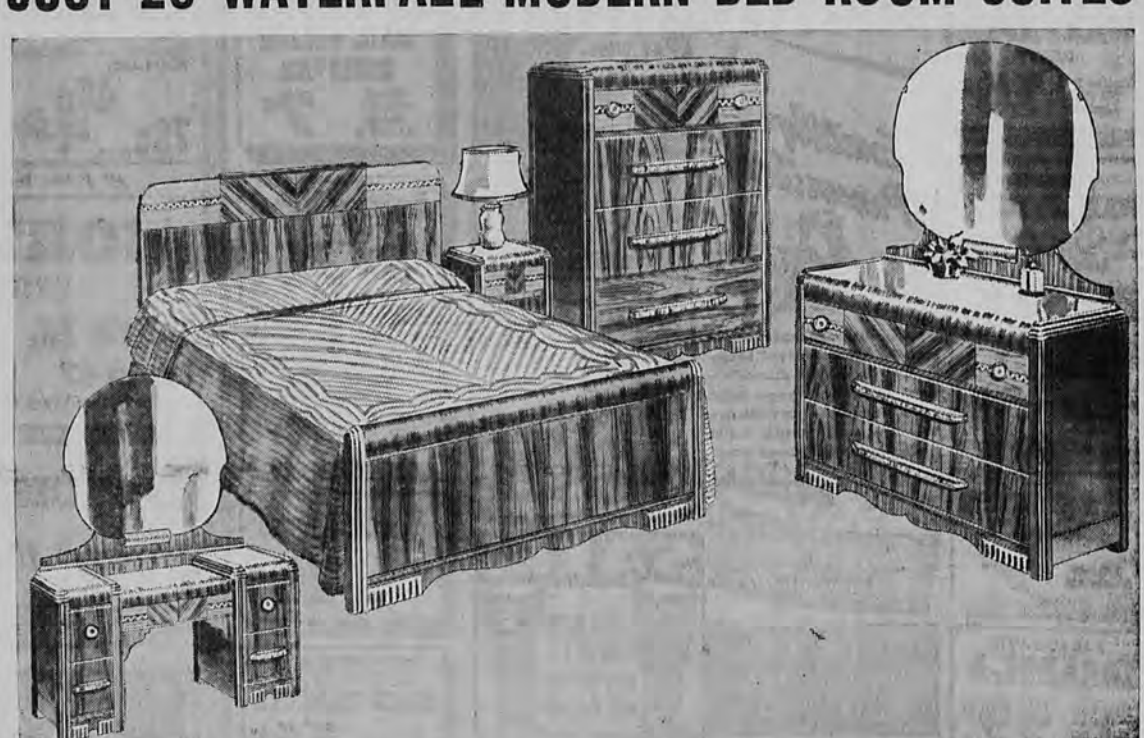
Tickets for Tuesday's concert are priced at \$1.10 to \$2.20.

**Canadian Legion And Auxiliary Plans Annual Ball**

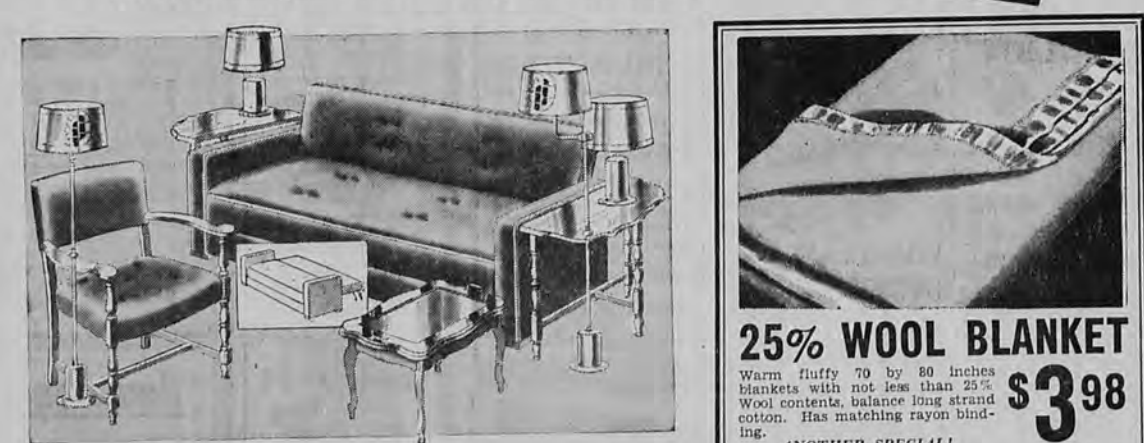
Two door prizes, refreshments and music by Zane and Duke orchestra, are features of the Canadian Legion Post and Auxiliary's Annual ball slated for Saturday starting at 8:30 p. m. in St. George's Hall, 555 Hudson ave. Tickets may be obtained from members of the organizations or at the door.

**DO YOU NEED CASH FOR COAL**  
Fill your bins with coal now while deliveries can be made, and save by paying cash. We make loans for all worthy needs.  
**COMPARE OUR LOW BANK RATES**  
If you borrow \$50 You receive \$50.00  
120 112.40 10  
180 103.60 15  
240 224.80 20  
300 251.00 25  
420 293.40 35  
Other amounts at proportionately low rates. Insurance pays up loan in case borrower dies.  
**GENESEE VALLEY TRUST COMPANY**  
ROCHESTER, N. Y.  
Member F.D.I.C.  
Personal Loan Dept., Second Floor, MAIN OFFICE, Exchange and Broad Sts., Valley Office, 1475 Mt. Hope Ave., Spencerport Office, Spencerport, N. Y.

**Manufacturer's Closeout!**  
**JUST 26 WATERFALL MODERN BED ROOM SUITES**



**THREE MAGNIFICENT PIECES ON SALE AT ONLY \$69.95**  
Here's a value nothing short of sensational! The manufacturer had to vacate his warehouse, offered us a closeout for cash that enables us to give Rochester one of its biggest value thrills in years! Three pieces, Dresser or Vanity, Chest of Drawers and Bed, all veneered in richly grained Walnut on gumwood with Waterfall fronts, many more features. We expect to sell out quickly!  
**Reliable Budget Terms—Only \$1.25 Weekly**



**COMPLETE 9-PIECE DAVENO OUTFIT \$69**  
Serves you 24 hours a day... as a smart living room, at night the daveno opens to a full size bed! Includes the Guest Chair, Bed Daveno, Coffee Table, Two End Tables, Floor Lamp, Two Table Lamps, Bridge Lamp!  
**Terms Only \$1.25 Weekly**

**THE RELIABLE FURNITURE CO.**  
80-84 STATE ST. ROCHESTER

**25% WOOL BLANKET \$3.98**  
Warm Huffy 70 by 80 inches blankets with not less than 25% Wool contents, balance long strand cotton. Has matching rayon binding.  
**ANOTHER SPECIAL!**  
88% Wool Blankets ..... \$4.95  
Charge It!

**NOTICE! NEW STORE HOURS**  
DAILY 9:30 A. M. 'TIL 5:30 P. M.  
MONDAY—FROM NOON 'TIL 9 P. M.  
We Have Discontinued Our Thursday Night Opening

**The VANDERBILT HOTEL**  
OFFERS THE NEW YORK VISITOR SO MANY EXTRAS, YET COSTS YOU NO MORE  
The EXTRA graciousness of a Park Avenue address, the EXTRA employment of more elegantly furnished rooms and suites; and the EXTRA convenience of being just five minutes from Grand Central and Penn stations are among the many advantages of staying here.  
Our Outside Rooms, each with bath, SINGLE from \$3. DOUBLE from \$5. SUITES from \$8.  
**The VANDERBILT HOTEL**  
Radio and Alert Signals in Every Room  
PARK AVENUE AT EAST 34th ST. NEW YORK  
OSCAR F. BARNES, MGR.  
OTHER HANGER HOTELS  
Baltimore, B.T., Rochester, Washington, D.C., New Adams  
Boston, Mass., ... Bangor, Washington, D.C., Annapolis  
Chicago, Ill., ... Plaza, Washington, D.C., ... New Orleans  
Grand Rapids, Mich., ... New



**RUMMAGE SALE**  
Women of Rotary will conduct a rummage sale tomorrow and Saturday at 226 Main St. W. Proceeds will be used for various Rotary-sponsored charitable enterprises, including the Sunshine Camp.

**GUARANTEED R. & P.**  
**PENNSYLVANIA HARD COAL**  
**IMMEDIATE DELIVERY**  
D & H ANTHRACITE  
Egg—Stove—Nut \$12.90  
**COKE \$11.00 Ton**  
SENET SOLVAY—R. GLE  
MARSHALL'S COAL CO. 296 Driving Pl. Glen 109

**THEY LIKE THEIR FUN**  
So... Mrs. Housewife got her fall cleaning out of the way in a jiffy with TRIG. Now the whole family can enjoy the Saturday Afternoon game or movie. TRIG cuts house cleaning drudgery in half! TRIG makes All cleaning easy.  
Large Box 25c At Your Grocers

**KEY COUPON**  
**WOODBURY FACIAL SOAP**  
10c SIZE  
**3 for 13c**  
Limit 3

**KEY COUPON**  
**WAXPAPER**  
HEAVY  
Cutter Box  
100 Feet  
Limit 2  
**10c**

**KEY COUPON**  
**ALUMINUM HAIR CURLERS**  
Spring Lock  
Long or Short  
Limit 6  
**2 for 9c**

**KEY COUPON**  
**IMITATION VANILLA**  
Large 6-Oz. Bottle  
Limit 2  
**8c**

**Aspirin TABLETS**  
5 Grain  
Bottle 100  
**9c**

**PARKE-DAVIS IRRADOL-A**  
New Low Price  
16-oz. Size  
**99c**

**MERCERIZED SHOE LACES**  
Black, White or Brown  
27-Inch  
**2 pr. 5c**

**BUSINESS ENVELOPES**  
Pkg. of 25  
**4c**

**COLGATE TOOTH PASTE**  
Large Size  
**21c**

**SODA MINT TABLETS**  
Bottle of 100  
**7c**

**PHILLIPS Milk of Magnesia**  
50c Size  
**21c**

**MEAD'S PABULUM**  
Large 50c Size  
**39c**

**STOCK UP ON SCOTTISSUE**  
**3 ROLLS 20c**

**St. Joseph ASPIRIN**  
WORLD'S LARGEST SELLER AT 10c  
36 TABLETS  
100 TABLETS  
For Victory Day Bonds.

**Now I Wear Slacks And Look Swell**  
Since I Lost That Ugly Fat  
You adult fat people may often slim down without starvation diets and backbreaking exercises when you wear slacks that are made of the Marmale fabric. Just cut a Marmale slacks only according to the recommendations and instructions with the package. Marmale is not a cure-all. If in doubt at any time about advisability of treatment and for further information as to the properties and effects of the Marmale ingredients, consult a physician. If you need Marmale, why not lose those ugly uncomfortable pounds the Marmale way? Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

**KEY COUPON**  
**Paper NAPKINS**  
Box of 50—Reg. 10c  
**2 for 13c**  
Limit 2

**KEY COUPON**  
**NAIL POLISH REMOVER**  
Giant 3 Ounce Bottle  
Limit 2  
**7c**

**KEY COUPON**  
**Brewer Yeast TABLETS**  
Bottle of 250 Reg. \$1  
Limit 2  
**39c**

**KEY COUPON**  
**Milk of Magnesia TABLETS**  
Box 30 Reg. 25c  
Limit 1  
**8c**

**Witch Hazel**  
Pint Bottle  
**19c**

**HILL'S COLD TABLETS**  
Regular 30c  
**16c**

**Borden Chocolate MALTED MILK**  
LB. CAN  
**23c**

**McKESSON ASPIRIN TABS.**  
Bottle of 100 Tablets  
**2 for 49c**

**SQUIBB TOOTH PASTE**  
Large Size  
**37c**

**LUDEX'S COUGH DROPS**  
5c Size  
Limit 2  
**3c**

**CLAPP'S BABY FOOD**  
STRAINED  
**3 for 19c**

**ANACIN TABLETS**  
Regular 75c  
Bottle 50  
**59c**

**Storing Butter**  
Careful preparation of food for storage saves both food and refrigeration. Butter, for instance, should be removed from its wrappings and stored immediately in a porcelain enameled refrigerator dish when you return home from market.

**Your Daughter Has a Right to Know**  
It is every mother's duty to tell her daughter physical facts. How much better that she learn them from you, rather than from girls her own age. In feminine hygiene, facts may be distorted, or wholly untrue. As a result, many believe use over-strong solutions of acids for the douche which can actually burn, scar and even desensitize delicate tissue. Today such risks are needless. Science has given woman Zonite. So powerful, it kills instantly all germs and bacteria with which it comes in contact. Deodorizes—by actually destroying odors. Protects personal cleanliness. Yet Zonite is non-caustic, non-poisonous, safe for delicate tissues. Over 20,000,000 bottles bought. Get Zonite today at your druggist today.

**Free Book Tells Intimate Facts**  
Frankly written booklet "Feminine Hygiene Today," mailed FREE, in plain wrapper. Write: Zonite, Dept. 5944, 270 Lexington Ave., New York, N. Y.

**OPENING Specials**  
To celebrate our return to the liquor business, we are offering the following special values. Our long experience as owners of the Manhattan Wine and Liquor Co. enables us to seek out the choicest and most economical specials and it will pay you to visit us in our new location. Our store is located only one block from Ave. D., adjacent to several bus lines. Telephone orders promptly filled with free delivery.

**KUMMEL** \$1.59 Pint \$2.95 Quart  
**BONDED RYE** 100 Proof 5 Yrs. Old \$1.69 Pint \$3.29 Full Qt.  
**RUM** 6 Yr. Old Dark Imported. 86 Proof \$1.49 Pint \$2.59 Fifth  
**CALIFORNIA DRY WINES** QUART \$1.15  
100% California Complete Selection  
**WINES** Gold Seal N. Y. State  
Sherry—Tokay—Port—Muscatel—Blackberry—White Port.  
49c qt. 75c Fifth 95c qt.  
79c 1/2 gal. \$1.59 Gal. \$1.69 \$3.10 Gal.

**NORTHEAST LIQUOR STORE, Inc.**  
**1192 N. Clinton Ave.**  
**Main 47 Free Delivery**  
Store Hours: Week Days 8 to 11; Saturdays 8 to 12

**CALLING ALL WOMEN**  
**Attend the Sun-Schine COOKING SCHOOL**  
**Free!**  
**HERE'S HOW:**  
Purchase a regular admission ticket; this ticket will then admit you to the Sun-Schine Cooking School, supervised by Spzy—and the same ticket will later admit you to THAT SCHINE THEATRE, at ANY TIME that regular prices prevail.  
Thus Schine makes it easy for you to be patriotic—to attend the cooking school which teaches both CONSERVATION of food and ADEQUATE NUTRITION.  
The Management  
**SCHINE THEATRES, Inc.**

**Remember These Dates**  
**SUN - SCHINE COOKING SCHOOL SCHEDULE**  
Grand Theatre (Mondays) November 9, 16.  
Cameo Theatre (Tuesdays) November 10, 17.  
Monroe Theatre (Wednesdays) November 11, 18, 25.  
Madison Theatre (Thursdays) Nov. 5, 12, 19.  
Riviera Theatre (Fridays) November 6, 13, 20, 27.  
State Theatre (Wednesdays) December 2, 9, 16.  
Dixie Theatre (Thursdays) December 3, 10, 17.

**Wegmans CORNERS**  
**Wegmans SUPER**

**WEEK-END SAVINGS!**  
Boneless Rolled Roasts or Legs of Genuine Spring  
**LAMB 35c lb.**  
FANCY PLUMP FRESH  
**FOWL 32c lb.**

**SAVE!**  
GREEN GABLES SALAD DRESSING qt. 31c  
46-OZ. CAN APPETIZING TOMATO JUICE can 20c  
24 1/2-LB. SACK ENRICHED MOTHERS FLOUR 99c  
HARRIS GRAN. SOAP  
READY SUDS 2 pkgs. 37c  
SIMON PURE BEER OR OLD ABBEY ALE qt. 18c  
QUART CAN LION BEER qt. 21c  
Wegman's Grocery Prices Are Guaranteed To Be As Low Or Lower Than Those Elsewhere

**Oven-Fresh BAKERY TREATS!**  
FRESH ASSORTED ICED LAYER CAKES . . ea. 29c  
DELICIOUS TURBAN KUCHEN ea. 19c  
JELLY OR ROCK COOKIES . . 2 doz. 25c  
Chocolate Brownies . . . . . 6 for 15c

**Land O' LAKES**  
This Weekend Buy  
**SWEET CREAM BUTTER**  
NO FINER BUTTER AT ANY PRICE!  
**Wegmans HOME OWNED SUPER MARKETS**  
FREE PARKING FOR CUSTOMERS



5, 1942

Rochester Sun, Thursday, November 5, 1942

Look For Your Name Between The Ads. Win War Stamps

PAGE NINE

**SEMET SOLVAY**  
**COKE** \$1.00  
LEHIGH VALLEY HARD COAL  
STOVE, NUT  
EST. OVER 25 YEARS  
**PAYNE & DUNHAM**  
Mrs. Frances Oziewicz, 946 Hudson Ave.

**Quality**  
A Little Money  
Buys More  
Than A Coat  
At Clifford Fur  
Co. It Buys  
A Guaranteed saving on  
every purchase—our One-  
Price Policy assures every-  
one the utmost in fur  
value.  
**Clifford Fur Co.**  
1283 CLIFFORD AVE.  
One Block Off Portland  
Clifford Fur Sells For Less

**THIS WEEK SPECIAL AT UNION**  
FOR YOU - MANY \$\$\$ IN SAVINGS A SMASHING  
FOR US - NOT A PENNY PROFIT FRIENDMAKER SALE!

**Hamilton Ross 3 FOR SMASHING SALE**  
BETTER LIGHT FOR BETTER SIGHT  
11 STAGES OF LIGHT  
NOT 1 LAMP - NOT 2 - BUT ALL 3 LAMPS COMPLETE WITH SHADES  
EASY PAYMENTS  
FIRST TIME IN OUR HISTORY!  
It's really sensational! HERE'S A BARGAIN you can't afford to miss! Think of it—3 lamps for the low price... if you get NOW!  
WE'RE OUT TO MAKE NEW FRIENDS—so HURRY! We'll perfectly matched combination with 11 stages of light will be a welcome addition to your home. REMEMBER you get NOT 1 NOT 2 BUT ALL THREE lamps. Order yours NOW.

**The UNION** 286 EAST AVE. AT UNION  
Open Evenings 'Til 10 P. M.

**Sun-Schne Cooking School**  
Creates Wide Interest

Large and enthusiastic audiences are greeting the daily sessions of the Sun-Schne Cooking School now underway in Schine Theatres throughout the city. The school, under the joint sponsorship of the Rochester Sun-Shopping News and the Schine Theatres, is being held each day, rotating in the theatres so that each house conducts one session each week.  
Today's class, under the direction of Miss Margaret Buchanan is at the Madison Theatre. Tomorrow, the Riviera will have its first meeting.  
Miss Buchanan, an able lecturer and demonstrator appears under the auspices of the Spry Kitchens of Cambridge, Mass. and is a recognized authority in the food field. She is a graduate of the home economist and is much in demand by audiences throughout the country.  
Emphasis of the Sun-Schne Cooking School is being placed on describing new methods of stretching food dollars, and the preparation of highly nutritional foods.  
Ten baskets of food merchandise are given away at each session. Each basket contains a number of nationally advertised food and homemaking products.  
A complete schedule of classes will be found in the advertising columns of this issue.  
Classes are open to the public and admittance is gained by the purchase of a 30c ticket, which later will be honored at the theatre for a regular movie showing.

**Spencer-Ripley Group**  
To Have Rummage Sale  
The Woman's Society of Christian Service of Spencer Ripley Church will hold its semi-annual rummage sale at 210 Main St. W. next Wednesday and Thursday.  
Mrs. Chas. Dare is in charge with Mrs. Geo. Gass as assistant.  
Mrs. Ray Unger, Mrs. Thomas Ludlum, Mrs. Wm. Fox, Mrs. Irving Miller, Mrs. D. Greenwell and Mrs. Robert Genthner will be among the ladies who will alternate in selling.

**Girl**  
**INHERITS FABULOUS FORTUNE**  
Peggy came into more money than she'd ever dreamt of having, bequeathed mysteriously by someone who had loved her. Her divorced husband appeared unexpectedly on the scene and demanded a slice of the money. Peggy hated him and... but read the whole, exciting book-length novel in December **PERSONAL ROMANCES**, called I WAS A RUNAWAY FROM LOVE.  
**THRILLING SHORT STORIES**  
TRICKED INTO TROUBLE — The story of Roselle, who feared she'd lose the man she loved.  
THE MAN WHO DIDN'T FORGET — Janie found her life threatened by a sinister and creeping shadow!  
30 striking true love stories and features, including many Christmas ideas for gifts, games and feasts.  
Hurry to buy **DECEMBER PERSONAL ROMANCES**  
still 10c at all Newsstands

**DOLAN'S**  
Where You Buy the Cuts of Chicken You Prefer

- BREASTS... lb. 59c
- LEGS... lb. 53c
- WINGS... lb. 29c
- NECKS... lb. 17c
- GIBLETS... lb. 25c
- LIVERS... lb. 49c

**DOLAN'S**  
600 JEFFERSON AVE.  
Cor. Bartlett  
Telephone Genesee-1417

**WALKERS**  
**Chicken Pies**

ARE STRICTLY ALL CHICKEN - NO VEGETABLES  
ALSO BEEFSTEAK PIES  
We are equipped to fill your order regardless of the amount. Ideal for factory, cafeteria, large Banquets, even small Parties. Special prices for large quantities. NO DISHES TO RETURN.  
**GLENWOOD 3783**  
26 VELOX ST.

**WINE and LIQUOR**  
*Headliners*  
at **BERGHASH**

All Liquor Prices are News this week, but Berghash listings are GOOD NEWS! Here's the low-down on the mark-up: There are no price increases ANYWHERE over and above the tax itself. This is a comparatively small amount on a single pint or quart—and anyway—EVERY PENNY OF THE MARK-UP GOES INTO THE WAR EFFORT.

**Chateau Martin—Pure California**  
**Grape Brandy** 2.09  
Distilled in California from rich, sun-ripened California grapes. No need to pay more for the finest! Take some home with you.

**5 YEARS OLD — "OLD COACH"**  
**Straight Bourbon** 1.25  
84 proof. A truly excellent Bourbon—aged in Charred Oak barrels. Try it! A Berghash extra special.

**IMPORTED FROM PORTUGAL**  
**EL REY Tawny Port** \$1.09  
A rare treat for extra special occasions... Alcohol 20% by volume.

**IMPORTED 'RON CARIBEE'**  
**RUM** 2.19  
A rich, mellow Rum, imported by the Old Colony Co., importers of fine Rum. 84 proof. Rum lovers will find the answer to their fondest wishes in this excellent liquor.

**OLD FASHIONED SOUR MASH**  
**STRAIGHT Kentucky Bourbon WHISKEY** 1.40  
Distilled by a formula passed from generation to generation for 145 years. The distinctive flavor and mellow character are achieved by the old fashioned natural process. — 80 proof.

**GOLD CROSS—60 PROOF**  
**SLOE GIN** 1.25  
124 CLINTON AVENUE S.

**BERGHASH**  
Delivery MAIN 786  
Parking Free Opp. Store

**PLAY BINGO**  
19th WARD CLUB HOUSE  
SPECIAL GAME THURS. EVE., NOV. 12th  
ALL REG. GAMES \$8 Triple Board and Book of Specials 75c Plus Tax  
SUNDAY 2:30 P. M. All Reg. Games \$5-\$10 Letter "H" \$20  
1:45 P. M. — THURSDAY — 8:15 P. M.  
FRIDAY 8:15 P. M. — SATURDAY 8:15 P. M.  
19th WARD CLUBHOUSE  
Take Jefferson Ave. Bus To Hawley St.

**DeLuxe BINGO EVERY MONDAY NITE**  
**OVER \$900 IN PRIZES**  
GRAND PRIZE \$300 Given Every Week  
JACKPOT \$160  
GOLD AWARD TICKET \$75 GAME  
**K of C** AUDITORIUM  
50 CHESTNUT ST.  
20 DOOR PRIZES

**Where To Play BINGO!**

**Beeley's Bingo**  
SUNDAY AT 1 P. M.  
MON., TUES., WED., THURS., FRI., SAT. at 8:15  
EXTRA BOARD FREE WITH TRIPLE BOARD  
142 GENESEE ST. in REAR  
For Victory Buy Bonds.

**STAR BINGO**  
372 FLINT ST. (rear)  
MON. 8:15 P. M. \$2 and \$5  
1:45 Tuesday Afternoon \$1 and \$3  
Wednesday 1:45 P. M. \$1 and \$3  
\* 23 GAMES \*

**PLYMOUTH**  
EVERY SATURDAY 8:15 P. M.  
23 GAMES — GOOD PRIZES  
JACKPOT — SPECIALS  
DOLLAR BILLS FOR DOOR PRIZES  
PLYMOUTH AVE. SO.—At Troup St.

**CAPITOL HALL**  
85 W. MAIN ST.  
Mon. — Tues. — Thurs. 1:30 P. M.  
Sun. 2:30 P. M.  
Wed. — Fri. — Sat. 8:30 P. M.

**Games Sun Afternoon**  
Special for \$25 War Bond Mon. 30 Games \$3  
4 Games Tues. Aft.  
5 Wed. 30 Games \$6  
6 Games Thurs. Aft.  
FRIDAY - SATURDAY  
27 \$5 - \$10  
GAMES ON REG. BOARDS Letter "H" — \$25  
ADM. 28c Inc. Tax

**WED. NITE, NOV. 11th-8:15 P.M.—SPECIAL**  
COUPON For you on buying triple board and book special 25c  
COUPON For friend on buying triple board and book special 25c  
**REXY SPECIALS** \$20 to \$30  
REG. GAMES \$5.00  
FREE WED. NOV. 11 SINGLE BOARD in addition to 25c coupon, on purchase of triple board and book special.  
NO HOOK UPS

**TOWNER-HALL & REXY**  
Worth 45c For You NOV. 7th Towner - REXY  
Sal. Nite, Nov. 7th All Games \$10 Some \$15  
Worth 45c For You NOV. 7th Towner - REXY  
Worth 45c For You Fri., Nov. 6 Towner  
Worth 45c For Friend Fri., Nov. 6 Towner  
Worth 25c For You Sun., Nov. 8 Towner  
Worth 25c For Friend Sun., Nov. 8 Towner  
Worth 25c For You Wed., Nov. 11 Towner Hall  
Worth 25c For Friend Wed., Nov. 11 Towner Hall  
SPECIAL—TOWNER THURSDAY NITE JACKPOT — \$185  
TOWNER—WED. NITE ALL GAMES \$10 23 REG. GAMES ALL SINGLE GAMES NO HOOK UPS

**PARK HALL** 928 Jefferson Ave. Near Plymouth  
\$5 to \$10 ALL GAMES Sun. Nite 8:15  
\$10 ALL GAMES SAT NITE 8:15 \$500 INC. JACKPOT  
50c For You Thur., Nov. 5  
50c For You Fri., Nov. 6  
25c For You Sat., Nov. 7  
25c For You Sun., Nov. 8  
50c For Friend Thur., Nov. 5  
50c For Friend Fri., Nov. 6  
25c For Friend Sat., Nov. 7  
25c For Friend Sun., Nov. 8  
Coupons in this ad redeemable at New Park Hall when buying triple board and book of special.  
FRI., NOV. 6 PARK HALL 1:30 P. M. For You 45c  
**Friday** MATINEE SPECIAL! JACKPOT SPECIALS!  
PARK HALL FRI., NOV. 6 1:30 P. M. For Friend 45c

**UNION LEAGUE HALL**  
GREGORY ST., CORNER SOUTH AVE.  
**SUN. & MON. NITES**  
EXTRA FREE BOARDS!!  
COUPON SUNDAY NITE GOOD FOR EXTRA FREE Board When Buying Admission Ticket  
COUPON MONDAY NITE GOOD FOR EXTRA FREE Board When Buying Admission Ticket  
UNION LEAGUE HALL NOV. 8  
UNION LEAGUE HALL NOV. 9  
**2 JACKPOTS EACH NITE**  
\$50 8 Numbers \$100 55 Numbers  
These Amounts Good Monday if Not Taken Sunday  
MATINEE GAMES EVERY  
**WED. FRI. SAT. — 1:30 P. M.**  
Wed. Adm. \$3  
25c Every Game  
FRI. and SAT. EVERY ADM. 25c GAME \$4  
SPECIALS \$2 & \$3 or More No Coupon Necessary

**SPECIAL HOLLYWOOD HUDSON** Tues., Nov. 10th—Only  
COUPON When buying triple board and book of special Nov. 10, Hollywood-Hudson—For You 45c  
ALL GAMES \$10 SOME \$15  
COUPON When buying triple board and book of special Nov. 10, Hollywood-Hudson—For a Friend 45c

**BINGO, FRI. NITE, 8:30**  
21 GAMES EACH WEEK ON REG. BOARD  
\$345 No Jackpots All Money Given Out Each Nite INCLUDING \$100 PRIZE ON REGULAR CARD  
NO GAME UNDER \$10 PAY OUT Last Week \$400  
**O. L. P. H. HALL** Admission 55c Incl. Tax  
Joseph Avenue - Bus To Door JOSEPH AVE. near NORTON ST.

**HOLLYWOOD HUDSON**  
ALL REG. GAMES — \$5 TO \$10 — EVERY WEEK  
WORTH 45c 50c 50c 50c 25c 25c  
For You For You For You For You For You For You  
Nov. 10th Nov. 11th Nov. 12th Nov. 13th Nov. 14th Nov. 15th  
WORTH 45c 50c 50c 50c 25c 25c  
For Friend For Friend For Friend For Friend For Friend For Friend  
Nov. 10th Nov. 11th Nov. 12th Nov. 13th Nov. 14th Nov. 15th  
The coupons above are redeemable at Hollywood box office for amounts named when you or your friend buy a triple board and book of special.  
**SPECIAL TUESDAY NIGHT, NOV. 10th**  
ALL GAMES \$10—SOME \$15  
HOLLYWOOD HUDSON

**BINGO EVERY TUESDAY NIGHT BINGO**  
155 CHESTNUT ST.  
**\$200 SWEEPSTAKES**  
24 GAMES \$20 Or More  
\$40. Game for You and a Friend in the U. S. A. Forces  
**\$200 JACKPOT** 55 NUMBERS  
+ Tables For Early Birds NEW ELECTRIC BLOWER +  
Between Monroe Ave. and Court St. Admission \$1.00 Plus Tax 3 Bus Lines Within One Block



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**How to Bake with LESS SUGAR**

**DAVIS BAKING POWDER**

• New FREE Davis folder gives secrets of using sugar substitutes in home baking — gives directions for making 20 delicious cakes, cookies and frostings. Get your copy now — send your name and address on postal card today to R. B. Davis Company, 33 Jackson Street, Hoboken, N. J.

**We Fought Through To Murmansk**

The eye-witness account of a trip on a convoy to Russia. An epic of the most dangerous journey in the world.

**BING-KING OF THE GROANERS**

The life-story of Bing Crosby. Little-known facts about the private life of America's favorite singer.

**THE TRAGEDY OF GREECE**

The Nazi plan to liquidate a people of unconquerable spirit is the simple way of creeping starvation.

10c Nov. 7th Issue **The Saturday Evening POST** Now On Sale 10c

**WINDOW SHADE SPECIAL**

Limited Time Only!  
**Venetian Blinds 38c**  
Custom made. Minimum 14 sq. ft. \$4.95.

Selection of Colors! New Rollers Included!  
**39c**  
Size 63x54

Complete line of Armstrongs Quaker made, and standard felt base runs.

**LUCAS PAINT STORE**  
Paints — Wallpaper — Linoleum  
80 ST. PAUL ST. FREE PARKING MAIN 2090  
WINDOW SHADE HEADQUARTERS

**“When The Boys Around Here Have To Borrow Money, They Like To Do Business at The Lincoln-Alliance”**

The Lincoln-Alliance is the Bank for Loans

The Lincoln-Alliance is always glad to lend money for any worthwhile purpose—unexpected expenses, doctor or hospital bills, moving bills, etc. Hundreds of Rochester's war workers and business people have found that they save money with a low cost Lincoln-Alliance PERSONAL LOAN. Compare the chart at left and see why thousands say “The Lincoln-Alliance is the Bank for Loans.”

We welcome your application at any of our 12 Bank Offices.

Figure It Out For Yourself

You Borrow	Charges For Year	Life Insur. Prem.	You Receive	12 Monthly Payments
\$100	\$ 6.48	\$ .36	\$101.10	\$ 9.00
132	7.92	.44	123.64	11.00
156	9.36	.52	146.12	13.00
180	10.80	.60	168.60	15.00
216	12.96	.72	202.32	18.00
240	14.40	.80	224.80	20.00
300	18.00	1.00	281.00	25.00
360	21.60	1.20	337.20	30.00

\* Insurance Pays Up Loan in Case Borrower Dies

**LINCOLN-ALLIANCE**  
BANK AND TRUST COMPANY  
Member Federal Reserve System Member Federal Deposit Insurance Corporation

**Gifts You Can Make**

**FURS**  
MINK scarfs, jackets, coats made up for Xmas. Make your selection now from our best of highest quality live mink. Lowest prices ever. Lyon Fur Farm, 3 miles west of Spencerport on Route 31. Phone Spencerport 330-7-4.

**VITAMINS**  
VITAMINS SPECIALISTS—Service free. Your favorite brand supplied or my services free in choosing one for you. Write or phone me. Vitamins delivered or mailed to you. T. W. Twittemyer, 200 Edinburgh St. Phone Main 2304-W. If no answer, Char. 220-N.

**WAS GRANDMA RIGHT ABOUT THESE COLD FACTS?**  
For colds' coughing, to reduce sniffling nasal congestion, chest muscle soreness pioneer Grandma put faith in home medicated mutton suet and hot flannel. Today mothers use Penetro—the excellent modern medication with the mutton suet base. Penetro never fails to function 2 ways. Aromatic vapors go inside with every breath—outside it comforts like a warming, soothing plaster. Rubbed on chest and throat, it works fast. Try Penetro and agree “Grandma was right.” Satisfaction or your money back. 25c, double supply 35c.

No. 3178. Coat and Frock Ensemble for Little Girl. Sizes 2 to 8. Size 4, for coat, 1 1/2 yds. 35-in. fabric; for dress, 2 1/2 yds.  
No. 3089. Wonderful Basque-Dirend Dress. Sizes 12 to 20. Size 16, 3 yds. 39-in. fabric with 3 yd. contrasting.  
No. 2697. Very snappy Soldier Rag Doll. One size (16-in.) See pattern for fabric requirements.  
No. 2002. Every Lass Loves a Sailor Doll. One size (16 in.) See pattern for fabric requirements.

No. 2701. Nice, smooth Princess House Dress. Sizes 14 to 52. Size 36, 4 1/2 yds. 35-in. fabric with 1/2 yd. contrasting.  
No. 2920. Smartly Side-Buttoned Jumper Frock. Sizes 12 to 20. Size 16, for Jumper, 3 yds. 35-in. or 39-in. fabric; and for blouse, 2 yds. 39-in. fabric.  
Send 15c (plus 1 cent for mailing cost) for EACH pattern. Write plainly YOUR NAME, ADDRESS AND STYLE NUMBER. BE SURE TO STATE SIZE YOU WISH.  
Address: Pattern Department, Shopping News, 5 St. Paul St., Rochester, N. Y.

**Modernizing Kitchens**  
Kitchens can still be modernized to make them more convenient and more comfortable for the housewife. A modernized kitchen can actually save steps and time for women now busy with many activities outside the home. Built-in cupboards with smooth, stain-proof tops for work surfaces can be installed. Small horizontal panels of glass blocks set into the wall above sink or table give extra light, cleanliness and warmth. Floors can be covered with varnishes that resist spills and are easy to keep spotless. Shelves high enough to be out of the way can be put in to hold the home-preserved goods many women are now putting up for the first time.

**Removing Oil Paint**  
A small vegetable brush has been found to give very successful results when used with paint remover to remove the old finish from furniture. Such a brush will remove paint from cracks, mouldings, and carved places without injury to the surface.

**BUY NOW!**  
Be Sure of Your Supply!  
**PROMPT DELIVERY**

**SAVE**  
With Miller's SPECIAL  
100% Guaranteed  
**COAL \$11.95**  
Store Per Ton Cash Show Off  
Careful Deliveries

**ARDEAN R. MILLER**  
Know Your Dealer! PHONE GENESEE 20 Finest Service For 32 Years  
Mrs. Mary Blaed 363 Garson Ave.

**CHAMPIONS 28TH ANNIVERSARY CELEBRATION**  
NOW IN PROGRESS

**MEN'S HEAVY WOOL SPORT or WORK JACKETS**  
\$5.95 AND \$6.95  
WORTH 7.95 WORTH 8.95

**MEN'S ALL WOOL PULLOVER SWEATERS**  
\$3.69

**Champion KNITWEAR CO. 171 ST. PAUL ST.**  
1/2 Hour Free Parking For Customers At Grand Parking Station

**DAW'S CREAMY WHIPPS**  
MRS. PARSON'S DELICIOUS CHOCOLATES  
1-Lb. Box **27c**  
A New Taste Sensation! “WHIPPY”—rich vanilla cream, thickly coated with finest dark chocolate.  
(Limit 2 lbs.)

**FLAG DOG FOOD**  
Dehydrated  
3 For **17c**  
JUST ADD WATER. Flag is made from the purest and finest ingredients.

**FALSE TEETH**  
FIT LIKE NEW! Dentur-Eze, the new cushion plastic, makes loose plates fit comfortably for weeks. No pain—no aches. Economical. Thousands of satisfied users. Get a tube of Dentur-Eze today! Hand-size tube 85c—New large size 98c.

**DENTUR-EZE** MONEY-BACK GUARANTEE

**GOOD HOUSEKEEPING**

**Waxed Kitchen BAGS**  
PKG. OF 10 **9c**  
Large, waxed paper bags suitable for garbage can liners, refrigerator storage, diaper receptacles, wet laundry bag and dozens of other handy uses.

**Shower Sprays** 3c  
Moth Balls, 1-Lb. Box **12c**  
Carbolic Cleaner **19c**  
Saddle Soap 35c Value **21c**

**WASH CLOTHS**  
FULL SIZE—Pastel Colors  
Colors Guaranteed Fast  
Worth 10c Each  
**2 FOR 11c**  
(Limit of 6)

**SCOTT'S TISSUE**  
1000 Sheet Rolls  
3 Rolls For **19c**

**CLOTHES PINS**  
Box of 30 **7c**

**EVERYTHING YOU NEED**

LAMPS, Table and Floor ..... \$4.95 up  
BICYCLES ..... \$32.50  
SEWING MACHINES ..... \$59.95 up  
RADIOS ..... \$22.95 up  
RADIO COMBINATIONS ..... \$109.95 up

Electric Clocks, Electric Irons, Etc.

**NO DOWN PAYMENT CHARGE ACCOUNT PLAN**

**EASY TERMS**  
Our Installment Plan Conforms to Government Regulations

**UNIT PARTS ROCHESTER CORPORATION**  
1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD

**Champion KNITWEAR CO. 171 ST. PAUL ST.**  
1/2 Hour Free Parking For Customers At Grand Parking Station

**DAW'S COUPON APPLE BLOSSOM TOILET SOAP**  
Regular 10c Size  
Box Of 6 Bars **27c**  
WILLIAMS' famous Apple Blossom Toilet Soap at the lowest price ever sold. (Limit 2 boxes.)

**GERBER'S BABY FOODS** Strained or Chopped **3 for 17c**

**RINSO SOAP POWDER** Large Box **19c**

**MINERAL OIL, Pint Bottle U.S.P.** **14c**

**ABSORBINE JR. LINIMENT** 1/2 Pint Size **58c**

**SODAMINT TABLETS** Bottle of 100 **4c**

**LOVALON HAIR RINSE** 25c Size **16c**

**MARROW OIL SHAMPOO** 6oz Size **29c**

**COLGATE'S TOOTH PASTE** Large Size **21c**

**PHILLIP'S MAGNESIA** 50c Size **21c**

**FREEZONE CORN REMEDY** 25c Size **16c**

**DAW'S COUPON DR. LYON'S TOOTH POWDER**  
REGULAR 50c SIZE **21c**  
(Limit of 1)

**DAW'S COUPON COCONUT OIL or TAR SHAMPOO**  
Highly concentrated... just a few drops gives an abundant hair and scalp cleansing lather.  
LGE. 50c SIZE (Limit of 2) **19c**

**DAW'S COUPON TOOTH PICKS**  
3c Box 3c  
**HAND SCRUB**  
Big Value **8c**

**SANITARY NAPKINS**  
25c BOX OF 12 PADS **13c**  
(Limit 2 Boxes)



**YOU NEED**  
.....\$4.95 up  
.....\$32.50  
.....\$59.95 up  
.....\$22.95 up  
.....\$109.95 up  
Electric Irons, Etc.

**EASY TERMS**  
Our Installment Plan  
Conforms to Government  
Regulations

**PARTS**  
CORPORATION  
AKE AVE. & RIDGE ROAD

**ERSARY**  
**RATION**  
IN PROGRESS

**WY WOOL**  
**WORK**  
**ETS**  
**\$6.95**  
WORTH 8.95  
**WOOL**  
**WEATERS**  
**\$9**

**mpion**  
**171 ST. PAUL ST.**  
mers At Strand Parking Station

**UPON-O**  
**LOSSOM**

**WILLIAMS' famous Apple**  
**Mossom Toilet Soap** at  
the lowest price ever sold.  
(Limit 2 boxes)

**DDS Strained or F 17c**  
**ER Large 19c**  
**Box**  
**Bottle Pure 14c**  
**U.S.P.**  
**IMENT \$1.25 58c**  
**Size**  
**S Bottle 4c**  
**of 100**  
**ISE 28c 16c**  
**Size**  
**POO 60c 29c**  
**Size**  
**PASTE Large 21c**  
**Size**  
**IA 50c 21c**  
**Size**  
**EMEDY 25c 16c**  
**Size**

**W'S COUPON**  
**LYON'S**  
**TH POWDER**  
**AR 21c**  
**IZE**  
**(of 1)**

**W'S COUPON**  
**NUT OIL or TAR**  
**AMPOO 19c**  
**concentrated**  
**few drops**  
**abundant**  
**slip cleans-**  
**c SIZE (Limit of 2)**

**NITARY**  
**PKINS**  
**BOX 13c**  
**ADS**  
**(Boxes)**

Monday Edition

# ROCHESTER SHOPPING NEWS

## The Rochester Sun

Delivered Free To 75,200 Homes In  
Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: in Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

Shopping News Is Now Available  
On All Downtown Newsstands.

ROCHESTER, N. Y., MONDAY, NOVEMBER 9, 1942

10

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

SIXTH YEAR—No. 2

**PLAYING CARDS** Bridge or Pinochle  
**23c**  
35c Quality .....  
At All DAW'S Drug Stores

Outstanding Value!  
**RAYON JERSEY SLIPS**  
Long a favorite at Forman's because they are  
sleek fitting, launder easily, and require no iron-  
ing. Black, tanrose, and white. Sizes 32 to 42.  
Street Floor, Main 3900  
**\$1.25**  
B. Forman Co. Clinton Ave. So.

MONDAY ONLY  
**Reg. 39c Solka Facial Tissue**  
Your choice of 2 sizes, 500 sheets  
9x10 inches or 300 sheets 12x12  
inches. Soft and most absorbent  
quality.  
EDWARDS—Street Floor  
**4 Boxes for \$1**  
See Other Edwards Ad in This Issue

**SILK STOCKINGS (Irregulars)**  
Would Be \$1.25 If Perfect  
Full fashioned for smooth fit! Glamorous hard-to-get  
silk stockings with cotton top and foot for longer  
wear. Four good colors. (Amberspice, Sunnitan, Town  
Mist, Blushblond) in sizes 8 1/2 to 10 1/2. Buy now for  
gifts!  
**89c** FAIR  
McCurdy's Basement Store

## VALUES FOR MONDAY SHOPPERS

### THIS PAPER WAS FOUNDED AND IS MAINTAINED TO HELP YOU SAVE MONEY

Rochester merchants know that war-time shopping creates many problems. They know that now, more than ever before, you want dollar-for-dollar value right down to the last penny. And leading merchants are just as interested in saving you money as you, yourself are. They've learned that that's the way to be successful. They comb the markets throughout the nation to find the things you want to buy at prices you want to pay. And the lower the prices they can offer you, the happier they are. That's why Shopping News is delivered to your home free each Thursday and Saturday. Merchants from all parts of the city present the values they have to offer in this paper.

When you showed you liked to shop Monday and Monday evening too, most merchants made a great effort to bring you special values on that day. For instance, glance to the right or left of this message. See those squares there. Each one is from a different store. And each one represents one of the most outstanding values in that entire store.

So shop these front page specials when you're downtown Monday. You'll profit by the added savings and you'll be buying merchandise that is guaranteed by Shopping News.

**DOWNTOWN STORES OPEN FROM NOON TO 9 P. M. MONDAYS**

MONDAY ONLY  
1500 Regular Values to \$1.29  
**ODD SIZE WINDOW SHADES**  
On Sale Bothe Stores.  
While they last. Every shade perfect, all sizes. Fibre and Duplex watercolor, machine oil opaque and others, with or without Spring roller mounted, complete selection of colors. No mail, phone or C.O.D. orders. Bring measurements.  
**25c** each  
**SEARS, ROEBUCK & CO.**

Special Purchase!  
Women's Regular \$1.29 — 100%  
**Wool Sweaters 94c**  
Short sleeve cardigans and sleeveless slip-on. Pink, red, maize, copen, brown and green. Sizes 34 to 40.  
**LINCOLN'S 118 Main St. E.**

Special for Monday and Tuesday  
**CALIFORNIA LAYER FIGS**  
For Baking or Conserve.  
Grocery—Main Floor.  
**2 lbs. for 25c**  
**SIBLEY, LINDSAY & CURR CO.**

## Pin Your Faith to Forman's Pin-Money Fashions!



Fickle Weather or Frigid!

**Tweed Coats**  
with removeable linings

**29.95**

It pays to buy a quality coat of this sort, and this model is 100% virgin wool. It will wear and wear, and when it becomes much colder you can zip or button in the wind-resistant chamois-shell lining, and be snug as a ... in a ...! Sizes 12 to 20.

FASHION  
THRIFT SHOP,  
THIRD FLOOR

Bright Value!

**Challis Prints**

**3.50**

An example of the "pin-money" thought in our headline! Long-wearing, practical challis, in a button front, pleated dress, in red, navy, green, or brown backgrounds. Sizes 14 to 44.

Store Hours  
Monday  
12 Noon to 9 P. M.



Cheerful Light Colors  
in Warm New

**Wool Blends**

45% To 65% Wool  
With Rayon or Cotton **7.95**

Just because they are warm is not the only reason they sell like hot-cakes! They're good to look at too, at this Fashion-Thrift Shop price! Some have bright yarn embroidery (as above), saddle-stitching (as left), contrast appliques. Choose from jersey or lacey weaves; various styles in aqua, gold, beige, green, blue, and also brown and black. Sizes 12 to 20.

Third Floor

Forman's Third Floor is the best friend your budget has. Here, in shining new shops, are gathered collections of clothes that fit right into the fashion picture and fit right into your scheme of moderate spending. Here's fashion and quality, hand in hand!

**Open a Convenient Forman Charge Account**

Hi-Steppers! Lo-Steppers!

**Collegiennes**

**5.95**

A brand new Shoe Shop in answer to many requests! Quality and fashion, in the Forman manner, at a price within easy reach of moderate incomes! Calfskin, suede, gabardine, in black, brown and colors. Sizes AAAA to B. 5.95. (Some styles at 6.95).



**B. Forman Co.**

CLINTON AVE. SOUTH

MAIN 3900



## Easy-Going Shoes from Eastwood's Shop for the

**SUB-DEB**

**\$4.45 to \$4.95**

Perfect for School —  
or for Work!

Saddles with red rubber soles,  
loafers, lazy latches and  
moccasin styles. Outstanding  
values . . . every one!



**EASTWOOD'S**  
29 East Ave.

## THESE ARE THE GIFTS HE'D LIKE TO FIND

in his  
package  
from  
home!



You can depend on  
Rudolph's to tell  
you the right things  
to send your man  
in the service!

Use  
Credit!



**"Service" Ring**  
Handsome  
rings in Army  
or Navy style.  
Set with large  
stone.  
**\$14.95**  
EASY  
TERMS



**Moistureproof**  
Sturdy, smart,  
accurate  
jewel watch for  
dependable service.  
**\$24.75**  
Reg. Down  
Payment  
1.25 Weekly



**Evans  
Lighter Case**  
Combination  
cigarette case  
and lighter. In  
rich gold color.  
**\$3.49**  
EASY  
TERMS



**Eversharp Set**  
Famous stream-  
line fountain  
pen and repeat-  
ing pencil to  
match.  
**\$5.95**  
EASY  
TERMS



**Service Rosary**  
Non-finishable  
metal rosary  
and prayer book  
in pocket case.  
**\$1.98**  
EASY  
TERMS

**RUDOLPH'S**  
CORNER EAST MAIN AT SOUTH AVE.  
Open Monday At Noon Until 9 P. M.



## DIARY of a BEAUTY AUTHORITY by Helena Rubinstein

New York . . . Last week, I introduced the last session of my Salon 5-Day Wonder Course to you and explained how you may adapt this Course for yourself—to use in your own home and at your own convenience. I also explained that the Course was designed for the busy woman of today, and that it lays particular emphasis on building up an individual routine that can be followed quickly and easily—a routine designed to enhance your good points and to correct or conceal defects.

Since you may not be able to join me at the Salon, I have drawn up numerous charts and descriptive material from which you can select what is necessary for you. The students graduate from the 5-Day Wonder Course with an individually planned daily beauty routine and you may do the same for yourself.

Remember, on the first day of the Course we recommended a check-up with your doctor for diet, posture and spot reducing or developing. Today, we go back to the gymnasium to review the posture exercises, learn re-proportioning and spot reducing. We also study the voice because I consider that to be a very important part of a woman's charm, and lastly in today's class we have a careful skin analysis.

In later sessions we will learn how to correct and treat the skin, make-up, additional spot reducing exercises, proper care and styling of the hair, and finally a check-up of the entire routine.

### SECOND DAY OF FIVE-DAY WONDER COURSE

**Posture Review:** Lie on the floor, over knee, holding right knee with right hand, left knee with left hand, knees flexed, feet on floor close to hips, abdomen pulled in so that small of back touches the floor. Pelvis pressed forward so that base of spine is off the floor.

### SPOT REDUCING AND RE-PROPORTIONING

**Hips and Buttocks Reducing:** Sit on floor with bent legs, soles of feet touching each other. Hands on ankles and rock on hips, going over on right thigh and resting with opposite knee, then rock over to left side, body held high, abdomen pulled in.

**Waist:** Sit on floor. Flex right leg in front, left leg in back. Sit on both hips with arms extended holding a little line taut above the head. Lift left hip and turn to right until you feel a strong pull between left hip and right shoulder, arms above head hold taut. Return to center position, change leg and reverse to other side.

**Shoulders:** Lift shoulders up. Arms hang at side. Press shoulder and shoulder blades down.

**Stomach:** Lying down on floor, grip buttocks, pull abdomen in, lift chest and bend knees simultaneously. Uncurl simultaneously and slowly until body is straightened.

Now we come to a long neglected but important aspect of beauty and charm—the voice. Women's voices tend to be shrill and expressionless. My instructors in the Salon emphasize proper breathing and breath control and teach exercises to achieve a deep, resonant tone. They warn against careless

speech and inspire pupils to convey a tone of conviction and animation in their speech and to avoid tonelessness and timidity.

In our Salon Course, students make a record of their voices and the instructor analyzes the good and bad features of each voice, points out the faults of pitch, accent, intonation, speech carelessness, inflection and presentation.

It would be helpful if you could find a radio store where it would be possible to make a record of your voice and listen as it is played back. You will be amazed at hearing the sound of your own voice as it issues from the instrument, and you will be able to detect many defects that you never noticed before.

During this second session, our students are also given a skin examination through a Polaroid machine. Try examining your skin in strong sunlight, and test its texture with your fingers. Each skin varies and only an individual examination will reveal your own particular type. Each abnormality can be corrected or overcome. Let me know your problem and I will draw up an individual chart for you.

Skin types tend in three main classifications, dry, oily and the combination skin. Special care is also needed for the blemished skin and the wrinkled and relaxed skin.

In the next session which I will describe next week, each of these skin types and the proper specialized treatment for each will be gone into thoroughly. I will also give a lesson in make-up, and additional review in spot reducing.

Please write to me in care of this paper for spot reducing exercises dealing with specific parts of the body, and voice improvement exercises.

### Household Hints

When bread is toasted, use thick slices. The browning on the surface destroys the vitamins.

Paste a large manila envelope in the back of the cook book for holding untied or favorite recipes. A small card file index is also convenient for this purpose.

Don't be bothered by a dripping pitcher spout. Rub your fingers with a bit of butter then give the lip of the cream pitcher a once over with them—result, no more drops on the tablecloth.

Prevent pipes from getting clogged with grease by pouring a small quantity of kerosene down the sink at least once a month; follow this 12 hours later with a gallon or two of boiling water.

## ROCHESTER'S SHOPPING NEWS

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James A. Coveney Co.  
New York Office 444 Madison Ave.  
Chicago Office 30 South State St.

### I CANNOT SAIL YOUR SEAS

A complete novel by Martha Cheavens. The superb story of a love that will bring tears to your eyes and an echo to your heart.

**MISSING — By Fannie Heaslip Lea**  
A noted writer tells the thrilling story of a marriage that was re-born in the fires of war.

In addition, this issue of McCall's contains many other interesting fiction stories by famous authors. Also, many worthwhile homemaking hints, style and beauty articles by well-known authorities.

15c November Issue **McCALL'S MAGAZINE** Now On Sale 15c

## Remember These Dates SUN-SCHINE COOKING SCHOOL SCHEDULE

Grand Theatre (Mondays) November 9, 16.

Cameo Theatre (Tuesdays) November 10, 17.

Monroe Theatre (Wednesdays) November 11, 18, 25.

Madison Theatre (Thursdays) Nov. 12, 19.

Riviera Theatre (Fridays) November 13, 20, 27.

State Theatre (Wednesdays) December 2, 9, 16.

Dixie Theatre (Thursdays) December 3, 10, 17.

## Gift Slips You Can Make



Wonderful lines for under your new slender frocks, and so easy to run up, if you choose this princess pattern. And remember that Christmas comes sooner than you think!

Style No. 3414 is designed for sizes 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50 and 52. Size 36 requires for slip with camisole top, 2 1/2 yards 39-inch fabric with 4 1/2 yards lace; for slip with built-up shoulder, 2 1/2 yards 39-inch fabric; for combination 1 1/2 yards.

Send 15c (plus 1c to cover cost of mailing) for PATTERN. Write YOUR NAME, ADDRESS AND STYLE NUMBER. BE SURE TO STATE SIZE YOU WISH.

Address: PATTERN DEPARTMENT, Shopping News, 5 St. Paul St., Rochester, N. Y.

**Personal Loan Department**  
**Open Thursday Nights**  
THE FIRST INDUSTRIAL BRANCH  
"The Bank for the Individual"  
7 to 9 P.M. 30 Clinton Avenue North  
**ROCHESTER TRUST AND SAFE DEPOSIT COMPANY**

GUARANTEED R. & P.  
PENNSYLVANIA HARD  
**COAL**  
EGG NUT STOVE  
**\$11.85**  
SHOV. CASH OFF  
**IMMEDIATE DELIVERY**  
D & H ANTHRACITE  
Egg-Stove-Nut \$12.90  
SENET SOLVAY - R. G. & E.  
**COKE \$11.00 Ton**  
**MARSHALL'S COAL CO.** 296 Driving Pk. Glen 109

## MAN APPEAL

By Toni Marshall

"A close mouth catches no flies"  
**DON QUIXOTE**  
by De Cervantes

"Loose Talk Sinks Ships" and too much talk scares away a man. Be a good listener! Urge him to talk. Let him tell you all about himself and the wonderful things he has done. Give him the center of the stage. He loves it . . . and he'll love you for it.

An expressive mouth, alluring yet warm and friendly is achieved with Tangee's Satin Finish Lipsticks. Not too moist, yet not too dry, they are perfectly blended and will cling for hours. Tangee Red-Red is the "rarest, loveliest red of them all" and harmonizes perfectly with all fashion colors.

A mysterious, intriguing perfume has been known to enchant many a man. "Intoxication," the fascinating new perfume by D'Orsay, is their first new bouquet in four years. It has been worth waiting for. For scented glamor . . . try "Intoxication."

Poets have often said that a woman with beautiful hair . . . is beautiful. And it is true that lovely hair, shining, bright, clean and well-groomed is a woman's most treasured possession. Make sure your hair is beautiful by shampooing with Drene.

Men love to hold appealing hands. With bitten finger nails, and rough red hands, your man appeal goes out the window. Your hands are a definite charm center for men. Make sure they are smooth and lovely. You can. If you use Jergen's lotion after drying, everytime you wash your hands.

For dinner . . . surprise him with the taste thrill of Pineapple Chiffon Pie. But, make

sure that Doe Crushed Pineapple is the main ingredient. Using Dole's with plain gelatine and eggs, you get a good source of vitamins, protein and iron. Appetizing, flavorful and nutritious it's a treat he'll really enjoy.

## Antique Jewelry

Weisbuch pays the best price for brooches, bracelets, rings, earrings of gold, silver or plated. Also carved ivory figurines, silver trays, tea sets, antique watches, snuff boxes, gold, silver or plated trinkets and scrap.

**WEISBUCH JEWELRY**  
SINCE 1903  
288 MAIN ST. E.

**AUDITORIUM** TUESDAY EVE.  
MAIN STREET E. AT PRINCE NOV. 10 at 8:30  
**AMERICA'S FIRST TENOR**  
**RICHARD CROOKS**  
Presented under the auspices of Damascus Temple  
A.A.O.M.F.S. Mail Orders Now — Orch. \$1.20, \$1.45 —  
Loges \$2.20 — Bal. \$1.05, \$1.10 tax inc. Box office now open.

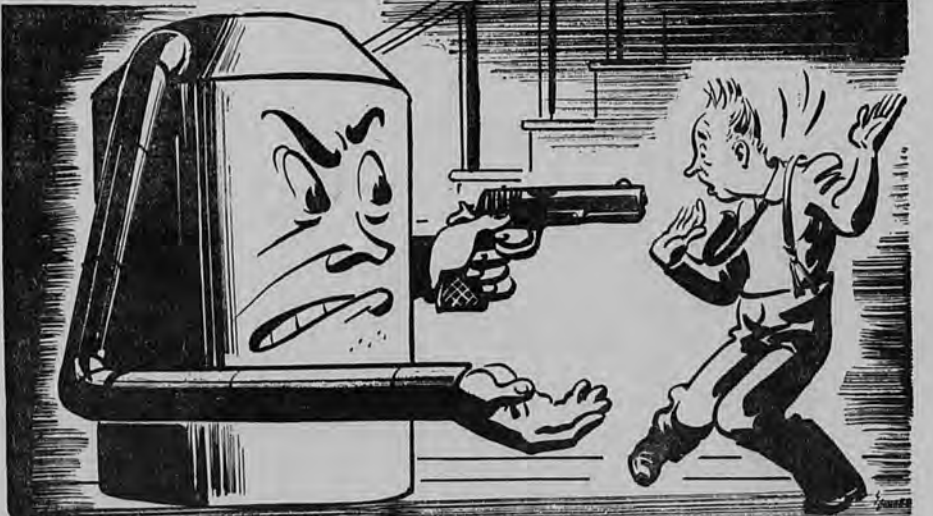
## WIN GUEST TICKETS TO LOEW'S THEATRES!



**FRED ASTAIRE**  
**RITA HAYWORTH**

## "YOU WERE NEVER LOVELIER"

CONTEST RULES  
Name Four Dance Partners who have appeared with Fred Astaire in the Movies—  
The First 25 Correct will receive tickets to Loew's to see "YOU WERE NEVER LOVELIER".  
Mail all entries to the Rochester Sun  
Contest Editor, no later than Monday Noon.



## Don't Let Your Heating Plant Rob You of Precious Fuel

This winter, more than ever before, it's imperative for you to keep your heating plant in excellent condition . . . to save as much fuel as you can for war purposes. Inefficient heating plants make it possible for precious heat to escape up the chimney. Air leaks in your furnace waste fuel too. Appropriate places are provided for supplying air to every furnace and if air enters at other points the combustion process is upset.

Heating plant inefficiency wastes money for you. . . . It wastes vital transportation needed in the production of tanks, planes, guns, and ships.

These conditions make it absolutely necessary for all of us to save fuel in every way possible.

But heating plant efficiency is only one of the methods of conservation. There are a variety of things you can do to reduce heat loss in your house. Insulation of attic or roof and side walls . . . installation of storm windows and doors . . . weather stripping . . . and caulking are all effective ways to reduce fuel consumption and save you money.

Fuel oil will be rationed this winter . . . but that doesn't mean that those who use coal, coke, gas, or electricity should feel free to use as much heating power as they wish. The war effort comes first! All kinds of fuel must be saved . . . to help relieve the transportation situation . . . and to help speed America on to Victory.

This advertising space has been donated to the  
**OFFICE OF PRICE ADMINISTRATION**  
Washington, D. C.

**ROCHESTER SUN — SHOPPING NEWS**



#### Antique Jewelry

Wesluch pays the best price for brooches, bracelets, rings, ear-rings of gold, silver or plated. Also carved ivory figurines, silver trays, tea sets, antique watches, snuff boxes, gold, silver or plated trinkets and scrap.

WESLUCH JEWELRY SINCE 1903 108 MAIN ST. E.



#### CKETS ATRES!



#### IRE ORTH

#### RE LIER"

who have ap-  
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#### as Fuel

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alls . . . in-  
... weather  
active ways to  
u money.

ter . . . but  
al, coke, gas,  
much heating  
comes first!  
help relieve  
o help speed



*New!*

## The CANTEEN DRESS

Right for 'All-Around Service and Wear

**\$3<sup>95</sup>**

Misses' and Women's Sizes

... These dresses are right for the office, shop, factory, home and on the street.

... Meticulously tailored of a new super-gabardine (spun rayon and spun acetate).

... They'll take long wear — they're flatteringly styled for action freedom.

Glorious Victory Colors

Allied Tan — Soldier Blue — Aircraft Green — Victory Red

(A) Coat-dress style, gored skirt — trimmed with novelty wood buttons, 3/4 sleeves, set-in belt. Sizes 14 to 44. \$3.95.

(B) Shirtmaker style, three kick-pleat skirt, yoke back, action pockets, set-in belt, button-side placket. Sizes 14 to 44. \$3.95.

McCurdy's Daytime Dress Shop, Third Floor

**OPEN AT  
12 NOON  
MONDAY  
AND UNTIL  
9 P.M.**



# Double Feature

## MONDAY FUR EVENT

*Buy Up To Nine  
Monday Night!*

McCurdy's Own Mutual

Sable-Blended  
**MUSKRAT**  
**\$149<sup>95</sup>**  
*plus tax*

An overtime coat for 24-hour service, years-long wear. That's our exclusive McCurdy muskrat! The fur that can really take it — sturdy, luxurious, with fine long guard hairs. Generous sweeps, shawl or Johnny collars, draped backs, yokes, turn-back cuffs.



McCurdy's Own Mutual

## SEAL and BEAVER

*Dyed Coney*

Special **\$129<sup>95</sup>** *plus tax*

Seal's jet black beauty, its sturdy warmth, but NOT seal's price. Beaver's golden Mendoza beaver brown, beaver's chic for town or country, but NOT beaver's price. With the richness and luxury only achieved by using the best of pelts.

McCurdy's Fur Fashions, Second Floor





# LINCOLN'S On Sale MONDAY from 12 Noon 'Til 9 P.M.

## New... Persian type Fur Fabric COATS

(with a 2 year guaranteed lining)

Copies of coats that sell for more than \$100. Fitted and boxy styles. Beautifully soft fur fabrics to keep you warm. Wristlet sleeves and a hug-me-tight lining on boxy models. Sizes 14 to 44.

**\$19<sup>95</sup>**



## Tweed and Fur Trimmed DRESS COATS

Compare With  
\$19.95 Coats  
Elsewhere

**\$16<sup>95</sup>**

- Fitted or Boxy styles
- Tweeds, plaids, fleeces

Now is the time to invest in a good coat, particularly when you can buy one of these at our low price. Choose from a wide variety of colors. Sizes 14 to 44.



## Transparent Rayon VELVET DRESSES

8 LOVELY STYLES IN THE NEW JEWEL TONES

- BUBBLE SHIRTING
- LACE COLLARS
- SWEETHEART NECKS
- SHIRRED SHOULDERS

**\$4<sup>98</sup>**

Frocks you can look "dressed up" in all winter. Youthfully styled and beautifully cut to make you look inches slimmer. Styles and material you'd expect only in higher priced dresses. Sizes 14 to 20 and 38 to 44.

## Better quality... fine count percales! HOUSE DRESSES

A brand new selection for the holiday season. Sizes 14 to 20 and 38 to 52.

**\$1<sup>39</sup>**

Still The Best Sheet Value In Today's Market



## "Delmar" 5 YEAR SHEETS

**\$1<sup>39</sup>**

Size  
81 x 99  
63x99—\$1.19  
72x99—\$1.29  
81x108—\$1.49

We actually guarantee 5 year's wear on Delmar first quality sheets because they're tested strenuously, time and time again. Woven of the finest threads in an extra high count.

## PILLOW CASES

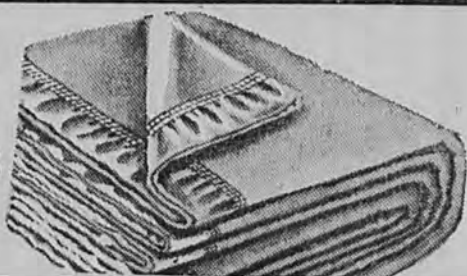
42 x 36...35c 45 x 36...39c

## Nashua Part Wool Double BLANKETS

**\$2<sup>98</sup>**

It's easy to be cozy and warm all winter with these big jumbo size double blankets. In blue, rose, green, gold and peach. Sateen bound.

Reg. \$3.79 Value



## Keep Them Warm! BOYS' or GIRLS' Legging SETS

**\$6<sup>90</sup>**

Regularly \$7.98

Princess or gored back styles in herringbone tweed coats with suspender type leggings to match. Colors: Wine, Teal, Camel. Sizes 3 to 6.



Children's (Sizes 3 to 16) SNOW SUITS \$5.90

## Brand New! Winter HANDBAGS

**94<sup>c</sup>**

Last opportunity to get this quality bag. We purchased a sample lot. They're worth more and look it. Choice of styles.

## Women's Imported Capeskin and PIGTEX GLOVES

Carefully detailed. Well made. Look like a \$2 value. Colors are cork, natural black and brown. Sizes 6 to 7½.

**\$1<sup>49</sup>**



## Special Purchase! BLOUSES or SKIRTS

**\$1<sup>79</sup>**

Plaid, Flannel and Men's Wear Skirts. Sizes 24-30. Lovely silk and rayon satin blouses in long or short sleeve tailored styles. Choose from pink, blue, white or maize. Sizes 32 to 44.

## Your Name Free With These Sharkskin DICKIES

**59<sup>c</sup>**

Full back and front in convertible or Princess style. Launder beautifully. Your name with each one.



## Special Lot! Men's Higher Priced Dress SHIRTS

**\$1**

Sizes 14-17. Regular \$1.29 and \$1.59 values. Slightly counter-torced, but a "great buy" at a dollar. You'll buy several when you see them.

Perfect quality... sheer and lovely

## Full Fashioned Super Rayon STOCKINGS

**79<sup>c</sup>** pr.

You'll want a half dozen pair when you see these lovely sheers so flattering you can't tell them from silk! Actually knit to fit your legs in smooth perfection. New winter shades.



## A Special "Buy" For Lincoln Customers RAYON CHIFFONS Full Fashioned "Audrey"

**2 prs. for \$1**  
57c PAIR

Slight irregularities in the weave brings you a stocking value without equal.

## Chardonize RAYONS

First quality rayons with mercerized cotton tops, cotton reinforced heel and toe. Sizes 8 to 10½.

**29<sup>c</sup>** pr.

## MEN'S WORK CLOTHES

At Savings Prices



## Sturdy Covert and Twillweave ENSEMBLES

SHIRT PANTS  
**\$1<sup>49</sup> \$1<sup>98</sup>**

Sturdy work shirts and matching pants in covert cloth or herringbone twill in oxford, suntan, postman blue and green.

## DUNGAREES (Copper Riveted)

**\$1.15**

## Whipcord and Striped Cottonade WORK PANTS

**\$1<sup>98</sup>**

Strong and sturdy whipcord or plain and striped cottonade pants in sizes 30 to 42.

## PLAID FLANNEL SHIRTS

Heavyweight cotton flannels that are washable, of course. A good selection of patterns and colors in sizes 14½ to 17. Cut full and to size.

**\$1<sup>59</sup>**



## YARD GOODS

- 42-inch Better Grade Marquisette...yd. 19c
- 27-inch Outing Flannelette...yd. 12½c
- 36-inch Floral Cretonne...yd. 17c
- 39-inch Unbleached Cotton...yd. 17c
- 36-inch Plain Color Broadcloth...yd. 21c
- 36-inch Striped Flannelette...yd. 21c
- 36-inch Printed Flannelette...yd. 25c
- 36-inch Upholstery Material...yd. 33c
- 36-inch Drapery Material...yd. 39c
- 36-inch Pin Wale Corduroy...yd. 79c
- 48-inch "Brocatelle" and Damask, yd. \$1.00

New Shipment... Choose from Scores of Colors

## DRESS LENGTHS

**\$1<sup>69</sup>**

Materials at a fraction of their worth if you bought them from the bolt. Wide selection.

Lincoln's Knows How To Buy Curtains...  
You Reap The Savings

## Dainty Pin Dot RUFFLED CURTAINS

Each panel 42 inches wide and 78 inches long. Fine quality marquisette with popular pin dot. In ecru, white, ivory.

**\$1<sup>29</sup>**

## Rayon Celanese Ninon TAILORED CURTAINS

**\$1<sup>79</sup>** pr.

Superfine rayon hemmed and headed ready to hang. 44 in. wide, 72 in. long. Slight irregularities of \$2.25 values.



MAIN ST. AT ST. PAUL



*Sibley, Lindsay & Curr Co.*

Store Open Monday From 12 Noon to 9 P. M.  
Phone Stone 6500 as Early as 8 A. M.

In Our Budget Shop Monday!  
All These and More

*McKettrick*  
CLASSIC DRESSES

7.95

For your new busy life when a casual dress must see you through all day session from marketing to volunteer war work, from over-time office hours to a first-aid class. You'll want soft comfortable dresses with a tailored touch. Crisp dicky dresses, easy-to-get-into coat styles, two-piece suit-dresses, and many other styles in bright buoyant shades as well as black. Fine rayon crepes with famous McKettrick tailoring.

Mail and Phone Orders Promptly Filled.

A.—Peg-pocket dicky dress. Dicky outlined in contrast embroidery. Red, blue or black.  
Sizes 12 to 20 .....\$7.95

B.—Studded belt on a plunge neckling dress. Soldier blue, green, wine, brown and black.  
Sizes 12 to 20, 38 to 42 .....\$7.95

C.—Two-piece suit-dress with smart metal edged buttons. Red, Gold and aqua. — Sizes 12 to 20. ....\$7.95

D.—Color contrast. White rayon dicky on a side-button dress. Black with red, kelly, or aqua. Sizes 12 to 20. ....\$7.95

THRIFT DRESS SHOP, SECOND FLOOR





Come Join all the World in ...

# Prayers for Peace

At Your Church



On this Armistice Day, in the midst of the most total and devastating war the world has ever known, we pause to pay tribute to those other Americans who gave their lives in World War I. We have pledged to 'take up their quarrel with the foe' ... to hold high and proudly the torch of Freedom and Truth and Human Kindness which they left to us. We shall keep faith to this pledge. We shall see this bitter struggle through to the very end so that our children need never live in the shadow of terror and destruction and barbarism. So that they may perform the tasks God ordained to them in peace; and so that they may worship Him as they see fit.

It is fitting that we pause for a brief hour and breathe a prayer that this new Armistice may soon come, sparing as many of our gallant sons as possible; and that the NEW PEACE may be a lasting one, without rankle or bitterness; but with Hope and Love and a United World.



This is one of a series dedicated to the cause of all Religions, and including specific salutations to Episcopal, Presbyterian, Catholic, Methodist, Christ Scientist, Baptist, Congregational, United Lutheran, Evangelical and Reformed Churches; Jewish Synagogues, Mission Groups and all allied Religious Organizations.

*This Page is one of a series Reverently sponsored by the Undersigned Rochester Institutions:*

First Federal Savings & Loan Association; E. W. Edwards & Sons; Central Trust Co.; Lauer Furniture; Lincoln Stores; Likly's; Cramer Drug Co.; Sun Shopping News; W. T. Grant Co.; Darling Shops; Shafer Fur; Pidgeon's; Key Drug Co.; Sibley, Lindsay & Curr Co.; Weed & Co.; Weis & Fisher; McFarlin Clothing Co.; McCurdy & Co.; B. Forman Company; H. L. Green; Sears Roebuck and Company; Reliable Furniture Co.; National Clothing Company; Projansky Inc.; War Activities Committee of Rochester Theatres, Inc.

This message naturally carries the wholehearted endorsement of hundreds of other Rochester merchants, but because of space limitations our sponsors group is limited in number.







Held Over By Popular Request!

**MONDAY**

**12 NOON 'TIL 9 P.M.**

**Hundreds Of Bargains On Sale While Quantities Last**

**Edwards DAYS**

JUST 9 MORE HOURS TO  
SHARE IN THE VALUES  
OFFERED ON EDWARDS DAYS

**GLENDAL PATTERN  
TIFFIN STEMWARE**

**69c**

Sparkling Rock Crystal in Goblets, hi sherbets, lo sherbets, cocktails, wines, cordials, 5-oz. footed fruit juice, 12-oz. footed tumblers or ice tea.

EDWARDS—Second Floor

**REGULAR 27c  
PLASTIC PAPERS**

**9c**

You can't beat this value. Think of a reduction of 18c on every roll. Plan your repapering now while these low prices prevail.

EDWARDS—Fourth Floor

**IMPERIAL  
INTERIOR GLOSS**

**2.29**

For kitchen or bathroom walls or woodwork. White, ivory, cream, buff, gray or green. Shop us for other Edwards Days specials today.

EDWARDS—Fourth Floor

**SLIDE DOOR  
WARDROBES**

**2.79**

Both doors slide up and down, making it very handy to hang garments from the cross rod. Store shoes or other accessories in the bottom.

EDWARDS—Sixth Floor

**A.B.C. ELECTRIC  
IRONER**

**32.95**

Relax while you do the family ironing. It's simple with this Rotary 22-inch portable. It has thermostatic heat control.

EDWARDS—Sixth Floor

SHOP WITH THE WHOLE FAMILY  
HAVE DINNER FROM 5 TO 7:30  
MONDAY IN EDWARDS GREEN ROOM

**FINE QUALITY  
LAMP SHADES**

**1.99**

Rayon taffeta shades in the newest colors and styles. Just a few left from Saturday's rush. Sizes for table, bridge or floor lamps.

EDWARDS—Second Floor

**COTTON FELT  
MATTRESS**

**19.95**

Made with a pre-built border, fine quality cotton felt, furnished in either plain or satin boxing. Heavy ticking, biscuit tufted. All standard sizes.

EDWARDS—Seventh Floor

**32 BLUE WILLOW  
DINNER SETS**

**3.29**

A factory close out and slight irregularities makes this price possible. If perfect this set would cost 6.98 in open stock. Lovely American Blue Willow.

EDWARDS—Second Floor

**CHINA LAMPS  
COMPLETE WITH SHADE**

**5.98**

They look like double the price. Smooth-glazed china bases in ivory, pink or blue. Complete with well made rayon taffeta shade.

EDWARDS—Second Floor

**DECORATED EMBOSSED  
CUPS & SAUCERS**

**6 for 1.19**

No home ever has too many cups and saucers. They seem to get broken quicker than other dishes. Stock up now. These are regularly 25c each.

EDWARDS—Second Floor

2 HOURS FREE PARKING  
WITH A PURCHASE OF \$1 OR MORE

At Our Parking Station, St. Paul and Pleasant St.

**NEW GIANT SIZE  
RECORD CABINET**

**8.95**

Will hold 500 records. The top can be used for your radio combination. Loads of space, well made, strong and sturdy. Choice of walnut or mahogany finish.

EDWARDS—Sixth Floor

**1942 MODEL A.B.  
GAS RANGE**

**87.59**

Modernistic range at a very attractive price. Has all the needed features to give complete satisfaction. Porcelain, two storage drawers, Robertshaw oven control.

EDWARDS—Sixth Floor

**ONTARIO WOOD  
VENETIAN BLINDS**

**2.84**

Size 15 to 20' wide, 64" long at this price. All kiln dried basswood slats, cadmium plated lock and tilter, light ivory, white, cream and off white. Larger sizes priced accordingly. Over 36" wide at 42c sq. yd.

EDWARDS—Fourth Floor

**3 PC. SOLID MAPLE  
BEDROOM SUITE**

**79.95**

Sound, durable, beautifully grained solid Northern Rock maple. Each spacious piece has been hand-rubbed to an amber color. Solid panel head and footboard.

EDWARDS—Fifth Floor

**9x12 FT. ROYAL  
WILTON RUGS**

**76.85**

Authentic copies of hand made Orientals. Bordered rugs with fringed ends of unusually heavy quality. Closely woven pattern and colors.

EDWARDS—Fourth Floor

**LARGE SCATTER SIZE  
ORIENTAL RUGS**

**59.50**

Average size 4-6 x 6-9. Hand made in Persia, the heavy Hamadan qualities, wide range of beautiful patterns in deep richly glowing colors. A life time of wear.

EDWARDS—Fourth Floor

**FINE FILET LACE  
DINNER CLOTHS**

**4.98**

Lovely filagree cloth in rich ecru shade. Designs you rarely see, and delightful for your most formal entertaining. Size approximately 66 x 86. Super value.

EDWARDS—Second Floor

**25% WOOL  
BLANKETS**

**4.98**

Warm practical blankets combining 75% cotton and 25% wool. Four-inch rayon satin binding. Wool is getting scarcer every day. These are real buys at 4.98.

EDWARDS—Second Floor

**HAND BLOCKED PRINTED  
LUNCH CLOTHS**

**1.98**

Bright cheerful designs that give your kitchen a real pick up. Floral, fruit or Mexican styles. They're 52" square. Reg. 2.29 values.

EDWARDS—Second Floor

**LARGE SIZE CANNON  
JACQUARD TOWELS**

**59c**

Deep thick, extra fine quality towels. Blue, peach, maize, and green. Made to sell for \$1 but because of slight imperfections the price is 59c. Buy a dozen.

EDWARDS—Second Floor

**These And Many More Items On Sale 'Til 9 P. M. Monday in the Basement**

**MISSSES NEW SKIRTS**

Smart plain colors, gay plaids, fine-wale corduroy. Size 24 to 30. **1.88**

**WOMEN'S COTTON CREPE GOWNS**

Regular and extra sizes. Kimona style finished with flower sprays. **1.09**

**FIBRE LAUNDRY CASES**

Sturdy case with reinforced corners and metal bound edges, size 20x11 1/2. **1.98**

**BOYS' & GIRL'S ICE SKATES**

Boys' in black, girls' in white. Reinforced shank, checked flannel lining. **4.98**

**WOMEN'S CAPEKIN MITTENS**

Fleece lined novelty style mittens. Bright color combination. **97c**

**WOMEN'S FURRED HATS**

Silver Fox (Opossum Dyed), Persian, Marmink, Sealine trims on Velvet or Felt. **3.69**

**WOMEN'S ARCH SHOES**

Famous "Tenderfoot" shoes that have a flexing process that eliminates breaking in. **3.30**

**MEN'S ARMY REJECT JACKETS**

Water repellent poplin, plain and herringbone. S. M. L. **1.88**

**MEN'S FANCY SOCKS**

Irregulars and seconds of 25c to 39c quality. Good style, color and size range. **5 pr. \$1**

**MEN'S WHITE AND FANCY SHIRTS**

Slightly irregular of 1.69 and 1.95 value. Non-wilt collar attached. Size 14 to 17. **1.19**

**MEN'S BIB OVERALLS**

Blue denim sanforized shrunk overalls. Size 36 to 50. **1.50**

**35 INCHES WIDE CRETONNE**

Floral designs in wine, green, rose, natural, blue and black grounds. **19c**

**JACQUARD BLANKETS**

66x80 to 72x84. Indian and plaid design in all colors. Slightly imperfect. **2.49**

**72x84 PASTEL BLANKETS**

Green, rose, natural, rust, peach with rayon satin border. **2.98**

**EMBROIDERED PILLOW CASES**

Neatly boxed, in four floral designs. Lay-away several for Christmas gifts. **1.19**

**PRINT KITCHEN TOWELS**

Size 11x30 part linen crash with floral design in green, blue, rose. **15c**



### FAUCET POLISHER

To polish a faucet, nothing is better than half a lemon after the juice has been squeezed out. After scouring, wash it and polish it with a soft dry cloth. This will make it shine like new.

### DIAMONDS GOLD, BRIDGE WORK,

Antique jewelry, watches, silverware. We pay you for watch movements separate. We buy from the public and dealers wherever you go. "Barton Gold Co." will always pay you more. 202 Burke Bldg. Look for the gold letters on the electric sign. Walk straight from the elevator.  
**BARTON GOLD CO.**  
ST. PAUL ST.  
202 BURKE BLDG.

### Lauritz Melchior To Sing With Philharmonic

Lauritz Melchior, star of the Metropolitan Opera Company and one of the most popular singers ever to appear in Rochester will return next Thursday night as soloist with the Rochester Philharmonic Orchestra, now celebrating its 20th anniversary season.

The Danish tenor has received the acclaim of the entire nation for his interpretation of Wagnerian opera roles. In his previous appearances here, co-

starring with Kirsten Flagstad, he has attracted some of the largest audiences ever to hear the Met in Rochester.

Thursday night's concert is expected to prove exceedingly popular with local music-lovers as Jose Urreola, who is scheduled to direct the orchestra has chosen an all-Wagner program. This should give Melchior ample opportunities to display his great singing talents.

Seats now on sale at the Eastman box office are priced at \$1.10 to \$2.75 including tax.

A simple method to get rid of bed bugs is to beat together some corrosive sublimate and the white of eggs. Use a feather to spread the mixture on the bed and mattress.

### Food Baskets Awarded At Cooking School

How to get the most out of one's food budget under wartime cooking conditions has been learned by hundreds of Rochester women this week as the Sun-Schine Cooking School completed its primary sessions in five Schine theatres throughout the city.

Classes will be continued next week with the school rotating through the theatre chain for a daily session at each.

On Monday the school will meet at the Grand Theatre, at the Cameo on Tuesday, Monroe, Wednesday; the Madison Thursday and the Riviera on Friday.

The classes are under the personal direction of Miss Margaret Buchanan, home economist expert from the Spry Kitchens in Cambridge, Mass.

Ten baskets of food and home necessities are awarded patrons at each of the daily classes. At the Monroe Theatre on Wednesday the following winners received food baskets:

Mary Ashe, 130 Harvard st.; Mrs. H. Weiss, 516 Benton st.; Mrs. L. Keber, 927 Clinton Ave. S.; Mrs. Frank Danes, 109 Richard st.; Rose Harloff, E. Rochester; Bertha Lythgoe, 439 S. Goodman st.; N. Vautrin, 166 Hedgegarth Dr.; Mrs. G. E. Esterheld, 254 Richard st.; Mrs.

J. Gaze, 64 Woodlawn st.; Mrs. George Bender, 324 Crossman Ter.

Trunks and drawers can be kept free of mice by scattering lumps of camphor in them.

### FURS

MINK scarfs, jackets, coats made up for Xmas. Make your selection now from our herd of highest quality live mink. Lowest prices ever. Lyon Fur Farm, 3 miles west of Spencerport on Route 31. Phone Spencerport 229-P4.

FUR REPAIRING and remodeling in the latest styles. Sale of sample fur coats this month. Kavin, 100 Alexander St. MON. 1350.

### VITAMINS

VITAMIN SPECIALISTS—Services free. Your favorite brand supplied or my services free in choosing one for you. Write or phone me. Vitamins delivered or mailed to you. T. W. Twilmeier, 206 Edinburgh St. Phone Main 2394-W. If no answer, Chas. 229-R.

### FOR SALE

FAMOUS Schmeer upright piano in fine condition. \$25. Call Genesee 2681.

### AMERICAN RED CROSS

199 South Plymouth Ave., Rochester, N. Y.  
Please reserve one place in

[ ] Standard First Aid [ ] Advanced First Aid

### ENROLLMENT BLANK

NAME

ADDRESS

and notify me when class will start.

ONLY THOSE PERSONS HOLDING A CURRENT STANDARD FIRST AID CERTIFICATE ARE ELIGIBLE FOR ADVANCED TRAINING.

### YOU GIRLS WHO SUFFER Distress From PERIODIC FEMALE WEAKNESS

And Want To Build Up  
Red Blood!

Take heed if you, like so many women and girls, have all or any one of these symptoms: Do you on such days suffer cramps, headaches, backache, weak, nervous feelings, distress of "irregularities", periods of the blues—due to functional monthly disturbances? Then start at once—try Lydia E. Pinkham's Compound TABLETS (with added iron)—made especially for women. Pinkham's Tablets are famous not only to relieve monthly pain but also accompanying weak, nervous feelings of this nature. This is because of their soothing effect on



ONE OF WOMAN'S MOST IMPORTANT ORGANS. Taken regularly—Pinkham's Tablets help build up resistance against such symptoms. Thousands upon thousands have reported benefit. Also, their iron helps build up red blood to give more strength. Pinkham's Tablets are also a fine stomachic tonic! Follow label directions.

### "LIVING" Photographs

Would a really 'alive' portrait study interest you? Would you like your picture in your most characteristic, informal mood? . . . Would you rather attend TWO sittings that were carefully considered by an artist of brush and canvass than one 'snap' judgement sitting by a technician of celluloid? This is frankly experimental. We don't know whether you, and others like you would 'bother' with two sittings (final sitting is calculated on proofs from the first one). To learn your reaction we're willing to GIVE you an 8x10 photographic portrait with every one you order at \$1.50. NO DEPOSIT NECESSARY. NO OBLIGATION. For this experiment, evening appointments only. Ask for Mrs. Brewer.

APPOINTMENTS STONE 5819

### ★ LADIES ★ Attend the Sun-Schine COOKING SCHOOL

# FREE

### HERE'S HOW:

Purchase a regular admission ticket; this ticket will then admit you to the Sun-Schine Cooking School, supervised by Spry—and the same ticket will later admit you to THAT SCHINE THEATRE, at ANY TIME that regular prices prevail.

Thus Schine makes it easy for you to be patriotic—to attend the cooking school which teaches both CONSERVATION of food and ADEQUATE NUTRITION.

The Management

SCHINE THEATRES, Inc.

# Sears

MONROE Store Open Monday Til 9 P. M. RIDGE Store Open Til 6 P. M.

### Buy On Our Budget Plan

Anything and everything in amounts of \$10 or over. Complete details about this easy way to shop at Credit Office, Second Floor, Both Stores.

Monday Only

**Girls 2-Piece  
PLAY SUIT**

**1.46**

Main Floor Monroe

Regularly \$1.59. Corduroy play suits, butcher boy style. Choice of copen, with navy, and red with navy. In sizes 2 to 6 years.

Monday Only

**Boys' Flannel  
PAJAMAS**

**1.00**

Both Stores

Regularly \$1.19. Warmly fleeced. Flannelette in stripes and checks. Two piece coat and middy styles. Sizes to 16.

Monday Only

**Part Linen  
Kitchen Towels**

**10c**

Both Stores

Regularly 15c, in size 16x52. Printed designs, every one perfect, please no mail, phone or C.O.D. orders on towels.

Limited Quantity! — Monday Only

**TRIMMER BOARDS**

**74c**

Main Floor Monroe

Sears carries a full supply of Photographic supplies and materials. (Excepting materials sold on priority) and numerous books on photography. Main Floor Monroe.

Monday Only

**WOMEN'S  
GLOVES**

**98c**

Main Floor Monroe

Regularly \$1.39. Pigtex grained gloves gauntlet style. Natural and brown, complete sizes for women and misses.

Monday Only

**CORDUROY  
JEEP HATS**

**66c**

Both Stores

Brand new! Everyone wears "Jeep" hats. Fine wale corduroy rib in a large assortment of colors, complete sizes for Men, Women and Children.

Monday Only

**PARCHMENT  
LAMP SHADE**

**44c**

Second Floor Monroe

Regularly 49c. bridge, table and reflector styles. Plain or decorated patterns to choose from. Quantity is limited, so get here early for best selection.

Monday Only

**Sealed Beam  
FOG LAMP**

**2.29**

Both Stores

Regularly \$2.89. Approved type Amber lens, heavily chromed frame, adjustable easy to install, fits most cars. Also sold at Service Station.

### DAW'S First-of-the-Week BARGAINS

SUNDAY THRU WEDNESDAY NITE (Right Reserved To Limit Quantities)		BUY YOUR U. S. VICTORY STAMPS AT DAW'S	
<b>DAW'S COUPON</b> <b>LIGHTHOUSE CLEANSER</b> Large Size <b>25c</b> (Limit 2)		<b>DAW'S COUPON</b> <b>PAPER NAPKINS</b> 10c Boxes of 80 <b>2 boxes for 11c</b> (Limit 2 Bx.)	
<b>DAW'S COUPON</b> <b>DISH CLOTHS</b> FULL SIZE — KNITTED Pastel Embroidery WORTH 5c EACH (Limit 6) <b>38c</b>		<b>DAW'S COUPON</b> <b>Hot Water BOTTLE</b> Heavy, well made . . . fresh live rubber . . . full 2 qt. capacity. <b>\$1.00 Value 44c</b> (Limit of 1)	
<b>REM COUGH SYRUP</b> 49c <b>MOSCO CORN SALVE</b> 27c <b>STAR Double Edge BLADES</b> Pkg. of 15 25c <b>AGAROL LAXATIVE</b> 83c <b>TEK TOOTH BRUSH</b> 29c <b>VICK'S NOSE DROPS</b> 39c <b>BARBO COMPOUND</b> 36c <b>ZEMO Liquid or Ointment</b> 49c <b>IDIDENT TOOTH POWDER</b> 37c <b>BAUME BEN-GAY</b> 59c <b>MIDOL TABLETS</b> Large Size 32c <b>DR. WEST'S VRAY</b> 39c			

<b>PHILLIP'S</b> Milk of Magnesia <b>Tooth Paste</b> 25c Size <b>13c</b> <b>NOXZEMA</b> <b>CREAM</b> 25c Jar <b>19c</b> <b>PETERSON'S</b> <b>OINTMENT</b> 35c Size <b>14c</b> <b>WHEAT</b> <b>GERM</b> 1-lb. Pkg. <b>19c</b> <b>BLAUD'S</b> <b>IRON PILLS</b> Bottle of 100 <b>16c</b>	<b>GOOD HOUSEKEEPING</b> <b>CLOTHES</b> LINE 50 Foot Length Braided Sash-Type Cotton Cord Big Value <b>21c</b> (Also Available In 100 Ft. Lengths) <b>CLOTHES</b> PINS Square Polished Box of 30 <b>7c</b> <b>Waxed</b> <b>Kitchen</b> <b>BAGS</b> PKG. OF 10 <b>9c</b> Large, waxed paper bags suitable for garbage can liners, refrigerator storage, diaper receptacles, wet laundry bag and dozens of other handy uses.	<b>TOOTH PICKS</b> Regular 5c Boxes <b>3c</b> <b>LARVEX MOTH</b> Spray, Pint Size <b>79c</b> <b>FLASHLIGHT</b> Batteries, Reg. Size <b>4c</b> <b>DICHLORIDE</b> Crystals, 1-lb. Size <b>49c</b> <b>CARBONA</b> Cleaner <b>19c, 37c</b> <b>BON-AMI</b> Powder, 15c Size <b>9c</b> <b>WITH THIS COUPON</b> <b>POCKET SIZE</b> <b>WHISK</b> <b>BROOMS</b> Genuine FIBRE Whisks . . . handy pocket size. For cleaning hats, clothes, upholstery etc. Keep one in the car too! (Limit of 2) <b>9c</b> <b>SCOTT</b> <b>TISSUE</b> 1000 SHEETS IN EACH ROLL <b>319c</b> Luxury Texture Soft as old Linen Soft as old Linen	<b>BORIC ACID</b> <b>POWDER</b> 1-lb. Box <b>14c</b> <b>Father John's</b> <b>MEDICINE</b> \$1.20 Size <b>69c</b> <b>MOLLE</b> <b>Shave Cream</b> 75c Jar <b>41c</b> <b>KREML</b> <b>SHAMPOO</b> 60c Size <b>36c</b> <b>PREP</b> <b>For Shaving</b> 35c Size Tube or Jar <b>17c</b>
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Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.



er Sun, November 9, 1942

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in your most char-  
Would you rather  
carefully considered  
as than one 'snap'  
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We don't know  
you would 'bother'  
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learn your reaction  
8x10 photographic  
order at \$1.50. NO  
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appointments only.

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ATRE, at ANY TIME  
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teaches both CON-  
NATE NUTRITION.

Management

TRES, Inc.

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TAMPS AT DAW'S

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2 boxes for 11c

COUPON

Water

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44c

ORIC ACID

POWDER

1-lb. Box 14c

ather John's

MEDICINE

1.20 Size 69c

MOLLE

have Cream

75c Jar 41c

KREML

SHAMPOO

60c Size 36c

PREP

or Shaving

c Size 17c

be or Jar

# ROCHESTER SHOPPING NEWS

Delivered Free To 75,200 Homes In  
Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

## The Rochester Sun

Shopping News Is Now Available  
On All Downtown Newsstands.

SIXTH YEAR—No. 3

ROCHESTER, N. Y., THURSDAY, NOVEMBER 12, 1942

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly



Only a limited number of service men will be available in Rochester Thanksgiving Day. Invitations will be filled in the order received. So mail yours in now to be sure you'll have an honor guest at your Thanksgiving Dinner.

## Join With **THE SUN** in making **THANKSGIVING** HOSPITALITY WEEK

### Invite a **GUEST OF HONOR** from the Service TO YOUR THANKSGIVING DINNER

It's a part of the American tradition for families to gather 'round the festive board as a unit during the holidays. Whenever, and wherever possible, people in all walks of life strive to "get home for Thanksgiving." But this year hundreds of thousands of young men are going to be absent from the family table. They are the thousands of soldiers, sailors and marines in training camps, on ships at sea, and in distant lands all over the globe.

Right here in Rochester, men are serving their country as military police, coastguardsmen and recruiting officers. They too, would like to spend Thanksgiving in the traditional American way—their feet firmly

under a table groaning with good things from the kitchen. But Rochester is far away from any of their homes. So they can't go home. But, they can come home—to your home!

So here's your opportunity to make a real Thanksgiving for some American lad. Invite a soldier to your feast as an honored guest. He'll feed good, and you'll feel better. Fill out the invitation on this page and mail it to The Sun office. We'll turn your invitation over to the Commanding Officers of all Army, Navy and Coastguard units stationed in Rochester. You will be notified the name of your guest and the address of his local barracks.

#### INVITATION

Rochester Sun, 5 St. Paul St.  
Rochester, N. Y.

Gentlemen:

I would like to have a member of the armed forces as our family's honored guest for Thanksgiving Dinner.

NAME .....

ADDRESS .....

Dinner will be served at.....o'clock

(FILL IN ONE OF THE PARAGRAPHS BELOW)

I will call for my guest of honor at his barracks at.....o'clock.

I will be unable to call for my guest.

Please have him come to my home...

**FILL OUT THE INVITATION AND MAIL TO THE SUN, 5 ST. PAUL ST. DO IT NOW!**

## CHAMPION'S 28<sup>th</sup> ANNIVERSARY CELEBRATION ★ NOW IN PROGRESS ★ HUNDREDS of VALUES in WINTER WEARABLES for ENTIRE FAMILY

ONE OF THE BEST SELECTIONS OF  
**SNOW SUITS**  
IN THE CITY

FOR BOYS AND GIRLS

Boy's Horse-  
hide Mitts  
For Boys  
79c

**\$8.95** And  
Up

Sizes 5 to 12



Use Our  
Convenient  
Lay-A-Way  
Plan

Hundreds of Values  
in Cold Weather  
Clothing and Timely  
Xmas Gifts for the  
Entire Family  
Priced Low for  
High Quality

★ SHOP AT  
CHAMPIONS  
FOR QUICK  
EFFICIENT  
SERVICE

**Champion**  
KNITWEAR CO. 171 ST. PAUL ST.

1/2 Hour Free Parking for Customers at STRAND PARKING STATION

SEE OUR BRAND NEW SELECTION  
WARM HUSKY

**BOYS' SWEATERS**

● Zipper Fronts **\$1.98** SIZES  
● Button Fronts 6 TO 16  
● Pullovers ea.

Boys' Hockmeyer Tweeduroy Knickers... pr. \$3.69  
Boys' Hockmeyer Tweeduroy Longies... pr. \$3.69  
Boys' Sheepskin Lined Mitts... pr. \$1.69  
Boys' All Wool Hockey Caps... 50c

Men's and Young Men's

**GENUINE LEATHER**

**AVIATION STYLE**

**SPORT**

**JACKET**

**\$10.95**

Sizes 36 to 46

**MEN'S 100% WOOL  
COAT SWEATERS  
WITH DOUBLE ELBOWS**

Navy Oxford Brown Blue

**\$2.95** SIZES 36 TO 46

Ladies' Plain Color  
V Neck Button Front  
COAT SWEATER

40% Wool for Warmth  
60% Cotton for Wear

**\$2.98** Navy Royal Maroon

Sizes 36 to 46



HARRIS NUSBAUM

INVEST NOW in WARM WINTER CLOTHING  
FOR YOUR ENTIRE FAMILY

GIRLS'

**COATS AND  
COAT SETS**

A grand choice for girls of all ages from tots to teens, at Nusbaums where you get extra savings and quality. Finest tweeds, and knit back fleeces in Reefer, Princess and boxy styles. Newest novelties, patterns, plaids and plains. Sizes 1-4; 3-6; 7-14; 11-17.

Choose From 2 Special Groups

**\$12.95 . \$15.95**

Others From  
10.95 to 29.50



Big Repeat Sensation

RICH, FUR-TRIM

**COATS**

HERE'S REAL NEWS! 100% Virgin wool fabrics trimmed with luxurious fur—now available at only \$39.50! Choose from London Dyed Squirrel, Dyed Wolf, Raccoon, Dyed Opossum, American Grey, Fox and many others. Sizes 10-52.

Choose From Two Big Groups

**\$29.50**

and

**\$39.50**



EXTRA SPECIAL!

**Girl's Snow-Suits \$6.95**

Sizes 3-16. This is an exceptionally fine buy in a limited group selected from Nusbaum's regular stock of quality merchandise. While they last.

Boys All-Wool

**Hooded  
Mackinaws**

Warm enough for the coldest days! Sturdy enough for the most active boy! Beautiful, new plaids, smartly styled with hoods. Fully lined.

Sizes 8-18

**\$6.95**

Others to 9.95

Boys Popular

**Finger-Tip  
COATS**

Here's a dressy coat that's built for real wear, too! Warm, smart and good looking woollens; the hit coat ing prices

Sizes 8-20

**\$9.95**

Others to 13.50



Special! Boys'  
**MACKINAW  
SNO-SUITS**

Boy's wool plaid jacket with plain color ski pants. An ideal outfit for every boy. Jackets may be worn separately, of course. Some with fleece lining. Sizes 5-10

## HARRIS NUSBAUM

221-229 JOSEPH AVENUE Corner KELLY

Free Parking Rear Of Store



## DO YOU NEED CASH FOR COAL

Fill your bins with coal now while deliveries can be made, and save by paying cash. We make loans for all worthy needs.

COMPARE OUR LOW BANK RATES		
If you borrow \$100	You receive \$98.50	You make 12 monthly payments of \$8.50
120	\$118.20	10
150	\$147.75	15
200	\$197.00	20
250	\$246.25	25
300	\$295.50	30
400	\$394.00	40

Other amounts at proportionately low rates. Insurance pays up loan in case borrower dies.

**GENESEE VALLEY TRUST COMPANY**  
ROCHESTER, N. Y.  
Member F.D.I.C.

Personal Loan Dept.  
Second Floor  
MAIN OFFICE  
Exchange and Broad Sts.  
Valley Office  
1475 Mt. Hope Ave.  
Spartanburg Office  
Spartanburg, N. Y.

Gladys M. Hartung, 84 Keehl St.

## Cooking School Nears Close of Second Week

Mounting enthusiasm among Rochester housewives is being shown in the Sun-Schine Cooking School this week as the second round of classes draws to a close.

The school, under the direction of Miss Margaret Buchan, a well-known food economist from Cambridge, Mass., is being sponsored by The Sun and the Schine Theatres in this area. Daily sessions are held Monday through Friday rotating from one theatre to another each day.

Third and final sessions of the school will start next week, after the closing second-round session tomorrow afternoon at the Riviera.

First of the third round classes will be held at the Grand Theatre next Monday. The remaining schedule is as follows:

Grand Theatre, Monday.  
Cameo Theatre, Tuesday.  
Monroe Theatre, Wednesday.  
Madison Theatre, Thursday.  
Riviera Theatre, Friday.

New classes will start at the State Theatre on Wednesday, December 2 and continue for the succeeding two Wednesdays. On Thursdays, starting December 3 and ending Dec. 17 classes will be held at the Dixie Theatre.

**EGG SAVER**  
Most of us are running our homes on a budget, and any new ways we can learn to stretch things further are most welcome. Here's one about eggs. Add a bit of salt to the water before boiling a cracked egg, to keep it from leaking out. And for variety, try poaching eggs in tomato juice or milk.

Mice are attracted to traps by bacon rind as well as cheese.

**LIFE PROLONGER**  
To prolong the life of a razor blade take an ordinary glass, press your blade flat against the inside of it and rub the blade half way round the glass and back again. Repeat several times. You'll be able to use the blade almost a week longer.

**TO KEEP CHEESE MOIST**  
To keep cheese moist, butter the cut edge before putting away in the refrigerator.

**SEMET SOLVAY COKE \$11.00**  
LEHIGH VALLEY HARD COAL  
STOVE, NUT, EST. OVER 25 YEARS \$12.90

**PAYNE & DUNHAM**  
TON CASH Show. Off GEN. 586

WM. F. and S. GEO. SHAFER  
Formerly President and Vice-President of MENG & SHAFER

**Mink Blend Muskrat**  
With Turn-Back Cuffs  
\$275

Other Blended Muskrats, \$187 to \$297  
The durability of muskrat combined with the precious appearance of Mink or Sable. Unsurpassed for warmth and all-occasion wear with its convertible cuffs doing double duty.

Other Fur Coats  
\$89 to \$890  
Jackets \$44 to \$352  
—ALL PRICES INCLUDE TAX

**SHAFER CO.**  
51 EAST AVENUE

**THE SPORT SHOP**  
GUARANTEED SAVINGS OF \$5-\$10 ON THESE ALL 100% NEW WOOL!

**Coat Specials**

- CHESTERFIELDS
- SINGLE BREASTED
- BOXY
- DOUBLE BREASTED
- FITTED MODELS
- BUTTON-OUT CHAMOIS LININGS

Colors: Dark Brown, Rust, Camel, Black, Navy, Air Force Blue. In tweeds and the smart, new Velvacuna.

Don't forget—savings from \$5 to \$10 on every garment guaranteed!

**\$19.95 • \$29.50 • \$34.50**

**THE SPORT SHOP**  
23 So. Clinton - Opp. Hotel Seneca  
OPEN EVERY EVENING UNTIL 8 P. M.

15 EXCHANGE **Werder's** MAIN 7900

**Have It Again!**  
THE ORIGINAL CELLULOSE SPONGE MINUTE MOP & DRAINER

Mop, broom, brush squeegee and cleaner combined. Hooks on to any ordinary bucket. The mop and drainer you have been waiting for and at a low price.

**\$1.45**

- Rest the Minute Mop on the drainer, lean on handle and it drains itself.
- Sanitary—keeps hands out of water.
- No stooping, wringing, kneeling or splashing.
- No mechanical parts to get out of order.
- Light in weight.
- New cellular sponge head absorbs 20 times its weight in water.
- Vacuum action sucks up dirt like magic.
- Dries surface quickly without streaking.
- Gets into difficult corners under furniture easily.

NATURAL DAYLIGHT-LIKE LIGHT  
SIMPLE AS INSTALLING A NEW BULB

**FLUORESCENT FIXTURE**

For Bath, Kitchen For Cellar, Work Room

**\$7.29** Complete

WITH TWO GE 20 WATT FLUORESCENT BULBS

Ready to Install

**LOOK AT THESE FEATURES**

- Three times as much light per watt or the same light for half the cost.
- Better QUALITY of light—nearest approach to natural daylight.
- Great reduction in the glare that tires eyes.
- No black shadows.
- More even distribution of light.
- Longer life—average life of 20 watt fluorescent lamps 2500 to 3000 hours.
- Anyone can install it as easily as putting in new bulb.
- All parts Underwriters' Approved.

Do Your Dry Cleaning at Home

**Dri-Kleen**

Makes 10 GALLONS of Fluid

**50¢**

"Dri-Kleen" instantly removes soil from suits, dresses, draperies, rugs, spreads, upholstery, ties, hats, gloves... at trifling cost! Effective, odorless... harmless to fabrics.

**Werder's** 15 EXCHANGE ST.  
—Free City Deliveries—  
**FREE PARKING OPPOSITE**  
With Purchase of \$1.00 or Over  
Store Hours: 8 A. M. to 5:30 P. M.

**YOU WON'T BE DISAPPOINTED**

And Neither Will Those Who Receive Your Gifts If You Take Advantage of

**Rudolph's Christmas Lay-away Plan**

Play safe and buy now from our stocks that are complete. Your required down payment will be met before Christmas.

**Rudolph's Christmas Lay-away Plan**

Play safe and buy now from our stocks that are complete. Your required down payment will be met before Christmas.

**Militaire**  
Trim, modern design for the modern girl. Fine diamond. **\$59.50**  
Reg. Down Payment 1.25 Weekly

**Benrus Watches**  
New styles for men and women. Smart, accurate. Big values. **24.75**  
Reg. Down Payment 1.25 Weekly

**Bridal Pair**  
Smart new design in 14-K. yellow gold. A special low price. **19.95**  
Reg. Down Payment 1.25 Weekly

**Diamond Onyx**  
Beautiful new style with fine diamond set on engraved onyx. **17.95**  
Reg. Down Payment 1.25 Weekly

**Keystone Outfit**  
Movie camera, projector, screen, roll of feature film included. **59.50**  
Reg. Down Payment 1.25 Weekly

**Dainty Baby Set**  
Heart - shape locket, clasp, matching bracelet. **3.95**  
EASY TERMS

**A SMALL DEPOSIT RESERVES ANY ARTICLE**

**RUDOLPH'S**  
CORNER EAST MAIN AT SOUTH AVE.  
IN BATAVIA — 109 MAIN STREET OPEN MONDAY EVE

**LAUER'S GRAND RAPIDS OCCASIONAL TABLES**

**Lauer's All Mahogany DRUM TABLE**  
Finest Grand Rapids construction... beautiful hand rubbed finish... note brass tipped Duncan Phyfe legs... **\$12.87**

**Lauer's All Mahogany LAMP TABLE**  
Another superb Grand Rapids 18th Century reproduction. Note the graceful serpentine legs. All solid mahogany... **\$12.87**

**Pin-Striped Walnut LANE CEDAR CREST**  
A large automatic tray fits into the top of this full sized cedar chest... superb Lane construction assures you of complete moth protection. Note the unusual streamlined modern design... **\$34.50**

**Mah. Kneehole Desk**  
Here is a desk with plenty of writing space for you... 9 large drawers to accommodate all of your papers and correspondence material. Beautifully finished... **\$34.50**

**TRADE IN YOUR OLD FURNITURE**

You get fair value when you trade in your old furniture at Lauer's. We renovate your furniture and sell it in our own basement.

**All Layer Felt MATTRESS \$18.95**

Here's your health mattress! Layer upon layer of fluffy cotton felt, encased in a heavy woven ticking. Designed for sleep, comfort and health. Built for durability and service. All sizes.

**Lauer's**  
50 STATE



day, November 12, 1942  
Rochester Sun, Thursday, November 12, 1942

Look For Your Name Between The Ads. Win War Stamps

PAGE THREE

KEEP CHEESE MOIST  
keep cheese moist, butter  
edge before putting  
in the refrigerator.



SHOP  
Hotel Seneca  
UNTIL 8 P. M.

Walnut  
AR CREST  
fits into the top of this  
superb Lane con-  
f complete moth pro-  
streamlined modern  
\$34.50

N YOUR  
RNITURE  
value when  
our old furni-  
r's. We re-  
furniture and  
wn basement.

er's  
STATE

# 3 DAYS ONLY! SALE SLIPS—SNOWSUITS

On Sale MAIN FLOOR MONROE

Regular \$1<sup>29</sup> Quality

Francine

Rayon Satin

Rayon Crepe

Slips

3 STYLES!  
Classic 4 Gore  
Perfect-Fit  
Strait-Fit

3 days only  
\$1<sup>09</sup>

- Won't ride up!
- Double fabric top
- Non-rip seams
- Wash and wear tested

Revel in exquisite loveliness for only \$1.09! For this unbelievably low sum, Sears offers you "Perfect-Fit" slips... the ultimate in luxury, washability and durability! Fashioned of rich improved rayon satin that will wear and wear! Straight cut, without side seams, they fit like a second skin and they fit like a second skin and they fit like a second skin. Double-positively won't ride up. Double-fabric basque top. Non-rip seams. Tearose, white. Sizes 32 to 44.

Other Slips  
Up To \$3.49

MONROE STORE OPEN  
FRIDAY & SATURDAY  
TIL 9 P. M.

Ridge Road Store Open  
Friday and Saturday

Til 9:30 P. M.

Buy Now

For Gift Savings

Make plans for early shopping now for the Holiday Season. Every Department has an abundance of practical suggestions, and as usual at Sears low prices.

BUY ON BUDGET PLAN

Anything and everything in either store \$10 or over. Complete details Credit Office Second Floor Both Stores.



250 Only! Some Regular Values to 9.98  
For Boys And Girls 3 to 6½ Years

ALL WOOL  
SNOW  
SUIT  
4.88

Main Floor Monroe

Made to sell for \$5.98! Water repellent Kasha and sheepskin lined coat and pant, zipper fastened jacket, double breasted. All with fully lined pants, double knees, bib tops, knit anklets. Navy blue colors. Sizes 3 to 6½ years. Hats to match 59c extra.



Two Tone Navy With Red  
or Brown With Green Trim

SNOW SUITS

6.88

Main Floor Monroe

8.88

Main Floor Monroe

Two piece suit made to sell for \$7.98. Water repellent all wool, button and zip front jackets, full lined ski type pants. Navy with red or green with brown, sizes 3 to 6½ years. Hats 59c extra.

Two piece suits made to sell for \$9.98. Two tone, water repellent fabrics, also included are Boy's coat and legging sets in Navy melton cloth, warmly lined. Hats to match 59c extra.

Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.



# SIBLEY'S 38th SEMI-ANNUAL BASEMENT SALE

## Regular \$2.98 MILITARY SETS 2.19

2 brushes and comb of first quality. Grand Christmas gift! Only 150 sets, so shop early!

## Irregs. of \$1.69 and \$1.95 HANDBAGS 1.19

Simulated leathers and failles that look twice the price! Many copies of higher priced styles.

## 5c and 10c Values NOTIONS 3 for 10c

Pins, dish cloths, tumblers, china, thread, kitchen brushes, what-nots, candles, and hundreds more.

## Regular 75c Dozen HAIR NETS 59c 2 doz. 1.00

Single and double mesh nets for long or short hair. In all colors except grey or white.

## Regular 45c Homespun PILLOWS 39c ea. 3 for \$1.00

Gay homespun pillows in a wide range of colors to brighten any room in the house!

## Regular 69c KNITTING BAGS 2 for 1.00

Serviceable homespun in gay colors. Buy two - one for home and one to carry around.

## Samples of 59c and \$1 JEWELRY 47c Plus Tax

Clever costume pieces for yourself or as gifts. Necklaces, pins, bracelets, earrings.

## Regular 19c Tufted TOOTH BRUSHES 2 for 15c

Tufted tooth brushes in assorted colors. Practical, attractive addition to your bathroom.

## Seconds of 79c Quality Children's Slips 57c ea.

Dainty slips of rayon satin and crepe. Built up shoulders, ruffled bottom, gored. 6-14.

## Seconds of 39c Quality RAYON PANTIES 29c

Women's step-ins and briefs in novelty and plain weaves. Tealrose. Small, medium, large.

## Irregs. of \$1, \$1.15 RAYON HOSE 66c

Full fashioned hose. 48-gauge, 4 threads. Sizes 8½ to 10½.

## Seconds of 39c COTTON HOSE 27c

Women's hose of strong, combed cotton. Extremely practical for daily wear. 8½-10½.

## 11c to 15c Values! HANDKERCHIEFS 7c each 6 for 36c

Hankies to match every costume! Splashy prints, soft pastels, vivid colors, dainty florals. Large sport and regular sizes.

## Seconds of \$1.39 Quality BED JACKETS 67c

Rayon satin jackets, with lace or embroidered trim. Pretty in tealrose and blue. Small, Medium, Large.

\$2.95 Warm Beacon

## Blanket Robes 1.89

Warm as a blanket to keep you cozy even at 65 degrees! Bright designs on dark grounds. Pretty and practical in sizes 12 to 20.



aisle 13

Seconds of \$1.39 Quality

## Rayon Slips 88c

Strictly tailored or with fine lace or embroidery. Rayon satins or multi-crepes, full-cut with double-stitched hems. Best sellers at \$1.39! White, blue, tealrose, maize included. 32-40.



aisle 10

Usual Bargain!  
\$1.39 Value

## 2-Way Stretch Girdle 1.19

Large selection of many styles, including manufacturer's closeouts! Strong cotton and latex construction. Tealrose in medium lengths.



aisle 10

## Buy For Baby In This 1-Week Sale of BABY NEEDS

Beacon Blanket Robes in Ombre patterns. 2-14. Values \$1.95 and \$2.95. **1.39**  
Boys' All-wool Slip-on Sweaters. \$2.19 values **66c**  
Cotton Cardigans. Small, Medium, Large. Seconds. \$1.29 values. **77c**  
Rayon Satin and Crepe Slips. Seconds. 79c and 89c values. **54c**  
Flannelette Gowns and Kimonos. Closeouts. 35c values. **25c**  
Receiving Blankets. Good quality. Seconds. 25c values. **19c**  
Waterproof Pants. Small, Medium, Large. Seconds. Higher values. **19c & 39c**  
Warm Bonnets in assorted styles. \$1.00 val. **47c**  
Knit Creepers, warm and sturdy. Seconds. \$1.09 values. **66c**  
Philippine handmade Dresses and Rompers. \$1.29-\$1.95 values. **94c**  
Toddler Coat Sets. Closeouts and Seconds. \$5.95 values. 1-4. **3.59**

aisle 14

Actual \$29.95 to \$39.95 Values!

## Fur-Trimmed COATS

Sale Priced

# 24.95

Gorgeous is the word for this very special group of coats taken right from our own stocks—plus 50 manufacturer's sample coats. Every color! Every material! Every fur trim, including tuxedo fronts.

Misses' and Women's Sizes

aisle 10



Regularly \$4.94

## DRESSES 3.79

Taken right from Sibley stocks—plus a special lot brought straight from the current market. Dresses for every hour of your busy days and nights. Soft rayons in new Fall shades.

Sizes 14-20; 38-44; 35½-45½



aisle 11

\$3.45 to \$5 Values in Popular

Heel Huggers  
And Other Brands!

## SHOES 2.84

Famous arch-type shoes! Many right from regular stock! Manufacturer's closeouts included. Ties, oxfords, pumps in kid, suede, and patent. Black, blue, and brown in sizes 4 to 10. Not all sizes in all styles.

aisle 6



After-Sale Price \$1.59!

## Pompadour Hats 1.00

Perky, pretty pompadour hats to perch behind your curls! Felts and fabrics in black, brown, wine, salute blue, patriot red, kelly green, turf, tan, and gold.

aisle 12



\$1.79 to \$1.95 Values!

## Percalé Prints 1.47

Stripes, checks, floral prints! All with strong seams, deep hems, careful details. Firmly woven, long wearing percales in popular colors. Sizes 12 to 44.

aisle 13



From Broken Sets Reg. \$2.98 & \$3.98

## Vanity Pieces

19c to 49c  
each

Manufacturer's closeout of beautiful pieces in simulated cloisonné floral and Colonial motifs! Glass handle and metal handle mirrors and brushes, covered powder jars, combs and cream jars.

aisle 7



Headline Values in  
Men's and Boys'

## Winter Underwear

First quality flannelette boys' p.j.'s! Reg. \$1.29. 8-18 ... **1.60**

Famous Chalmer's medium weight Union Suits. Irregulars. \$1.59. .... **1.00**

Flannelette pajamas and night shirts. Many styles and sizes. **1.29**

Winter weight union suits. First quality. .... **1.00**

aisle 3

The Big Basement  
SIBLEY, LINDSAY & CURR CO.



# SIBLEY'S 38th SEMI-ANNUAL BASEMENT SALE



\$1.29 to \$1.49 Values!

## Curtains

**1.00** pair

1000 pairs of fine quality curtains, including 10 different styles in tailored and priscilla types in cushion dot, pin dot, and solid color marquisettes.

aisle 16



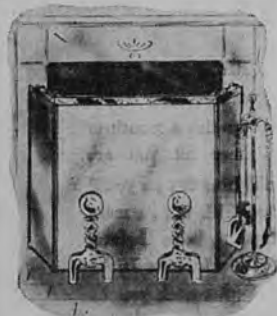
Regular \$6.25 Rug

## CUSHION

**5.69**

Adds longer life, luxurious softness to your rugs! Heavy jute cushions, moth-proofed. With waffle hair top. Finished with taped edges. Sizes 8x10 or 9x12.

aisle 16



Reg. \$9.98 Antique Brass Plated

## Fireplace

**Sets**

**8.88**

Beautiful burnt brass plated set to lend charm to any room! 3-fold screen, hitching post andirons, tool set. A real buy.

aisle 15



## Sensational Savings On All Your Linens and Bedding

Irregs. Famous Make

## Sheets and Cases

Value	Size	SALE	Value	Size	SALE
\$1.39	63x108	1.19	\$1.89	81x108	1.49
\$1.49	72x99	1.29	\$1.98	90x108	1.69
\$1.59	81x99	1.39	45c Cases	42x36	39c

## BEACON BLANKETS

Irregulars  
\$6.98 Value! **4.88**

Extra large 72x90 in solid colors of rose, blue, green, peach, rust, gold, wine, 25% wool, 25% cotton, 50% rayon.

## SHEET BLANKETS

**88c**

"Nashua" brand soft, warm sheet blankets that are wonderful to sleep between. Size 70x84 inches.

aisle 15

## Cannon Turkish TOWELS

Irregulars  
of 39c to 69c **25c**

Large lofty towels, including Army and Navy rejects.

## Bedspreads

\$1.39  
Value! **1.00**

Colorful dainty striped in rose, blue, green, gold. Size 80x105.

## Bates Bedspreads

Irregulars  
\$5.00 to \$7.98  
Values! **3.98**

Colonial and Jacquard spreads in full or single sizes.

## INDIAN BLANKETS

Irregulars  
\$2.29 Value! **1.66**

Fine selection! Colorful patterns unmarred by minor imperfection.

aisle 14



A \$3.98 Value!

## Oversize Wardrobes

**2.94**

Tall, roomy moth closets that will easily solve your storage problem! Frame doors slide up and down. Sturdy construction assures wear.

aisle 8



A Regular \$5.00 Value!

## Rufftex Drapes

**3.39** pair

Manufacturer's closeout of fine quality extra heavy drapes. Beautiful floral effects on colors of eggshell, rose, blue, green, and gold.

aisle 16



## Manufacturer's Closeout of China Odds and Ends

**5c to 39c**

Slight Irregs. of 10c to \$1 Quality

Sauers, Bread and Butters, Fruit Dishes, 5" Pie Plates, 6" Salad Plates, Oatmeals, Lug Soups, Cups, 7" Breakfast Plates, Pickles, 8" Dinner Plates, Soups, Sugars, Creamers, Cake Plates, Bakers' Nappies, Small Platters, Medium and Large Plates.

aisle 7



## Regular \$57.50 and \$59.95 Axminster Rugs

**49.95**

A rug that will give you years of beauty and service—for under \$50! Heavy quality all wool figured Axminster handsome, made to wear. Choose yours early!

aisle 16

## 25c Value! Unbleached Toweling 19c yard

Good strong long-wearing quality! Extra wide, 10-yd. pieces with borders in red, blue, green, gold.

## Irregs. 89c Value! Navy Towels

**59c each 2 for \$1**

Extra heavy all white Navy towels. Lasting and durable for the boys in the service.

39c Value!

## Guest Towels

**27c each 4 for \$1**

Fine embroidered dainty towels. Your choice of excellent assortment.

aisle 14

89c Value!

## Homespun Tablecloths

**59c each**

Just 360 of these fine quality colorful tablecloths! All 35x36". Wonderful at this price!

\$3.98 Value!

## Chenille Bedspreads

**2.98 each**

Fine quality close all-over patterns, brand new and beautiful. Rose, blue, green, gold.

aisle 14

## \$1.09 Values! Organdy Vanity Sets

**77c each**

Dainty colorful sets with printed centers, organdy trim. 36" and 45" in rose, blue, and gold.

49c Value!

## Pillow Cases

**29c each**

Long wearing cases in snowy bleached white. 42x36. Big value for the money!

## 79c Value Holland Cloth Window Shades

**35c each 3 for \$1**

Assorted shades in white, ecru, black. Also soiled machine oil and cello shades. All with rollers.

59c Values!

## Art Pillows

**39c each 3 for \$1**

Fine assortment of gay colorful pillows, covered in printed saten. Many lovely patterns!

## \$1.49 Value Scranton Lace Curtains

**1.00 pair**

78-inch eggshell curtains in several patterns. First quality. Finely tailored.

35c Value! 36-Inch

## Gingham

**29c yard**

Dark, colorful plaids. — Fine quality for school clothes.

59c Value!

## Sheeting

**39c yard**

Unbleached sheeting, strong and durable. 2 1/2 to 19-yard pieces. Minor imperfections.

Regular \$1.98

## Chair Pads

**99c each**

Waterproof! Covered pads, soft and comfortable for Adirondack or metal chairs.

49c Value

## Pillow Tubing

**39c yard**

Extra fine quality! 42 and 45-inch 80-square bleached pillow tubing. Good buy!

The Big Basement  
SIBLEY, LINDSAY & CURR CO.



(Adolph Schickelgruber,  
alias Adolf Hitler)

America will be the  
easiest of all to  
conquer... I will  
press a button...\*

The putrefying  
corpse of decadent  
democracy...\*

I will dictate the  
peace terms in  
the White House...\*

(Admiral Yamamoto,  
true "son of heaven")

(Benito, eel doochay;  
Madman No. 3)

\* ACTUAL EXCERPT FROM SPEECHES AND  
STATEMENTS OF THIS UNHOLY TRINITY

# ...SAYS WHO?

FUNNY FACES! But what these Madmen say is NOT so funny! What they've done and are doing shows that they back their words with action! They've "pressed the button"... dictated terms of "peace"... and made putrefying corpses of other nations... bestowing their "benefactions" of slavery, starvation, terror, torture and DEATH! We said it couldn't happen there... and it did! We say it couldn't happen here... BUT IT COULD! No... it isn't so funny. It's dead serious. We can't make them swallow their words too soon.

It's YOU, Mr. and Mrs. America... YOU, Mr. and Mrs. Rochester... YOU and YOU, and YOU and your children who must answer. You've got to make them take back their words by YOUR ACTION. Only one way, now! You'll open your purse... empty it... make sacrifices till it hurts... to buy more and more War Savings Stamps and Bonds that will buy more and more planes, and tanks, and ships, and bombs. Yes! Until it hurts... it can only really hurt if you don't.

"THANK GOD YOU ARE AN AMERICAN"... this is the theme of the Rochester Retailers' great November Bonds Campaign. All Rochester joins in to make this a month to prove your thankfulness... to help keep all you are thankful for. "Thank God"... you'll hear it... you'll see it everywhere! And you've got to FEEL it... more strongly than you've ever felt anything else before. America is yours! Keep it! You give your answer to Hitler and his tribe, when, day-after-day, week-after-week you

# Thank God You Are An American

BUY ANYWHERE AND EVERYWHERE  
BUY ANY TIME AND EVERYTIME

Organizations and institutions throughout all Rochester are "all out" to make it quick and convenient to buy your extra War Savings Stamps and Bonds during this month. Where you work, where you play, at home, church, or school, you will be given the the opportunity to "Thank God You Are An American."

BY BUYING MORE  
UNITED STATES WAR  
SAVINGS STAMPS and BONDS

This advertisement prepared by the Retail Merchants Council and run without charge as a contribution of The Sun-Shopping News to the cause concerned.



BUY WAR STAMPS & BONDS AT

**Edwards**

Yes, We Have One of Rochester's Largest Selections of

Special Purchase  
and **SALE!**



**SMART NEW DRESSES**

Buy One  
Dress  
and save  
95c

Every Style  
Every Fabric  
Every Color

**\$8** each or **2 Dresses \$15** for

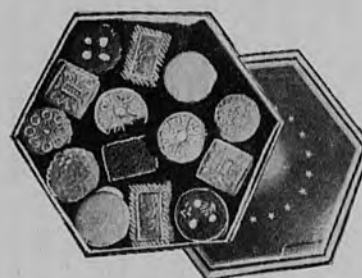
Break all dates and come to Edwards tomorrow for this thrilling dress sale. Think of it! Printed crepes, rayon crepes, wool brook, wool and rayon, rayon jersey! All the new sparkle trims of jewels, sequins, and nailhead. Smart new braid trimmings. One and two piece dresses . . . clever two tone combinations. And the very, very new and lovely Pastels. Spruce up your wilting wardrobe now with several of these super-value dresses.

EDWARDS—Third Floor

Thank  
God  
You're  
An  
American  
•  
BUY EXTRA  
WAR SAVING  
BONDS AND  
STAMPS HERE

**PACKAGE GOODIES**  
For Men and Women In Service

Every now and then don't you have the urge to send the boy or girl in the service something? And with Christmas coming aren't you wracking your brain for new ideas? Come see our selection of good things to eat . . . all well packaged, ready to mail.



**DELICIOUS COOKIES**

2 1/2 lb. Box **99c**

Ready for mailing

Imagine his or her surprise and delight at a box crammed full of plain or chocolate filled cookies in a variety of favorite kinds. Nice to have in the house too.



**Canteen Junior Package 1 59**

A slick package containing crackers, cheese, preserves, jelly and wrapped non-perishable candies. Attractive and delicious.



**The Parade Mess Kit . . . 1 59**

What an array of tempting food! Cookies, crackers, preserves and candies . . . all attractively packed.



**Delicious Fan Stuffed Fruits 59c**

Luscious stuffed fruits to make your mouth water.

Others at 99c and 1.49



**Assorted Chocolates 49c**

A superb assortment of all popular centers coated in fine dark chocolate. Give him a much deserved treat.

EDWARDS—Street Floor

**ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT**

**THREE EXCEPTIONAL VALUES AT SAVINGS YOU WON'T WANT TO MISS!**

**MEN'S FINE COTTON YARN GUARANTEED SOCKS**

5 PAIR  
GUARANTEED  
FOR 6 MONTHS' WEAR  
or  
5 Pair Replaced FREE

5 Pair Guaranteed  
For 6 Months Wear!

**CERTIFICATE GUARANTEED**  
Dated  
Men's Socks

5 pr. **1.20**

White!  
Black!  
Gray!  
Khaki!  
Cordovan!

#1, full length ribbed top . . . #2, body of quality yarn . . . #3, reinforced where shoe rubs . . . #4, heavy duty heel . . . #5, strongly reinforced toe . . . #6, generous size 10 to 13. #7, 6x1 rib.

Edwards—Basement

**MEN! WOMEN! BOY'S! GIRL'S! COMPLETE SKI SETS**

When Sold In Sets

**14.88**

Bought Separately

\$6 Maple Dome Top Skis  
\$3 Adjustable Spring Heel Binders  
\$6 Boy's and Girl's Ski Boots  
\$2.50 Ski Poles, All Lengths  
Equaling a 17.50 Value!

A great buy for you outdoor sports enthusiasts! Complete range of sizes and lengths for all ages! Come in and save today!

Sporting Goods Dept.  
Edwards—Basement



**Bedtime Wearables Low Priced! BUTCHER BOY STYLE COTTON PAJAMAS**

In Popular Designs  
and Plain Colors

**1.59**

• Dusty Rose,  
Copen Blue  
and Prints

No, your not dreaming . . . here are the prettiest percale pajamas we've seen, at a price to fit every purse. In stripes, prints and solid colors. Short sleeves, nicely tailored. Sizes 34 to 40.

Edwards—Basement





**TROPIC COAL \$11.85**  
Egg-Stove-Nut... Anthracite  
Rochester & Pittsburgh Coal Co.  
Stone 7080

**ROCHESTER'S PIONEER RE-UPHOLSTERS**  
**Save to 1/2**

**Your Old Living Room Suite Re-Upholstered**  
... right here by the same expert craftsmen who manufacture all Burke Living Room Suites. Rebuilt from the frame out by this pioneer Rochester upholstery house and guaranteed exactly the same as though you had bought an entirely new suite.

**FREE ESTIMATES DAY OR NIGHT**  
CALL **Burke's** 34  
Stone 2004 South Ave.

Norman W. Linton, 169 Magee Ave.

**Sibley, Lindsay & Curr Co.**  
**So You're Going To Do Some Painting!**  
**USE MAGICOLOR-MADE PAINTS**

**There's One for Every Purpose! Many at Special Prices!**

Whether you're a veteran with a paint-brush, or making your first attempt, you'll do well to choose famous Magicolor paints. They'll give you professional, lasting results, and there's a type for every kind of paint job, inside and out.

**Wearcote Wall Gloss**  
High-gloss enamel for kitchens and bath rooms. Easy to keep bright and shining.  
qt. 1.09

**Wearcote Floor Enamel**  
Designed for basement and recreation room floors.  
gal. 3.59

**Magicolor Casein Finish**  
Dries in an hour! Covers in one coat! Wonderful for all your redecorating.  
gal. 2.98

Magicolor Clear, for refinishing linoleum and protecting it from wear and dirt ..... qt. \$1.39  
Wearcote Floor Enamel, preserves and protects porch floors. Made to be walked on ..... qt. \$1.10  
Stormproof Semi-Gloss, soft, satiny gloss in lovely colors, ideal for bedrooms ..... gal. \$2.49  
Magicolor Thinner, for thinning any kind of paint, for cleaning brushes, removing paint spots, .... qt. 39c  
Wearcote Screen enamel, to rust-proof those precious screens. Protective, decorative ..... qt. 59c  
Wearcote 4-Hour Enamel for metal and wood porch furniture, and ornamental metal trims ..... qt. \$1.29  
Wearcote Shingle Stain—adds extra life to shingles, keeps them moist. Popular colors ..... gal. \$1.55  
Stormproof Spar Varnish, all purpose, for indoors or out. Tough, protective ..... gal. \$2.29  
Minit Wax for polishing floors. Needs no rubbing. Non-slippery, lasting, waterproof ..... gal. \$1.59  
All your other painting needs, too! Brushes, sandpaper, steel-wool, crack-filler, plastic wood, etc.

PAINT SHOP, FOURTH FLOOR

**WHIPPING CREAM**  
When whipping cream, make certain that it is cold before you start. At first whip the cream slowly, and as it begins to thicken increase the speed. It will be ever so much smoother and fluffier.

**A SAVING ON EVERY PURCHASE Guaranteed Always!**  
Our One-Price Policy assures everyone the utmost in fair value.  
**TERMS? OF COURSE!**  
**Clifford Fur Co.**  
1231 CLIFFORD AVE.  
One Block off Portland  
Clifford Fur Sells For Less

**DOLAN'S**  
Where You Buy the Cuts of  
**Chicken**  
You Prefer  
• BREASTS ..... lb. 53c  
• LEGS ..... lb. 43c  
• WINGS ..... lb. 29c  
• NECKS ..... lb. 15c  
• GIBBETS ..... lb. 25c  
• LIVERS ..... lb. 49c

**DOLAN'S**  
600 JEFFERSON AVE.  
Cor. Bartlett  
Telephone Genesee 1417

**GRANDMA HANDED DOWN THE COLD FACTS**

To relieve colds, coughing, aches in muscles of chest and back, and to reduce local congestion, pioneer Grandma put faith in home medicated mutton suet and hot flannel. Today mothers use Penetro—the excellent modern medication with the mutton suet base. Rubbed on chest and throat it works fast, for Penetro never fails to function 2 ways. Aromatic vapors sweep inside through cold-stuffed nose and throat, while Penetro does its outside work like a soothing, comforting plaster on the skin. It's also good for minor burns and chafed skin irritation the year around. Try Penetro. Compare it. Convince yourself, "Grandma was right!" Your druggist guarantees money back if not satisfied. 25c, double supply 35c.

Cucumber peel, cut in thin strips, will drive out ants and crickets, if left around the floor.

**Genuine HOLLAND CLOTH WINDOW SHADES**  
Complete With Rollers **3 for \$1.00**  
35c EACH  
Rochester Curtain Shop  
134 Clinton Ave. So.  
Loew's Theatre Bldg.

**GUARANTEED R. & P. COAL**  
EGG NUT STOVE  
**\$11.85**  
IMMEDIATE DELIVERY  
D & H ANTHRACITE Egg-Stove-Nut \$12.90  
MARSHALL'S COAL CO. 296 Driving Pk. Glen 109

**Rochester's Biggest PHOTO VALUE**  
FOR A LIMITED TIME ONLY!  
**3**  
BEAUTIFUL 5x7 POTRAITS **\$1.95**  
ONE HAND COLORED IN OILS  
Delicate, beautiful Ivory Tone finish. Regular \$2.95 value. The quality of H. L. Green Photo Studio Portraits will delight you. Their natural look is achieved only by skilled artisans such as employed in this studio. Remember—this offer for a limited time only!  
• Choice of Poses • No Appointments Necessary  
**H. L. GREEN CO.**  
PHOTO STUDIO  
132 Main St. E. Near St. Paul Front Basement

You've probably heard this a dozen times at least, but it's worth repeating. To assure the utmost nutrition from orange juice, never squeeze your oranges until ready to serve it.

**Personal To Certain Fat Women**

You adult fat people may often aim down without starvation diets and backbreaking exercises when your extra fat is due to thyroid deficiency and you have nothing else to do but wait for it to melt away. Marmola is not a cure-all. If in doubt at any time about advisability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician.

**MOST AMAZING VALUES IN TOWN!**

- COATES or CLARK'S CROCHET COTTON, Big ball, Regular 25c **19c**
- LADIES' CHIFFON WEIGHT ROSE, Semi Indian, Regular 49c pair **33c**
- MEN'S DENIM DUNGAREE PAJAMA'S, Blue, Regular **98c**
- SEAR CROCHET COTTON Colors, Reg. 10c **5c**
- LARGE ASSORTMENT NOVELTIES, Values to 25c **9c**
- PAINTS—Semi-Gloss or Enamel—Highest quality values **\$1.69**
- PRICOT PILLOW TUBING, 4" wide, Reg. 49c yd. **39c**
- PRICOT PILLOW TUBING, 4" wide, Reg. 49c yd. **39c**
- GAL. ENAMEL, GLOSS OR FLAT PAINT, Finest quality, Reg. \$1.29 **\$1.39**
- VELVETSMOOTH PALM AND OLIVE SHAVE CREAM, Large tube, Reg. 25c **10c**
- LADIES' FLANNEL GOWNS, Extra sizes, Reg. \$1.39 **96c**
- MEN'S ZIPPER WORK SHIRTS, Blue or grey, Regular \$1.29 **98c**
- LADIES' SATIN SLIPS, Extra nice quality, Regular \$1.19 **69c**
- 20x40 HEAVY TURKISH TOWELS, Reg. 39c **28c**
- 8-OUNCE WATER GLASSES, Regular 4c **2 for 5c**
- DARLING BABY CASTLE SOAP, 10c value **3c**
- MEN'S RANDOM UNION SUITS, Winter weight, Regular \$1.29 **98c**
- CHILDREN'S TRAINING PANTIES, Winter weight, Sizes 2-6, Reg. 20c **12 1/2c**

Above Are But a Few of Our Permanent and Amazing Bargains  
Every Buy a Bargain at **BILL'S BARGAIN STORE**  
98 East Main St. Near Water

**Wegmans CORNERS**  
**Wegmans SUPER**

**WEEK-END SAVINGS!**  
Boneless Rolled Roasts or Legs of Genuine Spring  
**LAMB 35c lb.**  
FANCY PLUMP FRESH  
**FOWL 32c lb.**

**GROCERY SAVINGS!**  
ENRICHED ALL-PURPOSE **MOTHER'S FLOUR** . . 24 1/2 lb. Sack **95c**  
5-LB. SACK FLOUR 28c  
**PILLSBURY'S BEST** 24 1/2 lb. Sack **\$1.05**  
WEGMANS FRESH **MAYONNAISE** . . . . . qt. **41c**  
WEGMANS GREEN GABLES **SALAD DRESSING** . . . . . qt. **31c**  
WEGMANS "PLUS" **COFFEE FILLER** . . . . . 1/2 lb. **15c**  
OLD ABBEY ALE OR **SIMON PURE BEER** . . . . . qt. **18c**  
QUART CANS **LION BEER** . . . . . qt. **21c**  
KRAFT **SPAGHETTI DINNERS** . . . . . pkg. **19c**  
ZESTY **HEINZ MUSTARD** . . . . . Jar **9c**

Wegmans Grocery Prices Are Guaranteed to be as Low or Lower Than Those Elsewhere!

**LAND O' LAKES**  
*The World's Largest Selling*  
**SWEET CREAM BUTTER**  
ON SALE AT ALL WEGMANS SUPER-MARKETS  
No matter what price you pay you can't buy a better butter than LAND O' LAKES!

**Oven-Fresh BAKERY TREATS!**  
FRESH ASSORTED ICED **LAYER CAKES** . . ea. **29c**  
DELICIOUS **TURBAN KUCHEN** ea. **19c**  
WALNUT TOP AND SUGAR **COOKIES** . . 2 doz. **25c**  
**Wegmans HOME OWNED SUPER MARKETS**  
FREE PARKING FOR CUSTOMERS

**"You Are What You Eat"**  
Do you suffer from common rheumatism and arthritis? From dietary indigestion, excess weight, frequent colds or sinus trouble. The fault may be in the food you eat. Get this amazing book by Victor H. Lindlahr.  
Formerly \$2.50 NOW ONLY **49c**

**DAW'S COUPON**  
**FACIAL TISSUES**  
Assorted Pastel Colors  
Box of 500 Sheets **19c**  
(Limit 2 Boxes)  
You'll like these new Rainbow pastel-colored tissues. Made of pure cellulose they're stronger, softer and much more absorbent. Regular 35c value!

**HALO SHAMPOO** 50c Size **47c**  
**TINCTURE OF IODINE** 15c Size **4c**  
**SHAVING SOAP** 5c Cakes **2 for 7c**  
**MIDOL TABLETS** Large Size **32c**  
**LAVERIS MOUTH WASH** 15c Size **79c**  
**FITCH'S SHAMPOO** 75c Size **59c**

**H-B COUGH DROPS** 5c Boxes **3c**

**HALEY'S M-O** \$1.00 Size **39c**

**ROCK CANDY** 1/2-lb. Pkg. **14c**

**VICK'S Vapo-Rub** 35c Size **27c**

**DAW'S COUPON**  
**WAXED SANDWICH BAGS**  
Waxed paper bags for packing sandwiches and lunches—Keeps 'em fresh and sanitary.  
Pkg. of 40 (Limit 2) **8c**

**DAW'S COUPON**  
**RAZOR**  
Gillette Type  
New plastic Razors... fits all Gillette and double-edge blades.  
**DAW'S LOW PRICE 13c**  
(Limit 2)

**DAW'S COUPON**  
**FITCH'S SHAVE CREAM**  
Large 25c Size (Limit of 2)  
Please bring an old tube of any type—in exchange.  
**12c**

**Today Thru Saturday**  
(Right Reserved To Limit Quantities)  
**Take your Change in VICTORY STAMPS**

**DAW'S COUPON**  
**CHOCOLATE MINT PATTIES**  
1-LB. BOX **21c**  
Delicious peppermint patties... covered with thick, rich, mild bittersweet chocolate.  
(Limit 2-lbs.)

**SACCHARIN TABLETS**  
Each 1/4 grain tablet is equal in sweetening power to one lump of sugar. Saccharin is non-fattening—use in beverages instead of sugar. Dissolves quickly in hot or cold liquids.  
Choice of 1/4 or 1/2 Grain  
Bottle of 100 **11c** Bottle of 1000 **59c**

**HILL'S Cold Tabs.** 30c Size **14c**

**Woodbury SOAP** Lge. 10c Bars **2 for 11c**

**Lady Esther Face Powder** All Shades 55c Size **39c**

**HINKLE PILLS** Bottle of 100 **6c**

**KREML Hair Tonic** 60c Size **27c**

**Bell-Ans Tablets** 75c Size **39c**

**FORHAN'S TOOTH PASTE** 30c Size **39c**  
**GILLETTE SHAVE Cream, Reg. or Brushless** **19c**  
**ADHESIVE TAPE** 1/2 inch by 5 yards **7c**  
**COTTON Absorbent Loaf PKG.** **7c**  
**WERNET'S Dentin-Cream** **43c**  
**RAND-AIDS** Pkg. of 36 **23c**  
**CREOMULSION** For Coughs **57c**  
**COCILLANA SYRUP** 2-oz. Size **17c**  
**MEAD'S Fablum** **19c, 39c**  
**CEREVIN FOOD** 1-Round Size **39c**  
**BURMA SHAVE** 1/2-lb. Jar **39c**  
**SQUIBB'S Tooth Paste** **21c, 37c**

**TRY Alka-Seltzer**  
Quick Relief from HEADACHES, COLDS, STOMACH ACID, INDIGESTION AND MORNING SICKNESS  
60c Size **49c**



November 12, 1942

Rochester Sun, Thursday, November 12, 1942

PAGE NINE

**WINDOW SHADE SPECIAL**

Limited Time Only!  
Venetian Blinds **38c**  
Custom made, Minimum 10 sq. ft. 54" x 72"

Selection of Colors New Rollers Included!  
Size 41x56 **39c**

Complete line of Armstrongs Quaker made, and standard felt base rugs.

**LUCAS PAINT STORE**  
Paints — Wallpaper — Linoleum  
80 ST. PAUL ST. PARKING MAIN 2090  
WINDOW SHADE HEADQUARTERS

**EDWARDS PHOTO STUDIO**  
Pre-Christmas OFFER  
**1 1/2 PRICE**  
Special

Offer Ends Monday Nov. 23

**12 PROOFS SUBMITTED**

For Only **\$1.75** Reg. \$3.50 Value

Always an exceptional value even at the regular price. Additional portraits may be purchased at Edwards usual low prices.

No Appointment Necessary  
**PHOTO STUDIO**  
Green Room

**Trig**

"Sure—I'll Endorse Trig—I've used just about everything imaginable for my cleaning in the last 50 years, but I've never found anything as good as Trig! Trig's so easy to use that it doesn't tire me a bit to clean through the whole house."

Signed, Grandma.

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

**LET PENN HELP YOU WITH YOUR Cleaning**

SPECIAL LOW PRICE ON COMPLETE REBUILT JOB

We Carry Parts for All Make Cleaners

**FREE Estimates**  
WORK CALLED FOR AND DELIVERED

**VACUUM CLEANER REPAIRED**  
ANY MAKE  
by Factory Specialists  
ALL WORK FULLY GUARANTEED

**PENN VACUUM STORES**  
30 SOUTH AVE. Open Evenings Until 7 P. M. Mon. & Thurs. 'Til 9  
STONE 6747

BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

**PLYMOUTH HALL**  
EVERY SATURDAY 8:15 P. M.  
23 GAMES — GOOD PRIZES  
JACKPOT — SPECIALS  
DOLLAR BILLS FOR DOOR PRIZES  
PLYMOUTH AVE. 50. — at TROUP ST.

**TOWNER-HALL & REXY**

Worth 45c For You NOV. 14th Towner - REXY

Worth 45c For You Thurs. Nov. 12 TOWNER

Worth 45c For You Thurs. Nov. 12 Towner

DOOR SPECIAL \$40.00 SAT. NITE NOV. 14th All Games **\$10** Some \$15

**\$120 JACKPOT** On Regular Board

Worth 45c For You Fri., Nov. 13 Towner

Worth 45c For Friend Fri., Nov. 13 Towner

Worth 25c For You Sat., Nov. 14 Towner

Worth 25c For Friend Sat., Nov. 14 Towner

Worth 25c For You Sun., Nov. 15 Towner

Worth 25c For Friend Sun., Nov. 15 Towner

SPECIAL TOWNER HALL PARTY THURSDAY DOOR SPECIAL JACKPOT NITE NOV. 12th \$45 57 Numbers **\$195.00**

WED. NITE, 23 REG. GAMES \$10

**SPECIAL** [HOLLYWOOD HUDSON] Tues., Nov. 17th—Only

COUPON When buying triple board & book of specials, Nov. 17, Hollywood-Hudson — FOR YOU **\$10** ALL GAMES SOME \$15

COUPON When buying triple board & book of specials, Nov. 17, Hollywood-Hudson — FOR A FRIEND **45c**

**FURS**

MINK scarfs, jackets, coats made up for Xmas. Make your selection now from our herd of highest quality live mink. Lowest prices ever. Lion Fur Farm, 3 miles west of Spencerport on Route 31. Phone Spencerport 328-F-4.

**VITAMINS**

VITAMIN SPECIALISTS—Services free. Your favorite brand supplied or my services free in choosing one for you. Write or phone me. Vitamins delivered or mailed to you. T. W. Twittemyer, 300 Edinboro St. Phone Main 2304-W. If no answer, Char. 220R.

**FOR SALE**

FAMOUS Bohmer upright piano in fine condition, \$25. Call Genesee 2681.

**FINISHING JOB**

In Memphis, Probate Judge Sam Bates made public two wills: (1) "To my chauffeur I leave my cars as he has almost ruined them and I want him to have the satisfaction of finishing the job"; (2) "I want six of my creditors for pallbearers—they have carried me so long that they might as well finish the job."

**AS PURE AS MONEY CAN BUY**

None faster. None surer. None safer. St. Joseph Aspirin, world's largest seller at 10c—seven greater savings in large sizes, 36 tablets 20c, 100 tablets only 35c. Get St. Joseph Aspirin.

**Can a Married Woman Ever Feel Certain?**

Many married women take unnecessary risks with their nerves, health, happiness. Why? Generally because feminine hygiene is considered too personal to be discussed. And so, many women use over-strength solutions of acids for the douche which can actually burn, scar and even desensitize delicate tissue.

Today such risks are needless. Science has given woman Zonite. So powerful, it kills instantly all germs and bacteria with which it comes in contact. Deodorizes—by actually destroying odors. Protects personal cleanliness. Yet Zonite is non-caustic, non-poisonous, safe for delicate tissues. Over 20,000,000 bottles bought. Get Zonite at your druggist today.

**Free Book Tells Intimate Facts**

Frankly written booklet "Feminine Hygiene Today," mailed FREE, in plain wrapper. Write: Zonite, Dept. 694B, 370 Lexington Ave., New York, N. Y.

**Beeley's Bingo**  
SUNDAY AT 3 P. M.  
MON., TUES., WED., THURS., FRI., SAT. at 8:15  
EXTRA BOARD FREE WITH TRIPLE BOARD  
142 GENESEE ST. IN REAR

Look For Your Name Between The Ads. Win War Stamps

Trees are the most suitable land area of the United States, growing on about 33 percent of this country's total acreage. Actually, however, trees are

**WALKERS**

**Chicken Pies**

ARE STRICTLY ALL CHICKEN — NO VEGETABLES

ALSO BEEFSTEAK PIES

We are equipped to fill your order regardless of the amount. Ideal for factory, Cafeteria, large Banquets, even small Parties. Special prices for large quantities. NO DELIVERY RETURN.

**GLENWOOD 3783**  
26 VELOX ST.

**BUY NOW!**

Be Sure of Your Supply!  
**PROMPT DELIVERY**

We Are Exclusive Dealers For JEDDO COAL

**ARDEAN R. MILLER**  
Know Your Dealer! PHONE GENESEE 26 Finest Service For 32 Years



**TUNA HAS STOPPED BITING!**

REMEMBER? We told you the "summer catch" of Breast-O'-Chicken Brand Tuna wouldn't last very long! So... if your grocer can't supply you it's because we can't supply him. There will be no winter catch taken this year by long range tuna boats because these big clippers are now doing a more important job in the service of the United States Navy.

**BREAST-O'-CHICKEN TUNA FISH**

WESTGATE SEA PRODUCTS CO. San Diego, California

**BUY U.S. WAR BONDS**

**AT LEAST 10% Every Pay Day**

**BINGO**

**CAPITOL HALL**  
85 W. MAIN ST.  
Mon. — Tues.—Thurs. 1:30 P. M. Sun. 1:30 P. M.  
Wed.—Fri.—Sat. 8:30 P. M.

Games Sun Afternoon  
Special for \$25 War Bond Mon. 30 Games \$3  
Games Tues. Aft.  
Wed. 30 Games \$6  
Games Thurs. Aft.  
FRIDAY — SATURDAY  
27 \$5 — \$10  
GAMES ON REG. \$15 & \$20  
BOARDS Letter "H" — \$25  
ADM. 28c Incl. Tax

**UNION LEAGUE HALL**  
GREGORY ST., CORNER SOUTH AVE.

**SUN. & MON. NITE**  
FREE! FREE! FREE!  
FREE Board With Each Admission Sunday and Monday Nites. No Coupon necessary.

**2 JACK POTS EACH NITE**  
\$50 9 Numbers \$100 55 Numbers  
These Amounts Good Monday If Not Taken Sunday

MATINEE GAMES EVERY  
**WED. FRI. SAT. — 1:30 P. M.**  
Wed. Adm. \$3 FRI. and SAT. EVERY ADM. 25c GAME \$4  
25c Every Game SPECIALS \$2 & \$3 or More No Coupon Necessary

**BINGO, FRI. NITE, 8:30**  
21 GAMES EACH WEEK ON REG. BOARD  
\$345 No Jackpots \$100 INCLUDING All Money Given Out Each Nite PRIZE ON REGULAR CARD

**O. L. P. H. HALL**  
Admission 55c Incl. Tax  
Joseph Avenue - Bus To Door JOSEPH AVE. near MORTON ST.

**HOLLYWOOD**

ALL REG. GAMES — \$5 TO \$10 — EVERY WEEK

WORTH 45c	WORTH 50c	WORTH 50c	WORTH 50c	WORTH 25c	WORTH 25c
For You Tues. Nov. 17th	For You Wed. Nov. 18th	For You Thurs. Nov. 19th	For You Fri. Nov. 20th	For You Sat. Nov. 21st	For You Sun. Nov. 22nd
WORTH 45c	WORTH 50c	WORTH 50c	WORTH 50c	WORTH 25c	WORTH 25c
For Friend Tues. Nov. 17th	For Friend Wed. Nov. 18th	For Friend Thurs. Nov. 19th	For Friend Fri. Nov. 20th	For Friend Sat. Nov. 21st	For Friend Sun. Nov. 22nd

The coupons above are redeemable at Hollywood box office for amounts named when you or your friend buy a triple board and book of specials.

**SPECIAL TUESDAY NIGHT, NOV. 17th**  
ALL GAMES \$10—SOME \$15

**BERGHASH**  
WINE AND LIQUOR SPECIALS

**JOHN BEGGS BLUE CAP IMPORTED SCOTCH**

"The world's Finest Scotch" Your taste will verify this statement. Try John Beggs today... Ask for Berghash's low case price. 88¢ proof.

**\$4.29** FIFTH

**BUY BY THE CASE AND SAVE!**

**6 Yrs. Old**

**Apple Brandy \$3.30**  
(Apple Jack Straight)

Old Post Tavern brand, distilled by the Old Colony Co. 86 proof. A really delicious drink, with all the flavor aged-in. Try a bottle!

**\$2.19** FIFTH

We're Sorry For Typographical Error Last Week

**4 Yrs. Old**

**Grape Brandy \$2.49**  
100% PURE CALIFORNIA

90 proof. These skillful distillers have long been renowned for top quality products. The exceptional flavor bouquet and full body of their grape brandy is evidence of their ability.

**\$2.49** QUART

**124 CLINTON AVENUE S.**

**BERGHASH**

Delivery MAIN 786

Parking Free Opp. Store

**DeLUXE BINGO EVERY MONDAY NITE**

**OVER \$900 IN PRIZES**

GRAND PRIZE \$300 Given Every Week JACKPOT \$180

GOLD AWARD TICKET \$75 GAME

**K of C AUDITORIUM**  
50 CHESTNUT ST.  
20 DOOR PRIZES

**PLAY BINGO AT THE 19th WARD CLUB HOUSE**

TONITE ALL REG. GAMES \$8 Triple Board and Book of Specials **75c** Plus Tax

**SUNDAY 2:30 P. M. \$5-\$10 Letter "H" \$20**

**1:45 P. M. — THURSDAY — 8:15 P. M.**

**FRIDAY 8:15 P. M. — SATURDAY 8:15 P. M.**

19th WARD CLUBHOUSE Take Jefferson Ave. Bus To Hawley St.

**PARK HALL** 928 Jefferson Ave. Near Plymouth

**\$5 to \$10 ALL GAMES Sun. Nite 8:15** **\$10 ALL GAMES SAT NITE 8:15 \$500 INC. JACKPOT**

50c For You Thurs. Nov. 12	50c For Friend Fri. Nov. 13	25c For You Sat. Nov. 14	25c For Friend Sun. Nov. 15
50c For You Thurs. Nov. 12	50c For Friend Fri. Nov. 13	25c For You Sat. Nov. 14	25c For Friend Sun. Nov. 15

Coupons in this ad redeemable at New Park Hall when buying triple board and book of specials.

**FRI. NOV. 13 1:30 P. M. 45c For You**

**Friday MATINEE SPECIAL! JACKPOT SPECIALS!**

**PARK HALL FRI., NOV. 13 1:30 P. M. 45c For Friend**

**SLAGER BAND BINGO**

**EVERY TUESDAY NITE**  
155 Chestnut Between Monroe Ave. & Court St.  
3 Bus Lines Within Block

**★ 24 GAMES ..... \$20 or more**

**★ \$40 GAME** For you and a Friend in the U.S.A. Forces

**★ \$200 JACKPOT . 55 numbers**

**★ \$200 Sweepstakes Game**

All Above Games Included In Admission, \$1 Plus Tax

**Tables For Early Birds**

**155 CHESTNUT ST.**



By a chemical process, the wood of any tree can be converted into sugar which is suitable for human consumption.

## Re-Roof NOW and Save! Annual Clearance

### ODD LOT OF BIRD ROOFING

Not all colors available. Many lots only enough for one job. If you are going to need a roof before the War is over you had better buy now.

Materials, nails and labor are getting scarce and we may not have any next year.

**\$20 TO \$50 SAVING**

According to Size of Roof

Only enough material for 25 jobs at special prices.

**EASY TERMS—FREE ESTIMATES**

We will apply that roof. Start paying next year

## Kemp Roofing Co.

331 W. MAIN—PHONE MAIN 1786

### YOU AND THE DRAFT BOARD

How the draft board functions to give everybody a square deal. A forthright article by a member of a draft board.

**SPARE THE ROD?—By Helen S. Burgess**

Tested tricks for making good children. Practical hints on bringing up a family.

**NOTICE TO LIBERTY READERS!** In order to be sure of receiving your regular weekly copy of LIBERTY reserve it early with your nearest newsdealer.

10c NOV. 21 ISSUE LIBERTY WEEKLY NOW ON SALE 10c

Mrs. Elmon Stouth, 71 Fort Hill Terr.

## Made especially to relieve 'PERIODIC' FEMALE PAIN

And Help Build Up  
Red Blood!

If at such times you, like so many girls and women, feel faint and weak, tired, nervous, suffer cramps, headache, backache, distress of "irregularities", periods of the blues—due to female functional monthly disturbances—try Lydia E. Pinkham's Compound TABLETS (with added iron)—it's one medicine you can buy today that's made especially for women.



build up resistance against such annoying symptoms. Also, their iron helps build up red blood corpuscles to promote a more refreshed and vigorous bloodstream—more strength. Lydia Pinkham's Tablets are also a fine stomachic tonic. Follow label directions. Worth trying!

### Premium By-Product

## COKE \$11

Ask About Our Budget Plan

WEST END FUEL CO., 2 LAKE AVE.

Per Ton  
Shov. Off  
Immediate  
Deliveries on  
Coke or Coal  
MAIN  
5740

### Christmas SPECIAL!



OUR  
GIFT  
TO YOU

### FREE

FOR A LIMITED TIME ONLY. Neisner's modern photo studio will give free an exquisite miniature portrait with the purchase of any three photos—large or small—at your specification. You'll like the quality of Neisner's portraiture—it's natural look and artistic finish. You'll like the pleasantly low prices, too—why not take advantage of this special gift offer NOW?

MINATURE PHOTO WORTH \$1.00

No  
Appointments  
Necessary

Neisner's  
5 to 11 Stores

Your  
Selection  
of Proofs

## LADIES Attend the Sun-Schine COOKING SCHOOL HERE'S HOW:

Purchase a regular admission ticket; this ticket will then admit you to the Sun-Schine Cooking School, supervised by Spry—and the same ticket will later admit you to THAT SCHINE THEATRE, at ANY TIME that regular prices prevail.

Thus Schine makes it easy for you to be patriotic—to attend the cooking school which teaches both CONSERVATION of food and ADEQUATE NUTRITION.

The Management

## SCHINE THEATRES, Inc.

Mrs. Harold Upson, 174 Rosewood Terr.

## BUSY BEE Stores

Selox .....	15c	IVORY SOAP	
P & G Soap .....	5c	Medium .....	1c
Lava Soap .....	7c	Large .....	10c
Dux, lge. ....	24c	Ivory Snow, lge. ....	24c
Dux, small .....	10c	Ivory Flakes, lge. ....	24c
		Camay Soap .....	10c
		Chipso, lge. ....	24c

KIRKMAN'S	GOOD LUCK	GOOD LUCK
Soap Flakes	DESSERTS	PIE CRUST
24c		
Granulated	10c	2 for 25c
Soap		
24c		

DARI-RICH		SMITH'S	
Chocolate Food		Green Split Peas, pkg.	15c
Drink .....	20c	Lentils .....	pkg. 15c
DUFF'S MIX		Coarse Barley ..	pkg. 9c
GINGER BREAD .....	23c	Marrow Beans ..	pkg. 15c
DEVIL'S FOOD .....	23c		

NEW 26c	High-Test
SURE-MIX	CRISCO
2 72c	large medium
	24c 10c

SWEETHEART SOAP	OAKITE
1c SALE	CLEANS A MILLION
4 for 22c	THINGS
	2 pkgs. 23c

BORAX .....	15c	WINDEX .....	15c
BORAXO .....	15c	DRANO—2 for 39c	
Lux Flakes 22c		LUX SOAP	
Rinso ....	24c	3 for 21c	
Silver		Lifebuoy Soap	
Dust ..	24c	3 for 21c	
SPRY		SWAN	
3-lb. ....	72c	SOAP, lge.	
1-lb. ....	26c	10c	
		Fairy Soap, 5c	

<p><b>SPRY</b></p> <p>3-lb. . . 72c</p> <p>1-lb. . . 26c</p>	 <p><b>SWAN</b> SOAP, 1 lb. 10c</p> <p>Fairy Soap, 5</p>
--	---

**FOR BETTER HEALTH**

SCOTTISSE . . . . .  
WALDORF . . . . .  
SCOTTOWEL . . . . .

3 rolls 22c  
4 rolls 19c  
1 roll 10c

Busy Bee Stores Co-Operating With B-K Co., Inc.



### SAVE \$40

2 PIECE MOHAIR  
LIVING ROOM  
SUITE

CUSTOM BUILT

Our Ceiling Price \$159.50

\$119.50

Terms

## ED. MASLINE'S

FURNITURE & APPLIANCES

1340 CLINTON AVE. N.

OPEN EVERY EVE. 'TIL 9

Refrigerator — Radio and Washer Service

## EVERYTHING YOU NEED

LAMPS, Table and Floor .....	\$4.95 up
BICYCLES .....	\$32.50
SEWING MACHINES .....	\$59.95 up
RADIOS .....	\$22.95 up
RADIO COMBINATIONS .....	\$109.95 up

Electric Clocks, Electric Irons, Etc.

NO DOWN PAYMENT  
CHARGE ACCOUNT  
PLAN

EASY TERMS  
Our Installment Plan  
Conforms to Government  
Regulations

## UNIT PARTS ROCHESTER CORPORATION

1223 MAIN ST. E.

LAKE AVE. & RIDGE ROAD

Imagine!  
Ready-to-Serve Cocktails  
Right out of your  
Refrigerator  
Add No Ice,  
Just Serve  
Pete Hagen's  
COCKTAILS  
DRY MARTINI MANHATTAN  
SIDE CAR DAIQUIRI  
OLD FASHIONED  
ONLY 179¢  
4 1/2 Oz. Bottle  
At all 45 proof  
POPPER-MORSON COMPANY, INC., ROCKEFELLER CENTER, NEW YORK  
At Your Neighborhood Liquor Shop or Write Our New York Office

## BUY WISELY

GOOD WINES AND LIQUORS  
—FROM THE DEALER WHO KNOWS THEM  
—AT THESE SPECIAL SAVING PRICES  
—PROMPTLY DELIVERED... FREE!  
Our long experience as owners of the Manhattan Wine & Liquor Company enables us to bring you the best prices on the best liquors. It will pay you well to visit our new location — just one block from Avenue D — even if you just look around to get an idea of the extra savings in our stock.

BONDED RYE 100 Proof 5 Yrs Old \$1.69 \$3.29  
Pint Full Qt.

RUM 6 YEAR OLD 86 proof. Choice, un-ported dark Rum with full body, rich flavor, and fine bouquet. PINTS \$1.49 \$2.59  
QUART

VERY SPECIAL!  
Ready Mixed  
MANHATTAN  
MARTINI  
COCKTAILS  
Just Chill and Serve \$1.69  
FIFTH

PURE  
CALIFORNIA  
WINES  
1936 VINTAGE  
MUSCATEL  
PORT  
TOKAY  
\$99c  
FULL QUART

QUALITY CALIFORNIA DRY WINE ... \$1.15 gal.

Complete Selection  
GOLD SEAL N. Y. STATE WINE  
75c 95c \$1.69 \$3.10  
FIFTH QUART 1/2 GAL. GALLON

All Prices Include New Federal Tax  
NORTHEAST  
LIQUOR STORE, Inc.  
1192 NORTH CLINTON AVENUE  
Free Delivery  
Open 8-11 Weekdays — 8-12 Saturdays  
MAIN 47

KEY COUPON  
Washing Powder  
DUZ Large Box Limit 1 18c

KEY COUPON  
SANITARY NAPKINS  
Box of 12 Limit 2 13c

KEY COUPON  
DRINKING STRAWS  
BOX 100—LIMIT 2 2 boxes 13c

KEY COUPON  
VELOUR Powder Puffs  
Assl. Shades Limit 4 3c

CLAPP'S CEREAL FOOD  
8 Ounce Box 15c

CLAPP'S BABY FOOD  
STRAINED 3 for 19c

BAYER ASPIRIN  
Reg. 75c Bottle of 100 59c

SQUIBB A-B-D-G CAPSULES  
Bottle of 100 \$1.79

GROVES LAXATIVE  
Bromo QUININE 35c Size 27c

NOXZEMA BOUDOIR SIZE CREAM  
Regular 75c Value 49c

DR. WEST NYLON TOOTH BRUSH  
25c

DR. WEST TOOTH PASTE  
Giant 40c Tube 20c

TODAY THRU NEXT WEDNESDAY  
KEY ROCHESTER'S MODERN CUT RATE DRUG STORES  
470 N. GOODMAN NEAR MAIN  
724 WINTON ROAD NO. 202 NEAR DEWEY  
1861 MONROE NEAR WINTON  
457 RIDGE RD. W. NEAR DEWEY

LEGS CAN BE Beautiful  
even in ELASTIC STOCKINGS  
RELIEF FROM PAIN OF Surface VARICOSE VEINS  
Wear BAUER & BLACK Elastic Stockings  
When your doctor prescribes stockings for relief from surface varicose veins. Knit of "Lanes" yarn those cool, lightweight, comfortable stockings with two-way stretch are not conspicuous under sheer hosiery. Seven styles for men and women.  
See Them At Your Nearest KEY Drug Store

NUJOL SALE!  
GALLON SIZE ONLY \$2.15  
Eight times for the price of 4 pint bottles. So if you usually buy the pint size — you'll save \$2.56! But hurry! Time limited. Ask for the big economical family size of Nujol. It won't spoil!

SQUIBB B COMPLEX CAPSULES  
Contains a special B Complex extract of brewers' yeast.  
100's \$3.39

POUND TOBACCOS AT CUT PRICES  
EDGEWORTH ... \$1.01  
MODEL ... 71c  
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

GOODBYE DANDRUFF!  
Now you can remove dandruff—instantly. Fitch's Dandruff Remover Shampoo dissolves and washes away all dandruff with a single application — under a money-back guarantee. No after time required. As good for blonde as brunettes. Try it — You'll like it!  
75c Bottle 59c  
Fitch's Dandruff Remover Shampoo

TAMPAX MONTH'S SUPPLY 31c  
Tampax is the economical sanitary protection worn internally. Month's supply, 31c; introductory box, 20c. No pins, no belts, no odor, no chafing. Invisible even under swim suit. Compact, comfortable, modern.  
3 SIZES: REGULAR, SUPER, JUNIOR

KEY COUPON  
BORDEN'S CHOCOLATE MALTED MILK  
Lb. Can Limit 2 23c

KEY COUPON  
50c Jergen's Lotion  
25c Jergen's Cream  
75c Value  
Both for 39c

KEY COUPON  
FITCH ROSE HAIR OIL  
10c Bottle Limit 2 3c

KEY COUPON  
Drinking Glasses  
9-oz. Size Non-Chip Rolled Edge Limit 6 3c

SAL HEPATICA  
60c Size 49c

Feenamint CHEWING GUM  
Laxative 25c Box 19c

REGULAR 10c  
SULPHUR CANDLES  
2 for 11c

DRENE SHAMPOO  
Regular 60c Size 49c

MURINE  
60c Size 49c

LYSOL DISINFECTANT  
60c Size 47c

SLOAN'S LINIMENT  
35c Size 29c

CONTI CASTILE SHAMPOO  
50c Size 37c



day, November 12, 1942

**AVE \$40**  
2 PIECE MOHAIR  
IVING ROOM  
SUITE  
CUSTOM BUILT  
Ceiling Price \$159.50

**LINE'S**  
PLIANCES  
N AVE. N.  
E. 'TIL 9  
Washer Service

**YOU NEED**  
\$4.95 up  
\$32.50  
\$59.95 up  
\$22.95 up  
\$109.95 up  
Irons, Etc.

**EASY TERMS**  
Our Installment Plan  
Conforms to Government  
Regulations

**ARTS**  
CORPORATION  
E AVE. & RIDGE ROAD

**Vagen's**  
K TAILS  
INI MANHATTAN  
AR DAIQUIRI  
FASHIONED

ELLER CENTER, NEW YORK  
r Write Our New York Office

**WISELY**  
★ ★ ★

**AND LIQUORS**  
WHO KNOWS THEM  
SAVING PRICES  
RED... FREE!

ers of the Manhattan Wine  
us to bring you the best  
it will pay you well to visit  
ne block from Avenue D—  
to get an idea of the extra

**\$1.69 \$3.29**  
Pint Full Qt.

**\$2.59**  
4L QUART

**PURE**  
**CALIFORNIA**  
**WINES**  
1936 VINTAGE

**SCATEL**  
**ORT**  
**OKAY**  
**99c**  
FULL QUART

**NE... \$1.15 gal.**

**WINE**  
**.10**  
GALLON

Federal Tax

**EAST**  
Inc.  
MAIN 47

12 Saturdays

# ROCHESTER SHOPPING NEWS

## The Rochester Sun

Delivered Free To 75,200 Homes In  
Rochester, Brighton, Greece and Irondequoit.  
Mail Subscriptions: In Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

Shopping News Is Now Available  
On All Downtown Newsstands.

SIXTH YEAR—No. 5

ROCHESTER, N. Y., THURSDAY, NOVEMBER 19, 1942

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

### THERE ARE NO SHORTAGES AT ROCHESTER JOBBING HOUSE

WHY ACCEPT SUBSTITUTES ELSEWHERE?

Are you tired of hearing "Sorry, Madam, due to war priorities and war conditions we're completely sold out" at every place you go? "We won't have any more for the duration" and like phrases DON'T EXIST at the ROCHESTER JOBBING HOUSE! You'll be amazed at the tremendous stock on hand and the VAST selections in such items as: CAMPUS COATS, SNOW SUITS, JACKETS, SWEATERS, FINGER-TIP COATS and HUNDREDS of other Winter Items for your entire family! JOBBING HOUSE buyers have always bought early and in large quantities; and have Ample merchandise when stocks elsewhere are depleted.

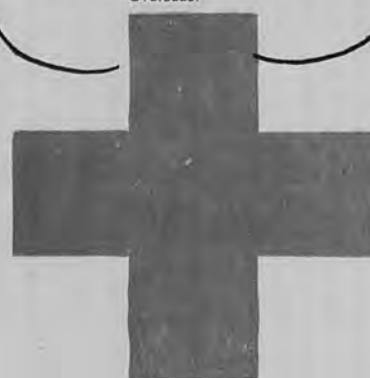
SAVE TIME and MONEY—GO DIRECT TO

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



### Save a Life for Christmas!

GIVE YOUR  
**FIGHTING BLOOD**  
TO A  
**FIGHTING MAN!**  
(3,000,000 Pints Urgently Needed  
Overseas)



CALL MAIN 6160 for APPOINTMENT  
AMERICAN RED CROSS BLOOD DONOR SERVICE

This Space Contributed to The Red Cross by Rochester Shopping News

SAVING on Every Purchase or Your Money Back

OPEN EVERY EVE.



Safeguard your health and your family's this year by giving warm, practical (but smart) apparel gifts. Long lasting gifts that will surely warm the hearts of youngsters and adults alike.

Buy Direct from the Rochester Jobbing House and Save!



Little Tots'

Coat & Leggin' Sets

For Boys and Girls.  
Dressy outfits, well  
tailored of soft, com-  
fortable material that's  
warm enough for cold-  
est days. Sizes 2 to 6.  
HATS TO MATCH only  
50c.

Sizes  
2-6  
**\$5.48**

Kiddies' Water Repellent

SNOW SUITS

Wide selection of warm  
suits. Reversible. Zip  
out sheer linings. But-  
tons or Zipper. Lots of  
plains — lovely plains.

**\$3.95**  
To  
**\$13.95**



Men's Warm All-Wool  
**MACKINAW**  
Plaid or plain. Many with zip-  
out sheepskin linings. All with  
four pockets. Half or full belt.  
Hundreds to select from. 36 to 54.

**\$5.98**  
To  
**\$21.00**

Ladies & Girls  
Fashion - Newest  
**SkiSuits**  
Smart gabardines and  
poplins. Light, yet warm  
enough for any winter  
sport. Tailored. Button  
or Zipper closing. A  
perfect gift!

**\$7.98 - \$19.95**



Boys Warm Wool  
**MACKINAW**  
Some with zip-out sheep linings.  
Beautiful plaids in hard finish  
materials or soft, fleecy mohair.  
Sizes 8-22.

**\$5.98**  
To  
**\$14.95**



Most Popular  
"Real Boy"  
Coats

**BOYS'**  
**LEATHER**  
**JACKETS**  
**6.98**  
**CORDUROY**  
**LONGIES**  
**3.69**  
**HI-CUT**  
**SHOES**  
**3.98**  
**RUBBERS**  
**1.15**  
**DUNGA-**  
**REES**  
**1.00**  
**SWEATERS**  
**1.59**



Boys' Reversible  
**FINGER-TIP**  
**COATS**

Dressy, tailored coats;  
many reversibles. Fine,  
warm wools in zipper  
or button styles. Wear  
'em wet or cold; school  
or play.

**\$6.79 - \$15.95**



Men's Genuine  
**LEATHER**  
**JACKETS**

More selections  
than any store in  
western New York!  
Lined and tailored;  
for shorties or  
lankies. Coat or  
Jacket models.

**\$5.98 - \$21.50**

Goat - Pony  
Suede - Cape  
Horsehide

**MEN'S**  
**SWEATERS**  
**1.98**  
**BOWLING**  
**SHOES**  
**2.39**  
**JACKETS**  
**(Mellon)**  
**4.98**  
**UNION**  
**SUITS**  
**1.19**  
**FLANNEL**  
**SHIRTS**  
**1.29**  
**Part Wool**  
**VESTS**  
**1.98**

### Week-end Darling Shop VALUES!

EXTRA SPECIAL...

**JACKETS \$1.99**  
Some quilted, some with hoods, some  
some plaid lined, some fur trimmed, some  
zipper fronts. Every one a verified \$4.99  
value.

OUR CEILING \$4.99



GENUINE

**Fur Mitts**



**\$1**  
Plus Tax

Extra fine Fur Mitts. Palms in red, green,  
blue or white in all sizes. A real super-value!

SEMI-ANNUAL  
Clearance

**Hats**  
**99c**



VALUES  
**\$2.99 & \$3.99**

One or two of a  
kind in all types  
and colors includ-  
ing off the face,  
pompadours and  
brims. All are  
better hats reduced  
for this event.

### Darling Shop

190 MAIN STREET E.



Comply With Our Postmaster General's Request:  
Mail All Gifts 20 Days Before Christmas

### For Men in Service and on Home Front



LEATHER GOOD INITIALED AT NO  
EXTRA COST



Quality For Nearly a Century

## LIKLY'S Gift Center

Mail Orders 271 Main St. E. Est'd 1844  
A Specialty

Open  
Monday  
to  
Noon  
9 P. M.

WM. F. and S. GEO. SHAFER  
Formerly President and Vice-President  
of MENG & SHAFER

Kaffa Caracul Coats

Sketches \$187

Caracul which is always so much  
desired. And its rich brown shade  
makes it among the loveliest of  
the new Winter Browns.

OTHER CARACULS, \$154-\$275

Other Fur Coats

\$89 to \$890

Jackets \$44 to \$352

**SHAFER CO.**  
51 EAST AVENUE

### 'Gay 90's' Singer Heads Revue Cast At Auditorium

Days of the gas light and hair  
sofa returned to Rochester this  
week as Beatrice Kay, radio's  
"Gay Nineties" songstress un-  
locked the hearts of Rochester-  
ians with the keys to the city  
presented her by Mayor Samuel  
Dicker on her arrival here  
Tuesday.

Miss Kay is the star of the  
"Keep 'Em Smoking" Revue  
which will be presented tonight  
and tomorrow night at the  
Auditorium Theatre under the  
auspices of Al Sigl's Send-A-  
Package Club. Funds derived  
from the show will be used to  
purchase smokes and other  
articles for members of the  
armed forces.

The show, an original pro-  
duction, is being staged by  
Andru Horton, whose sister  
also wrote original music for  
many of the numbers.

In addition to Beatrice Kay,  
nearly 250 Rochester artists  
take part in the 3-hour per-  
formance. Dance and ballet num-  
bers, variety, magicians and a  
host of other entertainment  
features are spotted in the fast-  
moving revue.

Last night's performance was  
warmly received by an en-  
thusiastic audience. Miss Kay  
was called back time and time  
again to sing such nostalgic  
tunes as "A Bird in a Gilded  
Cage," "The Strawberry  
Blond," "The Curse of an Ach-  
ing Heart," and other numbers  
familiar to her radio audience  
and those who lived during  
that period known as The Gay  
Nineties.

### Use Wallpaper For Dramatic Decoration

You can dramatize your home,  
without using any priority ma-  
terials, by means of wallpaper.  
Designs today are more than  
ordinarily lovely, especially in  
the florals. Why not try cutting  
borders from some of the pa-  
pers, and using them around  
doors, above the sink, around  
the kitchen cupboards, or in any  
other spot that needs some in-  
expensive brightening?

Coil springs of beds are usu-  
ally cleaned with cloth, but the  
unprotected ends of the springs  
and cross-wires make this meth-  
od difficult and unsatisfactory,  
as the cloth will frequently snag  
and tear. If a tapered bottle  
brush is used for the purpose,  
the work may be done much  
faster.

### Local Baritone To Sing Farewell With Civic Sunday

Not in many years has a local  
artist so completely captivated  
concert audiences as has Wil-  
liam Warfield, youthful Negro  
baritone.

Now he is going to war. He  
will make a farewell appear-  
ance as soloist with the Ro-  
chester Civic Orchestra in the  
Eastman Theater next Sunday  
evening, with Guy Fraser Har-  
rison conducting.

On the orchestral side, Mr.  
Harrison plans to present a  
number of popular classics in  
keeping with the tradition of  
these delightful Sunday even-  
ing musicals.

Warfield will sing two works  
that have not been performed  
in this city before.

One of them is the new  
"United Nations Hymn," writ-  
ten by the celebrated Russian  
composer, Dmitri Shostakovich.  
The other will be a new work  
by William Grant Still, well  
known to Rochesterians. It is  
titled "A Plain Chant for To-  
day." Written around a poem  
by Katherine Garrison Chapin,  
the song was dedicated to

President and Mrs. Franklin  
D. Roosevelt.

It is expected that the cus-  
tomary Sunday evening audi-  
ence will be augmented by a large  
part of the following earned by  
the singer in his numerous re-  
cital and radio programs.

**TROPIC COAL \$11.85**  
Egg—Stove—Nut... Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Albany Bank Bldg.  
Stone 7089

## ★ SMALLS... PRESENT THIS GREAT OFFER FOR



★ Exactly As Shown! A SENSATIONAL VALUE!

Fully GUARANTEED

# 30<sup>Pc.</sup> VISIBLE GLASS COOKWARE SET

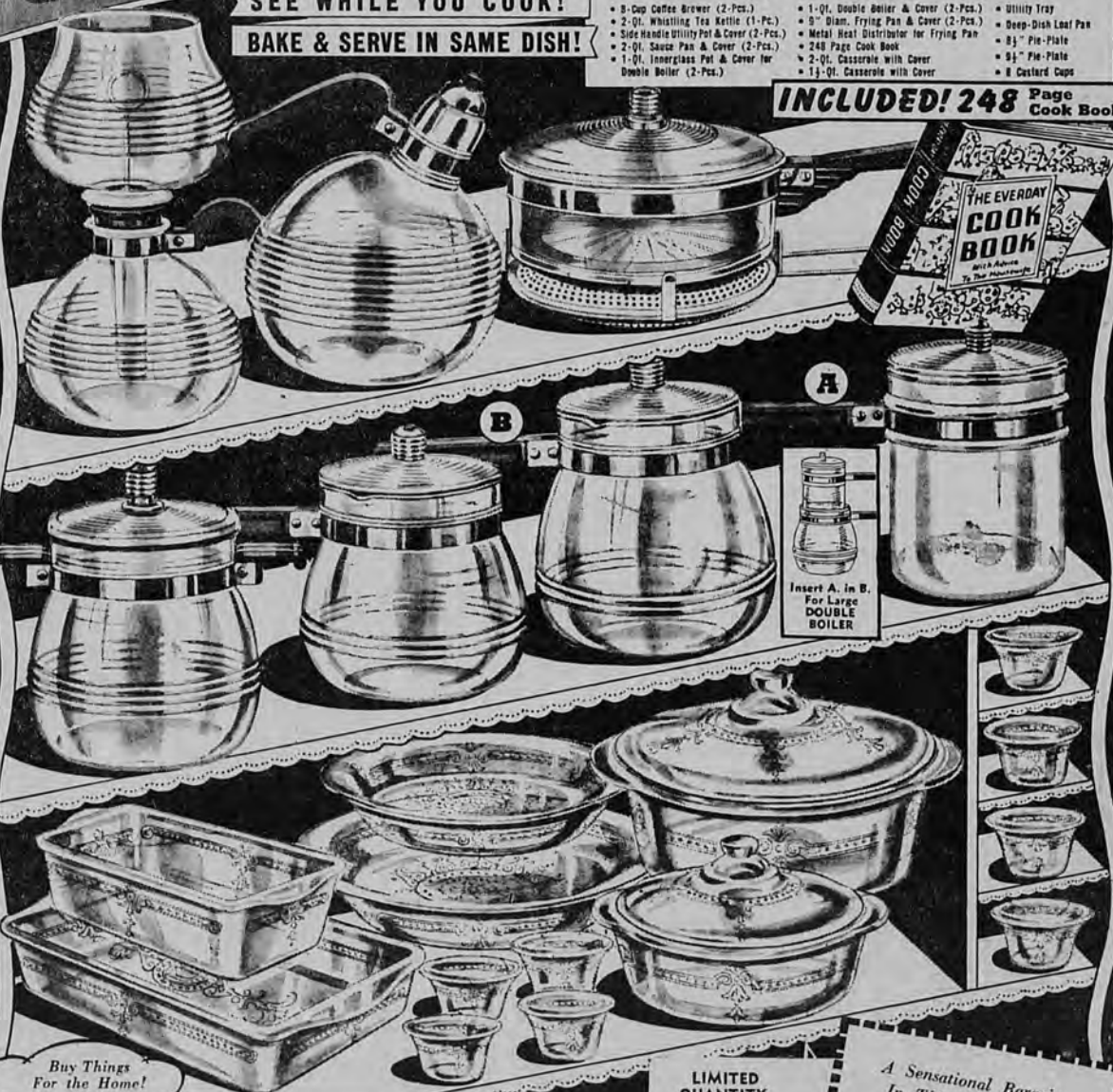
Complete for only  
**12.95**  
CHARGE IT

SEE WHILE YOU COOK!  
BAKE & SERVE IN SAME DISH!

YOU GET ALL THESE PIECES!

- 8-Cup Coffee Brewer (2-Pcs.)
- 2-Qt. Whistling Tea Kettle (1-Pc.)
- Side Handle Utility Pot & Cover (2-Pcs.)
- 2-Qt. Sauce Pan & Cover (2-Pcs.)
- 1-Qt. Innerglass Pot & Cover for Double Boiler (2-Pcs.)
- 1-Qt. Double Boiler & Cover (2-Pcs.)
- 9" Diam. Frying Pan & Cover (2-Pcs.)
- Metal Heat Distributor for Frying Pan
- 248 Page Cook Book
- 2-Qt. Casserole with Cover
- 1 1/2-Qt. Casserole with Cover
- Utility Tray
- Deep-Dish Loaf Pan
- 8 1/2" Pie-Plate
- 8 1/2" Pie-Plate
- 8 Castor Cups

INCLUDED! 248 Page Cook Book



Buy Things  
For the Home!

LIMITED  
QUANTITY

This is wartime! Make living more cheerful by buying things to  
make your Home happier, your work easier. This is one of our  
greatest Sale Values—this is a Bargain you can't duplicate and one  
that we don't expect to repeat for a long time—if ever.

You Can Buy With Confidence At...

# Smalls

JEWELERS • OPTICIANS • RADIOS

28 EAST MAIN STREET



FREE  
PARKING—REAR OF STORE

A Sensational Bargain  
In This Hard-to-Get  
Cookware Set...

**3 EASY WAYS TO PAY**

- 1—WEEKLY OR MONTHLY  
PAYMENTS  
After Down Payment
- 2—USE A CHARGE  
ACCOUNT
- 3—LAY-A-WAY PLAN

Open...  
Every Monday Night!



## TOYLAND! IS OPEN!

Hundreds and hundreds  
of gifts to thrill children  
of all ages—a complete  
ariety of new novelties,  
games, educational toys  
and other items too num-  
erous to mention... at  
the lowest prices in town.  
We suggest you shop  
early—while assortments  
are complete and best.

**BLACKBOARD**  
**39c**

As sketched. A wonderful buy.  
A standard educational toy for  
years. While stock lasts only.

MAIN  
7900

# Weed's

15 EXCHANGE

Free City Deliveries

STORE HOURS:

8 a. m. to 5:30 p. m.

FREE PARKING

Opposite With Purchase of \$1.00 or Over



November 19, 1942  
augmented by a large  
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**\$11.85**  
PER TON  
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**95**  
CHARGE IT

ECES!  
• Utility Tray  
• Deep-Dish Leaf Pan  
• 8 1/2" Pie-Plate  
• 8 1/2" Pie-Plate  
• 8 Custard Cups  
**48** Page  
Cook Book

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Rochester Sun, November 19, 1942

A Dollar's Worth of War Stamps If Your Name Is Between The Ads

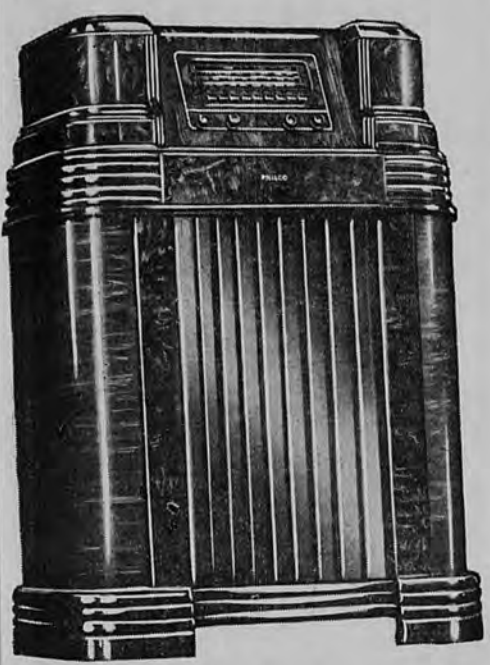
PAGE THREE

BUY WAR STAMPS & BONDS AT



# Save Money In Rochester's Largest Popular Priced Store

Boys! Girls! Get Your Free Tickets For Edwards Christmas Show—R.K.O. Palace Theatre Friday Nov. 27th. Free Tickets In Edwards Downstairs Toytown



Enjoy Your Home With The  
Biggest Value In Radio History!

## Philco Console

Special Value **89.95** 1/3 Down 12 Months To Pay

SEE THESE 1942 FEATURES:

- Gorgeous butt walnut cabinet with choice walnut veneers
- 8 Tubes
- Push Button Tuning
- Short Wave—Brings in Europe
- Standard Broadcast—Police Calls
- Built in aerial
- Tone controls

EDWARDS—Sixth Floor

A  
Timely  
Event!



While  
They  
Last!

Extra Special Purchase and Sale  
In Time for Thanksgiving Dinner!

## 1500 Delicious Brandied FRUIT CAKES

3 Pound Cakes **1.19**  
Packed in decorated heavy corrugated containers ready for shipping anywhere.

We knew you'd want something "extra nice" to send the girls and boys in the armed forces for Thanksgiving. We knew you'd want something super for your own dinner table or as a hostess gift. So . . . we had these cakes made to our rigid specifications. This cake captures the old fashioned home baked flavor so well you'll have a hard time realizing it wasn't made by Mother! Rich and spicy, chock full of chewy fruits and nuts. And you get THREE pounds for only \$1.19.

EDWARDS—Street Floor



Size  
54x54

**2.29**

## Hand Printed Lunch Cloths

The brightest touch your table could have! Gay florals, fruit or Mexican designs on firm sturdy American cotton. They launder nicely and wear well. Napkins to match 20c each.

## Extra Warm Outing Flannel . . . **25c**

Good weight flannel for men's and boys' pajamas . . . women's and children's wear. Bright colored stripes and checks. 36 inches wide. Regular 35c yard. We've 1600 yards in all at this extra special price.



## Warm Wool Auto Robes **3.98**

For the game . . . the car . . . the keep you warm at home. Good size robe with fringed ends. 80% wool. Blue, green, or wine plaid. They make useful gifts, and are particularly valuable this year. Others, at 5.50 and 7.98.

EDWARDS—Second Floor

# ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT

Sensational Bargains That Demand Quick Action! Tops For Value, Style and Quality!



Well-Known

## "TOWNWAY" MEN'S SHOES **4.40**

Outstanding Values

Finest calf leather in Algonquins, Brogues and walled-toe types. Leather or rubber soles. Sizes to 12. Black or brown.

Edwards—Basement



## ALL RUBBER UTILITY BOOTS **2.60**

Sturdy, durable boots with straps at top for close fit. Soles are replaceable. All sizes, 4 to 9.



## Need No Breaking In! "Tenderfoot" ARCH SHOES **3.95**

Gives you "foot freedom" through flexing process which eliminates breaking in. Soft black kidskin in step-ins, ties and oxfords. — Sizes 4 to 10.

## BOYS' SHOES **3.49**



Black or Tan

Play or dress shoes with leather soles or sewed welted Pan Cord soles.

## PLAYWEAR SHOES **2.89**



For Children

Rugged moccasins or wing tip types. Goodyear welt soles. Tan or black. Sizes 8 1/2 to 3.

## Famous 'Braveman' SANFORIZED WORK SHIRTS

Very Special **1.49**

Guaranteed to give him the utmost in satisfactory wear. Full cut blue or gray chambrays and coverts. 2 pockets. Size 14 1/2 to 17.



## For Warmth At Work or Sports! 'BRAVEMAN' COTTON FLANNEL WORK SHIRTS



Real Buys

**1.69**

Exceptional shirts in fast color plaids. Button style, 2 pockets. Size 14 to 17.

Edwards—Basement





## Kay's COMMENTS

### Leeds

Decidedly well bred—young, spirited—are the hats shown at LEED'S. Hats to dine in—dance in—celebrate his leave. Casual hats—daffy hats—Tulle swathed—romantic models—all at nice prices. Make New Headway in a hat from LEED'S. 255 E. Main.

What's worse than aching feet? Many women grope around trying this and that kind of shoe—but it's journey's end, when they discover VITALITY'S. Comfort plus smartness. GENESEE BOOTERY. GENESEE AT BRONSON.

Before you're a day older go see BERNSTEIN'S DRESS SHOP. Every frock a glamour prop. Fashions with a heart for you, and priced for you. \$3.98 to \$8.95. 654 Park Ave.

Am I thrilled? It is nice to be back in the groove, writing a shopping column. Buying today is fraught with questions—natural feminine questions. It will be pleasant again to bring you fashion news as it breaks. —To tell you the things you want to know about furs, perfumes, new clothes, hats, accessories—how to make the most of your figure and your face. It has always seemed to me that the woman who looks lovely invites chaos. Whatever is gnawing at your morale—the war—love—congress—your fellow committee-woman—or a departing maid—go get your hair and nails done. If you think I'm wrong, ask the psychologists, the neurologists and the psychiatrists. Ask the Army—Navy and the Marines.

Devotedly

KAY.

They don't come in pairs—those lovely frocks at C. B. THOMAS. His policy is "one of a kind." But the selection is large enough to please the most exacting. Gently priced—I'll bet you'll buy more than one. Room 723—Hotel Seneca. Open Mon Eve.

So you're getting gray. Pretty disconcerting isn't it. Take heart. Try CLARA PALMER OLIVER'S Eternal Tint Oil Shampoo tints—reconditions—cleanses. Every whisper of gray gone. 45 NO. CLINTON. Main 3632.

This is a rave notice—a rave for the best and most complete GIFT SHOP I have seen in town. Where? Why EDWARDS, of course, 2nd floor. Imposing California ware in gay daffy ashtrays—impish figures—a gorgeous pair of blissful horse-heads. Seraphic Madonna's. Mexican pottery which customers agree is the exact thing they saw in Mexico. Raffle Mexican pottery. California Plastics sprayed with washable Suede-O. Chinalin flowers that stay as-is 'cause they're made of a china substance painted in gay colors. They look real, unless you look mighty close. Many other items at EDWARDS GIFT SHOP for that inevitable blank space of which every house seems guilty. An inside tip. Prices are right, EDWARDS.

Treat your guests to a MANHATTAN. Here is the recipe: Two jiggers of whisky One jigger of Vermouth Dash of Angostura bitters Twist of Lemon Peel Stir—do not shake—with shaved ice. Serve with a cherry This is about the most simple cocktail you can make. Courtesy of North East Liquor Store.

There are more than two sides to the fur question these days. PROJANSKY'S has all the answers. First the question of durability. You must be positive that your investment will wear for the duration, and then some. This means without expensive repairs in the near future. Second—the style must be up to the minute—but not so "dated" that it will shout 1942 years from now. Thousands of Rochester women own Projansky coats and everyone of them will tell you they have always encountered a matchless experience in reliability at this friendly shop. A coat from Projansky means your coat is pedigree—endorsed with pride and confidence. The supreme tailoring gives you a sense of well being—the label Projansky—is a written pledge of satisfaction. It doesn't matter how much or how little you have to spend, they will please you. In this uncertain year, you must be sure of your shop. PROJANSKY'S, 39 East Ave.

If your taste runs to gay, highly individual variations in Christmas cards—try making your own. It's fun. You'll receive many compliments from your friends. H. H. SULLIVAN have everything you will need. Gay pastels paper, conventional reds and greens. A complete set of tools \$1.25 and up. Individual roller, tools to cut designs, ink purchased singly. Prices are small. Try it—A unique interpretation of Christmas cards, but the sentiment remains intact. H. H. SULLIVAN—67 South Ave.

BEATRICE KAY stopped the show Tues. nite at the Eastman Theatre. It was a gala performance and everyone seemed to enjoy the entire show. Miss Kay, you know, is the star of the Gay 90's Radio show. I have always been one of her fans, and it was nice to see that she lived up to all expectations, with her grand manner and inimitable style. "KEEP 'EM SMOKING" has been in rehearsal five weeks under the direction of Harry J. Gaynor, executive director. The proceeds will be used to send cigarettes to the armed services. The show will be given repeat performances at 8:15 P. M. nightly through Friday at the Auditorium Theatre. Don't miss it. War Savings Prices—general admission, \$1.10; reserved seats, \$1.65, \$2.20, \$2.75. Prices include tax. Ticket office, 119 East Ave. Main 5707.

Her hat looked so adorable—I just couldn't help asking Freda: Where did you get it? The answer was—JOELS. The shop is teeming with all kinds of hats for every occasion. Strict practicality or giddy extravagance, whatever your mood—Joels will satisfy. We hereby go on record as a sponsor who will always shout glowing claims—about JOELS. 215 E. Main St.

Because she's soft-spoken—and patient—but most of all because she knows HATS, many women always think of BEATRICE BITTLES, when a new chapeau is on their shopping list. If your taste is frou frou—or if you are the tailored woman—she has it. Prices range from \$6. Open Monday Evenings until 9 P. M. BEATRICE BITTLES—144 East Ave.

**SUPERFLUOUS HAIR**  
CHARLOTTE WHITE'S consultation salon is as warm and friendly as your fireside. She is a specialist in hair removal. No electric needles—No scars—No pain. Fourteen years of successful practice speaks for itself. 222 Cutler Bldg. Stone 503.

So you're having your family for Thanksgiving dinner. Maybe one member is missing, doing his bit for Uncle Sam. Drink to his health. Serve GOLD SEAL CHAMPAGNE. The perfect complement to any dinner. As a SPECIAL for your Thanksgiving needs the NORTH EAST LIQUOR STORE is selling GOLD SEAL Port, Muscatel, Tokay, Sherry, Rhine and Burgundy Dry Wines at 1 gal., \$3.20—½ gal., \$1.80—Qt., 95c—fifth, 75c. At these prices you can afford to satisfy the tastes of the entire family. Of course, you know it is perfectly correct to drink a dry sherry or any one wine right through dinner. Marheta Kelly who presides over North East Liquor Store will be happy to help you if you're in doubt. 1182 North Clinton. Main 47—Free delivery.

McFARLINS have it. The new Mocassin Loafer Slipper with soft flexible soles. Leather luggage in color, they answer the popular demand of many men who insist on comfort. \$3.50—195 Main E.

Autumn—particularly Thanksgiving—is the season for flowers. Let LLOYD FLORIST SHOP suggest the proper pieces for your festive table. Their arrangements are original—inexpensive and pleasing to the eye. LLOYD FLORIST, 38 West Main St.—Main 123.

MARLENE HAT SHOP has long shown genius for gracious hats that take you anywhere—with such an air. Sensible prices. Gloves—Bags to match. Lucite Cameo compacts—gorgeous colors. SENECA HOTEL.

If you've had the idea you need a professional decorator to "do" your house—and are afraid to trust your own inexperienced hands—shop LAUER'S. Their ace decorator has assembled an array of bedroom ensembles that will dazzle you. Five different window treatments—swags over glass curtains—pinch pleated drapes if you prefer—lined—lovely if used alone. Spreads cut nice and full with those adorable matching pillow shams of which Grand-Ma was so proud. Vanity skirts. Colors are a heavenly blue, warm rose, green, peach, eggshell. Some materials are quilted, some are chintz, many embroidered. The eggshell ensemble self-embroidered was my favorite. It was magnificent. Prices are within everyone's reach. And that's something for this type of merchandise. Remember LAUER'S Mezzanine Floor—50 State St.

Pass this by and you've missed something—namely a SALE at the MILL END SHOP. One of the most exciting collection of IMPORTED and DOMESTIC upholstery fabrics. Tapestries, velours, brocades, velvets, brocatelles. Reductions as high as 50%. Formerly \$1.98 to \$9.00. Now selling \$1.39 to \$4.69 per yd. Get rid of that shabby furniture complex!—69 So. Clinton.

Stop dillydallying—Send that soldier boy of yours MONEY. It is always a welcome gift—in the service—just as at home. American Express Money Orders, are an ideal remembrance for those serving Uncle Sam abroad. If forwarded by air mail, should arrive before Christmas. For sale at both offices of the ROCHESTER TRUST & SAFE DEPOSIT COMPANY. Main Street West and Exchange and 30 Clinton Ave. North. Member Federal Deposit Insurance Corp. Hurry—a Money Order will please HIM no end.

Your new fur coat from SHAFER'S will have that casual look this year. Unexpectedly luxurious, cut to fall straight from the shoulder, wide sleeves to roll as you will. You'll find the 1942 models very becoming. Persian Lambs in ink-black—silk Persian Paws—the new Kaffa Kaffa Caracul, youthful Muskrat's in melting brown shades. In other words, an extensive collection of good practical furs to meet present conditions without the sacrifice of quality and good taste. It will pay you extra dividends in satisfaction and pleasure to buy from reputable furriers like SHAFER CO. All price tags include tax. 51 East Ave.

PETTIS is the "confidante" of a satisfied clientele. Her famous Battle Creek Reducing Lounge gives fast permanent results. Reduces all parts of body, even that double chin. Three inches off with every ten pounds. 323 BURKE BLDG., Stone 6210.

Those Genuine California Saddle Bags at EATON & SIMS are enduring possessions. Tawny Tan—Tan Bark (redder). Still bearing Bossy's fence jumping scars. Plenty of room for inside "Stuff" to spare the rough side of bus-drivers' tongues. A value \$5.50 up. Every labeled. 29 So. Clinton.

There is no rationing of good taste particularly at SMITH CERAMIC STUDIOS. An energetic soul has assembled enough gifts under this one roof to please the most exacting. The tranquil atmosphere gets you, too. An ideal place for Xmas shopping. Open Eve., 9 P. M.—Dec. 1st til 23d—903 MONROE AVE.



LAST 3 DAYS—EDWARDS  
Pre-Christmas OFFER!

1/2 PRICE  
Special

OFFER ENDS  
MONDAY, NOV. 23

Beautiful 8x10 DELUXE  
1 PORTRAIT \$1.75

\*Only One To A Customer  
Sells Regularly for \$3.50

An exceptional value even at the regular price. Additional portraits may be purchased at Edwards usual low prices.

12 PROOFS  
SUBMITTED FOR YOUR SELECTION

BUY WAR STAMPS & BONDS AT

Edwards

PHOTO STUDIO

In The Green Room

No Appointment Necessary

All Edwards Portraits Taken With New

Kodatron SPEEDLAMP

Now for the first time you can move or talk while being photographed. No need to "hold that pose" or be self-conscious. All "EDWARDS" Portraits are taken with the new Kodatron Speedlamp, 1/30,000 of a second flash.

Each Sitting Takes About "5 Minutes"

IT'S NO USE, ADOLF!

You  
Can't  
Shut Out  
That  
Hum



You can't shut out that sound that's ringing in your ears.

It's the hum of American men and women and machines at work 24 hours per day. They are free men and women... the world's finest workers... working hard and fast because they want to remain free.

Men and women right here in Rochester's great war industries—in plants that receive an unceasing flow of electric power and gas fuel from the Rochester Gas and Electric Company.

Superb machines, operated by the world's greatest supply of electric power, are turning out weapons of war in ever-increasing proportions—weapons now being used in our smashing drive in North Africa.

American business management teamed with American workers is responsible for most of that electric hum, Adolf—that ceaseless insistent hum—that will rise and roll and beat upon your brain and your nerves until you can hardly hear our bombers roaring overhead.

It's the hum of fate, Adolf!

Rochester Gas and Electric

THESE ARE THE GIFTS  
HE'D LIKE TO FIND

in his  
package  
from  
home!

You can depend on  
Rudolph's to tell  
you the right things  
to send your man  
in the service!

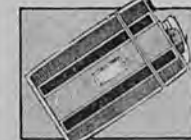
Use  
Credit!



"Service" Ring  
Handsome rings in Army or Navy style. Set with large stone. 14.95  
EASY TERMS



Moistureproof  
Sturdy, smart accurate watch for dependable service. 27.95  
Reg. Down Payment 1.25 Weekly



Evans Lightcase  
Combination cigarette case and lighter. In rich gold color. 3.49  
EASY TERMS



Eversharp Set  
Famous stream-line fountain pen and repeating pencil to match. 5.95  
EASY TERMS



Service Rosary  
Non-tarnishable metal rosary and prayer book in pocket case. 1.98  
EASY TERMS

RUDOLPH'S

CORNER EAST MAIN AT SOUTH AVENUE  
IN BATAVIA—109 MAIN ST. Open Monday Eve



ber 19, 1942  
There is no rationing of  
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MITH CERAMIC STU-  
IOS. An energetic soul  
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t. Open Eve., 9 P. M.—  
til 23d—903 MONROE

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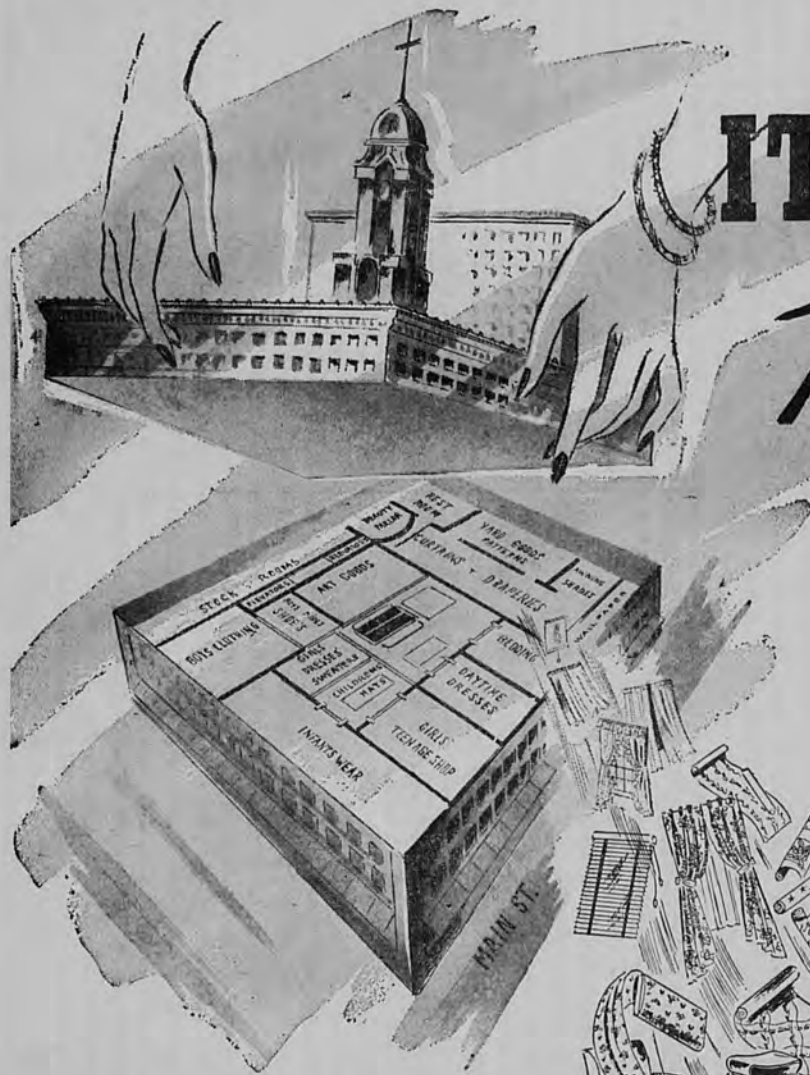
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# IT'S ECONOMICAL To Shop Under One Roof

## 'THIRD FLOOR, PLEASE' IS CALLED FOR DAILY BY HUNDREDS OF WOMEN AND CHILDREN

Women and children throughout all Western New York know and love our great city-block-long Third Floor. Here are the four individual shops that make up our famous Youth Center . . . bringing you Rochester's most complete and extensive assortments of clothing needs for children of all ages. Our Art Department, Fabrics Center, Daytime Dress Shop, Home Accessories Shops . . . and, of course, our famous Beauty Salon, are further reasons for our Third Floor's popularity. All these shops, with their extensive assortments of merchandise, their services, their prices for all, prove that it's economical to shop under one roof.

**CURTAINS AND UPHOLSTERY** — a shop that provides every need and inspiration for window decoration, furniture covering and room ensembling. A magnificent selection of ready-made curtains, draperies, ensembles . . . everything from shades to cornices. Or glorious fabrics for making your own, or having made in our workroom.



**BEAUTY SALON** — a shop dedicated to the beauty of your hair, skin and nails. In charming and restful surroundings you receive the attentions of our expert operators. Individual facial booths, styling room. And—a barber shop for children.



**DAYTIME DRESS SHOP** — famous for its exclusive Kay Dunhill and L'Aiglon dresses, as well as its wide assortment of smart, yet inexpensive dresses for misses and women. A wonderful apron bar, too, where the practical and pretty are assembled in great array. Here, too, are the nationally-known Dix uniforms.

**ART DEPARTMENT** — the favorite spot for women who enjoy and save by their own "handwork." All the paraphernalia for knitting, needlepoint, crocheting, embroidering. A complete selection of ready-to-work articles, instruction supplies and "tools." Also a special section of closet accessories and domestic novelties.



**CHILDREN'S SHOES** — Growing feet need extra care. That's why mothers bring their boys and girls to this Youth Center Shop, where all shoes are X-ray fitted. Play, sports, dress shoes, slippers . . . all types of footwear for all children, at all prices.

**BEDDING SHOP** — pillows, blankets, quilts, comfortables, down puffs, bedspreads . . . all the "comforts" of a bed are assembled in this one convenient shop. Practical, pretty, warm, luxurious . . . you'll find it here in our complete selections priced for every budget.

**FABRICS CENTER** — a shop of thousands of yards of fabrics for every need of the many women who "sew their own." Staples, novelties . . . inexpensive muslins to luxurious velvets . . . all are here in this great shop which includes complete pattern services for sewing for yourself, family and home.



**INFANTS' AND CHILDREN'S SHOP** — one complete shop of our Youth Center, devoted to the layette and clothing needs of boys and girls from infancy right into school age. Famous Vanta and Curity layette and baby needs, nursery furniture and toys. For wee tots and older, Rochester's most complete selection of wearables, high in quality, moderate in price.

**TEEN SHOP** — Youth Center's favorite shop for girls from grade into highschool age. Plenty of thrills for the growing girl who chooses her first "formal," her first "date dress" here. In fact her complete wardrobe, from dresses, sweaters and "undies" to coats and hats.

**BOYS' AND STUDENTS' SHOP** — our Youth Center's shop for boys and students. Really two shops . . . one for lively boys of 6 to 12 who demand rugged, long-wearing clothes . . . one for high-schoolers who depend on Sibley's for the latest fad, or a substantial wardrobe like dad's.

*Sibley, Lindsay & Curr Co.*





# Another Name For God

Someone with infinitely more patience and perseverance than I has discovered that in the Bible there are no less than 236 different names given for God, each attempting to express what God can mean in human experience. One of the names is given to us by the writer of the third Psalm. The Psalmist comments on life in these words:

"How increased are they that trouble me!  
How many are they that rise up against me.  
They say There is no help for me.  
Then I cried unto the Lord. He heard me."

And the result:

"I laid me down and slept.  
I awaked, for the Lord sustained me.  
Thou, O Lord, art my glory  
And the lifter up my Head."

If there is anything that people need above all else in our day, it is some power that shall deliver them from their cynicism, their hopelessness and despair, and cause them to lift up their heads in a spirit of victory and of radiant achievement. God can do this, says the Psalmist. Now, as then, this is one of the supreme functions of religion.

"Thou, O Lord, art the lifter up of my head."

The Reverend Gerald WATKINS, D. D.  
Minister of LAKE AVE. BAPTIST CHURCH.

## BAPTIST CHURCHES of ROCHESTER

AENON—22 Oregon Street—The Reverend Murphy Greer.  
ANDREWS STREET—near North Clinton—The Reverend Daniel Fuchs.  
BAPTIST TEMPLE—North at Franklin—The Reverend W. H. Freda, D. D.  
CALVARY—Genesee at Kirkland—The Reverend George Middleton, D. D.  
CHURCH OF THE MASTER—Lake at Elmtree—The Reverend Charles Harding.  
FERNWOOD—at Renwood—The Reverend Lloyd N. Whyte.  
FIRST—North Fitzhugh at Church—The Reverend William F. Davison.  
FIRST, EAST HENRIETTA—The Reverend Otis V. Wheeler.  
FIRST, PENFIELD—The Reverend J. J. Wilkes.  
GENESEE—149 Brooks—The Reverend R. L. Cober.  
GREECE—2534 Ridge Road West—The Reverend Fred E. Dean.  
IMMANUEL—Park at Brunswick—The Reverend O. H. McDonald.  
LAKE AVENUE—at Ambrose—The Reverend Gerald Watkins, D. D.  
LYELL AVENUE BAPTIST—48 Cameron—The Reverend Ralph N. Allen.  
MT. OLIVET—143 Adams—The Rev. Chas. Boddier.  
NORTH FUNDAMENTALIST—Clinton Avenue North at Avenue A—The Reverend John Bellem.  
PARMA—Parma Corners at Ridge—The Reverend V. Ivor Evans.  
PARSELLS—at Chamberlain—The Reverend J. D. Livingstone, D. D.  
SOUTH AVENUE—at Linden—The Reverend D. E. Haglund.  
WEBSTER—At Webster—The Reverend B. C. Schehl.  
WEST WALWORTH—The Reverend R. V. Bauser.

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E. W. Edwards & Sons; Central Trust Co.; Lauer Furniture; Lincoln Stores; Likly's; Key Drug Co.; First Federal Savings & Loan Association; Rochester Sun Shopping News; W. T. Grant Co.; Darling Shops; Shafer Fur; Pidgeons; Cramer Drug Co.; Sibley, Lindsay & Curr Co.; Weed & Co.; Weis & Fisher; McFarlin Clothing Co.; McCurdy & Co.; B. Forman Co.; H. L. Green; Sears, Roebuck & Co.; Reliable Furniture Co.; National Clothing Co.; Projansky Inc.; War Activities Committee of Rochester Theatres, Inc.

This message naturally carries the whole-hearted endorsement of hundreds of other Rochester merchants, but because of space limitations our sponsors group is limited in number.





# Sears

THANK GOD  
YOU'RE  
AN AMERICAN!  
BUY EXTRA  
WAR BONDS & STAMPS  
HERE!

Check these Values

## LAST 3 DAYS FRIDAY-SATURDAY-MONDAY

# SUPER

# VALUE DAYS

## Sears Has Flannel Wear For The Entire Family At Huge Savings



### WOMEN'S FLANNEL WEAR

A Complete Selection Of Sizes In Solids—PRINTS and STRIPES

FLANNEL GOWNS FLANNELETTE PAJAMAS

85<sup>c</sup>

Regular sizes in solids, stripes.

Outsizes, 95c

1.19

Regular sizes in solid colors.

Outsizes, 1.19 Stripes

1.39

Regular sizes in smart prints.

Outsizes, 1.59

1.69

Full cut, straight and fitted styles.

1.39

Two piece styles in prints and solid colors. Some hooded styles. Sizes 34 to 44.

JAMARETTES

1.79

Plain and striped; man tailored style. Sizes 34 to 40.

2.69

Deluxe; full cut, stripes and combinations. Sizes 36 to 38.



### MENS' PAJAMAS HEAVY FLANNEL

2.45

Coat and middy styles in new fancy prints. Sizes A, B, C and D. On sale Both Stores.

### SKI TYPE 'JAMAS

1.98

Soft, thickly fleeced cotton. Knitted wrist and ankle cuffs. Sizes small, medium and large.

Regularly \$1.69 Pajamas... \$1.54

### NITE SHIRTS

1.59  
and  
1.89



For real sleeping comfort—full cut, roomy. Warm heavy flannelette.



### Infants' And Children's Wear

79<sup>c</sup>

1.19

59<sup>c</sup>

1.00

Knit sleeper with feet. Elastic drop seat. 1 to 7 years.

Footed knit sleeper. Button front, drop seat. 3 to 12 years.

One-piece; ski cuff and wrist. Sizes 2 to 8 years.

One-piece sleeper; drop seat with belt. 2 to 8 years.

Two-Piece Pajamas... 1.59

Two-Piece 'Jamas .... 79c

Jamarette Jr. .... 1.65



Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.





## Thanksgiving FOOD VALUES

**STOKELY'S FINEST CRANBERRY SAUCE**  
2 17-oz. cans **27¢**

**N. Y. STATE SHARP OLD CHEESE**  
lb. **39¢**

**ONTARIO CLUB CRACKERS**  
pk. **19¢**

**SALAD-ALISE SALAD DRESSING**  
quart jar **25¢**

**GRANDEE STUFFED OLIVES**  
No. 8 jar **25¢**

**PARK CLUB BEVERAGES**  
3 29-oz. btl. **28¢**  
PLUS USUAL DEPOSIT

**SOMETHING NEW-BURRY'S Old English Style PLUM PUDDING**  
Serves approximately 6 to 8 people. Complete with simple serving instructions and sauce recipe.  
Packed in a 1-lb. Re-sealable Colored Ovenware Bowl  
**87¢**

**KANSAS BELLE FLOUR**  
24 1/2-lb. sack **81¢**

**CRISCO**  
lb. can **24¢**  
3 lb. can **68¢**

**WHITE LAUNDRY P&G SOAP**  
10 bars **45¢**

**Diced Peel** 8-oz. pkg. **23¢**  
**Glace Cherries** 4-oz. pkg. **15¢**  
**Glace Pineapple** 1-lb. pkg. **15¢**  
**Crystallized Ginger** 3-oz. pkg. **25¢**  
**Black Figs** 8-oz. pkg. **10¢**  
**Fruit Cake** 8-oz. pkg. **9¢**  
**Giant Figs** 10-oz. pkg. **21¢**  
**Shelled Pecans** 8-oz. pkg. **37¢**  
**Pitted Dates** 8-oz. pkg. **23¢**  
**Cake Flour** 5-lb. bag **17¢**  
**Cocktail Mix** 10-lb. house **69¢**

**Red Cross Paper TOWELS**  
3 rolls **25¢**

**Grade "A" Eggs** Swift Brookfield Large White doz. **57¢**  
**Spring Lake Milk** 6 tall cans **49¢**  
**Bisquick** For Biscuits large pkg. **31¢**  
**Stokely's Finest Catsup** 12-oz. btl. **13¢**  
**Jewel Shortening** Swift's lb. print **19¢**  
**Park Club Mayonnaise** quart jar **43¢**  
**Cream Cheese** Kraft's Philadelphia 2 3-oz. pkgs. **19¢**  
**Potato Chips** Blue Ribbon small pkg. **9¢**  
**Dromedary Fruit Cake** 1-lb. pkg. **39¢**

**Soup Mix** Betty Crocker's Vegetable Noodle 2 pkts. **19¢**  
**Red Kidney Beans** lb. can **12¢**  
**L. & S. Pickles** Sweet or Dill 16-oz. jar **25¢**  
**Stokely's Pumpkin** No. 2 1/2 can **12¢**  
**Tomato Soup** Campbell's New Recipe 3 cans **25¢**  
**Stokely's Tomatoes** No. 2 can **25¢**  
**Pineapple Juice** Libby's 46-oz. can **35¢**  
**Tasty King Peas** Stokely's 2 No. 303 cans **29¢**  
**Libby's Vienna Sausage** 4 1/2-oz. can **11¢**

**GET YOUR TURKEY ORDERED NOW!**  
**Here's Why—**  
Supplies may be somewhat limited, especially as to size. To make sure of the BEST selection order your turkey now! You'll want a LOBLAW TURKEY for a perfect Thanksgiving feast.

**DELICIOUS, TENDER, APPETIZING SHOULDER LAMB ROAST** lb. **29¢**  
Serve With Mint Jelly—Tender  
**Leg o' Lamb** lb. **35¢**  
Short Cut, Small End 1-5 Rib  
**Standing Rib Roast** lb. **35¢**  
Sliced Baby  
**Beef Liver** lb. **39¢**  
Mild Cured—Broil, Bake or Fry  
**Wilson's Tasty Meals** lb. **49¢**  
Swift's Premium  
**Smoked Beef Tongue** lb. **33¢**  
Large Fresh 4 to 5 lbs.  
**Roasting Chickens** lb. **37¢**  
**New Long Thread Sauerkraut** 2 lb. 15¢  
**Genuine Haddock Fillets** lb. **29¢**  
**Smoked Liver Sausage** lb. **35¢**

**What Are Loblaw's Grade "A" Turkeys?**  
A Grade "A" Turkey is guaranteed bird of highest quality.  
\* Grown in the best turkey producing section.  
\* Personally selected for Loblaw customers.  
\* Fed on a scientifically blended ration producing more white meat, flavor and tenderness.  
\* Utmost care in handling—each bird carries the Grade "A" stamp of approval.  
\* Every Grade "A" bird will be cleaned with tendons removed and styled for your table.

**Priscilla Dinnerware Ovenware Sale Ends Dec. 5th**  
Complete your set before the above date. Get yours today! Don't delay! We guarantee to fill all orders placed before Dec. 5th.

**BAKING or COOKING APPLES**  
**BALDWIN'S** 14 LBS. IN BASKET **49¢** Each  
**McINTOSH** 12 LBS. IN BASKET **59¢** ea.

**Maryland Golden Sweet Potatoes** 4 lbs. **19¢**  
**Cape Cod Eatmor Cranberries** lb. **19¢**  
**Florida Grapefruit** Large Size 54-70's 4 for **19¢**  
**Florida Oranges** Extra Fancy, Sizes 250's doz. **25¢**  
**Meaty Blue Hubbard Squash** lb. **3¢**  
**Red Emperor Grapes** Large Clusters 2 lbs. **25¢**  
**Well Bleached Stalk Celery** 2 for **15¢**  
**White Cabbage, Solid Heads** lb. **2¢**  
**Acorn Individual Squash** Extra Large each **5¢**  
**Home Grown Bunch Carrots** 2 for **9¢**  
**Waxed Yellow Turnips** Canadian Grown lb. **3¢**

**Gauze Linerized TISSUE** 3 rolls **11¢**  
**ACME GOLDEN DOG FOOD** 5 lb. bag **37¢**  
**VELVET SUDS IVORY FLAKES** 2 20 Mule Team Borax **19¢** 4-oz. btl. **23¢**

1460 MONROE  
1995 RIDGE  
998 SO. CLINTON  
2871 DEWEY  
1529 LAKE  
1004 CULVER

844 GENESEE  
609 THURSTON  
640 WINTON  
1364 CULVER  
3268 LAKE  
491 RIDGE

873 PORTLAND  
627 TITUS  
822 DEWEY  
556 CHILI  
1800 N. CLINTON

**CHERRY VALLEY PRINT BUTTER**  
GOVERNMENT CERTIFIED  
49¢  
Apple Grove Butter 1-lb. roll **46¢**

**DIAMOND WALNUTS**  
1-lb. "catala" bag **27¢**

**NONE SUCH Mincemeat**  
28-oz. jar **31¢**

**SWANS DOWN CAKE FLOUR**  
large pkg. **23¢**

**GOLDEN PRAIRIE PASTRY FLOUR**  
5 lb. sack **20¢**

**WHITE ROCK SPARKLING WATER**  
2 1/2-gal. btl. **39¢**

**GELATIN DESSERTS ROYAL**  
pkg. **6¢**

**DUFF'S GINGERBREAD CAKE MIX**  
pkg. **21¢**

**GERBER'S BABY FOODS**  
STRAINED OR CHOPPED 3 cans **20¢**

**HOM-WAX WAX PAPER**  
125-ft. roll **17¢**

**RED HEART KIBBLED DOG FOOD**  
3 lb. bag **29¢**

**Raisins** Fruit-Cake Bleached 15-oz. 15¢  
**Wyle's Flakes** Dehydrated tin 10¢  
**Durkee's Sage** can 14¢  
**Seasoning** Bell's poultry pkg. 10¢  
**Gravy Master** 1-oz. btl. 9¢  
**Dressing** Durkee's Famous 10-oz. btl. 29¢  
**Sterling Salt** 2-lb. boxes 13¢  
**Mustard** French's Cream Solved 6-oz. jar 9¢  
**Potato Sticks** Schuler's Julianne pkg. 9¢  
**Comet Rice** White pkg. 10¢  
**Soup Mix** Minute Man 3 pkgs. 25¢

**WINDOW CLEANER WINDEX** 4-oz. btl. **14¢**

## YOUR SUNDAY DINNER

The Dinner  
\*Fruit Stuffed Shoulder of Lamb  
\*Mashed Potatoes  
\*French Fried Turnip  
\*Buttered Wax Beans  
\*Calavo Fruit Salad  
\*Lemon Snow  
\*Cocanut Cupcakes  
\*(Recipes Included)  
This menu is properly balanced for nutritional value. It supplies: The Meat: Protein, Carbohydrates, minerals, some fats, Vitamins A, B, and G. Potatoes: Carbohydrates, Minerals, Vitamins A, B, C and G. Turnip: Vitamins A, B, C and G; minerals, carbohydrates and

**BUY NOW!**  
Be Sure of Your Supply!  
**PROMPT DELIVERY**  
We Are Exclusive Dealers For JEDDO COAL  
**SAVE**  
With Miller's SPECIAL  
100% Guaranteed  
**COAL \$11.95**  
Store Egg or Nut Cash  
Careful Deliveries

**ARDEAN R. MILLER**  
Know Your Dealer! PHONE GENESEE 20 Finest Service For 32 Years

**LAST 3 DAYS**  
**Lincoln's PHOTO SPECIAL**  
Offer Ends Monday, Nov. 23  
**2 for 1 SALE**  
Get Two Pictures for The Price of One!  
**2 8x10 VIGNETTE PORTRAITS**  
For Only **\$3** A \$6.00 Value  
Regular Price 1 for \$3  
The luxurious finish of our Vignette Portraits has made this a popular photograph even at the regular price. This special low price offer comes just in time to get your Christmas gift portraits at a great saving.  
Sitting Time "5 MINUTES"  
No Appointment Necessary  
**MAIN ST. E. at ST. PAUL**  
Photo Studio—Main Floor

**OLD DUTCH CLEANSER** 8¢  
**ELSCO QUALITY FOODS STORES**  
**CREAM OF WHEAT** Large Package **25¢**

**IVORY SNOW** Large 24¢  
**OXYDOL** Large Package 24¢  
**SELOX** 15¢  
**P & G SOAP** 5¢

**IVORY SOAP** Large 11¢ Med. 2 for 13¢ Guest Size 5¢  
**IVORY FLAKES** Large 24¢  
**CAMAY SOAP** 8¢  
**LAVA SOAP** 7¢

**CHIPSO** Large Package 24¢  
**D U Z** Large Package 24¢  
**CRISCO** 3 Pounds 72¢ Large Package 25¢

**SWEETHEART SOAP** 7¢  
**PALMOLIVE SOAP** 8¢  
**KLEK med.** 11¢

**OCTAGON PRODUCTS**  
LAUNDRY SOAP 5¢ SOAP POWDER 5¢  
CLEANSER 5¢ TOILET SOAP 5¢  
GRANULATED SOAP 24¢

some fats. Wax Beans: Vitamins A, B, C, D and G; minerals, carbohydrates, protein. Dessert: Carbohydrates, Vitamins A, B, C and G, and protein.  
To Serve 6 You Need  
1 lamb shoulder, boned  
Dried apricots and prunes  
1 orange  
6 potatoes  
4 white turnips  
2 lemons  
2 No. 2 cans Wax Beans (Balance of materials among staples)  
Fruit Stuffed Shoulder of Lamb  
1 lamb shoulder, boned  
2 cups bread crumbs  
2 cooked apricots, diced  
6 cooked prunes, diced  
1 small orange, chopped  
1 beaten egg  
Salt and pepper  
Have butcher remove bone (Continued on Page 9)

**WINTER OR SUMMER**  
*The People's Choice*  
today's **GENESEE**

**Fresh Fish**  
Finest Seafoods — Freshest Fish — Quality in every pound! And reasonably priced, too.  
**BULLHEADS** 29¢  
**LAKE PERCH** 27¢  
**MACKEREL** 24¢  
**LAKE TROUT** 39¢  
**PRICES FISH MARKET**  
385 MAIN STREET E. Near Wegmans

**Sale**  
Merrimac Pinwheel **CORDUROY 89¢** yd.  
Merrimac Twill Back **VELVETEEN 1.59** yd.  
Beautiful selection of 100% WOOLINS for Coats, Suits, Dresses and Skirts. Dozens of glamorous, Holiday fabrics — VELVETS, METALLICS, SATINS, etc. all at genuine savings—all first quality. Stop in.  
**MANHATTAN SILK STORE**  
381 MAIN ST. E. NEXT TO WEGMANS

**Premium By-Product**  
**COKE \$11**  
Ask About Our Budget Plan  
**WEST END FUEL CO., 2 LAKE AVE.** MAIN 5740

**LOEW'S**  
*She's a cute little WITCH!*  
**WIN GUEST TICKETS TO LOEW'S**  
Contest Rules Below...  
**"I MARRIED A WITCH"**  
STARRING **FREDRIC MARCH**  
**VERONICA LAKE**  
WITH **ROBT. BENCHLEY**  
A RENE CLAIR PRODUCTION  
RELEASED THRU UNITED ARTISTS  
**NOTE:**  
Name Three Pictures in Which Fredric March, Veronica Lake and Robt. Benchley Have Appeared. Mail All Entries To The Rochester Sun Contest Editor No Later Than Friday, November 20th. The First 25 Will Receive Guest Tickets To Loew's.



2 cans Wax Beans  
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stuffed Shoulder of Lamb  
mb shoulder, boned  
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oked prunes, diced  
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Coke or Coal  
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5740

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25 Will Receive

Rochester Sun, November 19, 1942

## Sunday Dinner . . .

(Continued from Page 8)

From lamb should and sew it  
on three sides leaving the  
fourth side open for dressing.  
Make a dressing of the bread  
crumbs, fruits and beaten egg.

Pile this into the cavity. Skewer  
or sew the edges together. Place  
the lamb shoulder on a rack in  
an open roasting pan and roast  
in a 300 degree F. oven allowing  
30-35 minutes to the pound.  
**French Fried Turnips**  
Pare 4 turnips, cut in round

## Apple Strudel An Inexpensive Dish In Season

This is the season for juicy,  
crisp apples. And the brisk,  
cool days ahead will whet  
your appetite for apple  
dumplings, pie, brown betty  
and strudel.

One of the simplest of  
these to prepare is apple  
strudel. And it's an inexpen-  
sive dish too, requiring only  
5 cups of cornflakes, 3 cups  
of sliced apples, 3-4 cup of  
granulated white or brown  
sugar, a bit of cinnamon and  
3 tablespoons of butter.

Here is the way it is made:  
Put a layer of cornflakes in a  
buttered casserole. Cover  
with a layer of apples, and  
add half of the sugar, and  
sprinkle with cinnamon and  
dot with a third of the but-  
ter. Add another layer of  
cornflakes, remaining apples  
and sugar. Sprinkle with cin-  
namon and dot with more  
butter. Put a layer of corn-  
flakes on top, dot with rest of  
butter and sprinkle with  
sugar. Cover and bake in an  
oven of 375 degrees F for  
about 35 minutes, or until  
apples are soft.

Serve either hot or cold,  
with or without cream.

slices, 1/4 inch thick and parboil  
in boiling salted water for 5  
minutes. Drain, dip in beaten  
egg, then in cracker crumbs  
and fry in butter until nicely  
brown on both sides.

### Lemon Snow

1 tablespoon plain gelatin  
2 lemons  
1/4 cup cold water  
1 cup boiling water  
1/4 cup sugar  
2 egg whites

Soak the gelatin in the cold  
water until it is softened.  
Squeeze the lemons. Add the  
gelatin to the hot water and stir  
until dissolved. Add lemon juice  
and sugar. Cool. Chill until it  
begins to thicken and then beat  
until foamy. Beat the egg  
whites. Fold them into the  
gelatin. Beat together, until the  
mixture is stiff enough to hold  
its shape. Place in individual  
dishes and chill for several  
hours. Serve with cocoanut cup  
cakes.

### Serving Hints

Place meat on large platter  
and for garnish, surround it  
with buttered wax beans. Lay  
the French Fried Turnip slices  
around the platter on top of  
the beans.

## Facts No Married Woman Should Be Denied

It is every wife's right to know certain  
facts. Her greatest happiness, her physical  
and mental well-being, may be at stake.  
Yet thousands unknowingly use over-  
simplifying solutions of acids for the douches  
which can burn, scar and desensitize deli-  
cate tissue.  
Today such doubts and unhappiness,  
such risks are needless. Science has given  
womankind Zonite. So powerful, it kills  
instantly all germs and bacteria with  
which it comes in contact. Deodorizes—  
by actually destroying odors. Protects  
personal cleanliness. Yet Zonite is non-  
caustic, non-poisonous, safe for delicate  
tissues. Over 25,000,000 bottles bought.  
Get Zonite at your druggist today.

**Free Book Tells Intimate Facts**  
Frankly written booklet "Feminine Hy-  
giene Today," mailed FREE, in plain  
wrapper. Write Zonite, Dept. 6846,  
370 Lexington Ave., New York, N. Y.

Look For Your Name Between The Ads. Win War Stamps

## No. 19 School PTA To Meet At Memorial Art Gallery Tuesday

The PTA of No. 19 school  
will hold their November  
meeting at the Memorial Art

Gallery next Tuesday at 2 p. m.  
to hear Miss Mabel Trather  
Wright talk on "Children's  
Work." Miss Wright is director  
of adult education.

The group will also lay plans  
for a Christmas play and  
bazaar to be held at the school  
on December 15.

SUNDAY EVENING, NOVEMBER 29

## The Year's Musical Sensation FIRST PIANO QUARTET N.B.C. RADIO STARS

With the ROCHESTER CIVIC ORCHESTRA

Guy Fraser Harrison Conducting

ALL SEATS RESERVED

40c...55c...83c...\$1.10 (Tax Incl.)

EASTMAN THEATRE

Of University of Rochester

PAGE NINE

## EVERYTHING YOU NEED

LAMPS, Table and Floor . . . \$4.95 up  
BICYCLES . . . \$32.50  
SEWING MACHINES . . . \$59.95 up  
RADIOS . . . \$22.95 up  
RADIO COMBINATIONS . . . \$109.95 up

Electric Clocks, Electric Irons, Etc.

NO DOWN PAYMENT  
CHARGE ACCOUNT  
PLAN

EASY TERMS  
Our Installment Plan  
Conforms to Government  
Regulations

## UNIT PARTS ROCHESTER CORPORATION

1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD

Archibald Black, 841 Maple St.

BIG SAVINGS FOR ALL ROCHESTER IN THESE BELOW CEILING

# Furniture Sales!



\$109

## Luxury for Your Living Room

GRIP ARM SUITE IN HEAVY TAPESTRY

THREE PIECES. A handsomely styled group of three luxurious pieces, tailored in long wearing  
Tapestry with carved wood knuckle arms, extra protection where most of the wear occurs. Sofa, Barrel  
Chair and Club Chair, all styled along low English lines that offer inviting comfort, relaxation.

Reliable Budget Terms Only \$2 Weekly

Evening Appointments can  
easily be arranged. Phone  
Miss Adams, Main 4191, tell  
her your most convenient  
time.



Just One Week To Thanksgiving! — See This

## MASSIVE MODERN NINE PIECE SUITE

Impressive in appearance, and at this low price and im-  
pressive value! Veneered in richly grained walnut on gum-  
wood with graceful Waterfall fronts, smart modern hardware.  
Buffet, China Cabinet, Extension Table, Arm Chair and Five  
Side Chairs.

\$129

Reliable Budget Terms Only \$2.25 Weekly

## Walnut Finish DRESSERS

Three drawers, clear mirror.  
Carefully built, finished in Wal-  
nut on gumwood.

\$14.95

Open An Account



## Walnut Finish Chest of Drawers

Roomy four drawer chest in rich  
Walnut finish. Offers ample  
storage space.

\$8.95

Liberal Budget Terms



## Comfortable FOLD-AWAY COT

Folds compactly for quick  
storage. Enameled steel springs,  
mattress in ACA ticking.

\$16.88

Open An Account



## at... NOETH'S

You Can Still  
Buy Your Favorite  
Brand of Wines  
and Liquors...At  
LOW PRICES!

## PAUL NOETH

WE DELIVER ★ 19 CLINTON AVENUE SOUTH ★ MAIN 874

Just a Step Off Main St., Opposite Hotel Seneca—Open Every Night Till Midnight

THE RELIABLE FURNITURE CO.  
80-84 STATE ST. ROCHESTER



### DIAMONDS GOLD, BRIDGE WORK,

Antique jewelry, watches, silverware. We pay you for watch movements separate. We buy from the public and dealers wherever you go. "Barton Gold Co." will always pay you more, 202 Burke Bldg. Look for the gold letters on the electric sign. Walk straight from the elevator.

**BARTON GOLD CO.**  
ST. PAUL ST.  
202 BURKE BLDG.

### Park ALL DAY

★ **10c** ★

DRIVE IN 'N' OUT AS MUCH AS YOU WISH!

• Washing • Lubrication  
• Polishing • Tire Repair

**PAUL'S AUTO SERVICE**  
98 S. FITZHUGH

WAS GRANDMA RIGHT ABOUT THESE

## COLD FACTS?

For colds' coughing, to reduce sniffling nasal congestion, chest muscle soreness pioneer Grandma put faith in home medicated mutton suet and hot flannel. Today mothers use Penetro—the excellent modern medication with the mutton suet base. Penetro never fails to function 2 ways. Aromatic vapors go inside with every breath—outside it comforts like a warming, soothing plaster. Rubbed on chest and throat, it works fast. Try Penetro and agree "Grandma was right." Satisfaction or your money back. 25c. double supply 35c.

### Girdle Shortage Need Not Worry Certain Fat Women

You adult fat people may often slim down without starvation diets and backbreaking exercises, when your excess fat is due to thyroid deficiency and you have nothing else the matter with you. Just eat sensibly and take Marmola tablets only according to the recommendations and instructions with the package. Marmola is not a cure-all. If in doubt as to any time about advisability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician. If you need Marmola, why not lose those ugly uncomfortable pounds the Marmola way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

**D. U. V. TENT MEETING**  
The Clara Barton Tent No. 22, Daughters of Union Veterans, will meet on Friday, Nov. 27 in the Odd Fellows Temple on Clinton Ave. N. to nominate new officers for 1943.

### Thanksgiving LIQUOR VALUES

Von Moore 5 1/2 Years Old  
**BONDED BOURBON - Quart** \$3.49  
Kentucky's finest. Tax Inc.  
Imported West Indies  
**RUM** Fifth \$2.29  
Wilken Reserve  
**BLEND** Fifth \$2.65  
17 1/2% 4 Year Old—10% 5 Yr. Old  
Hildick 3 Year Old  
**APPLE BRANDY** Pint \$1.99  
Smooth and Delicious  
Famous Finger Lakes  
**STATE SEAL WINE** Quart 94c  
Complete selection, Dessert types.  
Olmosco—40 Year Old Spanish  
**BRANDY** Fifth \$4.98  
Great Britain Delivers The Goods  
**House of Lords Scotch-Fifth** \$3.59

**PARISIAN LIQUOR STORE**  
Open All Day Thanksgiving 8:30 A. M. to Midnight  
1517 LAKE AVE. AT RIDGE GLEN. 4152

Mrs. A. E. Gray, 609 Tremont St.

WE'LL HAVE YOUR  
THANKSGIVING DINNER

## from TURKEY to TRIMMINGS



Now that Turkey Day has rolled around again thrifty Rochester housewives will look to Wegmans for their Thanksgiving dinners.

Wegmans turkeys are guaranteed to please... scientifically fed to produce birds that are tops for taste and tenderness. Shop early next for best selection.

Thank God You're  
An American!  
Buy EXTRA  
War Bonds and  
Stamps this Month!

### PRE-HOLIDAY VALUES!

TENDER GENUINE SPRING  
**Legs O' LAMB**  
35c lb.

TENDER SHOULDER ROASTS  
**BEEF**  
29c lb.

BEST BUTTER "BUY"  
AT ANY PRICE  
**LAND O' LAKES**  
FRESH CHURNED. 93 SCORE  
SWEET CREAM  
**BUTTER**

FRESH ASSORTED ICED  
**LAYER CAKES** 29c ea.

SNIDER'S APPETIZING OYSTER  
**COCKTAIL SAUCE** . . . . . Bot. 15c  
OCEAN SPRAY  
**CRANBERRY SAUCE** . . . 2 Cans 25c  
TALL CAN LIBBY'S  
**FRUIT COCKTAIL** . . . . 2 Cans 31c  
LEMON, ORANGE, MIXED-DROMEDARY  
**GLACE FRUITS** . . . . . Tin 10c  
NONE SUCH  
**MINCE MEAT** . . . . . Pkg. 12c  
NO. 2 CAN SLICED  
**DOLE PINEAPPLE** . . . . . Can 23c  
20 OZ. CAN GILBERT'S  
**TOMATO JUICE** . . . . . 3 Cans 25c  
(Right reserved to limit quantities)  
KITCHEN-TESTED FLOUR  
**GOLD MEDAL** . 24 1/2 lb. Sack \$1.05  
KITCHEN WORK-SAVERS  
**SCOT TOWELS** . . . . . 3-Rolls 25c  
WEGMANS CREAMY FRESH  
**MAYONNAISE** . . . . . Qt. 41c  
WEGMANS GREEN GABLES  
**SALAD DRESSING** . . . . . Qt. 31c  
LARGE BOTTLES IMPERIAL CLUB SODA OR  
**GINGER ALE** . . . . . 3 Bottles 25c  
SIMON PURE BEER OR  
**OLD ABBEY ALE** . . . . . Qt. 18c  
QUART CANS  
**LION BEER** . . . . . Qt. 21c

**Wegmans**  
HOME OWNED SUPER MARKETS  
FREE PARKING FOR CUSTOMERS

TODAY THRU NEXT WEDNESDAY

**KEY**  
ROCHESTER'S MODERN  
CUT RATE  
DRUG STORES

**3-SPEED  
ELECTRIC  
HEAT PADS**  
KEY'S LOW PRICE \$1.79  
Reg. \$2.50 Value  
Grand for emergencies—on cold nights. Costs less than 1/2 cent per hour to operate. Comfortable, cushion-heat construction.

### LISTERINE

Antiseptic  
3-oz. Size 23c  
7-oz. Size 39c  
14-oz. Size 59c

Dr. Scholl's Foot Comfort Week  
**Dr. Scholl's Zino-pads**  
FOR CORNS, CALLOUSES, BUNIONS  
31c pkg.  
Separate medications for removing corns or callouses.

### KUROTOK

A super-Molaskin for relieving shoe friction and pressure.  
**FOOT POWDER** 31c  
**FOOT BALM** 31c  
Soothes tired feet, Ointment or Liquid

Dr. Scholl's Foot Comfort Week

Trimmed With  
**22 K. GOLD**

**DELSEY**  
TOILET PAPER  
Soft...like Kleenex  
Made by Kleenex  
Double-ply for Extra Strength  
3 ROLLS 25c

GUARANTEE: If any "safedge" glassware becomes chipped on the rim it will be replaced free of cost. This guarantee does not cover breakage.

**HEAVY AMERICAN MINERAL OIL**  
PINT 25c  
QUART 45c  
1/2 GALLON 85c  
GALLON 1.49

**Silex**  
makes better coffee  
\$2.95  
FOR THIS 8-CUP SIZE IN BLACK TRIM AND WITH UPPER HANDLE

**IT'S NEW!**  
**DELSEY**  
TOILET PAPER  
Soft...like Kleenex  
Made by Kleenex  
Double-ply for Extra Strength  
3 ROLLS 25c

**LUCKY STRIKE**  
CIGARETTES  
30c

**KEY COUPON**  
WALDORF  
**TOILET TISSUE**  
3 for 11c  
Limit 6

**KEY COUPON**  
ALUMINUM  
**HAIR CURLERS**  
Spring Lock Long or Short Limit 6 2 for 9c

**KEY COUPON**  
**Milk of Magnesia TABLETS**  
Bottle 100 Reg. 50c Limit 1 18c

**KEY COUPON**  
**NAIL POLISH REMOVER**  
Giant 3 Ounce Bottle LIMIT 2 7c

**HAARLEM OIL CAPSULES**  
Box 25 14c

**SODA MINT TABLETS**  
Bottle 100 6c

**MEDICATED THROAT DISCS**  
Parke Davis & Co.  
Box 60 15c

**MERCERIZED SHOE LACES**  
Black, White or Brown 27-Inch  
2 pr. 5c

**G. E. MAZDA LAMPS**  
New Low Price 40-50-60 Watt 10c

**McKESSON ASPIRIN TABS.**  
Bottle of 100 Tablets 2 for 49c

**NOXZEMA**  
BOUDOIR SIZE CREAM  
Regular 75c Value 49c

**PLAYING Cards**  
PINOCCHLE BRIDGE or 26c  
Reg. 30c 2 for 51c

Rochester Sun, 1  
FUR  
ANK scarfs, jackets,  
Make your  
-end of highest  
at prices ever. L  
ties west of Spencers  
Spencerport 32  
REPAIRING and  
styles. Sale of  
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VITAM  
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November 19, 1942

Rochester Sun, November 19, 1942

Look For Your Name Between The Ads. Win War Stamps

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2 Cans 31c  
DARY Tin 10c  
Pkg. 12c  
Can 23c  
3 Cans 25c  
Sack \$1.05  
3 Rolls 25c  
Qt. 41c  
Qt. 31c  
SODA OR 3 Bottles 25c  
Qt. 18c  
Qt. 21c

FREE PARKING FOR CUSTOMERS

**FURS**  
FUR coats, jackets, coats made up for you. Make your selection now from the best of highest quality live mink. Prices even. Lion Fur Farm, 211 West of Spencerport on Route 31. Phone Spencerport 220-74.

**VITAMINS**  
VITAMIN SPECIALISTS—Services free. B.C. favorite brand supplied or my services free in choosing one for you. Write or phone me. Vitamins delivered or mailed to you. R. W. Twittemyer, 200 Edinburgh St. Phone Main 2304-W. 1000 answer, Chas. 220-31.

**FOR RENT**  
ROOMS and bath, heated. Adults only. 214 Rosewood Ter.

**Just In Time For Thanksgiving!**  
**BEAUTIFUL 9 Pc. DINING ROOM SUITE**  
Our Ceiling Price  
119.50  
**Sale Price!**  
**\$79.50**  
CASH OR TERMS  
LIMITED QUANTITY

**EDW. L. MASLINE**  
1340 CLINTON AVE. NO.  
OPEN EVENINGS

**Where To Play BINGO!**

**Beeley's Bingo**  
SUNDAY AT 8 P. M.  
MON., TUES., WED., THURS.,  
FRI., SAT. at 8:15  
EXTRA BOARD FREE  
WITH TRIPLE BOARD  
142 GENESEE ST. in REAR

**BRING THIS COUPON TO**  
**STRAND THEATRE—FRIDAY EVE. NOV. 20**  
62 ST. PAUL ST.  
It Entitles You To  
**3 FREE BINGO CARDS FOR A \$50**  
**COVER-ALL SPECIAL GAME**  
"Rochester's Best Bingo Game"  
"BEST By Comparison"

56 Nos. .... \$180	5 Games . \$20 each
56 Nos. .... 100	5 Games . 15 each
55 Nos. .... 200	5 Games . 10 each
55 Nos. .... 200	7 Games . 8 each
Cover All .... 200	1 Game . 18.00
Cover All .... 50	

Total In Prizes \$1350 Admission \$1.10 Includes All—No Extras

**SPECIAL! THANKSGIVING PARTY**  
**TURKEYS — CHICKENS — EXTRA**  
**FOOD BASKETS AS PRIZES**  
PLUS OUR REGULAR FINE PRIZES  
**GRAND PRIZE — \$300** GIVEN EVERY WEEK  
**JACKPOT — \$100** GOOD AWARD  
**TICKET \$75 GAME**

**K of C AUDITORIUM**  
50 CHESTNUT ST.  
20 DOOR PRIZES

**SLAGER BAND BINGO**

**EVERY TUESDAY NITE**  
155 Chestnut Between Monroe Ave. & Court St.  
3 Bus Lines Within Block

**\*24 GAMES ALL \$20 or more**  
**\*\$40 GAME** For you and a Friend in the U.S.A. Forces  
**\*\$200 JACKPOT** .. 55 numbers  
**\*\$200 SWEEPSTAKES GAME**

All Above Games Included In Admission, \$1 Plus Tax

Tables For Early Birds

**SPECIAL—TUESDAY NIGHT, NOV. 24**  
**10 TURKEYS** AS DOOR PRIZES  
FOR THANKSGIVING

**155 CHESTNUT ST.**

**WALKERS**  
**Chicken Pies**  
ARE STRICTLY ALL CHICKEN — NO VEGETABLES  
ALSO BEEFSTEAK PIES

We are equipped to fill your order regardless of the amount. Ideal for factory, cafeteria, large Banquets, even small Parties. Special prices for large quantities. NO DISHES TO RETURN.

**GLENWOOD 3783**  
26 VELOX ST.

**DOLAN'S**  
Where You Buy the Cuts of Chicken You Prefer

- BREASTS ... lb. 53c
- LEGS ... lb. 43c
- WINGS ... lb. 29c
- NECKS ... lb. 15c
- GIBLETS ... lb. 25c
- LIVERS ... lb. 49c

**DOLAN'S**  
600 JEFFERSON AVE.  
Cor. Bartlett  
Telephone Genesee 1417

**PARK HALL** 928 Jefferson Ave. Near Plymouth

**SPECIAL — SAT. NITE TURKEYS — FREE**  
\$5 to \$10 ALL GAMES SAT. NITE 8:15  
\$500 INC. JACKPOT

50c For You Thur. Nov. 19	50c For Friend Thur. Nov. 19	25c For You Fri. Nov. 20	25c For Friend Fri. Nov. 20
50c For You Sat. Nov. 21	50c For Friend Sat. Nov. 21	25c For You Sun. Nov. 22	25c For Friend Sun. Nov. 22

Coupons in this ad redeemable at New Park Hall when buying triple board and book of specials.

**FRI. NOV. 20**  
**PARK HALL**  
1:30 P.M.  
45c For You

**Friday MATINEE SPECIAL! JACKPOT SPECIALS!**

**PARK HALL**  
FRI. NOV. 20  
1:30 P.M.  
45c For Friend

**TOWNER**  
HALL and REXY.  
SPECIAL! TURKEYS!  
**FREE! FRIDAY and SATURDAY NITES!**  
FOR THANKSGIVING

**THURS. JACKPOT**  
Good Friday If Not Taken Thursday  
\$205.00

**FRIDAY**  
Good Friday If Not Taken Thursday  
\$205 JACKPOT

**SATURDAY**  
FREE TURKEYS  
DOOR SPECIAL 57 NUMBERS \$45

Worth 45c For You NOV. 21st Towner - Rexy	All Games Some \$15 FREE TURKEYS!	Worth 45c For Friend NOV. 21st Towner - Rexy
Worth 25c For You Sun. Nov. 22 Towner	Worth 25c For Friend Sun. Nov. 22 Towner	Worth 25c For You Wed. Nov. 25 Towner
Worth 25c For Friend Sun. Nov. 22 Towner	Worth 25c For Friend Wed. Nov. 25 Towner	Worth 25c For Friend Sun. Nov. 22 Towner

**BINGO, FRI. NITE, 8:30**  
21 GAMES EACH WEEK ON REG. BOARD

NO JACKPOTS ALL MONEY GIVEN OUT EACH NITE

**\$345** GUARANTEED INCLUDING \$100 PRIZE ON REG. CARD

No Game Under \$10

**O.L.P.H. HALL**  
Joseph Avenue - Bus To Door  
JOSEPH AVE. near NORTON ST.

**HOLLYWOOD**  
**SPECIAL! — FREE TURKEYS!**  
**SAT. NITE for THANKSGIVING**  
ALL REG. GAMES — \$5 TO \$10 — EVERY WEEK

WORTH 45c For You Tues. Nov. 24th	WORTH 50c For Friend Tues. Nov. 24th	WORTH 50c For You Wed. Nov. 25th	WORTH 50c For Friend Wed. Nov. 25th	WORTH 25c For You Sat. Nov. 28th	WORTH 25c For Friend Sat. Nov. 28th
WORTH 45c For Friend Tues. Nov. 24th	WORTH 50c For Friend Wed. Nov. 25th	WORTH 50c For Friend Wed. Nov. 25th	WORTH 50c For Friend Sat. Nov. 28th	WORTH 25c For Friend Sat. Nov. 28th	WORTH 25c For Friend Sat. Nov. 28th

The coupons above are redeemable at Hollywood box office for amounts named when you or your friend buy a triple board and book of specials.

**SPECIAL TUESDAY NIGHT, NOV. 24th**  
ALL GAMES \$10—SOME \$15

**HOLLYWOOD HUDSON**

**SEMET SOLVAY**  
**COKE** \$11.00  
LEHIGH VALLEY HARD COAL  
STOVE, NUT ..... \$12.90  
EST. OVER 25 YEARS

**PAYNE & DUNHAM**  
586

**Imagine!**  
Ready-to-Serve Cocktails Right out of your Refrigerator

Add No Ice, Just Serve

**Pete Hagen's**  
COCKTAILS  
DRY MARTINI MANHATTAN  
SIDE CAR DAIQUIRI  
OLD FASHIONED

POPPE-MORSON COMPANY, INC., ROCKEFELLER CENTER, NEW YORK  
At Your Neighborhood Liquor Shop or Write Our New York Office

**TURKEYS TUES.!**

**HOLLYWOOD — HUDSON**  
**TUESDAY NITE—NOV. 24th**  
ALL GAMES \$10 ONLY SOME \$15

**COUPON**  
When buying triple board and book of specials, Nov. 24, Hollywood-Hudson, get this coupon FOR YOU

**COUPON**  
When buying triple board and book of specials, Nov. 24, Hollywood-Hudson, get this coupon FOR A FRIEND

**SAVE GAS AND TIRE**  
**PLAY BINGO AT THE 19th WARD CLUB HOUSE**  
THURS. ALL TONITE REG. \$8 Triple Board and Book of 75c Plus Tax  
NOV. 19th GAMES Specials

**SUNDAY 2:30 P. M.** All Reg. Games \$5-\$10 Letter "H" \$20  
THURS. 1:45 P.M. and 8:15 P.M.; FRI. 8:15 P.M.; SAT. 8:15 P.M.  
19th WARD CLUBHOUSE TAKE JEFFERSON AVE. BUS TO HAWLEY ST.

**UNION HALL LEAGUE**  
GREGORY ST., CORNER SOUTH AVE.

**SUN. & MON. NITE**  
Don't Forget Our Complete  
**TURKEY DINNER!**

Admission ... 28c Our Regular Big Prizes Turkeys Also

3 Boards for ... 58c

**2 JACK POTS EACH NITE**  
\$50 10 Numbers \$100 55 Numbers

These Amounts Good Monday If Not Taken Sunday

**MATINEE GAMES EVERY**  
**WED. FRI. SAT.—1:30 P.M.**  
Wed. Adm. \$3 FRI. and SAT. EVERY ADM. 25c GAME \$4  
25c Every Game No Coupon Necessary — Turkeys

**STAR BINGO**  
372 FLINT ST. (rear)  
MON. 8:15 P. M. \$2 and \$5  
1:45 Tuesday Afternoon \$1 and \$3  
Wednesday 1:45 P. M. \$1 and \$3  
\* 23 GAMES \*

**\$BINGOS**  
Every Saturday 8:30 P.M.

**C. Y. M. A.**  
51 FRANKLIN SQUARE  
Near Greyhound Bus Terminal

**COMFORTABLE**  
Tables For All

\$ ADMISSION 27c \$ Plus Fed. Tax—3c

**PLYMOUTH HALL**  
EVERY SATURDAY  
AT 8:15 P. M.  
**JACKPOT**  
Increases Automatically Until Taken.  
23 GAMES — SPECIALS  
DOOR PRIZES  
SPECIAL TURKEYS FOR THANKSGIVING

PLYMOUTH AVE. 50. AT TROUP ST.

**BERGHASH**

**QUALITY VALUES**

**WINES and LIQUORS**  
For Thanksgiving

**JOHN BEGG'S**  
IMPORTED—BLUE CAP

**SCOTCH**  
\$3.99 FIFTH

100% Scotch whisky, made and bottled in Scotland. Why not serve the BEST with your Thanksgiving feast?

BUY BY THE CASE AND SAVE!

**Reynold's Old Post Tavern**

**6 Apple Brandy \$3.30**  
Yrs. Old

(Apple Jack Straight)  
Old Post Tavern brand, distilled by the Old Colony Co. 86 proof. A really delicious drink, with all the flavor aged-in. Try a bottle!

**Swiss Colony, California**

**4 Grape Brandy \$2.49**  
Yrs. Old

90 proof. These skillful distillers have long been renowned for top quality products. The exceptional flavor bouquet and full body of their grape brandy is evidence of their ability.

IMPORTED, RON CARABEE

**RUM \$2.19** FIFTH

Imported from the Virgin Islands A rich, mellow Rum, Imported by the Old Colony Co., Importers of Fine Rums. 84 proof. This excellent product will please the most particular. Try it.

**BOTTLED IN BOND — 100 PROOF**  
Under U. S. Gov't Supervision

**BARCLAY'S \$3.25**  
**RYE WHISKEY** FULL QUART

Distilled from golden American grain to give unequalled smoothness and bouquet.

DISTILLED BY  
HIRAM WALKER & SONS

PRODUCT OF PORTUGAL ... EL REY

**TAWNY PORT \$1.25** FIFTH

Bottled and shipped by Nlepoort and Co., Oporto.  
One of the finest wines that could grace your Thanksgiving table.

**OLD COACH**  
**STRAIGHT BOURBON WHISKEY** \$1.49 FULL PINT

Yrs. Old

Distilled in Indiana. This whiskey has been aged in charred oak barrels.

Both New York State and California Wines in a price range from

**WINES 3.39 to 1.79 gal.**  
QUART \$1 - 60c PINT 29c

**124 CLINTON AVENUE S.**

Delivery MAIN 786

**BERGHASH**

Parking Free Opp. Store



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

**BEAUTIFULLY REBUILT**

**HOOVER**

Complete With Attachments **\$14.95** FULL CASH PRICE

Also large selection of other well-known makes.

**Fully GUARANTEED** For Same Length of Time as Brand New Hoover

**LIBERAL TRADE-IN ALLOWANCE!** Heavier rebuilt by Penn Craftsmen, Using Guaranteed Penn Parts.

**BUY NOW!** For Christmas Gift Giving.

**PENN VACUUM STORES**

30 SOUTH AVENUE • STONE 6747

OPEN 'TIL 7 P. M. MONDAYS AND THURSDAYS 'TIL 9

BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

Mrs. Hugo Green, 311 Rosewood Terr.

**MOST AMAZING VALUES IN TOWN!**

50% WOOL COAT SWEATERS... Slightly irregular. Value \$1.39 **\$1.39**

4-INCH WIDE HEAVY BLEACHED SHEETING. Regular 49c yard **49c**

LADIES' RAYON CREPE DRESSES. Sizes to 44. \$2.98 value **\$1.39**

VELVET MINK OF MAGNETA or SPEARMINT TOOTH PASTE. Regular 25c **10c**

LADIES' WINTER WEIGHT RAYON AND COTTON ROBE. Regular 49c pair **34c**

MEN'S HEAVY FART WOOL WORK SOX. Regular 25c **16c**

COATS or CLARK'S CROCHET COTTON. Big ball. Regular 25c **19c**

MEN'S DENIM DUNGAREE PANTS. Blue. Regular **98c**

STAR CROCHET COTTON Colors. Reg. 19c **5c**

LARGE ASSORTMENT NOVELTIES Values to 25c **9c**

PEQUOT PILLOW TUBING 6" wide. Reg. 49c yd. **39c**

REG. 50" EMBROIDERED NAPKINS. Reg. 19c **6c**

GAL. ENAMEL GLOSS OR FLAT PAINT. Finest quality. Reg. \$2.98 **\$1.39**

VELVET MINK PALM AND OLIVE SHAVE CREAM. Large tube. Reg. 25c **10c**

LADIES' FLANNEL GOWNS Extra sizes. Reg. \$1.39 **96c**

HARLING BABY CASTLE SOAP. 10c value **3c**

MEN'S RANDOM UNION SUITS Winter weight. **98c**

CHILDREN'S TRAINING PANTS Winter weight. Sizes 2-6. Reg. 25c **12 1/2c**

Above Are But a Few of Our Permanent and Amazing Bargains

**Every Buy a Bargain at BILL'S BARGAIN STORE**

98 East Main St. Near Water

• New FREE Davis folder gives secrets of using sugar substitutes in home baking — gives directions for making 20 delicious cakes, cookies and frostings. Get your copy now — send your name and address on postal card today to R. B. Davis Company, 33 Jackson Street, Hoboken, N. J.

**Auxiliary To Meet**

Members of the Edgar H. Koehler Auxiliary No. 55, Army and Navy Union will meet at City Hall Annex, 34 Court St. tomorrow at 8 p. m. to make plans for the group's inspection on December 18. Luncheon will be served.

Nutritional research shows that cheese is one of the most completely digestible foods.

**How to Bake with LESS SUGAR**



• New FREE Davis folder gives secrets of using sugar substitutes in home baking — gives directions for making 20 delicious cakes, cookies and frostings. Get your copy now — send your name and address on postal card today to R. B. Davis Company, 33 Jackson Street, Hoboken, N. J.

**Without Fear of Exaggeration THE SEASON'S BEST BUY!**

The Finest Fur Value Anywhere! Premier Bonded Northern Seal Dyed Coney. — Nu West Seal Dyed Coney

Super quality dyed coney. Three star. Hudson. In luxurious heavy jet black. The all round all season coat that is proper company anywhere, anytime. Truly a remarkable value. We warn you though, the supply is limited and the offer is good, this week only. Terms, if you wish.

Value To \$129

**CLIFFORD FUR CO.**

1283 Clifford Av., Block off Portland Clifford Fur Sells For Less!

**FRANK A. RIVERS**

31<sup>st</sup> Anniversary

**Sale!**

Beautiful 3-piece solid maple Jamestown bedroom suite. Colonial styling. Regular \$99.50 and a real value at **\$79.50**

Outstanding value headliner... A 3-piece modern walnut Jamestown bedroom suite. Regular \$99.50... no more after these **\$79.50**

A luxurious 5-piece solid mahogany Jamestown bedroom set. Modern styling. Formerly \$395... Anniversary Priced **\$295**

Home Accessories as much as 50% off

**Frank A. Rivers Co.**

INCORPORATED

226 SOUTH AVE.

OPEN TUESDAY, THURSDAY & SATURDAY EVES. 7:30 to 9 P.M.

**Hundreds Of Cold Weather VALUES AT CHAMPIONS**

BOYS' AND GIRLS' WARM, HUSKY, SMARTLY STYLED

**SNOW SUITS \$8.95**

Sizes 5 to 12

Separate Ski Pants \$3.79 Pair

Men's Genuine Suede Leather SPORT or WORK JACKETS **\$7.95**

HUNDREDS OF WARM COAT SWEATERS IN ZIPPER OR BUTTON STYLE

Xmas Boxes With Gift Merchandise **\$2.98** and up

Ladies' Coats Sweaters **\$2.98**

Boy's Coat or Slip-on Style **\$1.98**

Warm Good Looking

**Champion**

KNITWEAR CO. 171 ST. PAUL ST.

1 1/2 Hour Free Parking For Customers at Strand Parking Station

**THANKSGIVING**

Wines

**BLENDED WHISKEY**

85 proof. 4 and 5 year old whiskeys in this blend. **\$2.72** FIFTHS ONLY

**STRAIGHT... RYE or BOURBON**

80 Proof. 2 Years Old! **\$2.95** FULL QUART

**Bonded Rye** **\$3.29** FULL QUART

100 Proof. 5 Years Old. Pints \$1.69.

**IMPORTED PUERTO RICAN RUM**

86 Proof **\$3.09** FIFTH

**PREPARED COCKTAILS** **\$1.69** FIFTHS ONLY

Manhattan and Martini. Just chill and serve.

**25 YEARS OLD IMPORTED BRANDY** **\$3.89** FIFTHS ONLY

84 proof. Just the right accent for a delicious dinner.

**QUALITY CALIFORNIA DRY WINE.. \$1.15 gal.**

Correction—Last Week's Typographical Error  
**GOLD SEAL N. Y. STATE WINES**  
**\$3.20 Gal. — \$1.80 1/2 Gal. — 95c Qt.**

All Prices Include New Federal Tax

**NORTHEAST LIQUOR STORE, Inc.**

1192 NORTH CLINTON AVENUE MAIN 47

Opp. Cameo Theatre \* Free Delivery \* M. Kelly, Mgr.

Open 8-11 Weekdays — 8-12 Saturdays

**NEED CASH?**

Get It Quickly, Without Red Tape, At This Friendly Bank!

COMPARE OUR LOW BANK RATES

If you borrow	You receive	You make 12 monthly payments of
\$ 50	\$ 50.00	\$ 4.50
100	100.00	9.00
150	150.00	13.50
200	200.00	18.00
250	250.00	22.50
300	300.00	27.00
350	350.00	31.50
400	400.00	36.00

Other amounts at proportionately low rates. Insurance pays up loan in case borrower dies.

Main Office Exchange & Broad Sts. Personal Loan Dept., 2nd Floor

**GENESEE VALLEY TRUST COMPANY**

ROCHESTER, N. Y.

Valley Office, 1475 Mt. Hope Ave. . . . Spencerport Office, Spencerport, N. Y. MEMBER F.D.I.C.

**8,100 SECONDS OF MUSICAL EXTRAVAGANZA STARRING**

Don't Miss Second One! Don't Miss One Second!

Andru Presents **Beatrice KAY**

GAY NINETIES SONGSTRESS

**"KEEP 'EM SMOKIN'"**

**MUSIC • DANCES • SONGS • FUN**

**MASONIC AUDITORIUM**

**THUR. and FRIDAY**

**NOVEMBER 19 & 20**

(Sponsored by Al Sig's Send-a-Package Club)

**WAR SAVINGS PRICES**

GENERAL ADMISSION ..... \$1.10 (Prices include tax)

RESERVED SEATS: \$1.65 - \$2.20 - \$2.75

TICKET OFFICE, 119 EAST AVENUE

Telephone MAIN 5707

**Phyllis Carol Home-Style CHOCOLATES**

Delicious, home-style assortment. Dark and Milk Chocolate.

- Coconut Creams
- Chocolate Crunch
- Chocolate Puddings
- Raspberry Pectins
- Molasses Chews
- Nougats, Etc.

**1-LB BOX 27c** (Limit 2 Lbs.)

**GROVE'S Bromo-Quinine** 35c Box **27c**

**HILL'S Nose Drops** 35c Size **18c**

**SEIDLITZ POWDERS** Box of 12 25c Value **18c**

**ANALGESIC BALM** 50c Size **18c**

**Marrow Oil SHAMPOO** 14-Oz. Size \$1 Value **54c**

**POND'S CREAMS** All Types 55c Size **39c**

**We Bought All We Could Get of These "Hard-To-Get"**

**Genuine BRIAR PIPES**

We bought all we could get from a noted Pipe Manufacturer. Strict surface imperfections in no way impair their smoking quality. Buy now for Xmas and for the Boys in Service!

**DAW'S COUPON** Genuine BRIAR PIPES Worth \$1.00 **59c**

Assorted Styles and Shapes BUY FOR CHRISTMAS BUY FOR THE BOYS IN SERVICE

**Rectal Soreness** Get Relief New Easy Way — Sit in Comfort

Prolarmon Rectal is a quick, dependable reliever of itching, painful rectal soreness — symptoms which may also accompany piles and hemorrhoids. Brings soothing sense of comfort upon contact. Forms protective film over sore area, helps destroy infectious germs, aid Nature heal up raw, broken tissue. No oil — no grease to stain clothing. Sold on money back guarantee. Get this modern relief today. Ask for

**Book Matches** Box of 50 Pads **8c**

**BORAX POWDER** 1-Lb. Package ..... **11c**

**LIFEBUOY SHAVE Cream, Large Size..... 27c**

**COREGA POWDER** For Plates, 60c Size..... **29c**

**WHEAT GERM** 1-Lb. Package ..... **19c**

**FATHER JOHN'S Medicine, 60c Size ..... 31c**

**MALTED MILK** Borden's Chocolate, 1-lb. **23c**

**FEEN-A-MINT** Taxative Gum, 50c Jar..... **39c**

**FALSE TEETH** FIT LIKE NEW! Dentur-Eze, the new cushion plastic, makes loose plates fit comfortably for weeks. Not painful — not a pain. Economical. Thousands of satisfied users. Get a tube of Dentur-Eze today! Handy-size tube \$9. — New large size 98¢

**DENTUR-EZE**

**RINSO Soap Powder** Large Box **19c**

**ZINC OINTMENT** Pure U.S.P. 25c Size **13c**

**IRONIZED YEAST** \$1.00 Size **47c**

**DAW'S**

These Special Prices Good TODAY Thru SATURDAY (Right Reserved To Limit Quantities)

**DAW'S COUPON**

**DR. LYON'S TOOTH POWDER**

REGULAR 25c SIZE **9c** (Limit of 1)

**DAW'S COUPON**

**Christmas GREETING CARDS**

21 beautifully-colored cards... no two alike. Many exclusive designs and verses. Complete with envelopes. 50c Value! (Limit 2 Boxes) **23c**

**DAW'S COUPON**

**Wax Paper**

Large, 125-Ft. Rolls In Cutter-Edge Box Extra-Heavy **13c** (Limit 2 Rolls)

**RINSO Soap Powder** Large Box **19c**

**ZINC OINTMENT** Pure U.S.P. 25c Size **13c**

**IRONIZED YEAST** \$1.00 Size **47c**



Monday Edition

# ROCHESTER SHOPPING NEWS

## The Rochester Sun

Delivered Free To 75,200 Homes In  
Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

Shopping News Is Now Available  
On All Downtown Newsstands.

SIXTH YEAR—No. 6

ROCHESTER, N. Y., MONDAY, NOVEMBER 23, 1942

10

PHONE, STONE 6000 If You Do Not Receive Your Copy Regularly

# BE GLAD IN DECEMBER YOU SHOPPED IN NOVEMBER—BUY CHRISTMAS GIFTS NOW

Men's \$7.95 Corduroy Reversible

FINGERTIP COATS

Sturdy corduroy on one side in luggage, teal, brown, maroon. Water-repellent gabardine on the "in" side with zipper closed pocket. 34 to 42. **\$5.95**

Aisle 2, Basement

SIBLEY, LINDSAY & CURR Co.

MONDAY ONLY

MARMALADE WINE JELLIES

**5 for \$1**

Choose from burgundy wine jelly with grapefruit marmalade, lemon marmalade with Tokay wine jelly, port wine jelly and orange marmalade with sherry wine jelly.

EDWARDS—Street Floor

See Edwards Large Ad In This Issue

MONDAY ONLY

FUR HAT & MUFF SETS

\$15 Value **\$5.00**

DARLING SHOP 190 Main St. E.

Use this paper as your guide to greater values, not only for Christmas gifts but clothing and other winter needs for the entire family. Home furnishings are also prominently featured in the advertising messages in these pages today.

Don't overlook the specials offered on this page today. They represent real honest-to-goodness bargains, prepared for Monday shoppers by Rochester's leading stores and advertised exclusively in Shopping News.

**Downtown Stores Open Mondays To 9 P. M.**

MONDAY ONLY

Choice of 4 styles

Solid Mahogany SIDE CHAIRS

Comfortable, handsome chairs for dining room, living room, hall. Ladder-back, Sheraton, Duncan Phyfe lyre-back and shield-back styles. **\$9.95** each

Matching Arm Chairs, \$12.45 each

McCURDY'S Fifth Floor

32-Pc. Set

SALEM DISHES

Beautiful Patterns In Red and Black. **\$6.50**

WEIS & FISHER, 80 Clinton Ave., S.

Genuine "Dick Tracy"

BOYS WRIST WATCH

Special, While Limited Quantities Last. A handsome watch made by the famous New Haven Clock Co. Accurate time-keeper; good leather strap included. **\$2.89**

RUDOLPH'S, Main at South Ave.

A SMALL DEPOSIT RESERVES ANY ARTICLE

### Rudolph's Christmas Lay-away Plan

Play safe and buy now from our stocks that are complete. Your required down payment will be met before Christmas.



Majorette Pair

Six fine diamonds in this beautifully styled pair that she will always cherish. **139.50**

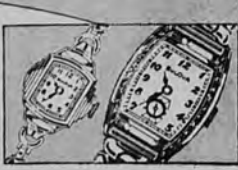
Reg. Down Payment 2.00 Weekly



Cadette Diamond

Distinctive modern design in this beautiful diamond engagement ring. A value! **39.95**

Reg. Down Payment 1.25 Weekly



Bulova Watches

Handsome new styles for men and women. Noted for their style and accuracy. **33.75**

Reg. Down Payment 1.25 Weekly



2 Pc. Zircon Set

Lovely link bracelet with matching pendant. Each piece set with brilliant Zircon. **24.50**

Reg. Down Payment 1.25 Weekly



Diamond Onyx

Beautiful new style with fine diamond set in onyx. **17.95**

Reg. Down Payment 1.25 Weekly



Manicure Set

Everything for the manicure neatly fitted into this lovely case which opens flat. **5.95**

EASY TERMS



Special! **9c**  
CRYSTAL GLASS CIGARETTE BOX

# RUDOLPH'S

CORNER EAST MAIN AT SOUTH AVE.  
In Batavia—109 Main St. Open Monday Evenings

## weis & fisher

80 clinton avenue so.

stone 1082

**GIFT Lamps**

**\$5.95** Up

The mellow light of a gift lamp, under the Christmas tree will be one of her biggest thrills—especially if that lamp is a masterpiece of beauty from Weis & Fisher's big collection. Brighten this Christmas with a practical, but lovely table lamp.



**GIFT Tables**

**\$4.50** Up

Few gifts are more appreciated than enduringly beautiful furniture. Occasional pieces are always welcome. Why not give a cocktail or coffee table? A lamp table? A miniature chest of drawers? Let's keep up the homes we're fighting for! Dozens of bright ideas in this department.



THE MATTRESS WITHIN A MATTRESS  
PLUS: SIMMONS' BOX SPRING  
Box spring all hand tied. Best Simmons oil-tempered springs. Mattress and box springs sold in sets only. **\$39.50** Each

Insured Protection  
GIVEN With Budget Purchases — at  
**WEIS & FISHER**



A good dress to see you through the winter holidays is the printed rayon jersey. This material continues to be a favorite for a variety of reasons; it drapes well, which is important in the new styles; it can be packed with a minimum of wrinkling. And jersey takes colors well, offering us a variety of bright rich hues—purple, gold, green, fuchsia, red. We'll see you in print!

OPEN MONDAY NOON TILL 3 P. M.

## Projansky

### 1943 FUR COATS For Christmas Giving

What could please as much for Christmas as a Fur Coat? Especially a Projansky Fur Coat! Whatever the price, the Projansky label is your guarantee of value and satisfaction.

EXACTLY 17 COATS TO SELL AT THIS ESPECIALLY LOW PRICE. THREE-QUARTERS AND FULL LENGTH, BEAVERETTE, NORTHERN SEAL, CARACUL AND CIVET CAT.

\$99

PERSIAN PAW COATS  
SABLE MUSKRAT COATS  
CARACUL COATS  
RUSSIAN PONY COATS

\$139

PERSIAN LAMB COATS  
CARACUL COATS  
MINK MUSKRAT COATS  
TIPPED SKUNK COATS

\$195

RUSSIAN CARACUL COATS  
RUSSIAN PERSIAN LAMB  
LET OUT RACCOONS  
NORTHERN MUSKRAT  
NATURAL GREY KID

\$249

Russian Kolinsky Scarfs \$11.00

19 SMART FUR JACKETS  
SPLENDID STYLES IN SUCH FURS AS SKUNK, CROSS FOX, KIT FOX AND MONKEY.

\$89

New Charge Accounts Invited and Budget Payment  
Custom Furrier And Tailor to Gentlemen

39 East Ave.

## Union Thanksgiving Service In Eastman Thursday

The first war time Union Thanksgiving Service of World War II is expected to attract a capacity audience of 3,500 worshippers to the Eastman Theater next Thursday at 10:30 a.m. This service will be conducted as a project of the Federation of Churches of Rochester and vicinity, in cooperation with over 200 churches in this area, the Federation of Men's Bible Classes, the Monroe County Youth Federation, and the Council of Church Women.

The Thanksgiving sermon will be preached by Rev. Henry Sloane Coffin, D. D., president of Union Theological Seminary, New York City. Doctor Coffin is a foremost religious leader in America, having achieved world-wide renown for his writings and for his leadership in the field of theological education.

The Thanksgiving proclamation of the President of the United States will be read by President Alan Valentine, of the University of Rochester. Rev. Paul M. Schroeder, D. D., of Salem Evangelical and Reformed Church, and president of the Federation, will be the presiding officer; the Old Testament Lesson will be read by Rev. Arthur W. Evans, D. D., of South Congregational Church; the Lesson from the New Testament will be read by Rev. H. H. Closson, of Grace Methodist Church.

Doctor Schroeder will call for a special Thanksgiving offering to be devoted toward the work of the Hospital Chaplain, as sponsored in the several Rochester hospitals, under the auspices of the Federation of Churches. In announcing this plan, it was pointed out that the committee deems the service of the Hospital Chaplain to fill a most important emergency need in this time of war. Church goes throughout the Rochester area are being asked to respond to this appeal, even tho they may not be able to attend the Thanksgiving service.

Rev. Frederick W. Palmer is the Hospital Chaplain for the Federation. A massed choir of 200 students from the various high schools of the city will sing under the direction of Marlow Smith.

## GIFTS YOU CAN MAKE

Make These Pretty Wearables And These Amusing Toys



No. 3100—Smart Jumper. Frock for the school girl. Sizes 6 to 14. Size 8, for Jumper, 1 1/2 yard 35-in. fabric; for blouse, 1 1/2 yards. No. 3332—A Frock that's Dainty and Practical. Sizes 2 to 8. Size 4, 1 1/2 yards 35-in. fabric, with 1/4 yard contrasting and 1 1/4 yard ruffing. No. 3559—Girl or Woman. She'll welcome this Jumper. Sizes 12 to 42. Size 36, for Jumper, 2 1/2 yards 39-in. fabric; blouse, 2 yards 39-in. No. 2847—Girl de Luxe. Gown and Jacket Ensemble. Sizes 16 to 50. Size 36, for gown, 3 1/2 yards 39-in. fabric with 2 1/4 yards lace; for jacket, 1 1/2 yards with 3/4 yards lace. No. 2000—The Rag Doll she will love best. One size (13 inches). Body requires 3/4 yd. 35-inch material. No. 3314—Toy Monkey for fun on Christmas Morn. One size (14 inches). Body requires 1/2 yard 35-inch material. No. 2855—Bet your money on the Bob-tailed Horse, and make this cute toy. One size. No. 3330—Everybody loves the Three Bears, or even one of them. One size (14 inches). Each body, 1/2 yard 35-inch fabric with 3/4 yd. contrasting. Send list (plus 1c to cover cost of mailing) 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.

## Feeding Your Dog In Wartime

Ever since Pearl Harbor and the subsequent WPB order curtailing the use of tin for dog food cans, the main topic of conversation among dog owners has been the change in feeding from canned to other types of dog food. The most confusing point in the minds of owners today is the difference between the dehydrated and dry food. Dehydrated dog foods are those from which the natural moisture has been removed at low temperatures, thereby maintaining the high vitamin potency of ingredients that would otherwise be destroyed. Dry dog foods are made in several forms — biscuits, kibbles (broken biscuits), compressed (cubes or pellets), and mixed meal type. These foods use cereals and non-inspected meat scraps as the principal source of protein. Most of them require the addition of meat, fat or table scraps to complete the diet.

In selecting a new dog food, it is well to choose one that is made by a manufacturer with a reputation for quality and with experience in the preparation of dog food. Those manufacturers who have available sources of the basic ingredients, such as meat packers, and who have made extensive research in dog nutrition, can be depended upon to furnish adequate feeding formulas. Every package of dog food carries on its label a statement required by law which guarantees minimum protein and fat content of the product. So, read carefully the label of a new food. Look for a formula that contains meat and meat by-products and carries the U. S. government inspection legend. This is conclusive proof that only wholesome meat is used and that it is prepared under sanitary conditions. Remember, also, to select a product made by a reputable company with dog food manufacturing experience.

## Love Stories Featured In Personal Romances

"Personal Romances," a magazine which its editors say is keyed to keep pace with problems facing young lovers of today, specializes in inspirational stories of romance, adventure and thrills.

One of the high lights of the December issue now on the newsstands is the story, "I Was a Runaway From Love." This is the story of a girl who inherited a large fortune from a man who confessed his love for her before he died. But her divorced husband, whom she despised heard of her fortune and demanded a share.

Other feature stories are entitled, "Tricked Into Trouble," and "The Man Who Didn't Forget." Altogether there are 30 true love stories and features, plus Christmas ideas for gifts, games and feasts.

## Old Family Favorite Is Back Again

With days getting shorter and colder weather coming on apace, it's time again for that old family favorite—spareribs and sauerkraut. It's inexpensive for wintertime meals, and a favorite with the whole family.

### Boiled Spareribs and Sauerkraut

3 pounds spareribs, cut in pieces  
1/2 teaspoon salt  
Boiling water  
4 cups sauerkraut, drained

Wipe spareribs. Place in large porcelain enameled kettle, add salt, cover with boiling water and simmer, covered, 1 1/2 hour. Add sauerkraut, bring to a boil and cook, uncovered, 1/2 hour. Drain slightly and serve on hot platter. Serve 6.

## Pertinent Paragraphs

Good neighbors are as good neighbors do and good enough to set mouths watering is the news that we do have Brazils this season — for holiday nut-bowls, for salting to munch, for chopping to add to batters, everything. Easy way to "grind" 'em is to toast shelled nuts first, roll with a rolling pin to desired fineness.

Anybody make that stuff they call "End of the Garden" anymore? 'Twas pickled odds and last tag ends of what's in the garden late in Autumn. All such vegetable ends will combine and taste good too if you mix them up with real mayonnaise to which a smidgen on onion has been added.

Pooh to pills when you can get your vitamins naturally in food. Take, for instance — and who wouldn't — margarine for the thrifty spreading on your daily bread; vitaminized margarine now has 9,000 U. S. P. units of vitamin A added to every pound. Lets you "spread it on thick".

Vitamins in a pie? And why, madame, not, when you make it up with a custard filling and pile fresh Florida orange sections o' top the custard, top with meringue. Oranges do the trick, give you minerals (let me calcium, sweetheart) as well as lots of vitamin C, and A.

"Use your head for a hat-rack"? Granny used to sourly say (infinite splitting is such easy work). No's the answer when you use bran cereal to crumb a casserole's top; adds extra nourishment of cereal—restored to whole grain value, too.

## War-Time Cooking Problems Solved In New Book

There's help for the housewife harried by war-time food problems in "Eat Well for Less Money," new book by Gaynor Maddox, food and markets editor of NEA newspaper syndicate, just published. (E. P. Dutton, Inc., New York, \$2.00). A clear and concise compendium of the latest nutrition knowledge, this new volume brings you the scientific facts you

need to know in order to serve good food.

Balanced meals today mean more than "just like Mother used to make," Mr. Maddox says. That taste-good quality must be combined with keep-fit foods. Do you know a bar-

gain in terms of 1942? It's the food that offers the most health ingredients for its type, size and weight, according to Mr. Maddox, who tells you which foods are real value. How to bargain-shop according to nutrition is set forth in simple, understandable language.

## OUR No. 1 PROBLEM—MAN POWER

The chairman of the War Manpower Commission—Paul V. McNutt—tells why we must have a National Service Act to put every man and woman in the right place at the right time.

## HITLER'S SHORT-WAVE RUMOR FACTORY

How the Nazi radio spreads rumors to create dissension among the Allied Nations.

## Siren In The Night—A New Colonel Primrose Story

10c NOV. 21 ISSUE The Saturday Evening POST NOW ON SALE 10c



## It's SCRANTOM'S This Year For LOW PRICED GIFTS

ORDER NOW!

## PERSONALIZED CHRISTMAS CARDS

50 for \$1.00 And Up

INCLUDING IMPRINTING YOUR NAME

A grand assortment of personalized cards to select from. Gay cards, beautiful religious cards, distinctive modern motifs, beloved traditional scenes. Choose now and you'll have them in time for Christmas mailing.

Box Assortments - - - - 36 for \$1.00

### FOR HIM

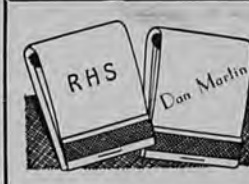
Desk Lamp and Pen Sets ..... \$1.95  
Self-Revising Globes ..... \$1.00  
Parker "51" Fountain ..... \$12.50 to \$22.50  
Pens ....  
Book Ends ..... \$3.00 pr.  
Magazine Subscriptions . . . at lowest publisher's prices.  
Books . . . Fiction, biography, history, war books.

### FOR HER

Imprinted Coasters Pkg. of 25 ..... 50c  
Personalized Napkins 100 for ..... \$1.50  
Autodex ..... \$1.00  
Miniatures . . . 25c-\$1.00  
Playing Cards Double deck ..... 75c  
Pen and Pencil Sets ..... \$3.95

### FOR THE KIDDIES

Children's Books ..... 10c-25c  
Paint Outfits Oil or Water Colors . . . 45c  
Stuffed Toy Animals ..... 59c  
Games of All Kinds ..... 50c-\$5.00  
U. S. Stamp Album ..... \$1.25  
Personalized Pencils Box of 12 ..... 49c



## Personalized MATCHES

box of 50 for \$1.25

A novel and individual gift, smart for your own use too. Gift packed. . . . Choice of colors with contrasting initials.

### FOR THE MAN IN THE SERVICE

Leather Billfolds .... \$1-\$10  
Service Stationery Box ..... 79c  
Writing Cases ..... \$1.50-\$15  
Cigarette Cases ..... \$1.00  
Picture Folders ..... 50c

Give a Good Book This Christmas

Scrantom's 336 MAIN ST. E. STONE 1102

Stationery in a Wide Range of Prices

## MONDAY LAST DAY Sears Roebuck and Co. Super Value Days

### Shop Every Department Both Stores—Monday For Super Values!

### MONROE STORE OPEN 12 NOON 'TIL 9 P.M.

### RIDGE STORE OPEN 9:30 A.M. 'TIL 6 P.M.



November 23, 1942

Rochester Sun, November 23, 1942

Thank God You Are An American—Buy More Bonds

PAGE THREE

# Toyland

is Full of  
Excitement

## SEE THE ESKIMO VILLAGE!

Real Eskimos from the land of ice and snow! Real Eskimo huskies and three trained bears! Take a ride on an Eskimo dog-pulled sled!

## TALK TO SANTA IN HIS WORKSHOP!

Santa Claus is in Toyland again. See the thrilling toys he's unpacked and stored at McCurdy's. Tell him what you want!

## SEE THOUSANDS OF EXCITING TOYS!

### See the HALL OF SCIENCE

... full of ingenious toys for budding young chemists and engineers!

### See the RAILROAD ROUND-UP

... electric trains going full speed! See joy-inspiring toys for girls and boys of every age.

TOYLAND,  
FOURTH FLOOR



**McCurdy's**  
PHONE MAIN 5500 ... ROCHESTER

## Fashions That Work For The Salary of A Girl-With-A-Job

Do you work in an office, in a bank, in a big industrial concern, in a plant? You're one of the girls McCurdy's has constantly in mind. We've made it our business to know what you like to wear, what fits your life, what part of your salary you spend to be well dressed. We've got the clothes you want at the prices you want to pay. Clothes to keep you looking fresh and pretty ... taking in their stride the rush, the whirl and the grind of your six weekly "labor days." Come in at lunch hour.

### SHOP MONDAY NIGHT UNTIL 9

#### Wooly-Warm Beauty in Winter Pastels

\$12.95

Color-surprise under your coat—the new winter pastels. Not pale, not bright, but fresh as a new day! We sketch one of a warm and wonderful collection of tailored and dressy wools in misses' and women's sizes. Yellow, aqua, green, hattersweet, 10-16, \$12.95.

MODERATE PRICE FASHIONS, SECOND FLOOR

#### Pagora Chesterfield

A classic of classics!  
for 24-Hour Duty

\$29.95

It clicks with your business clothes by day ... your evening clothes by night. It's a landslide in black—ultra-smart in brown. And it's here at McCurdy's in warm weather-proof fleece—soft and light on your shoulders. Tailored to hold its shape like a man's fine overcoat. 12-20, \$29.95.

MCCURDY'S COAT FASHIONS, SECOND FLOOR

**SADDLE LEATHER BAG** — Perfect with business tweeds and tailor-mades—skip-stitched, with trick fastening. Top handles leave your hands free to clutch a bus strap .....\$5.00

STREET FLOOR



**SADDLE-STITCHED PUMPS** in antique brown calf to match the bag sketched. With comfortable well-toe and buoyant support of a Rhythm Step last .....\$7.95

SECOND FLOOR

**DURATION DURABLES** — Soft pliable capskin gloves that need no special care in washing. Sturdy classics in a light neutral shade that blends with everything .....\$2.75

STREET FLOOR

**WOOL SCARFS** — Long, wide and handsome scarfs knitted of pure wool, to tuck smartly in the neckline of your new overcoat. Red, yellow, blue, kelly, white .....\$1.00

STREET FLOOR



For this winter-on-the-job  
and for years to come!  
**Hudson Seal**  
(Dyed Muskrat)  
**\$299.95**  
plus tax

Are you one of every two women in this city who leaves home every morning for an office, a factory, for volunteer war work, for study? The most important investment in your winter wardrobe will be one of these Hudson seal-dyed muskrats that will get you there in snow and cold. McCurdy's Hudson seals are made of no-head, no-tongue pelts—the heart of the skin where the fur is thickest, sturdiest, most luxurious. Each pelt is Hallander-dyed to give you the richest black money can buy. Sizes 14 to 44, \$299.95, plus tax.  
MCCURDY'S FUR FASHIONS,  
SECOND FLOOR

Sweaters . \$3.50  
Skirts . . . . \$5

In a fuel-saving winter

Indoor "uniform" for this Winter of lower temperatures in offices and plants, these warm wool "separates." Pullover "boxies" in 100% virgin wool — blue, iris, red, dark green, black, yellow, rose, 34-40, \$3.50. All-wool skirts with permanently stitched pleats, in green, beige, gold, red, 12-18, \$5.

MCCURDY'S SPORTS FASHIONS  
SECOND FLOOR

POWER

Paul V. McNutt—tells every man and woman

FACTORY

Union among the Allied

Primrose Story

POST NOW ON SALE 10c

M'S

IFTS

Christmas

and Mrs. E. A. Brady

THE KIDDIES

10c-25c

45c

59c

50c-\$5.00

\$1.25

49c

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# Gifts that say **AMERI CHRISTMAS** from **Edwards**

## ENJOY DINNER WITH THE FAMILY IN EDWARDS GREEN ROOM TODAY

SERVED 5:00 to 7:30 P. M.

Choice of: Cream of Celery Soup, Tomato Juice or  
Chilled Fruit Cup

Roast Stuffed Turkey with Gravy-Cranberry Sauce . . . 75c  
Fried Oysters with Tartar Sauce . . . . . 65c  
Braised Beef with Fried Egg Noodles . . . . . 55c

Choice of Two: Mashed Potatoes Creamed Cauliflower  
French Fried Potatoes Hubbard Squash  
Ice Cream Tea — Coffee — Milk

Boys! Girls! Write your letters to Santa in care of Edwards Toytown. Santa will answer every letter. Tune in W.S.A.Y. Santa broadcasts every day from 5:45 to 6:00 P. M. from Friday, November 27th 'til Christmas. Get your free tickets at Edwards for our Christmas show at R. K. O. Palace Friday November 27th.

## 4000 Prs. Go On Sale Monday! The Improved High Twist Rayon

*Stockings for the  
Times of your Life*

**1.19**  
pair  
3 pairs for 3.45  
Reg. \$1.35  
Qualities!

### Every Pair Luxable

Wait until you see these lovely High Twist Rayon "Edwa" Hose. Made by one of America's finest mills, the stockings are sheer and beautiful in appearance, yet have all the durability you want in your stockings. These "Edwa" hose will take you on every walk of life. You'll wear them for business, sports, and dress occasions. Come in today and see how attractive good Rayon Hosiery can be.

#### For Business

100 Denier  
51 Gauge  
Business Sheers

Miss Jane Knickerbocker,  
LUX Washability Expert  
Will Be Here

One box of LUX will be given free with every purchase of hosiery at Edwards for this week only. Take advantage of this opportunity to stock up on fine hosiery and get a free box of LUX flakes. — ONE TO A CUSTOMER!

EDWARDS—Street Floor

#### For Afternoon

75 Denier  
51 Gauge  
Fine Sheers

#### For Evening

65 Denier  
48 Gauge  
Extra Sheers

*We advise Lukewarm LUX suds for hosiery*

## Place Your Order Now In Our Greatest THANKSGIVING CANDY SALE!

### Bitter Sweet Chocolate Coated THIN MINTS

**39c** lb. box

For after dinner mints, for evening entertaining, or just to have around the house. Delicious soft creamy center coated with dark bitter sweet chocolate. Packed in a pound box. Be sure to have them on hand for Thanksgiving.



### Symphony Sweet Famous Pure Cream Fudge

**44c** lb.

The most delicious fudge you ever tasted and made with just pure cream, sweet butter, chocolate and vanilla and fresh roasted nuts.



### 3 Pound Tin Delicious Chocolates

**1.39**

All of the favorite crisp, chewy, cream fruit and nut centers. Mouth-watering sweets that will ship well because they're packed in tin.



### Symphony Sweets Made Daily In Our Candy Kitchen

**44c** Worth 70c lb.

- Chocolate Coated Marshmallows
- Chocolate Coated Buttercreams
- Nut Buttercrunch
- Nut Caramel Smacks
- Soft Creamy Caramels
- Chocolate Coated Crisp Sticks
- Raisin Clusters
- Nut Nougats
- Honeycomb Chips
- Maple Walnut Creams
- Cocoanut Snow Tops

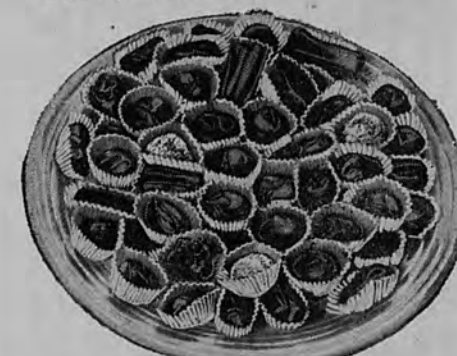


### 2 Pound Fruit Cake & 1 lb. Assorted Cookies

Place your order now to have this package for Thanksgiving. Packed in holiday shipping carton. The fruit cake is delicious, the cookies are tender butter cookies in assorted shapes sprinkled with spiced sugar and cherries.

both for  
**1.59**

EDWARDS—Street Floor



### Symphony Sweet Normandy Chocolates . . . **39c** lb.

- Caramels
- Molasses Chips
- Butterscotch Chews
- Orange Creams
- Apricot Jellies
- Butter Creams
- Molasses Chews
- Nougats
- Cocoanut Creams
- Raspberry Jellies
- Raspberry Creams



### Alyce Chase Miniature Chocolates . . . **79c** lb. box

Those delightful tiny chocolates, averaging over 100 pieces to the pound. The finest quality chocolates you ever tasted, including plenty of nuts, fruits, chewy, crisp and cream centers. Variety of 40 different kinds.



# FOR MONDAY NOV. 23

## Big Basement Buys

### SIBLEY, LINDSAY & CURR CO.

Store Open Monday  
From 12 Noon to 9 P.M.

Phone STONE 6500

Phone Order Board Open as  
Early as 8 A. M.

Warm Buys from Sibley's  
Big Basement

## BEDDING

Irregulars of \$2.29  
INDIAN BLANKETS **\$1.66**

Just 200 colorful Indian and jacquard pattern blankets with pattern imperfections only.

\$4.00 Values in BED PILLOWS **2.98**

Well filled with 10% reused down; 15% goose; 35% crushed goose; 25% duck; 15% chicken feathers. Covered with blue and white striped ticking.

\$1.39 Values in SHEETS **1.00**

Just 500 large snow white size 81x99 sheets of good sturdy quality. Shop these early. They won't last long.

Irregulars of \$6.98  
BEACON BLANKETS **4.88**

Great big lofty solid color 72x90 blankets of 25% wool; 25% cotton; 50% rayon. Peach, rust, blue, aqua, rose.

\$4.98 Values in  
NASHUA BLANKETS **Pair 3.98**

Great big lofty pairs specially constructed for extra warmth. Size 70x80 plaids in rose, blue, green, peach, rust.

\$3.98 Chenille SPREADS **2.98**

Closely tufted solid colors and white with multi-flower effects. Colors: rose, blue, green, gold, peach.

Lofty Puff REVERSIBLE  
COMFORTABLES **7.98**

Beautiful, well filled comforts with strong corded edges. Eight gorgeous color combinations to choose from.

aisle 14



*Sale!* \$53 Value in Handsome  
**3-pc. Solid Maple  
Bedroom Suite**  
To Sell For Just **45.00**

Twin or Full-Size Bed, Chest and Dresser or Vanity

\$53.00 is the price you usually pay for this sturdy, good looking bedroom suite of fine solid maple. Now you may buy it for just \$45.00 in Sibley's Big Basement. Dove-tailed construction assures you of life-time solidity. Simplicity of design makes the design timeless — you'll be just as happy with it ten years from now. Come in now! Get your share of this worthwhile saving in a bedroom suite that will grace your home for years to come. Convenient terms may be arranged.

aisle 15

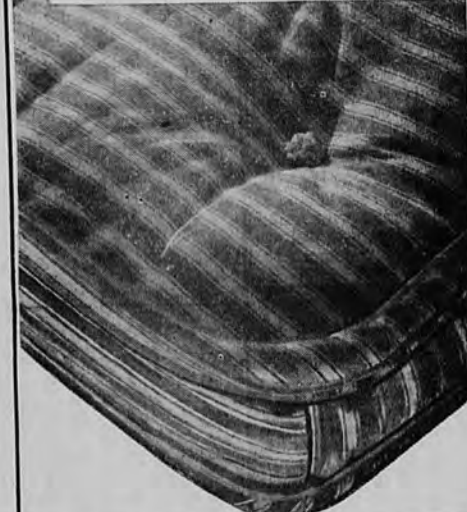
Be Sure of Healthful Relaxing Sleep!  
Invest Now in Slumber Soft  
Cotton-and-Felt

## "Drake" Mattress

Specially Priced **11.75**  
At Just

Now as never before you need all the sleep you can get in your allotted hours. Begin with a good mattress — your health demands it. The "Drake" of firm cotton and felt with full roll edges and straps for ease of handling is a real buy at just \$11.75. Full or twin size in blue or tan heavy woven ticking.

aisle 15

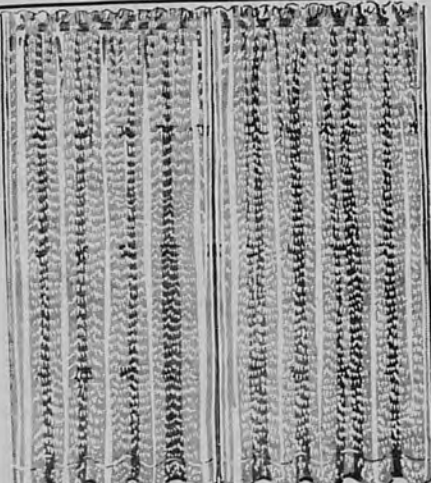


\$5.98 Values in "Shadowland"  
Pepperell Blankets

Pair **4.88**

Great, big lofty pairs to keep you warm throughout this heat rationed winter. 66 2/3% cotton; 33 1/3% rayon. Weighs about 4-lbs. Rose, mahogany, Burgundy, green, blue. Plaid pattern.

aisle 14



\$1.00 Value in Hand-Repaired  
Lace Curtains

Pair **69¢**

Here's a real windfall to dress up your house in time for the holidays. Wide selection of fine quality Scranton lace curtains, carefully hand repaired to look almost perfect.

aisle 14



\$6.98 Lustrous Rayon Taffeta  
Comfortables

Pair **4.88**

50% reprocessed wool; 50% cotton filled comfortables in a grand buy for you—or for gifts. Lustrous rayon taffeta covered in reversible or solid shades.

aisle 14



\$5.00 Values in Fast Color  
Rufftex Drapes

Pair **3.39**

Mill closeouts in 2 1/2-yd. long Rufftex drapes to grace your home the year around. Floral patterns in eggshell, rose, blue, green, gold. All fast color!

aisle 14



Full 27" Size Tilt Top  
CARD TABLES  
**2.95**

Wooden base card table with decorative tops in choice of floral, hunting, sea or landscape designs. May be used as decorative fire screen when not in use.

aisle 15



Five Banner Buys in Useful  
SMALL TABLES

Special Values at **2.95**

- End Table
- Book Table
- Drum Table
- Magazine Rack
- Coffee Table

We sketch just two of these sturdy gumwood tables, beautifully finished in walnut. You'll love them for your own home... for gifts, too.

aisle 15

Monday Night at 6 O'Clock We "Raise the Curtains" of Our Main Street Windows on Christmas





**MRS. HOUSEWIFE MEETS THE WAR**

Like chocolate covered cherries? Well, the price of the ripe cherries in this delicacy may be used by the candy manufacturer as the determining factor in setting his ceiling price. And, incidentally, candy especially for holidays has been placed under a price ceiling.

Pennies from heaven are not sought by the U. S. Mint, although the coppers stored away in your "piggy bank" will be more than welcomed. Turning your penny savings into war bonds and stamps will be helping save tons of metal vital to the war. In order to conserve strategic materials, the government has curtailed production of pennies. So the more one-cent pieces that return to circulation, the less demand for new coins. And the pennies add up. If each family were to return to use just 10 one-cent pieces, it is estimated that the increased national supply would save more than 1,000 tons of copper.

Even the wooden clothespin has found its way into a price regulation. Darning eggs also were brought under a price ceiling in the regulation which covers many wood products made by turning or shaping lumber to a pattern on a cutting machine.

And now add to your household items made precious by WPB restrictions—the scale. The manufacture of all types of scales is prohibited in an order which also forbids the production of repair parts for household scales. But your grocer won't be in such a difficult position since replacement parts can be made for all types of scales besides those used strictly in the home.

Looks as if the wooden ice box will be back in the American home. The ice box is one of many items in which wood will be replacing metal. And you'll probably be seeing more wooden wash tubs and pails around the house than you have for years.

When figuring out the family's weekly quota of meat under the share-the-meat plan, don't count children in for the regular 2½ pounds per person allowance. The Food Requirements Committee suggests that children under six receive three-fourths of a pound of meat—beef, pork, veal, lamb or mutton—in meals during the week. And the youngster between the ages of six and 12 should be allotted 1½ pounds of these meats weekly.

The "kraut barrel" once again is expected to return to favor in the grocery store. You see, none of the 1942 production of sauerkraut can be canned for civilian consumption, so the wooden barrels will roll into the grocer's for bulk sales. At the same time, the supply of canned sauerkraut carried over from the 1941 pack has been frozen. So all signs point to the kraut barrel. Incidentally, kraut is a low priced food rich in vitamins A, B and C, as well as valuable minerals necessary in building body structure. And here's a suggestion to use for menu planning. Pig's knuckles, often combined with sauerkraut, are expected to be plentiful because of the huge hog slaughter.

## It's DARLING SHOP for VALUE and FASHION



**Sale!**  
**HATS**  
**99¢**

As Sketched

Turban and Brim styles in velvets and fabrics! All new pastel colors... Jewel and velvet ribbon trims included. These were made by a leading manufacturer to sell for at least \$1.99... really spectacular at this low price!

Millinery—Street Floor

**Sale!**  
**HOSIERY**  
**59¢**

2 Pairs For \$1.15

**Full Fashioned—First Quality**

A special purchase! Extra sheer rayon hosiery. These are really terrific values. Shop early, quantities are limited.

Hosiery—Street Floor

**New Arrivals!**  
**SPORT COATS**

The Darling Shop Fashion Center is crowded with hundreds of new coat arrivals! Every conceivable type and all popular priced. Shop Darling tomorrow for guaranteed savings on your new coat!

Right—Exactly As Sketched . . .

Classic box sport coat with large pearl buttons. This coat comes in the hard-to-get bright red and the new green. 100% wool. Misses' and Junior sizes. An outstanding value at . . .



Left—Exactly As Sketched

A smart, new style . . . warm fitted coat with luxurious beaver dyed money fur collar. Junior sizes 9 to 17 and misses' sizes 10 to 18. A very special value at

**\$16.99**

Right—As Sketched

Here's style and value! Wrap-around camel shade coat . . . finely tailored with action back and large patch type pockets. Junior sizes 10 to 20 and misses' sizes 9 to 17. A splendid value at . . .

**\$19.99**

Fashion Center—Downstairs

**Thank God You're An American,  
BUY MORE WAR BONDS!**

**Genuine Fur**  
**BUNNY**  
**MITTENS**

**\$1.00**

Plus Tax



These are sensational at this low price! Buy for wear now or Xmas giving. Shop early, quantities are limited.

Street Floor

**Gay, New**  
**DRESSES**

**\$4.99**



Above—As Sketched

Beautiful dressy black dress with fine lace yoke trim on smart peplum. This dress comes in sizes 10 to 20 and 9 to 17. A real value at the low price of only \$4.99.

Fashion Center—Downstairs

**Darling Shop**  
190 MAIN ST. EAST

**100% WOOL**  
**SWEATERS**  
**\$1.99**

As Sketched

100% Virgin wool sweaters in every new color. The popular boxy style with warm long sleeves. Sizes 34 to 40.

Street Floor

**100% WOOL**  
**SKIRTS**  
**\$2.99**

As Sketched

100% wool, men's wear flannel skirts in grey and beige. Pleated front and back. Short and regular lengths. Sizes 22 to 28.

Street Floor

**BENGALINE**  
**JACKETS**  
**\$1.99**

As Sketched

A very special value! These jackets come in black, brown, red, green and white. Sizes 32 to 38.

Street Floor

**Fur Shop Specials!**  
**SABLE DYED CONEY COATS**

**\$49.95**

Plus Tax

These are real values! Every one made to sell for much more. Sizes range from 12 to 44. Every Coat has a Bonded Guarantee!

Many other Fur Coats on sale at prices up to \$169.00 at proportionate savings.

**FUR**  
**JACKETS**  
**\$68.**

Plus Tax

Choose from . . . Norwegian Fox, South American Fox, Red Fox and Genuine Monkey Fur.

Many other jackets in various styles, types, colors and sizes. Every Darling Fur Jacket is fully guaranteed.

Fur Shop—Second Floor

**Darling Shop**  
190 MAIN ST. EAST





23, 1942

ION



ched  
coat with luxuri-  
Junior sizes 9 to  
ry special value



# ROCHESTER SHOPPING NEWS

Delivered Free To 75,200 Homes In  
Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: in Advance, \$1.50 per year, within Rochester city  
limits outside city limits, \$2.00

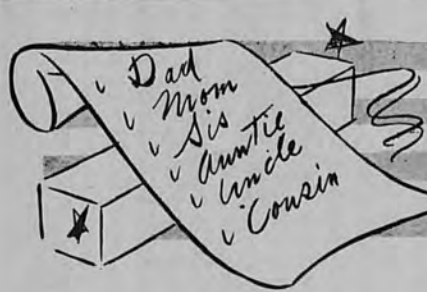
## The Rochester Sun

Shopping News Is Now Available  
On All Downtown Newsstands.

SIXTH YEAR—No. 7

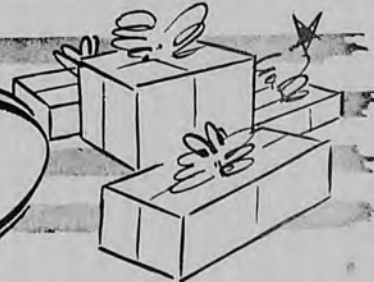
ROCHESTER, N. Y., THURSDAY, NOVEMBER 26, 1942

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly



# GIFTS

for Everybody  
on Your List



This year, more than ever before, depend on Shopping News for value news. From now until Christmas the pages of this paper will be crammed with gift suggestions from Rochester's leading gift centers. And if you watch these pages closely, you'll note that merchants make it a habit to advertise their best values here. Even if you have more money to spend for Christmas gifts this year, make

every penny count. Make your shopping dollars go further—do more. It's your privilege, as an American to have a happy Christmas, and to make others happy. So, if you're looking for something exciting, something "different" and yet want to watch your spending carefully, decide right now, to join the thousands of Rochesterians who "SHOP AND SAVE WITH SHOPPING NEWS."

BE GLAD IN DECEMBER  
YOU SHOPPED IN NOVEMBER

Buy and Mail Gifts NOW!

**U.S. War BONDS**  
*The PERFECT Christmas Gift!*

THE BEST GIFT SUGGESTION  
On Sale Almost Everywhere  
Look For The Bond Booth At Your Favorite Store



You Can Treat Him to the Best and Be Economical, Too... with

## Gifts from McFarlin's

THERE ARE 4 WAYS to make a man gift-happy. First, choose sensible things... gifts he can wear. Second, get something out of the ordinary... something especially fine. Third, choose items of good taste... colors and patterns he won't tire of. Fourth, no matter how inexpensive the gift, see that it bears a reputable, impression-making label. Gifts from McFarlin's meet these 4 requirements in an unchallenged manner... and they meet your requirement of good value-getting.

Gift-Shop at McFarlin's  
by TELEPHONE

Main 5832

Our Expert Gift Counsellors Will Take  
Good Care of You... and the Items  
You Order Will Be Delivered Promptly.

All-Wool Robes... **\$10.95**

Warm all-wool flannel with rich sponge finish. Wine with matching cord trim. Navy with neat check trim. Very special.

Popular Wool Ties... **\$1**

Our famous homespun wool neckwear in 7 beautiful plain colors. Knot and drape perfectly! Launder like new!

Hickok Belt Sets... **\$2 UP**

A wide variety of belt-and buckle sets in the distinguished Hickok manner; \$2 to \$10.

Deerskin Gloves... **\$3.50**

Sturdy, soft-flexing, washable deerskin in russet or caramel. New whip stitching.

Arrow Fancy Shirts **\$2.25**

All the famous models by Arrow in fine Sanforized broadcloth. Standard or non-wilt collars. Mitoga design for perfect fit!

Colorful Argyl Sox... **65¢**

All men like a dash of color in their socks, and these Argyl plaids have extra spice! Winter-knit cotton in the wanted ground shades!

Camel Coat Sweaters **\$7.50**

Wool and imported camel's hair; a warm, handsome mixture. Ribbed coat style with tan leather buttons.

All-Wool Mufflers... **\$1.95**

Choose 2 for him at this special price. He can use them, this winter! Sure-to-please patterns.



## McFARLIN'S

The Traditional Men's Gift Store Since 1865



# Kay's COMMENTS

Thanksgiving — 1942 — Our first and we hope our last Thanksgiving in war-time. With so many ties between families and friends geographically cut—the meaning of the holiday has been intensified. Tomorrow the Christmas season really begins. I have noticed in my jaunts around town that there is a distinct swing back to the old-fashioned Christmas. After too many years of metal-cellophane, pastels and

other tricks to make a modern Christmas—there is a big revival of holly, sleigh-bells and Madonnas. There are going to be too many lonely Christmases to make gaga stuff seem right. The exchange of gifts will be more spontaneous than it has been for some time. With a dark suspicion that I'll be flat on my face by Christmas — hang onto your hats, kids — here we go into another Yuletide season.

**ROYAL** Sweaters definitely have their place in the scheme of fashion — so — go — see — the Pull Over sweaters of 100% wool in gorgeous pastels shades. Priced at \$2.98. You'll also find a nice selection of hats and dresses at this shop — at prices that will please you. All merchandise at the ROYAL is carefully chosen to please the most discriminating of women. 980 No. Clinton.

**PETTIS** says—"Figure your future by caring for your figure". Sound advice. There's a nation-wide campaign for physical fitness. Pettis Salon with her famous Battle Creek Reducing Lounge gives you permanent results. Her treatments are as relaxing as a yawn. Phone today—Stone 6210—323 BURKE BLDG.

Use furniture polish sparingly. Results depend on ordinary elbow grease. Nothing will reflect your efforts better than rubbing. When surface is properly polished a clean dry finger will leave no trace.

**BEATRICE BITTLES** may use veiling punctuated with sequins—the may suggest ostrich feathers—or fine veiling worn over the face, looping in the hair at your becoming angle. Elegant when you dress for dinner, it makes you feel better with "something" on your shining tresses. A new trend—the most flattering of any year in my memory. 144 East Ave. — Open Mon. 'till 9.

**De-Incher** to trim you, (not financially either) slim you — firm you and make you fit for this year's living. This is typical of the finesse used at VIRGINIA'S REDUCING & BEAUTY SALON. A beauty shop in conjunction with their famous slimming Royal Reducivevac treatment sends you out ready for "anything". 402 Present Bldg. Stone 346.

**CLOTHES** with a flare. The kind you wear to committee luncheons or with dash enough for holiday eggnog parties. — Where? — At ROSE MARTIN'S. Smart chapeaus too. 1390 Culver — Webster Bus.

Mom need a fitted bag for jaunts to see Brother at camp. Saw some slick ones the other day in a store which specializes in luggage.

One gallon less per week—means more walking—more walking means VITALITY'S that famous shoe which becomes more popular each year. Smart durable shoes built for miles of comfort. GENESEE BOOTERY—GENESEE AT BRONSON.

Furniture polish used by professionals is usually crude oil. This is highly recommended for cleaning and polishing of all types of wood. Crude oil is 25c a quart at most paint shops. Some cabinet makers like to add about two tablespoons of turpentine.

For that dull spot in the home — choose an ORIENTAL RUG as the perfect Christmas gift. Ingiliz-Hamadan in sizes 3x2 to 5x3 price range from \$12.50 to \$45. Shiraz, Boukara and Kurd table mats \$7.50 up. ARSEN SOLICKIAN — 108 East Ave.

Try giving a full hour as a maximum to get yourself ready for the day. This allows time for bath—breakfast—a glance at the headlines—changing your possessions from one handbag to another, giving your shoes a quick brush and the like. Careful make-up that should last five hours at the least. You may prefer to have breakfast before you make up. I think it is better—All this if you don't dawdle—Now all you have to do is put on your hat and coat and git.

Santa has picked the choicest gifts from the entire EDWARDS STORE and assembled them on the 3rd floor. In the quietest of ways Santa has arranged the gifts on tables in aisles to simplify buying. I saw a new metal, handmade, non-tarnishable called "Modernite." Dishes, bowls, vases, platters priced \$3.50 to \$5.00. Some of those scarce electric appliances. Simple plated silver tea service. Lovely things at \$5.00. — A coffee pot especially. Collapsible chrome three pier trays at \$5.00. Sparkling glass cocktail sets. Remember EDWARDS Gift Center, — Third Floor.

**JOELS** Scoop of the week—at JOELS. The day has finally dawned when you can buy a Silver Fox Muff and Hat to match without mortgaging the furniture. An ensemble like this "makes" any costume. Lovely with black fur coats smart with furless coats. The silver fox on these sets is particularly fine quality. The muffs have "corded" back with snap deep roomy pocketbooks with nice dressmaker details. Prices range for hats \$3.98 up. Muffs \$12.50 up—Try and top that for a value. Other "sets" of Lynx-mink-gray and black persian are just as nice and just as good values. Remember JOELS—215 E. Main.

Have you read — "Valley of Decision" by Marcia Davenport? It is a lovely story — You'll enjoy it, I'm sure.

JEEPERS—how did that happen—how did that happen—a hole in my new coat Stop fretting—you'll never find the damage when EMPIRE WEAVERS return your garment. Superb work. 409 BURKE BLDG.

You can't afford to waste time these days—so grab your "list" and shop for Christmas at SMITH CERAMIC STUDIO. Their teaming shop is the result of careful planning. Imaginative gifts just right for "that" person. Everything is arranged on tables clearly priced to simplify buying. Open evenings till 9 p. m. Dec. 1 to 23—903 MONROE AVE.

Something sensible — some think handsome — what a TIE for HIM from the HANDMADE TIE SHOP. Swarms of males in the shop let you know you're on the right track. \$1.50 ties for 50c — Ten thousand patterns and colors to choose from. 107 E. Main near Water.

Have you seen the fragile organdie and fine linen contrast in luncheon sets. Made in mats, mostly, with green-ivied border. A nice Christmas suggestion.

To every bright girl (1943 model)—listen—drop up to C. B. THOMAS — that friendly dress shop, 723 HOTEL SENECA. His "one of a kind" frocks will buy you up for Christmas parties. Or pick one out for Mom or Sis—for a Christmas gift. Prices are "right".

Many a hat this year will be a beret. And many will be of fur. A burst of black fox, tilted over one eye—charmingly accented by a purple velvet ribbon.

**HERE'S TO HEALTH!** This is your toast when you drink BRIGHORON HOMOGENIZED VITAMIN D MILK. Make this a habit and you'll enjoy better health—more zip—less fatigue. Every glass is chock full of vitamins and minerals. Order your Brighton Place milk today. 45 Fulton Ave. Glen 144.

Glass for the top of a vanity-table comes pretty high in price, so as a substitute cover with quilted oil-cloth. Easy to keep clean and very inexpensive. I just finished one and it looks slick.

Next to a war bond — a cluster of Kollinsky's from SHAFER'S is an unrivaled value. Sensible spending is a duty these days — but it's patriotic too, to look your smartest. There is good reason why you will cherish these lovely furs. In a money sense, Kollinsky's stand out as the economy scarf of the season. They make a simple coat luxurious. The pelts are full furred and of lasting quality. The price of Kollinsky's range from \$11. — At this price they are lovely. If your taste runs to mink in scarfs SHAFER'S have these also. — Prices from \$22 — Sables also — these are superb. Think about these for Christmas suggestions. SHAFER FUR CO., 51 East Ave.

For a dove-tailing wardrobe — be careful of your choice of HAT. Clever mates for your ensemble, dressy or tailored — are waiting at MARLENE HAT SHOP. — Signed for full-time service — prices are gentle. Bags and gloves to match are yours for the choosing. HOTEL SENECA.

Beaver on black is news this season. It is different and most becoming. Beaver on high shades is also very good.

Gifts that can take it—for your Soldier Boy. With their usual flare EATON & SIMS have a full line of money-belts—dressing cases—writing cases. Also zipper over-nite bags to start off on the great adventure. Prices to suit those left behind. 29 So. Clinton.

Time — Thanksgiving Day. Place — Odenbach's. Act 1 — Our own Hughie Barrett's Band plus Elaine Moore — songstress. Finale — Satisfaction with the best turkey dinner you ever ate plus hearing Hughie Barrett play in his own inimitable style. Full course Turkey dinner, \$1.75. Turkey a la carte \$1.35. There is something about ODENBACH'S that distinguishes it from the every day restaurant. It's the cosmopolitan atmosphere, I'm sure. Main at Clinton 80.

**Superfluous** is the scourge of womanhood. But it can be destroyed forever by CHARLOTTE WHITE. No electric needles—no scars—no pain. Go see her—she has helped so many discouraged women. 222 CUTLER BLDG.—Stone 503.

When the fur on your coat gets wet these rainy days—hang on well padded hangers in coolest closet in your house. Heat dries out the leather — especially when the fur is wet.

Christmas Cards are always welcome—particularly this trying year. For people who like to make and scribble their own Christmas hellos: H. H. SULLIVAN has your dish. A complete set of tools \$1.25 up—a score of assorted colored paper. Or you may buy your paraphernalia separately at modest prices. Try it—and see what fun—to be individual this Yuletide season. H. H. SULLIVAN, 67 South Ave.

"PARENTS BY PROXY." Your miniature will be in the hands of understanding intelligent women who have made a study of "child care." Never a moment's anxiety when you place your child with BLANCHE REYNOLDS. Culver 51 for information.

Eternal Tint Oil Shampoo—used in "time"—will keep your secret. Confidence is what we need—especially these days. Don't be gray before your time. CLARA PALMER OLIVER will help you. Just one operation with Eternal. 45 NO. CLINTON—Main 3632.



**Insure Speed, Accuracy!**  
MOST of us are using our eyes a lot more in war winning efforts. Eye check-ups such as Bausch prides should be the more frequent accordingly. Clear vision is usually easy to retain—but hard to regain.  
Convenient Charge Accounts

Phone either store for a time-saving appointment.  
For Better Eyesight **E. E. BAUSCH & SON CO.** For Better Eyesight  
6 MAIN ST. E. CARL E. BAUSCH 61 EAST AVE.  
Optometrist

Mrs. Frank Schwenker, 155 Akron St.  
WM. F. and S. GEO. SHAFER  
Formerly President and Vice-President  
of MENG & SHAFER  
Open Saturday To 9 P. M.

Sketched  
**SABLE-BLEND MUSKRAT**  
\$220  
Including Tax  
Sable-Blend that stands up like the real thing in appearance and with those wear resisting qualities that few furs possess to the extent of Muskrat.  
Other Muskrats \$187 to \$297

Other Fur Coats  
\$89 to \$890  
Jackets \$44 to \$352  
All Prices Include Tax  
Charge Accounts Budget Accounts

**SHAFER CO.**  
51 EAST AVENUE



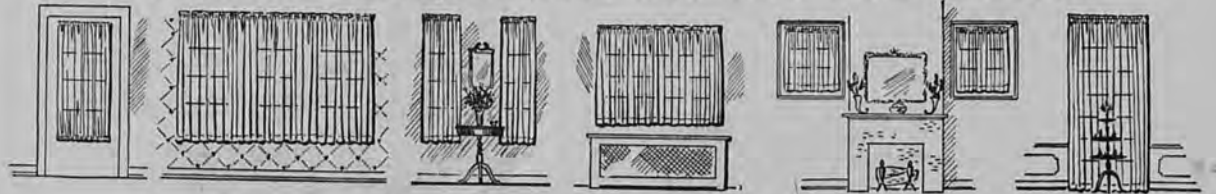
## These Shimmering Marquisette Curtains are Washable!

Immediate Delivery—Any Quantity—Any Size

STANDARD WIDTH	EXTRA WIDE
68"x36" Fireplace . \$1.75	88"x36" . . . . . \$2.25
68"x54" Short Size . 2.15	88"x54" . . . . . 2.75
68"x63" Short Size . 2.35	88"x63" . . . . . 3.00
68"x72" Reg. Size . 2.55	88"x72" . . . . . 3.35
68"x81" Semi Long . 2.85	88"x81" . . . . . 3.75
68"x90" Extra Long 3.25	88"x90" . . . . . 4.15

COME...WRITE...PHONE—CASH...CHARGE...BUDGET

### WASHABLE MARQUISSETTES FOR ANY SIZE WINDOW



#### HULA FRINGED HASSOCK

Big enough to sit on or to prop your feet at comfort level. Well filled. Perfectly tailored. . . . . \$10

#### 80% WOOL BLANKET

Lauer's famous Mariposa blankets. The finest wools fabricated to give you superb warmth. . . . . \$12.98

**Lauer's**  
50 STATE STREET



#### LAMPS FOR EVERY PURPOSE

Modern walnut trimmed with polished brass. Large lampshade. One of several styles. . . . . \$5.95  
Hand decorated floral pattern china base. Concave shape spun rayon shade. Choose from six styles. . . . . \$5.95

**Extra Wide Lux Tested Celanese Curtains**  
Perfectly styled, superbly tailored celanese rayon ninonettes on sale at Lauer's for 1/3 less than their usual price. 88"x72" size usually sold at \$3.49 per pair — Lauer's special sale price, per pair  
**\$2.37**  
WASHABILITY TESTS by the LUX LABORATORIES ESPECIALLY FOR LAUER'S Show Splendid Results!



Rochester Sun, Thursday, November 26, 1942

Look For Your Name Between The Ads. Win War Stamps

November 26, 1942  
Oil Shampoo—  
ne"—will keep your  
Confidence is what  
d—especially these  
Don't be gray before  
me. CLARA PAL-  
ER will help you.  
ration with Eternol.  
TON—Main 3632.

Insurance  
Accuracy!

of us are using  
eyes a lot more  
winning efforts.  
ck-ups such as  
roides should be  
frequent accord-  
Clear vision is  
easy to retain—  
to regain.

Charge Accounts

pointment.  
CO. For Better  
Eyesight  
61 EAST AVE.

Open  
Saturday  
To  
9 P. M.



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se marvelous  
on hand for  
and buy the  
hening each  
dry cleaning  
id ironed the  
is shimmer-  
see for your-  
le or narrow  
light in stock



PURPOSE  
decorated floral  
alms base. Con-  
e spun rayon  
style \$5.95

# Sibley's

## KEEPS THE HOME FIRES BURNING THIS CHRISTMAS



HOSPITALITY TRAY a  
hostess will bless you for!  
8 decorated glasses, 8 crystal  
ashtrays or coasters and 4  
crystal relish dishes, all hand-  
somerly fitted into a wood-  
en tray... 21-pc. set, **2.98**

CHINA AND GLASS,  
FOURTH FLOOR



"PEGASUS" BOOK-ENDS,  
dramatic blue, winged horse  
heads mounted on black.  
All metal, very substantial,  
and truly impressive gifts for  
any home .... pair **5.00**

ART GOODS, THIRD FLOOR



REGAL CHINA LAMP,  
famous Oxford china, in  
fact, and very impressive!  
Two-toned base with honey-  
smooth glaze; beautifully  
made shade to match, **7.50**

LAMPS, FOURTH FLOOR



SHINING OVAL MIRROR  
—reflection of Christmas  
beauty and a lovely home.  
Fine, simple Victorian frame  
finished in gilt. Two sizes:  
smaller 16x19-inch oval  
..... **5.00**  
Larger size ..... **7.50**

PICTURE GALLERY, FOURTH



FIRESIDE TALK—Colonial  
brass and black andirons,  
screen and set of fire tools,  
the whole ensemble for just  
..... **9.98**  
Decorative log basket **4.29**  
Chubby black fire pot **3.29**

HOUSEWARES, FOURTH FLOOR



DROPLEAF TABLE in  
beautiful Duncan Phyfe  
tradition with choice ma-  
hogany veneer top. Com-  
pact 17x36" closed; gen-  
erous 36x48" when open.  
Endlessly useful ... **24.95**

FURNITURE, FIFTH FLOOR



STERLING SILVER CAN-  
DELABRA—3-branch de-  
sign of perfect simplicity,  
with fine gadroon edge.  
Gleaming tribute from you  
that will always be treas-  
ured! ..... pair **10.00**

SILVER, FRONT AISLE A



TURKISH TOWEL SET—  
"Princess" gift box by Can-  
non Mills. 2 big bath tow-  
els, 2 wash cloths in solid  
colors with white border, or  
white with colored border  
..... **1.89**

REAR CROSS AISLE, AT 1 AND 2,  
MAIN FLOOR



KNEEHOLE DESK, gift  
that will serve long and  
handsomely in your living  
room. Rich mahogany or  
walnut veneers, or solid  
cherry, 7 drawers, 1 for  
filing ..... **24.95**

FURNITURE, FIFTH FLOOR



SHAGGY COTTON RUG,  
very new, very lovely, very  
practical! Deep, luxurious  
string weave in decorator  
colors: blue, green, rose,  
gold, white, turquoise. 24x  
36" oval ..... **3.50**

FLOOR COVERINGS, FIFTH FLOOR



STROMBERG CARLSON  
RADIO — present with a  
brilliant future for your  
home! FM, short wave  
and standard broadcast.  
Liberal trade-in allowance.  
Beautiful Georgian cabinet  
..... **182.50**

RADIOS, FOURTH FLOOR



SUMPTUOUS COMFORT-  
ER, filled with wool, cov-  
ered with trapunto Celanese  
satin, or flowered Glosheen.  
Particularly welcome gift  
this year! 72x84", worth  
\$16.50 to \$18.98! ... **14.88**

BEDDING, THIRD FLOOR



PILLOW-TOP HASSOCK,  
and just as good looking as  
it is handy! Makes a won-  
derful footrest and extra  
seat. Leather-like cover in  
brown, maroon, blue, green  
or antique ..... **6.98**

HASSOCKS, THIRD FLOOR



EMBROIDERED PILLOW  
CASES—any woman would  
love to own! Fine white  
cases with exquisite, lavish  
feather-stitch embroidery  
and lovely scalloped edge  
..... pair **1.59**

REAR AISLE 1, MAIN FLOOR



CONOVER CONSOLE  
PIANO, one of the world's  
truly great instruments, and  
a magnificent gift to your  
own family! Real musi-  
cian's choice. Mahogany or  
walnut ..... **485.00**

MUSIC DEPARTMENT, FOURTH

Sibley, Lindsay & Curr Co.



## Childrens Theatre To Show 'Hansel and Gretel' at Eastman

For her second production of the season in Rochester, Clare Tree Major and the talented members of her Children's Theatre Company will present the immortal "Hansel and Gretel" in the Eastman Theatre.

The date is 2:30 p. m., Saturday, December 12.

It is a curious fact that few stories in all fiction or history have been translated into as many forms of entertainment as "Hansel and Gretel."

Originally written as an opera by Engelbert Humperdinck, it has been produced as a ballet, a marionette show, English pantomime and a straight dramatic show.

Now it is as a play that the large children's audience in the Eastman Theatre will see this ageless story.

As has been our custom during the past two seasons, the Service Department of Shopping News is again affording its readers the opportunity of purchasing tickets for "Hansel and Gretel" at a substantial discount.

This discount coupon has been made possible through the co-operation of the Educational Committee of the Civic Music Association and is sponsored by Shopping News in the belief that the creation in children of a love for the fine arts is a duty of every parent. The entertainment produced by the Clare Tree Major Children's Theatre is not only entirely wholesome, but it also represents the highest type of juvenile drama.

And because Mrs. Major believes children get their greatest enjoyment from seeing their story-book friends come to life exactly to preserve faithfully the characters and situations of the Grimm's fairy tale.

The children will see Hansel and Gretel themselves pictured by charming youngsters, good natured and uncomplained in the face of hunger. They will recognize also the hard-pressed stepmother, forced to abandon her children in the woods, in order to stave off starvation for

herself and her invalid husband.

Finally, they will meet the wicked witch who lures Hansel and Gretel into her yard by the sight of her candy-trimmed gingerbread house.

### Egg Meringue

Meringue-binded? Why not, when you can, turn out toppers for pies so easy as beating up a trio of egg whites until stiff as a best man's bosom, adding a half-cup karo and beating like everything until it stands in peaks reminiscent of the Rockies. Top a pie, top a tart, bake it a bit in a slow oven. Result: best meringue you ever didn't use any sugar in!

## Bond Sellers To Be Honored At Eastman Rally

A large rally at the Eastman Theater tomorrow night will mark the finale of the "Thank God You're An American" November campaign sponsored by the local retailers' War Savings Committee. As an acknowledgment of the splendid work of the War Savings volunteers, the program will be dedicated to "Minute Women at War" in honor of national "Women's War Bond Week." There are now almost 1,500 in this War Savings sales force in Rochester.

Headline speaker at the rally will be Miss Ruth Mitchell, of Arlington, Va., daughter of a U. S. Senator and sister of "fighting Billy Mitchell" (Brig. General Wm. T. Mitchell).

A program featuring the Rochester Civic Orchestra, conducted by Guy Fraser Harrison, with Miss Vivian Della Chiesa, lyric soprano, and the Univer-

sity of Rochester Glee Club, has been planned. Mrs. Edward H. Cumpston, Upstate Chairman of the Women's Division of the War Savings Committee, will be mistress of ceremonies, representing the Minute Women.

Frank Isbey of Chicago will talk on the necessity of complete co-operation in the War Savings program.

Almost a hundred Minute Maids will be on duty during the rally, under the direction of Mrs. Thomas H. Remington, who has charge of arrangements for the Women's Division.

Out of incredible suffering, privation and mortal peril, Miss Mitchell has brought home to America a story of heroism, valor and devotion to honor that will live forever.

Her story of heroic men, women and children who are fighting so valiantly the cause of democracy against almost insuperable odds in the Balkan mountains, is one of the most moving to come out of the war.

Tickets for the rally are obtainable only at War Savings booths staffed by the Women's

SUNDAY EVENING, NOV. 29, AT 8:30  
**FIRST PIANO QUARTET**  
Radio's Brilliant Ensemble  
**With CIVIC ORCHESTRA**  
Guy Fraser Harrison conducting  
ALL SEATS RESERVED  
40c...55c...83c...\$1.10 (Tax included)  
**EASTMAN THEATRE**

**TROPIC COAL \$11.85**  
Egg-Stove-Nut... Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Alliance Bank Bldg.  
Stone 7080

Mrs. James Williamson, 3 Mt. Pleasant Pl.

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

**ELECTROLUX** \$16.95  
The Cleaner With 101 Uses  
Complete With Attachments  
LIBERAL TRADE-IN ALLOWANCE  
FULLY GUARANTEED  
Same Length of Time as New Electrolux  
\*10-DAY TRIAL PLAN  
**PENN VACUUM STORES**  
30 SOUTH AVE. • STONE 6747  
OPEN 'TIL 7 P. M. MONDAYS and THURSDAYS 'TIL 9  
BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

This Year It's More Important  
Than Ever to Remember

# Christmas

Let the bells ring out! Hang up the holly and the mistletoe! This year America will celebrate the holiday season with a new realization of its true meaning. We must hold high the symbol of Christmas before the world as the light of faith in freedom and "Peace on Earth, Good Will to Men." It's a Christmas to remember... to remember everyone on your list... the boys in the service, the war workers, the folks that are keeping the home fires burning. It's a morale-building Christmas—and gifts that are tokens of love and appreciation take on a double meaning of importance.

Two Gifts That Are Dear to  
Every Heart...and Always Welcome

Diamonds...and...Watches!



Service Ring

Handsome 10-K yellow gold ring in choice of Army or Navy style.

14.95



Evans Lighter Case

Combination cigarette case and lighter, in rich gold color.

3.49



Electromatic  
MANTEL RADIO

Handsome compact model with acoustically constructed cabinet. Four tubes with vernier type tuning. A powerful little radio!

16.95



Cadet Diamond

She'll love the smart, distinctive design of this lovely ring set with fine diamond.

39.95



Militaire Trio

Modern design in the diamond engagement ring with matching bands for bride and groom.

79.50



Fulton Watches

Designed to give good service. Good-looking styles for men and women.

19.95



Diamond Bulova

She'll adore the brilliant beauty of this diamond-set watch.

137.50



Dunhill Pipe

He'll get many hours of smoking pleasure with this fine pipe. Always a welcome gift.

3.50



Military Set

Combination military set and writing set in one compact case.

5.95



Lovely  
DRESSER SET

Includes mirror, comb, brush, musical powder box, atomizer and manicure implements.

14.95



Golden Blossom

Lovely, feminine style in blossom design, set with three fine diamonds.

110.00



Streamline

Three gorgeous diamonds in a smart setting that shows off their brilliance.

\$300



Rhinstone Pendant

New lapel watch sparkling with many fine rhinestones. Lovely with any costume.

27.50



Gruen Watches

Famous watches for men and women. Distinguished for dependable accuracy.

45.00



Parker "51" Set

He'll never forget this gift! Parker "51" beauty, utility and lifetime quality.

17.50



Service Medal

Sterling silver St. Christopher medal with identification plate. With chain.

3.95



Electric China  
PERCOLATOR SET

Beautifully decorated china percolator, with sugar and creamer to match. Complete with tray.

9.95



Diamond Onyx

A style to please the most particular man. Large diamond on onyx.

59.50



Friendship Ring

Three large, fiery diamonds in an exquisite new setting—a ring to be proud of.

89.50



Bulova Watches

Fine styling and accuracy in these handsome watches for men and women.

33.75



Cluster Ring

Fine stones arranged in unusual cluster design. Expensive in appearance.

19.95

Buy now! A small deposit will reserve any article until required. Then you may pay the balance on weekly terms.

USE YOUR CREDIT FOR A GRAND CHRISTMAS

# RUDOLPH'S

CORNER EAST MAIN AT SOUTH AVE.  
IN BATAVIA—109 MAIN STREET

Open Saturday and Monday Evenings

## COUPON

This Coupon Is Worth

10c

Towards Price of Admission To See

**"HANSEL and GRETTEL"**

EASTMAN THEATRE

Saturday, Dec. 12, 1942

2:30 O'clock

Seats: 30c, 40c, 55c, 83c

(Including Tax)

Present this coupon at theatre box office, before 6 p. m. Friday, December 11. Good for 10c reduction on any priced seat in the theatre for the performance herein specified.

Name .....

Address .....

Age .....

## GRANDMA HANDED DOWN THE COLD FACTS

To relieve colds' coughing, aches in muscles of chest and back, and to reduce local congestion, pioneer Grandma put faith in home medicated mutton suet and hot flannel. Today mothers use Penetro—the excellent modern medication with the mutton suet base. Rubbed on chest and throat it works fast, for Penetro never fails to function 2 ways. Aromatic vapors sweep inside through cold-stuffed nose and throat, while Penetro does its outside work like a soothing, comforting plaster on the skin. It's also good for minor burns and chafed skin irritation the year around. Try Penetro. Compare it. Convince yourself. "Grandma was right!" Your druggist guarantees money back if not satisfied. 25c, double supply 35c.

## WALKERS Chicken Pies

ARE STRICTLY ALL CHICKEN—NO VEGETABLES

ALSO BEEFSTEAK PIES

We are equipped to fill your order regardless of the amount. Ideal for factory, cafeteria, large Banquets, even small Parties. Special prices for large quantities. NO DISCOUNTS TO RETURN.

**GLENWOOD 3783**  
26 VELOX ST.



# Gifts at Edwards

A Few of Hundreds! Shop Friday 'til 5:30! Saturday 'til 9 P.M.



Large Round or Square  
**WASHABLE HASSOCKS**  
2.98

There's nothing quite as handy as a hassock. You can move it around so easily... use it in front of your radio or bookcase or by the fireplace. These are washable in green, blue, maroon, ivory, brown. Second Floor.



Painted Floral Resin  
**METAL WASTE BASKETS**  
1.25

If you want a unique... yet useful gift... buy one of these metal waste baskets. No ordinary baskets these... for they are brightly decorated with hand painted florals. Lovely colors to harmonize with decorating schemes. Second Floor.



New Design Quaker Lace  
**DINNER CLOTHS**  
8.98

You'll love this exquisite design... made of ecru mercerized yarns which are so closely woven they look like the real hand made cloths they are copied from. They launder nicely, too. Correct for your every table setting and the ideal gift. Second Floor.



80% Wool—20% Rayon  
**WARM BLANKETS**  
11.98

Extra long, extra wide, extra heavy. If you want plenty of thick warm bedding, here's your blanket. It's big and snugly. Feel the downy deep nap and dare the thermometer to drop below zero. Eight misty shades both deep and pastel. Second Floor.



10 Piece Sparkling Gift  
**CRYSTAL SALAD SETS**  
3.75

She'll bless you many times for this gift. The set consists of a large chop plate 13 1/2 inches wide, a 10 inch salad bowl, and 8 crystal plates with rounded edges. All have a deep moulded leaf design etched on them. An attractive useful gift. Second Floor.



Quilt & Pillow Set  
6.98

A downy gift for the baby on your list. Delicate baby pink or blue rayon satin quilt and pillow. Quilt filled with white cotton batting. Third Floor.



Baby's Bath Robe  
1.69

A pink or blue bath robe with booties to match, made in blanket cloth. Buttons down front finished with ribbon. Silk cord to match. Third floor.



Bunny Hair Mitts  
2.25 plus tax

What girl in high school or college would not be tickled with a pair of these soft, long haired Bunny Mitts? These are pure white or natural. Street Floor.



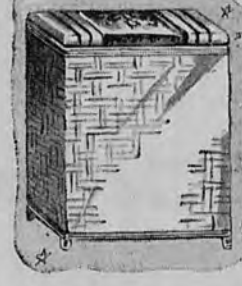
Revolving Tie Rack  
\$2

The "Ty-Master"... an aide-to-order gift that holds 30 ties. And it's all gift boxed, ready to wrap. Any fellow on your list will think it's keen. — Notions, Street Floor.



Crystal Table Lighter  
1.50

Imagine jewel tones of amber, ruby, sapphire, emerald in crystal table lighters with gold leaf metal trim and gem colored tops! A distinctive gift. Street Floor.



Bath Hampers  
2.97

A utility gift, if ever you've seen one. Substantially built as a hamper or both stool seat. Attractively styled with Pyralis top. Sixth Floor.



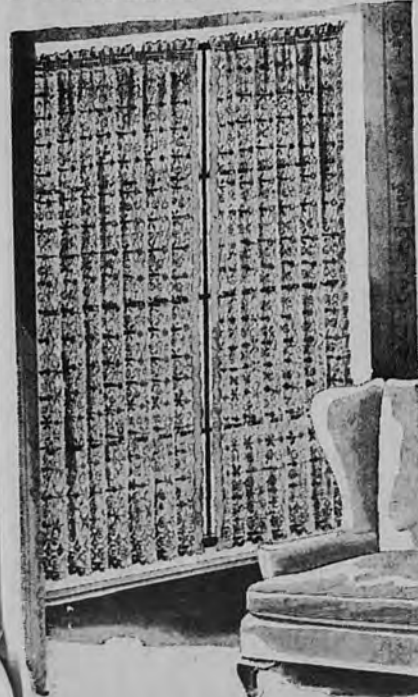
One Strand Pearls  
\$1

Don't worry about a "problem" person on your list. Give her a single strand of simulated pearls. They're always correct... always welcome. Rhinestone and plain clasps. Street Floor.

**ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT**

**Exceptional Home Values At Unusual Savings In This Timely Sale — Come Today!**

## SCRANTON LACE CURTAINS



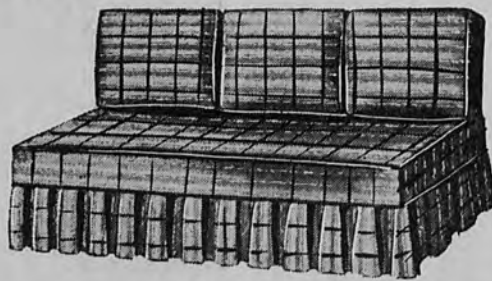
Great Buys!

**1.19**

All First Quality  
Ecru Color  
Adjustable Tops

Wake up your windows — make your home fresher and brighter with these beautiful lacey curtains. A lovely assortment of four popular designs by Scranton. 34 inches wide and 2 yards and 15 inches long.

Edwards—Basement



## STUDIO COUCH SETS

Real  
Bargains

**2.98**

### • Twill Denim Figured Woven Denim •

Famous manufacturer's closeout of two of our best selling designs. Twilled denim in tan or rose and figured woven denim in blue. Taped seams for greater service. These colors and fabrics will give great satisfactory wear.

Edwards—Basement

## PART WOOL BLANKETS

Regular 4.49!

**3.98**

Perfect Quality  
Size 72" x 84"  
Sateen Bound

Made to give the maximum in strength, warmth and durability. Long stapled material in rose, green, cedar, blue, peach and white plaids. Weighs 4 pounds.



Edwards—Basement



GUARANTEED R. & P.  
PENNSYLVANIA HARD  
**COAL**  
IMMEDIATE DELIVERY  
D & H ANTHRACITE  
Egg—Stove—Nut \$12.90  
MARSHALL'S COAL COKE CO. 296 Driving Pk. Glen 109

EGG  
NUT  
STOVE  
**\$11.85**  
CASH  
SHOW  
OFF

SEMET SOLVAY—R. G. & E.  
**COKE \$11.00 Ton**

LEFT'S FIRST BIG  
**WINTER SALE**

Open This—Fri. and Sat. 'til 9 P. M. — Also Monday Nite!

Dosens of savings opportunities for you! Gift ideas galore! Stop in Make Left's store your headquarters for practical, lovely and inexpensive

**XMAS GIFTS**

CHILDREN'S  
**SNO-SUITS \$3.95**  
Sizes 3 to 6

For boys or girls. Jacket and ski pants fully kashia lined. Zipper ankles. 50% wool for durability and warmth — 50% closely-woven cotton for light weight and comfort. VALUES \$5.95 to \$6.95.

Sizes 7-16 On Sale Also Slightly Higher

SMART, COMFORTABLE  
**COAT & LEGGIN' SETS**

Leopardine collars — Velvet collar and pockets — simulated Persian Lamb fabric trims. All the wanted colors, 50% wool. Real values. Dute styles. Buy early for Christmas!

Larger Sizes Sale-Priced, Too!

**\$5**  
Values \$8.95

LEFT'S  
126-128 CLINTON AVE. S.

### Fashion Decrees

BY ROSELLEN CALLAHAN

Wholesalers are already under way with their Spring lines. We made a quick trip through several of the houses to see what they have planned for your 1943 wardrobe. Bright colors prevail in casual coats. Red, aqua, gulf blue, natural and Kelly green raglan sleeved toppers with black velvet Chestfield collars will be worn over suits. Suits are more feminine and colorful than ever. We liked especially the two-toned dressmaker models which may be worn with or without blouses. Jackets have small notched collars, rounded lapels, or small rolled collars. Soft gathers, trouser pleats or flat box pleats give skirts the needed walking width. Sequins carry over into spring with daytime print frocks dotted with matching paillettes.

Sequin blouses and sweaters do double duty these days. We see them everywhere after dark — with short skirts at tea dances, with floor length skirts at the theater, opera and dinner parties. Beneath the glitter you'll find the simplest of styling. The blouse more often than not is a plain shirtmaker type, and the sweaters are either pullovers or cardigans.

### Bazaar Listed By No. 24 School PTA

Annual Christmas bazaar of the PTA at Ellwanger and Barry School No. 24 will be held in the school auditorium, next Wednesday from 5 to 10 p. m. Added feature this year will be a cafeteria style supper. Mrs. Elmer Bassett is general chairman assisted by Mrs. Perry Graham, Mrs. Buell Woodruff and members of the association as chairman of the following booths.

War saving stamps, Mrs. Henry McCormack; Baked Goods, Mrs. Fred Drews; Candy, Mrs. Norman Schlegel; Check- ing, Mrs. John Sheldon; Dolls, Mrs. Peter Halter; Fish Pond, Mrs. Leo Bieber; Adult Games, Mr. Judson Parsons; Plants, Mrs. Wilbur Goebel; Supper, Mrs. Perry Graham; Ties, Mrs. Howard Wolfanger; Toys and Books, Mrs. John Shaw; White Elephant, Mrs. Louis Alexander; Victory Food Booth, Mrs. Donald Reed; Useful Articles, Mrs. Joseph Woods.

The only sure remedy for termites is to destroy any wood they have attacked, and be sure that no wood in your house rests in actual contact with the ground.

### Gifts You Can Make



No. 3414—Magic Fit in a Princess Slip. Sizes 14 to 52. Size 36, for slip with camisole top. 2 1/2 yds. 39-inch fabric with 4 1/2 yds. lace; for slip with built up shoulder, 2 1/2 yds. 39-in.; and for combination, 1 1/2 yds.

No. 3596—The Prettiest Dress for a girl. Sizes 6 to 14. Size 8, 2 1/2 yds. 35-in. fabric with 1 1/2 yds. braid.

No. 2039—Easy-to-make Jumper Dress. Sizes 10 to 20. Size 16, for jumper, 2 1/2 yds. 39-inch fabric; for blouse, 2 1/2 yds.

No. 2681—Appliqued Apron with matching pot holder. Small, medium and large sizes. Medium size, for apron, 2 1/2 yds. 35-in. for pockets, 1 1/2 yd. print with 1/2 yd. plain; same amount for pot holder.

No. 2698—Fairlyland Charm in a Set of Doll Clothes. In sizes for 12, 14, 16, and 18 inch dolls. See pattern for fabric requirements, but we are sure to find some pretty pieces in the scrap bag.

Send 15c (plus 1c to cover cost of mail, ins.) 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.

### Back in Town



Odenbach's Peacock room is more popular than ever these days and for the very good reason that one of Rochester's favorite sons is back in town. Yep, Hughie Barrett is here, a little slimmer and maybe a little balder than last trip, but this mite of maestro is peppier than ever, and the band sweeter than Lana Turner in a new sweater.

The boys and gals of the twenties who are hardly boys and girls anymore are flocking to their old favorite and the new crop are swaying to the Barrett rhythms with the same enthusiasm as their elders. As usual friend Hughie can be depended upon for something unusual in vocalists, this time it's Miss Elaine Moore, a very charming young lady and what's more she can sing!

For killing ants, the sodium fluoride treatment is also good, as are pyrethrum powder and derris powder, two preparations made from ground-up plants. Sprinkle the powder wherever the ants are traveling.

Seen about town: Myrna Loy lunching at the Waldor-Astoria in a natural colored wool frock with matching straight lined coat faced in black, silver fox turban and gold jewelry. . . . Claudia Morgan arriving at the CBS "Joyce Jordan, M. D." program in a natural lynx finger tip jacket over a beige cashmere frocks. . . . Blonde and brunette debs at the Stork Club tuck bright ostrich tips and sequin butterflies in their hair in leiu of hats. . . . Elbow length gloves in fuchsia or aqua brightening up black crepe dinner gowns at the opening of the Metropolitan Opera.

It is better to paste or glue the oilcloth on the kitchen table rather than tack it on. It will wear twice as long

**WASTE is an enemy too!**

--and waste in America's home kitchens is taking a licking!

Tuna fish is a typical example of an ideal no-waste food. Every ounce you pay for you can use. Even the fine salad oil it's packed in has food and flavor value. Use your tuna supply wisely. It combines well with other government-recommended types of food, such as macaroni and cheese, to feed a hungry family well on meatless days. Let tuna help you in your war on waste!

THIS TYPE OF FOOD IS AMONG THOSE RECOMMENDED IN THE NUTRITION FOOD RULES

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WESTGATE SEA PRODUCTS CO., San Diego, California

**Don't waste money either! Put every cent you can into U. S. WAR BONDS**

**Weed's Toyland**

10 Books in One Gift Package!  
Junior  
**BOOK BOX 79c**

Ten great books, to color, to paint; games to play; puzzles to do. Die cut out, and assemble books. A real bargain!

**TARGET BALL GAME**  
Fun for everyone—any age. Full 34 inches long, and with automatic ball return, this is a fine home game. Well made for long use.  
**\$2.25**

**PARCHEESI**  
\$1.00

**BASKET Weaving Set 49c**  
Directions and all the materials they need to make real, practical, colorful basketware.

**PLANERT ICE SKATES**  
The skate that has lead the Ice Parade for over 40 years. Hockey, Racers, Figure and Box Toe models. We also have in stock a complete line of skate jigs, stones, guards, laces, socks, oils, straps, ankle guards, etc.

**7900 MAIN**

**15 EXCHANGE**  
Free City Delivery

**STORE HOURS**  
8 a. m. to 5:30 p. m.  
Monday Evening  
Till 9 P. M.

**FREE PARKING**  
Opposite With Purchase of \$1.00 Or Over

**Holiday Bag Bounty**

SELECT FROM THOUSANDS  
★  
The Ideal Gift!

Free Gift Boxes

**OPENS FRIDAY, 9:30 A.M.**

Darling Shop's Tremendous New  
**Handbag Dept.**

**Darling Shop**  
190 MAIN ST. EAST

If you can get it in town, its in Darling Shop's big, new and complete handbag department! . . . and at a saving, too! Stop in — select some for Christmas gifts, as well as for your own use.



# IT STARTS TOMORROW... FRIDAY!

**MONROE STORE OPEN  
NIGHTS 'TIL 9:30**

Ridge Store Open  
Friday - Saturday  
til 9:30

**3 BIG  
DAYS  
FRIDAY  
SATURDAY  
MONDAY**

# SEARS DAYS



## WOMEN AT WAR WEEK

At your extra tribute during this week dedicated to our Women at War buy War Stamps or Bonds at either Sears Store.

It's the biggest value giving sale of the year! Every thing you need for your home, your family, yourself, your car. For over 56 years Sears Roebuck and Co. has been noted as America's Thrift store — giving you More for Your Money! Months of careful planning and special purchases have made this event possible. — Come early for best selection. — Remember, Christmas isn't far away.

## Buy Coupon Books

Use them the same as cash throughout the store. Complete details Credit Office, Both Stores.



## SEAZOLEUM FELT BASE

**28¢**  
Square Yard

Second Floor Monroe  
Patterns and colors for every room in your home, tiles, florals, geometrics in assorted colors. Heavy quality. Buy on Budget Plan.



## 81x99 Cotton Blossom Sheets

**1.00** Each

Both Stores  
Sheet made to stand many launderings, strong, bleached snow white with selvage edges, pre-laundered, ready for use.



## Service Sheer, Perfect Full Fashion RAYON HOSE

**74¢**

Main Floor Monroe  
Not an everyday buy for hosiery, the quality of these, every pair perfect, in choice of several new shades.



## Water, Wind Repellent BOYS' PLAID MACKINAW

**5.49**

Both Stores  
Button front mackinaw in assorted bright plaid colors, deep muff pockets and two flap pockets, complete range of sizes.



## Regularly \$1.49 5% Wool Plaid BLANKET

**1.33**

Both Stores  
Single bed size in assorted plaid color combinations, 5% wool for warmth, neatly bound edges. Limited quantity.



## Regularly 23¢ SATINETTE TISSUES

**19¢**

Main Floor Monroe  
Box of 500 facial tissues, soft absorbent. Packed in handy dispenser box. White or peach. Limited quantities.



## Regularly 15¢ Pair ROCKFORD MEN'S SOX

**6 Pair 77¢**

Both Stores  
Blue or white speckled hose with white ribbed knit top, toes, and heels.



## Men's Semi-Dress Style WORK PANTS

**2.29**

Both Stores  
Sturdy herringbone and other popular patterns in light and dark colors. Well tailored, full cut, complete range of sizes.



## Regularly 79¢ Heavy Weight SWEAT SHIRT

**71¢**

Both Stores  
Grey color, heavy weight fleeced, reinforced shoulder seams, sizes for men and young men.



## Regularly 79¢ Embroidered PILLOW CASE

**66¢ Pair**

Main Floor Monroe  
Famous Launderite quality, every one perfect, choice of many new designs, large size 42x36.



## Sold Regularly at \$2.98 All Wool SWEATERS

**2.66**

Both Stores  
Ideal for home wear this winter, button fronts with two pockets, choice of assorted colors, complete range of sizes.



## Regularly \$1.29 DOZEN DIAPERS

**1.09**

Main Floor Monroe  
Birdseye diapers in sanitary package, 24x24 size. Exceptionally fine quality. Limited quantities.



## O. P. A. Ceiling \$1.40 Gallon Cross Country ANTI-FREEZE

**88¢**  
Gallon

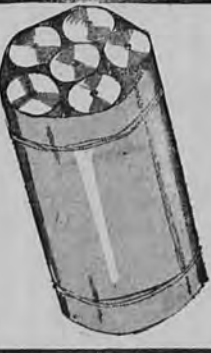
Both Stores  
Highest quality type "N" anti freeze, 133 proof, rust resisting. Priced in your container.



## Regularly 10¢ Each Lightmaster LITE BULBS

**6 For 49¢**

Both Stores  
Your choice of watts, 15 to 75, first quality, with average 1000 hour life. Buy now at low sale prices.



## Regularly \$1.19 ROOMLOT WALLPAPER

**1.09**

Both Stores  
A new group of patterns and colors, for every room in your home. Enough sidewall and border for 10x12 room.



## Regularly 25¢ Each CONQUEROR RECORDS

**5 For \$1**

Both Stores  
Just received a new shipment of favorites, by popular radio and screen artists, your choice of a wide assortment.

**Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.**



Give a  
Thought  
To Your  
Church  
Today . . .

THANKSGIVING



## A THANKSGIVING PRAYER . . . . .

In a world of broken promises and violations of human rights we stand confused. Searching for a new way to peace. Fumbling for the key to happiness. But the DESIGN for an abundant life is here if we but recognize it.

Perhaps in these dark hours of international crisis we overlook the blessings we have; gratitude for which blessings spurred the conception of Thanksgiving Day. Envision the determined Pilgrims, seeking FREEDOM in a new and strange land; a land fraught with dangers of starvation—failure

or death! They considered the blessing of Freedom in all things worthy of any sacrifice. The milestone of Plymouth Rock is a beacon of faith. We thank Almighty God for his guidance. For blessings already received, and for blessings to come. We are thankful that we may smile, work and fight in a land of opportunity, where saint and sinner are granted equal privilege of Holy Worship.

For these blessings let us praise His name. Take constant recourse to His presence through church attendance and prayer.

This Page is one of a series dedicated to Episcopal, Presbyterian, Catholic, Methodist, Baptist, Christ Scientist, Congregational, United Lutheran, Evangelical and Reformed Churches; Jewish Synagogues, Mission groups and all allied religious organizations.

### THIS SERIES IS REVERENTLY SPONSORED BY THE UNDERSIGNED:

McCurdy & Co.; B. Forman Co.; H. L. Green; Sears, Roebuck & Co.; Reliable Furniture Co.; National Clothing Co.; Projansky Inc.; War Activities Committee of Rochester Theatres, Inc.; E. W. Edwards & Sons; Central Trust Co.; Lauer Furniture; Lincoln Stores; Likly's; Key Drug Co.; First Federal Savings & Loan Association; Rochester Sun Shopping News; W. T. Grant Co.; Darling Shops; Shafer Fur; Pidgeons; Cramer Drug Co.; Sibley, Lindsay & Curr Co.; Weed & Co.; Weis & Fisher; McFarlin Clothing Co.

*This message naturally carries the wholehearted endorsement of hundreds of other Rochester merchants but because of space limitations our sponsors group is limited number.*



BULOVA....the Gift of a Lifetime!



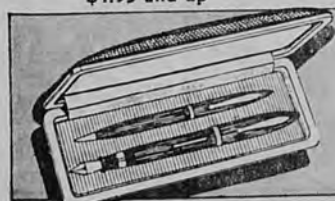
SENECA STORES  
CREDIT JEWELERS

Give THOSE IN  
SERVICE A GIFT THAT  
WILL SERVE THEM...  
a BULOVA!



SERVICE  
RINGS  
\$4.95 and up

MILITARY  
SETS  
\$5.00 and up



PARKER  
EVERSHARP  
SHEAFFERS  
PEN AND  
PENCIL SETS  
\$5.00 and up



ENGAGEMENT AND  
WEDDING RINGS  
\$25.00 and up



DRESSER  
SETS  
\$10.50 and up



DIAMOND  
RINGS  
\$20.00 to \$1000.00



CUFF  
LINKS  
\$3.50 up



IDENTIFICATION  
BRACELETS  
\$1.00 to \$7.50



WEDDING  
RINGS  
\$7.50 up



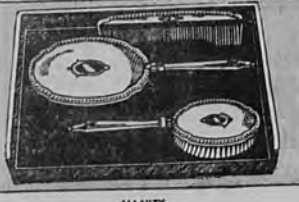
BRUSH  
SETS  
\$9.75



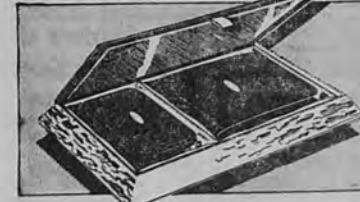
COMPACTS—Large Assortment  
\$1.00 to \$15.00



STONE SET  
RINGS  
From \$15.00 up



VANITY  
SETS  
\$6.75 up



WALLETS AND  
KEY CASES  
\$7.50 up



ENGAGEMENT AND  
WEDDING RINGS  
\$75.00 to \$1500.00



CIGARETTE CASE  
AND LIGHTER  
\$3.95 up

SENECA STORES  
CREDIT JEWELERS

149 MONROE AVE. — Open Every Evening Till 10

Use Our Christmas Lay-Away Plan

RADIOS, LUGGAGE, SILVERWARE, LAMPS, AND ELECTRICAL APPLIANCES



1/2 Hour Free Parking for Customers at Strand Parking

Pinkham's Tablets are famous not only to relieve monthly pain but also accompanying weak, nervous feelings of this nature. This is because of their soothing effect on

Get this modern relief today . . . ask for  
**PROLARMON RECTAL**

**SPECIAL!**

LIMITED TIME:

**3** Ivory-Tone **\$2.50**  
**MINIATURE**  
**PORTRAITS**

ONE HAND COLORED IN OIL! Regular price \$3.50! This is the size recommended by the U. S. Govt. for soldier gifts,

**Neisner's**  
 5¢ to 1.25 STORES

No Appointment Necessary

Your Selection of Proofs

## Size 11 1/2

**TOOTH BRUSH**  
EFFECTIVE *yet* GENTLE

## Size 11 1/2

At Your Neighbor's  
Or Write



## Christmas GIVE YOUR PHOTO

Your loved one will  
cherish your photo  
— especially a dis-  
tinctive one made  
by the master  
craftsmen at Nel-  
son's Photo Studio!



250  
Regular  
unlimited by

Get  
and Mail  
GIFTS FOR  
SERVICE MEN  
Now!

ME-STYLE  
GIFTS  
us, home - style  
ment, Dark and  
chocolate,  
anut Creams  
Crunch  
Puddings  
Berry Peaches  
Chews  
Etc.

27c  
mit 2-lbs.)

MILK of  
MAGNESIA  
U.S.P.  
11c  
int  
ize

VORY  
SOAP  
dium  
are 2 for 11c

RUBBING  
ALCOHOL  
23c  
HILL'S  
OLD TABS.  
12c  
NOXZEMA  
CREAM  
49c  
Tincture of  
Green Soap  
33c  
ANUSOL  
Suppositories  
79c

## How's The Turkey Holding Out?

Because it is a part of the American holiday season that the Sunday-after-Thanksgiving menu consist of turkey wings, turkey soup and turkey giblets, the usual Shopping News feature "Your Sunday Dinner" has been omitted this week. If your turkey has been completely devoured before Sunday, we suggest dining out for the change.

NOTICE  
NOTICE IS HEREBY GIVEN that license EB-5447 has been issued to the undersigned to sell beer at retail in a restaurant under the Alcoholic Beverage Control Law at 202-204 North Water Street, Rochester, Monroe County, for on-premises consumption. George F. Reuschle, dba Franklin Grill.

## Must Your Daughter Risk Happy Marriage on Half-Truths?

Many a mother, reared in days of false modesty dreads to "tell her daughter." She wonders so many young wives unwittingly risk happiness by using overbearing solutions of acids for the douche which can actually burn, scar and even mutilate delicate tissue.

Today such doubts and unhappiness, such risks are needless. Science has given us Zonite. So powerful, it kills instantly all germs and bacteria with which it comes in contact. Deodorizes—actually destroying odors. Protects personal cleanliness. Yet Zonite is non-caustic, non-poisonous, safe or delicate tissues. Over 20,000,000 bottles bought. Get Zonite at your druggist today.

Free Book Tells Intimate Facts

Frankly written booklet "Feminine Hygiene Today," mailed FREE, in plain wrapper. Write Zonite, Dept. 594F, 100 Lexington Ave., New York, N. Y.

## MOST AMAZING VALUES IN TOWN!

COATS or CLARK'S CROCHET COTTON, Big ball. 19c  
Regular, 25c  
LADIES' CHIFFON WEIGHT HOSE, Semi fashioned. 33c  
Regular, the pair  
MEN'S DENIM DUNGAREE PANTS, Blue, Regular. 98c  
Elastic  
TAR CROCHET TIGHTS, Colors, Reg. 10c. 5c  
LARGE ASSORTMENT NOVELTIES, Values 10c to 25c. 9c  
PAINTS — Semi-Gloss or Enamel — Highest quality values. \$1.69  
EQUOT FLOW TUBING. 39c  
REG. 40 EMBROIDERED. 39c  
TAPKINS, Reg. 10c  
GAL. ENAMEL, GLOSS OR FLAT PAINT, Finest quality. \$1.39  
Reg. \$2.50  
TELEPHONE'S PALM AND OLIVE SHAVE CREAM. 10c  
Large tube, Reg. 25c  
LADIES' FLANNEL GOWNS. 96c  
Extra size, Reg. \$1.25  
MEN'S ZIPPER WORK SHIRTS, Blue or grey. 98c  
Regular \$1.25  
LADIES' SATIN SLIPS, Extra nice quality. 69c  
Regular \$1.19  
RAIN HEAVY TURTLE. 28c  
TOWELS, Reg. 35c  
1-OUNCE WATER GLASSES, Regular. 2 for 5c  
DARLING BABY CASTLE SOAP, 10c value. 3c  
MEN'S RANDOM UNION SUITS, Winter weight. 98c  
Regular \$1.35  
CHILDREN'S TRAINING PANTS, Winter weight, Sizes 2-4. 12 1/2c  
Reg. 35c

Above Are But a Few of Our Permanent and Amazing Bargains  
Every Buy a Bargain at  
BILL'S BARGAIN STORE  
98 East Main St.  
Near Water

\$1.79  
Still Buys  
The Best

Pete Hagen's  
SMOOTH • MELLOW  
CORDIALS  
APRICOT  
BLACKBERRY  
CHERRY  
PEACH  
CREME DE CACAO  
CREME DE MENTHE  
KARVEN (COFFEE)  
ANISETTE  
KUMMEL

For Every Occasion  
All at 49¢ proof  
At Your Neighborhood Liquor Shop  
Or Write Our N. Y. Office



## Figure It Out for Yourself

Your Borrow	Charge For Year	*Life Insurance Premium	You Receive	12 Monthly Payments
\$100	\$ 6.48	\$ .35	\$101.16	\$ 9.90
125	7.92	.44	125.64	11.90
150	9.36	.52	150.12	13.90
175	10.80	.60	175.60	15.90
200	12.24	.72	200.32	18.00

\*Insurance Pays Up Loan in Case Borrower Dies

These two women are typical of the many hundreds of workers in and around Rochester who use the Lincoln-Alliance when they need money for emergency expenses, hospital or doctor's bills or to settle up long outstanding bills.

They know that the bank way of borrowing is the low cost way. Just look at this chart and compare the rates with other loan plans!

We welcome your application for a PERSONAL LOAN now—at any of our 12 Bank Offices.

## LINCOLN-ALLIANCE

BANK AND TRUST COMPANY

Member Federal Reserve System

Member F.D.I.C.

NOETH'S  
Always Your Best Bet!  
LIQUORS ★ LOWEST PRICES ★ FINEST QUALITY

AGED 10 YEARS! 'OLD DONEGAL'

Irish Whiskey

Unblended, pure pot still whiskey. Made in Ireland. A real treat—a real value. 90 proof. A REGULAR \$4.75 VALUE

\$3.39  
4 1/2 quart

COMPARE THIS VALUE!  
VAT 69 SCOTCH

Perfect flavor. Unequalled bouquet. Full body. 88.8 proof. An internationally famous Scotch at Noeth's spectacular savings!

\$3.69  
4 1/2 quart  
Reg. \$4.75 Value

LOWEST PRICE FOR FINE QUALITY

RICORO RUM

Imported from the Virgin Islands. A rich, mellow Rum to please the most particular palate. 90 proof. 4 1/2 quart. A REGULAR \$3.25 VALUE

LOW PRICED

A REALLY REMARKABLE VALUE... NOETHS SPECIAL

Straight BOURBON

Fine quality. Very smooth and mellow. Distilled by a nationally known distiller and guaranteed by us as one of our best buys.

FULL QUART

\$2.39  
Regular \$3 Value

PAUL NOETH

DELIVER ★ 19 CLINTON AVENUE SOUTH ★ MAIN 874  
Just a Step Off Main St., Opposite Hotel Seneca — Open Every Night Till Midnight

## "CHRISTMAS"

with Lovely Gifts of  
FURNITURE  
from UNION

3 Eve.  
ht for  
Sun-  
V. for  
ALL  
n one

TOY  
Specials

Bicycles • Velocipedes • Automobiles • Station Wagons • Roller Skates • Dolls • Carriages • Giant Furry Dogs, Etc.  
Buy the children's gift at Union on the same account with your furniture gifts.

T  
eered

rests

quisite! Designed  
The lifetime gift  
day!

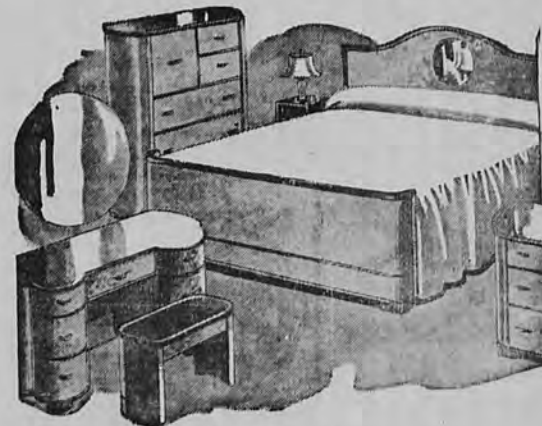
95. \$39.95

## ENDURING GIFTS OF JEWELRY

Everything in lovely jewelry. Watches, Lockets, Silverware, Rings, Engagement sets, clocks, necklaces, tea sets, trays, bracelets, cameos, etc. Jewelry is a personal gift, but not too personal — an expensive looking gift, but not too expensive.

## EVER-POPULAR DRESSER SETS

\$4.95 up



2 BEAUTIFUL PIECES

Bedroom SUITE \$39.95

Choice of wood and styles. Extra pieces at similar savings. See Union's budget bedroom buys!

5007 - 5008



## ★ A GIFT ★ SWEATER

FROM CHAMPIONS WILL FIND FAVOR WITH  
EVERY MAN ON YOUR LIST!

YOU WILL FIND AT CHAMPIONS

EVERYTHING IN THE SWEATER LINE  
FROM WARM HUSKY ALL WOOL PULL-  
OVERS TO SMART GOOD LOOKING  
ZIPPER OR BUTTON FRONT COAT  
SWEATERS.

CHRISTMAS GIFT BOXES  
WITH EVERY SWEATER  
PURCHASE!

COMPLETE  
LINE OF  
BOYS' AND  
LADIES'  
SWEATERS



## ★ GIFT JACKET HEADQUARTERS

FOR EVERY MAN, LADY OR CHILD

LADIES SUEDE JACKETS ..... \$8.95  
LADIES CAPEKIN JACKETS ..... \$9.95

BOYS' AVIATION STYLE  
Leather Jackets .. \$9.49

MEN'S AVIATION STYLE  
LEATHER JACKETS  
10.95 - 12.95 - 16.95

Hundreds of other styles  
and types of leather, wool  
and gabardine to numer-  
ous to detail in this space.  
Come in and see them and  
our experienced help will  
help you select the proper  
Gift Jacket.

## TUBE SKATES

FOR THE ENTIRE FAMILY

Men's Alfred Johnson  
Box Toe Hockey  
Tubes ..... \$7.95

Men's Alfred  
Racers ..... \$7.69

Ladies' Alfred  
Racers ..... \$7.69

Ladies' Alfred Hockey  
White Shoes ..... \$5.95

Ladies' White  
Hockey Tubes ... \$4.79

Ladies' Black  
Hockey Tubes ... \$3.69

TUBE SKATES FOR THE  
KIDDIES — BOYS OR GIRLS

Sizes  
1 to 5

**Champion**  
KNITWEAR CO. 171 ST. PAUL ST.

1/2 Hour Free Parking for Customers at Strand Parking

## Piano Quartet To Play With Civic Sunday

Acclaimed last season for  
their masterful performance  
here the First Piano Quartet  
will return to the Eastman  
Theatre stage next Sunday  
evening as assisting artists with  
the Rochester Civic orchestra,  
Guy Fraser Harrison conduct-  
ing.

Each one a virtuoso in his  
own right, the four pianists  
have formed one of the out-  
standing keyboard quartets of  
the present time.

Rochester audiences will re-  
call with great pleasure their  
appearance on a similar program  
in the Eastman last season,  
when the great auditorium was  
taxed to capacity with those  
who had heard the quartet on  
the air and wanted to watch  
them in action.

Since that time, the quartet  
has gained much additional re-  
nown. For example, they were  
one of the stellar attractions

of the summer season in Li-  
sonn Stadium, New York City  
with the New York Philhar-  
monic. Their performance  
that occasion elicited this  
bute from the World Tele-  
music critic:

"The quartet came up v  
fetching novelties in quad-  
keyboard style and the la-  
audience went for it to the  
gering tune of post-concert  
cores. Four first-rate musi-  
compose the ensemble, such  
virtuoso capable of sustain-  
interest alone."

Similar reactions came fr  
other critics, both in New Y  
and in Rochester, after hear-  
these artists perform their c  
arrangements of the fami-  
classics.

## Defrosting Refrigerators

Two quick methods to def  
your refrigerator are: 1. A  
turning off the current, plac  
electric fan so that it bl  
directly on the ice-making u  
2. Fill the ice cube trays w  
boiling water and put th  
back in their compartments

## Christmas Gift List Ideas... Fine Wines & Liquors

DON'T WAIT 'TIL "EARLY" — BUY NOW!

A REAL GIFT  
FROM BERGHASH  
AT THIS PRICE!

Imported—Ron Corona

**RUM**  
\$2.19  
FIFTH

BEAUTIFUL, FREE GIFT WRAPPING

86 Proof—Blended with 5 Yr. Old Whiskies  
**G & B BLACK LABEL** \$2.98

Barclay Straight Rye... Made by  
**HIRAM WALKER** \$3.25

100 Proof—Bottled in Bond  
**KENTUCKY STRAIGHT  
BOURBON WHISKEY** \$2.50

Old Fashioned Sour Mash  
Other Champagnes \$2.39 to \$3.50 Per Fifth

Note: Berghash has one of the finest selections of domestic & imported wines obtainable. Prices so low every gift buyer gives a rare, imported wine for Christmas! 75c to \$5.60 Per Quart — \$1.79 to \$3.25 Gallon

All Prices Include Taxes

**BERGHASH**

124 Clinton Ave. S. Delivery Main 786  
FREE PARKING ACROSS THE STREET

**SEMET SOLVAY**  
**COKE** \$11.00  
LEHIGH VALLEY HARD COAL  
STOVE, NUT  
EST. OVER 25 YEARS

**PAYNE & DUNHAM** 586

## YOU GIRLS WHO SUFFER Distress From

## PERIODIC FEMALE WEAKNESS

And Want To Build Up  
Red Blood!

Take heed if you, like so many  
women and girls, have all or any  
of these symptoms: Do you on such  
days suffer cramps, headache, back-  
ache, weak, nervous feelings, dis-  
tress of "irregularities", periods of  
the blues—due to functional  
monthly disturbances?

Then start at once—try Lydia E.  
Pinkham's Compound TABLETS  
(with added iron)—made especially  
for women.

Pinkham's Tablets are famous not  
only to relieve monthly pain but  
also accompanying weak, nervous  
feelings of this nature. This is be-  
cause of their soothing effect on

ONE OF WOMAN'S MOST IMPOR-  
TANT ORGANS. Taken regular  
Pinkham's Tablets help build  
resistance against such symp-  
toms. Thousands upon thousands have  
ported benefit.

Also, their iron helps build up  
blood to give more strength. Pi-  
ham's Tablets are also a fine ab-  
sorbable tonic! Follow label direc-

**VISIT THE NEWLY REMODELED  
PARK HOTEL**  
Dining and Dancing  
**ORCHESTRA — Friday and Saturday Nites**  
**Fish Fry 30c**  
Prop. Sam Cuttrone Cor. Saratoga & Lyell

## BINGO O.L.P.H. HALL

EVERY FRIDAY NITE 8:30  
JOSEPH AVE. near NORTON ST.  
Joseph Ave. Bus To Door. Plenty Parking Space

**\$365** Guaranteed

GRAND PRIZE \$100  
3 GAMES EACH \$25  
18 GAMES EACH \$10  
**PLUS JACKPOT \$100**  
55 NUMBERS  
CONSOLATION PRIZE \$10  
20 DOOR PRIZES ADMISSION INC. TAX 55c

DeLuxe BINGO EVERY MONDAY NITE  
**OVER \$900** IN PRIZES  
GRAND PRIZE \$300 Given Every Week JACKPOT \$120

GOLD AWARD GAME \$75 GIVEN  
**K of C** AUDITORIUM  
50 CHESTNUT ST.  
20 DOOR PRIZES

**PARK HALL** 928  
Jefferson Ave. Near Plymouth

NO GAMES THURSDAY—THANKSGIVING DAY

**SPECIAL! FRIDAY NITE!**  
MASON'S NEW DEAL! 23 GAMES On Reg. Boards Each Game Paying \$8-\$25 SPECIALS 50c  
TRIPLE BOARD, AND BOOK OF SPECIALS  
ADMISSION 28c (incl. Tax) — NO COUPON NECESSARY  
DOOR SPECIALS 5c or 4 for 25c

SATURDAY NITE — ALL GAMES \$10  
NO COUPON NECESSARY  
BOOK OF SPECIALS AND TRIPLE BOARD 50c  
SATURDAY AND SUNDAY NITES

Complimentary Park Hall  
Friday 1:30 to 4 P. M.  
Good for 3 admissions and single  
boards Friday, Nov. 27th, 1:30 P. M.—  
Tax 2c—Service Fee 2c—Total per  
person, 5c.

## UNION HALL LEAGUE

GREGORY ST., CORNER SOUTH AVE.

**SUN & MON. NITE**  
**FREE!** Free Special Given With  
Each Admission  
PLAYED for \$20 or MORE  
ADMISSION 28c — 3 BOARDS FOR 58c

2 JACK POTS EACH NITE  
**\$50** 6 Numbers **\$100** 55 Numbers  
\$50 Jackpot—7 Numbers Monday Nite These Amounts Good Monday If Not Taken Sunday

MATINEE GAMES EVERY  
**WED. FRI. SAT. — 1:30 P. M.**  
Wed. Adm. \$3 FRI. and SAT. EVERY ADM. 25c GAME \$4  
25c Every Game SPECIALS \$2 & \$3 or More No Coupon Necessary

**SLAGER BAND BINGO** ★

EVERY TUESDAY NITE  
155 Chestnut Between Monroe Ave. & Court St.  
3 Bus Lines Within Block

★ 24 GAMES ..... \$20 or more  
★ \$40 GAME For you and a Friend in the U.S.A. Forces  
★ \$200 JACKPOT . 55 numbers  
★ \$200 Sweepstakes Game  
All Above Games Included in Admission, \$1 Plus Tax

Tables For Early Birds  
**155 CHESTNUT ST.**

**DOLAN'S**  
Where You Buy the Best of  
**Chicken**  
You Prefer  
• BREASTS ..... lb. 53c  
• LEGS ..... lb. 43c  
• WINGS ..... lb. 29c  
• NECKS ..... lb. 15c  
• GIBLETS ..... lb. 25c  
• LIVERS ..... lb. 49c

**DOLAN'S**  
600 JEFFERSON AVE.  
Cor. Barlett  
Telephone Genesee 1417

**Beeley's Bingo**  
SUNDAY AT 3 P. M.  
MON., TUES., WED., THURS.,  
FRI., SAT. at 8:15  
EXTRA BOARD FREE  
WITH TRIPLE BOARD  
142 GENESEE ST. in REAR

**PLYMOUTH HALL**  
EVERY SAT. 8:15 P. M.  
**JACKPOT**  
Increases Automatically Until Taken  
23 GAMES Comfortable tables for all who prefer SPECIALS  
DOLLAR BILLS FOR DOOR PRIZES  
PLYMOUTH AVE. 50.  
AT TROUP ST.  
"The Friendly Game"

SPECIAL [ HOLLYWOOD HUDSON ] Tues., Dec. 1st  
COUPON When buying triple board and book of special, Dec. 1st, Hol-wood-Hudson — FOR YOU 45c  
ALL GAMES \$10 SOME \$15  
COUPON When buying triple board and book of special, Dec. 1st, Hol-wood-Hudson — FOR A FRIEND 45c

SAVE GAS AND TIRES **PLAY BINGO** AT THE 19th WARD CLUB HOUSE 257 HAWLEY ST.  
NO GAME THURSDAY AFTERNOON USUAL GAME THURSDAY NITE 8:15 P. M.  
SUNDAY 2:30 P. M. All Reg. Games \$5-\$10 Letter "H" \$20  
THURS. 1:45 P. M. and 8:15 P. M.; FRI. 8:15 P. M.; SAT. 8:15 P. M.; 19th WARD CLUBHOUSE TAKE JEFFERSON AVE. BUS TO HAWLEY ST.

## HOLLYWOOD

**GALA THANKSGIVING PARTY**  
TONIGHT AT HOLLYWOOD & TOWNER

**\$10 ALL GAMES \$15**  
Specials \$35 — \$60!

45c COUPON For You at Hollywood or Towner Hall Thurs., November 26th.  
45c COUPON For a Friend at Hollywood or Towner Hall Fri., November 26th.

ALL REG. GAMES — \$5 TO \$10 — EVERY WEEK				
WORTH 50c For You Fri. Nov. 27th	WORTH 25c For You Sat. Nov. 28th	WORTH 25c For You Sun. Nov. 29th	WORTH 45c For You Tues. Dec. 1st	WORTH 50c For You Wed. Dec. 2nd
WORTH 50c For Friend Fri. Nov. 27th	WORTH 25c For Friend Sat. Nov. 28th	WORTH 25c For Friend Sun. Nov. 29th	WORTH 45c For Friend Tues. Dec. 1st	WORTH 50c For Friend Wed. Dec. 2nd

FRIDAY \$215 JACKPOT For You Fri., Nov. 27, Towner 45c For Friend Fri., Nov. 27, Towner 45c

Worth 45c For You NOV. 28th Towner - Rezy  
SATURDAY All Games \$10 Some \$15 For Friend NOV. 28th Towner - Rezy

WED. NITE, 23 REG. GAMES \$10 All Single Games No Hook Ups  
Worth 25c For You Sun., Nov. 29 Towner 25c For Friend Sun., Nov. 29 Towner 25c  
Worth 25c For Friend Sun., Nov. 29 Towner 25c For Friend Sun., Nov. 29 Towner 25c

## TOWNER HALL

**CAPITOL HALL**  
85 W. MAIN  
MON. & TUES. — 1:30 P. M.  
WED.-THURS.-FRI.-SAT. 8:30 P. M.

\$4 Games Sun Afternoon Special for \$25 War Bond Mon. 30 Games \$3  
\$4 Games Tues. Aft. Wed. 30 Games \$6

No Games Thurs. Aft. Games Thurs. Nite 8:30 FRIDAY — SATURDAY  
27 \$5 — \$10 GAMES ON REG. BOARDS Letter "H" — \$25  
ADM. 28c Inc. Tax



November 26, 1942

With Age

ou disappointed that  
cake you made with  
a sweetening was less  
fluffy than one made  
r? Try keeping the  
ey-sweetened cake a  
before you use it; you  
that the flavor be-  
ner, and the cake does  
ut.

**PURE AS  
EY CAN BUY**

or. None surer. None safer.  
Aspirin world's largest  
0c—even greater savings  
30c. 30 tablets 20c. 100 tab-  
5c. Get St. Joseph Aspirin.

**TAR BINGO**  
FLINT ST. (rear)  
8:15 P. M. \$2 and \$5  
All Games  
Monday Afternoon \$1 and \$3  
ay 1:30 P. M. \$1 and \$3  
23 GAMES \*

**BINGOS  
Y. M. A.**  
FRANKLIN SQUARE  
Greyhound Bus Terminal  
**COMFORTABLE  
ables For All**

**ADMISSION 27c \$**  
us Fed. Tax—3c

ues., Dec. 1st

**COUPON**  
For a  
trip to  
book of  
Dec. 1st,  
wood-Hall.  
FOR A FRIEND

**NGO  
USE**  
AT THE  
251  
HAWLEY ST.  
USUAL GAME  
URSDAY NITE  
8:15 P. M.  
5-10 Letter \$20  
15 P. M.; SAT. 8:15 P. M.  
JEFFERSON AVE. BUS  
TO HAWLEY ST.

**OOD  
ING PARTY  
D & TOWNER  
ES \$15  
- \$60!**

**COUPON**  
For a Friend at Holly-  
wood or Towner Hall  
Fri., November 26th.

**\$10 — EVERY  
WEEK**  
WORTH 45c  
For You  
Tues.  
Dec. 1st  
WORTH 45c  
For Friend  
Tues.  
Dec. 1st  
WORTH 45c  
For You  
Wed.  
Dec. 2nd  
WORTH 50c  
For Friend  
Wed.  
Dec. 2nd

**AY  
10**  
Worth 45c  
For Friend  
NOV. 28th  
Towner - Rezy

**ES \$10**  
All Single Games  
No Hook Ups

**25c**  
Worth 25c  
For Friend  
Wed., Dec. 2  
Towner

**HALL**

**BINGO HALL**  
85 W. MAIN

ION - TUES. - 1:30 P. M.  
Sun. 2:30 P. M.  
-THURS.-FRI.-SAT. 8:30 P. M.

Games Sun Afternoon  
Special for \$25 War Bond  
Mon. 30 Games \$3  
Games Tues. Aft.

Wed. 30 Games \$6

Games Thurs. Aft.  
Games Thurs. Nite 8:30

FRIDAY - SATURDAY  
7 \$5 - \$10  
RES. \$15 & \$20  
RDS. Letter "H" - \$25

ADM. 28c Inc. Tax

Rochester Sun, Thursday, November 26, 1942

Look For Your Name Between The Ads. Win War Stamps

PAGE THIRTEEN

# Make this a "HOME CHRISTMAS" with Lovely Gifts of FURNITURE from UNION

## Modern 2 pc. Living Room



**\$79<sup>50</sup>**

Very special! Quality you'd expect to find only at well over a hundred dollars! Smart and good looking. Durable built for lifetime endurance. Variety of colors and finishes to choose from. Finest upholsterings.

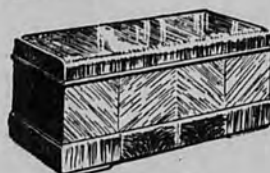
UNION is  
Open Each Eve.

Open 'til 10 each night for  
your convenience. Open Sun-  
day mornings 'til 1 P. M. for  
inspection only. Buy ALL  
your gifts at Union on one  
account.



• Bicycles • Velocipedes • Au-  
tomobiles • Station Wagons  
• Roller Skates • Dolls • Car-  
riages • Giant Furry Dogs, Etc.  
Buy the children's gift at Union  
on the same account with your  
furniture gifts.

## The Perfect GIFT Beautifully Veneered Lane Cedar Chests



A sure-fire hit with any lady. Exquisite! Designed  
for discriminating Santa Clauses. The lifetime gift  
that will thrill it's recipient every day!

**\$19<sup>95</sup>. \$24<sup>95</sup>. \$29<sup>95</sup>. \$39<sup>95</sup>**

## 6 PIECES IN MELLOW MAPLE DINETTE SET

Your choice of Maple, Wal-  
nut veneer, or Oak. Ideal for  
a cozy cottage or smaller  
room. Expert craftsmanship  
insures both sturdy con-  
struction and matchless  
beauty.

**\$79<sup>50</sup>**

## 5 PC. PORCELAIN TOP CHROME Breakfast Sets

Gleaming, easy to clean  
porcelain top — comfortably  
leatherette — padded chairs.  
Well made and a tribute to  
any kitchen.

**\$29<sup>50</sup>**

## BABY FURNITURE GALORE!

• Cribs • Bathinettes • Miniature  
Wardrobes • Play Pens • Tiny Chairs  
• High Chairs, Etc. All reasonably  
priced: All made for hard wear. Child-  
ren love gifts of furniture.



**UNION**  
TIRE COMPANY  
MAIN STORE  
286 EAST AVENUE

PHONE STONE 5007-5008

## ENDURING GIFTS OF JEWELRY

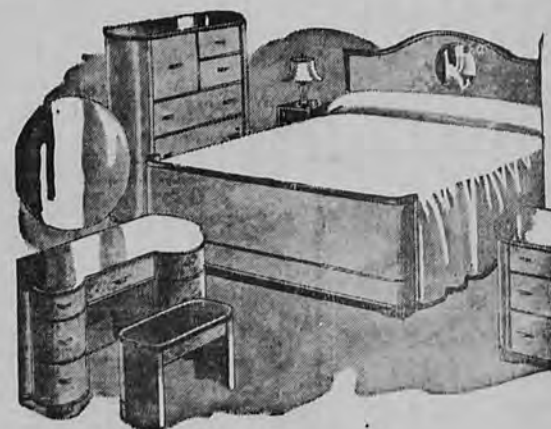
Everything in lovely jewelry. Watches, Locketts,  
Silverware, Rings, Engagement sets, clocks, neck-  
laces, tea sets, trays, bracelets, cameos, etc.  
Jewelry is a personal gift, but not too personal —  
an expensive looking gift, but not too expensive.



## EVER-POPULAR DRESSER SETS

2, 3, 5, 7, 9 and 14  
piece sets. Some in  
mother of pearl,  
some in silver,  
beautifully carved  
and adorned. Here's  
a gift that's sure to  
steal the show un-  
der the Christmas  
tree. — Terms at  
Union.

**\$4<sup>95</sup> up**



2 BEAUTIFUL PIECES  
Bedroom SUITE **\$39<sup>95</sup>**  
Choice of wood and styles. Extra pieces  
at similar savings. See Union's budget  
bedroom buys!



# NOAH'S ARK

## TOYS and PRACTICAL GIFTS

### CAMPUS SPORT COATS



Here's a "swell" gift for the sport. Warm, full-cut leather sport jackets. Made for style and comfort. Ideal for skating and skiing.

**AVIATORS STYLE  
LEATHER  
JACKET**  
TOP  
QUALITY  
CAPEKIN  
**\$11.75**

A jacket that is making a big hit with men everywhere. Made of select South America Capekin. Size 38-42. C5316.

1. Full Length, All Leather
2. Full Cut, Bi-Swing Back
3. Full Length Zipper
4. Zipper Breast Pocket
5. Two Side Slash Pockets
6. Adjustable Side Straps
7. Aviation Tan Capekin
8. Adjustable Cuff Straps
9. Celanese Lined

**ALL-WOOL  
REVERSIBLE  
SPORT JACKET**  
**\$5.95**

Lumberjack Model Reversible Jacket. Can be used as a raincoat. Aridex Treated. Wind - breaker hand bottom. Button style. Two tone brown and tan. C5836.

**CAPEKIN  
COSSACK  
SPORT JACKET**  
**\$8.88**

A smart leather jacket in Black or Aviation tan capekin. Full length Talon zipper closure with zipper breast pocket. . . Half-belt back. Sizes 36-46. C5436.

**BUCCANEER  
LEATHER  
COAT**  
**\$13.75**

Long Leather Coat with full length belt. Made of select Capekin, cellanese lined. Full cut with Bi-Swing Back. Aviation Tan. Sizes 38-46. C5838.

**PLAY  
STOVE**  
**\$1.28**

Bright white enamel range with many details. T2415

**ROCKIN'  
CHAIR**  
**\$1.29**

Comfortable 21" rocker. Fine maple finish. T2410

**RATTLE  
DOLL**  
**46¢**

Famous Rattle Click dolls. Safe and harmless. T2721A

**DUCK  
PINS**  
**44¢**

Two hardwood pins and three balls. Real fun. T2182

**RING  
TOSS**  
**59¢**

Two rings. Over the pegs. With a ring. T2187

**R. R.  
TRACK  
MOG**  
**12¢**

10" Gauge track. Curved or straight. T2423-46

**33-INCH  
SCOOTER**  
**\$1.29**

30" high with 7" wheels. Rubber tires. T2158

**PAINT  
SET**  
**46¢**

Contains paints brush and crayons. Big value. T2829

**PLAY  
PIANO**  
**\$1.39**

An easy-to-play piano. 12 keys. T2809

**AUTO  
Transport**  
**\$1.36**

Big auto transport with two cars. T2408

**ARMY  
TRUCK**  
**\$1.19**

Famous Toy Truck. T2728A

**USE NOAH'S  
Lay Away Plan**

**BIKE BASKET**  
**99¢**

Fine wicker type bike basket for most bikes. With two straps. B222.

**GOLF BALLS**  
REPAIRS **\$2.39**  
SIX FOR

Reprocessed golf balls with famous brand names. Buy a dozen. \$17.95.

**SUIT CASE**  
SIZE **\$1.29**  
11x17"

Airplane luggage pattern suit case. Ideal for the traveler. B2078.



**FAMOUS CANADA CUP  
ICE SKATES**  
AT MONEY-SAVING PRICES

**TUBULAR HOCKEY'S**  
FOR BOYS,  
GIRLS, MEN  
AND WOMEN  
**\$3.95** Pair

Famous CANADA CUP Tubular Hockey Skates for Boys, Girls, Men and Women. Quality black leather shoes. Sizes 3 to 12. Finest tool steel blades, nickel-plated. \$11.99 to \$12.01.

**WHITE SHOE  
HOCKEYS**  
**\$4.95** Pair

Beautiful white shoe hockey skates for girls and ladies. Nickel plated tool steel blades. Sizes 3 to 9. S-1228.

**HARD TOE  
HOCKEYS**  
**\$4.95** Pair

The skate hockey players demand. Hard safety toe. Two-tone shoes with aluminum runners. A Super Value. Sizes 3 to 12. S-1199.

**FOLDING COT**  
**\$2.25**

Sturdily constructed cot with reinforced middle legs. White. 9522

**A Gift For A Good Cook  
8-PIECE OVENWARE SET**  
**99¢**

Modern bakeware for cooking and serving food. Pie plate, casserole and cover, deep loaf pan and four individual bakeware. B2038.

**60  
STATE  
STREET**

**188-190  
EAST  
AVENUE**

**288-290  
MONROE  
AVENUE**

**561  
STATE  
COR. LVELL**

**200  
NORTH  
COR. UNIVERSITY**

**GENEVA**  
437 EXCHANGE ST.

**NEWARK**  
MAIN, COR. UNION

**BATAVIA**  
206 E. MAIN STREET

### HOW TO BEAT THE FUEL SHORTAGE

Jan Struther, noted English novelist, tells of the experience of the famous Minister family. You can profit and keep warm this winter.

### TAKING THE RUB OUT OF RUBBER

Why we got caught short of this vital material and what we are doing about it. — By Morris Markey.

NOTICE TO LIBERTY READERS! In order to be sure of receiving your regular weekly copy of LIBERTY reserve it early with your nearest newsdealer.

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**Just In Time For Thanksgiving!**  
**BEAUTIFUL 9 Pc. DINING ROOM SUITE**  
Our Ceiling Price  
**119.50**  
Sale Price!  
**\$79.50**  
CASH OR TERMS  
LIMITED QUANTITY



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1340 CLINTON AVE. NO.  
OPEN EVENINGS

**A SAVING  
ON EVERY  
PURCHASE  
Guaranteed  
Always!**

Our One-Price Policy assures everyone the utmost in fair value.

TERMS OF COURSE!

**Clifford Fur Co.**

1231 CLIFFORD AVE.  
One Block off Portland  
Clifford Fur Co. For Less

### DIAMONDS

**GOLD, BRIDGE WORK,**  
Antique jewelry, watches, silverware. We pay you for watch movements separate. We buy from the public and dealers. Wherever you go, "Barton Gold Co." will always pay you more. 202 Burke Bldg. Look for the gold letters on the electric sign. Walk straight from the elevator.

**BARTON  
GOLD CO.**  
202 BURKE BLDG.  
ST. PAUL  
ST.

**BUY  
NOW!**  
Be Sure of  
Your Supply!  
**PROMPT  
DELIVERY**

We Are Exclusive  
Dealers For  
**JEDDO COAL**



**SAVE  
With Miller's  
SPECIAL  
100% Guaranteed  
COAL  
\$11.95**  
Store  
Ker  
or Nut  
Shov.  
Off  
Careful Deliveries

**ARDEAN R. MILLER**  
Know Your Dealer! PHONE GENESEE 20 Finest Service For 22 Years

**KEY COUPON  
WOODBURY  
FACIAL SOAP**  
10c SIZE  
**3 for 13¢**  
Limit 3

**KEY COUPON  
Powder Puffs**  
VELOUR  
Assorted  
Shades  
Limit 4  
**3¢**

**KEY COUPON  
CHRISTMAS TREE  
ICICLES**  
LARGE 10c BOX  
**3 for 20¢**  
Limit 6

**KEY COUPON  
WAXPAPER**  
HEAVY  
Cutter Box  
100 Feet  
Limit 2  
**10¢**

**MONEY BELTS  
WITH ZIPPER**  
A Necessity  
For The Men  
In Service  
**98¢**

**DU PONT  
PRO-TEK**  
Reg.  
35c Size  
**29¢**

**PROPHYLACTIC  
TOOTH BRUSH**  
Nylon  
Bristle  
**23¢**

**SQUIBB'S  
NAVITOL**  
10 c. e. 50 c. e.  
**67¢ \$2.67**

**HILL'S  
COLD TABLETS**  
Regular  
30c  
**16¢**

**ANACIN  
TABLETS**  
Regular 75c  
Bottle 50  
**59¢**

**LAVORIS**  
50c  
Size  
**39¢**

**EPSOM SALTS**  
U. S. P.  
Lb. Box  
Reg. 10c  
**2 for 11¢**

### TODAY THRU NEXT WEDNESDAY

**KEY**  
ROCHESTER'S MODERN  
CUT RATE  
DRUG STORES

**in  
SPORTS OR  
in the  
OFFICE**  
You show a trim athletic figure when you wear The Bracer. You feel better when you streamline that bulging waistline and your clothes really fit. Knit of "Laster" this two-way stretch garment has four removable stays at top which minimize roll—soft roomy fly front pouch, tailored to fit. Why not be fitted today?  
The Bracer \$2.50  
The Bracer Royal \$3.50  
**BAUER & BLACK  
Bracer  
SUPPORTER BELT**

**INSURE YOURSELF  
A JOYOUS XMAS**  
By getting your Tree Light Sets in working order now. ALL OUR TREE LIGHT SETS ARE AMERICAN MADE THROUGHOUT.

**GENERAL ELECTRIC  
NOMA Tree Light Set**  
Complete with 8 MAZDA C-6 Bulbs  
**89¢**

**MAZDA TREE  
LIGHT BULBS**  
C-6 ..... 5c  
C-7 1/2 ..... 2 for 15c  
C-9 1/2 ..... 10c

**GENERAL ELECTRIC  
NOMA Tree Light Set**  
Each bulb works independently. Complete with 7 Mazda C-7 1/2 bulbs.  
**\$1.49**

**GENERAL ELECTRIC  
NOMA Outdoor Tree Light Set**  
Complete with 1 Mazda C-9 1/2 bulbs. Each bulb works independently.  
**\$2.19**

**GENERAL ELECTRIC  
NOMA Tree Light Set**  
Each bulb work independently. Complete with 15 Mazda C-7 1/2 bulbs.  
**\$2.98**

**CHRISTMAS GREETING  
CARDS**  
No two alike. Envelopes included — 50c value. BUY NOW!  
BOX OF 25  
**23¢**  
Limit 2 Boxes

**BEECH-NUT  
BABY FOODS**  
Handy Glass Containers  
**8c 3 For 23c**

**TOBACCOS**  
EDGEWORTH ..... \$1.01  
MODEL ..... 71c  
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

**KEY COUPON  
Facial Tissue**  
Reg. 25c  
Box 500  
Limit 2  
**13¢**

**KEY COUPON  
SHAVING CUP  
SOAP**  
Reg. 5c  
Limit 4  
**3¢****KEY COUPON  
SANITARY  
NAPKINS**  
Box of 12  
Limit 2  
**13¢****KEY COUPON  
ASPIRIN TABS.**  
5 Gr. Each  
Tin of 12  
Limit 3  
**3¢****NOXZEMA  
CREAM**  
New Large  
25c Size  
**19¢****LUDEX'S  
COUGH DROPS**  
5c  
Size  
**3¢****KOLYNOS  
TOOTH PASTE**  
50c  
Size  
**39¢****SQUIBB'S A-B-D-G  
CAPSULES**  
Bottle  
of 100  
**\$1.79****POLIDENT  
PLATE POWDER**  
60c  
Size  
**49¢****BAUME  
BENGAY**  
75c  
Size  
**59¢****AGAROL  
LAXATIVE**  
\$1  
Size  
**83¢****Feenamint  
CHEWING GUM**  
Laxative  
25c Box  
**19¢**



November 26, 1942

**DIAMONDS**  
GOLD, BRIDGE WORK,  
Antique jewelry, watches, silver-  
ware. We pay you for water  
movements separate. We buy from  
the public and dealers. Wherever  
you go, "Barton Gold Co." will  
always pay you more. 202 Burke  
Bldg. Look for the gold letters  
in the electric sign. Walk straight  
from the elevator.  
**BARTON**  
**GOLD CO.** ST. PAUL  
ST.  
202 BURKE BLDG.

**SAVE**  
With Miller's  
**SPECIAL**  
100% Guaranteed  
**COAL**  
**\$11.95**  
Stove  
Ez  
or Nut  
Shov.  
Off  
Careful Deliveries  
**MILLER**  
Finest Service For 32 Years

**KEY COUPON**  
**Facial Tissue**  
Reg. 25c  
Box 500  
Limit 2  
**13c**

**KEY COUPON**  
**SHAVING CUP**  
**SOAP**  
Reg. 5c  
Limit 4  
**3c**

**KEY COUPON**  
**SANITARY**  
**NAPKINS**  
Box of 12  
Limit 2  
**13c**

**KEY COUPON**  
**ASPIRIN TABS.**  
5 Gr. Each  
Tin of 12  
Limit 2  
**3c**

**NOXZEMA**  
CREAM  
New Large  
25c Size  
**19c**

**LUDEX'S**  
**COUGH DROPS**  
5c  
Size  
**3c**

**KOLYNOS**  
**TOOTH PASTE**  
50c  
Size  
**39c**

**SQUIBBS A-B-D-G**  
**CAPSULES**  
Bottle  
of 100  
**\$1.79**

**POLIDENT**  
**PLATE POWDER**  
60c  
Size  
**49c**

**BAUME**  
**BENGAY**  
75c  
Size  
**59c**

**AGAROL**  
**LAXATIVE**  
\$1  
Size  
**83c**

**Feenamint**  
**CHEWING GUM**  
Laxative  
25c Box  
**19c**

Monday Edition

# ROCHESTER SHOPPING NEWS

## The Rochester Sun

Delivered Free To 75,200 Homes In  
Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

Shopping News Is Now Available  
On All Downtown Newsstands.

ROCHESTER, N. Y., MONDAY, NOVEMBER 30, 1942

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

SIXTH YEAR—No. 8

# LARGE GIFT VALUES IN THIS PAPER

MONDAY ONLY!

OUTING FLANNEL

36 inches wide... extra heavy... soft  
and fleecy. A regular 25c value. One  
day only! **19c** yd.

Second Floor.  
**EDWARDS**

See Edwards Large Advertisement In This Issue.

RAYON GABARDINE JUMPER

Smash Success!  
Jumper with all the little details you love: dainty  
scalloped neckline, full skirt, button front. In red,  
black, green, navy, brown. Sizes for misses, 12 to 16,  
and plenty in sizes for women, 36 to 44. **\$2.99**

McCurdy's Basement Store

Colorful

ARGYLL SOX

Heavyweight winter cotton, in all sizes.  
All the wanted ground colors. **65c** pr.

McFARLINS 195 St. E.

Monday Only!

13 Pc. LIONEL ELECTRIC  
FREIGHT TRAIN

35 Only  
Locomotive, tender, oil car, box car, caboose  
and eight tracks. REG. \$6.85 **\$6.16**

Sears, Roebuck & Co. BOTH  
STORES



Downtown Stores Open Mondays 'til 9 P. M.

Special Purchase and Sale!

Women's Imported Leather

PIG-GRAIN GLOVES

Black, brown, natural and the popular  
shade of cork, in size 6 to 7½.  
Regular Price Is \$1.49 **\$1.19**

LINCOLNS 118 Main St. E.

For Luxurious Scarfs!

NATURAL DARK EASTERN MINK

Let us make a lovely scarf for  
you. Three to six skins are ideal. **\$22** Per  
Skin

SHAFFER CO. 51 EAST AVE.

SPECIAL VALUE!

Pinaud's "Scarlett"

EAU de COLOGNE Reg. \$1 **59c** Plus Tax

Special Value!

Unusual bottle holds famous Pinaud's eau de cologne!

Lovely gift she'll cherish!

Toiletries.—Front Aisles K to M.—Main Floor

SIBLEY, LINDSAY & CURR Co.

Sun Carriers Are Instructed

To leave a copy of Shopping News

at every home, every delivery date.

If there are any irregularities in

Shopping News delivery at your home

PHONE STONE 6000

WILLIAM S. SHAFER & S. GEORGE SHAFER  
formerly President and Vice-president of

MENG & SHAFER

## Christmas Furs

for Over  
a Half Century

NEVER before has a dependable Fur Coat been such an  
emphatic "must" for Christmas. Never was it so im-  
portant that it come from a furrier of proven reliability.  
Along with the utmost in fashion and quality, bear in  
mind this lower price range from \$89 to \$890 for every  
desired fur type from Muskrat to Mink.

Open  
Saturday  
and  
Monday  
Evenings

### NEW FUR SCARFS

Sable and Stone Marten Russian Kolinsky  
Per Skin **\$66** \$11 to \$18.70 Per Skin

Charge Accounts

Budget Accounts

**SHAFER CO.**

51  
EAST  
AVE.



Remember . . . Those

Boys & Students on Your  
List are Men at Heart!

They like masculine gifts with a MAN'S STORE LABEL  
... fine-appearing clothes they can wear with a sense  
of deep pride ... useful apparel for warm winter com-  
fort! That's why gifts from McFarlin's bring real  
Christmas joy to a young fellow ... just as McFarlin's  
long-lasting quality and good value-giving bring real joy  
to Mother and Dad!

Tweed Student Suits . . . \$21.45

Snappy patterns! Rugged fabrics! Dependable  
workmanship!

2-Way Shorty Coats . . . \$14.95

All wool with water-repellent poplin reverse.  
Zip fly front.

Boys' Western Belts . . . \$1

The "cowboy" touch they like! Tooled patterns  
on leather.

Jr. Long Pant Suits . . . \$17.95

12-to-18-er suit in smart-looking "big brother"  
fabrics.

Maine Guide Coats . . . \$12.95

Heavy tan winter twill. Bright, warm wool re-  
verse. Hooded.

Fine Wool Snow Suits . . . \$11.95

Our famous "Snow Fighter" model. 100% wool  
(reprocessed).



For that extra gift for son or  
grandson ... a nice all-wool  
plaid muffler. **\$1**



Right and bright! In-or-outer  
plaid shirts in warm cotton  
flannel. **\$1.95**



Like Dad's! Tie and pocket hand-  
kerchief to match. The set, **\$1**



Warm, woolly, MacParks coats.  
Collar with fold-down convertible  
hood. **\$10.95**

## McFARLIN'S

MAIL ORDERS FILLED

195 MAIN ST. EAST



### JOAN CRAWFORD'S LIFE STORY

The celebrated movie star has written an amazing story of her life. How she rose from the wrong side of the tracks to eminence in her chosen profession. Complete in this issue.

### IMPROVE YOUR HUSBAND SCIENTIFICALLY

Practical advice from a director of the American Institute of Family Relations which will help every woman to a fuller married life.

**The Beauty of Fanny Pennell — A Complete Novel**  
15c DEC. ISSUE LADIES HOME JOURNAL NOW ON SALE 15c

### Personal Loan Department

**Open Monday Nights**  
at  
THE FIRST INDUSTRIAL BRANCH  
7 to 9 P.M. 30 Clinton Avenue North  
ROCHESTER TRUST AND SAFE DEPOSIT COMPANY

### Magicians To Display Talents At No. 34 School

The Rochester Magician's Club, affiliated with the International Brotherhood of Magicians, will present an evening of magic at No. 34 School, Lexington Ave., next Friday, at 8 p. m.

Members of the club are business and professional men whose hobby is magic, and who at their monthly meetings perfect and develop magical effects.

The public is cordially invited to this show, which is sponsored by the Parent-Teachers' Ass'n of the school. Tickets are on sale at the school.

### MAN APPEAL

BY TONI MARSHALL

"Who ever loved that loved not at first sight?"—Marlowe

It is very important to Man Appeal to make a good first impression. Your chances of winning a man are so much better if you can attract him when you first meet him. Always look your best; you never know when you'll meet the man you've been dreaming of.

If you notice that you're tired and unhappy after doing very little work, it is probably because your feet hurt you. It is very important, especially with all the war work you are doing, to wear the right shoes. They must be comfortable as well as good looking. I recommend Air Step shoes. They have been the answer to the busy woman's prayer. Try Air Step shoes for comfort.

Men admire dainty women. Women who are immaculate and well groomed are always attractive. You can't afford to be careless about underarm perspiration. Use Arrid.

Now is the time to really make an effort to take care of your washables. Use Ivory Snow. You'll find your things wear better because Ivory Snow does not eat into the fabric. It is soft as well as effective. You'll notice the difference.

To add a special manly taste to steaks and chops, spread Gulden's mustard over them before broiling. Men love steak. And they love it especially well when spread with Gulden's before cooking. Try it. Your man will love it.

How I on My Man: Mrs. L. P. writes: I found that he collected miniature volumes of the classics. I read about them and then went hunting for some to add to his collection. He was overjoyed. I advise you to show

an interest in his hobby. He'll really appreciate it.

Each week Toni Marshall will pay \$1 to the reader who sends in the best true story in 50 words or less on How I Won My Man. Send yours today, in care of Shopping News

Chloride of lime is one of the most effective rat poisons. Never place directly on the floor as it eats away rugs and fabrics — put it in a metal dish or container.

### Thank God We Are Americans

AND WE THE EMPLOYEES OF THE  
CITY DELIVERY CO.  
ARE PROUD OF IT!

It's a big job ahead for each and every one of us to maintain our American Traditions—traditions which we are now struggling to keep for all times. We proudly co-operate in every government measure, to help bring the VICTORY which will endow all the people of the world with LIBERTY, PEACE and Happiness.

**CITY DELIVERY CO.**

195 SCIO ST.

STONE 905

### Special Sale

Sable or Mink

BLEND MUSKRAT

\$139 to \$269

Plus Tax

If you are to have a new Fur Coat for Christmas simulating Sable or Mink, do not miss this opportunity. Everything indicates another quick sell-out . . . the quality of the skins . . . the cleverness of their blending . . . and the smart fashions into which they are well made . . . all point to this as the Sable or Mink Blend Muskrat Coat event of the year!

Charge Accounts

Budget Payments

**Projansky**

Custom Furrier  
to Gentlewomen

39 East Ave.



Our Government Wants All Stores to  
Conserve Manpower, Gasoline, Rubber! Its Vitally Necessary for You to

**SHOP EARLIER**

*this Christmas*

**CARRY MORE PACKAGES**

*now!*

Because America is the one country on earth where everybody can still share the beauty and bounty of Christmas with everybody, all signs point to the most generous gift-giving in our history. Rochester stores saw it coming, caught its contagion, prepared as never prepared before. But this year wartime problems create a new code for Christmas shopping. . . .

Many of the men and women employees of your Rochester stores have gone into the armed services and war work. And yet we want to give you the best service possible. . . .

**BRING YOUR COMPLETE LIST AND CHOOSE EARLY!**

There are few hands to make things. When assortments are depleted they cannot easily be replenished. . . .

**SHOP EARLY IN THE WEEK, EARLY IN THE DAY!**

Tires are precious. Gas must be conserved. Time must be saved. Nothing must be wasted.

**MAIL AS SOON AS YOU PURCHASE**

This call for your whole-hearted co-operation is in conformity with the Government's urgent wartime needs.

#### No Free Gift Wrap

Sorry! That's a request from Uncle Sam, which means No Free Gift Wrapping of any kind this year. Purchases above \$2 entitles you to a gift box minus the gift wrapping. Nevertheless stores have provided special gift wrapping sections where gifts may be wrapped at a nominal charge.

**Shop Saturdays  
And Mondays  
Until 9 P.M.**

#### Carry Small Parcels

Now that tires and gas are needed for the war effort you are really making a worthy contribution to Victory every time you carry a package. Either carry your small packages now or you may have to carry the large ones later.

**ROCHESTER RETAIL MERCHANTS COUNCIL**

## MONDAY LAST DAY Sears Days!

**MONROE STORE Open til 9:30 P.M.  
RIDGE RD. STORE Open til 6 P.M.**

For Girls 8 to 16 Years  
Famous Joan Bradley Jr.

### SWEATERS

- ★ Popular Slipon Style
- ★ Button Front Cardigan
- ★ Crew Neck Midgies

**1.88**

Beautiful all wool sweaters—made exactly like big sister's; regularly sold for \$2.29! Your choice of three styles—the classic short sleeve pullover only \$1.59; the long sleeve boxy pullover; the long, boxy carefree cardigan 1.88. Tops with schoolgirls from coast to coast! Sizes 8 to 16, in smart new colors to go with everything in your wardrobe. Main Floor, Monroe.

### SALE of MIRRORS

Just 250 of these handsome mirrors that regularly sold for \$2.29! Use them over the davenport or mantel, between windows or over tables—to make some corner of your home lighter and brighter.

**1.98**

Second Floor—Monroe

Popular circle mirrors, 24-inch size, with beveled edge. Clear Glass mirrors for flawless reflection. Heavily silvered and firmly backed for long life.

Crystal Clear glass buffet mirror, 16x24 inch. Beautiful gold antique finish frame. A perfect gift for Christmas. Come in early for these super values.

For the Stay-at-Home

### LOUNGE CHAIR with OTTOMAN

**28.88**

Second Floor,  
Monroe

The comfort sensation of the year. Chair tilts to any position. Restful spring-filled seat, back and attached cushion. Button-tufted back is softly padded for case-inviting luxury. Beautiful hardwood frames.

Regularly Sold for \$3.39!

### Venetian Blinds

23, 25, 27, 29, 31

33, 35 and 36-inch lengths

**2.98**

Second Floor Monroe

Sturdy wood slats, ivory enameled finish; washable. Full width tape; heavy cord. Automatic stop and tilt gear. 64-inches long; can be adjusted to shorter length. Each blind complete with Facia Board concealing all hardware.

### Special Purchase

We scooped the market to bring you these beautiful slips at this sensational price!

Rayon Salin

### SLIPS

Main Floor  
Monroe

**66¢**

Every one of these high style beauties was made to sell for \$1.00! Our once-in-a-lifetime purchase makes possible this saving for you!

Seven styles to choose from—dainty lace trimmed slips; smartly tailored slips; all cut to fit to perfection. Adjustable shoulder straps.

Right in the midst of the pre-holiday season, we crack through with this "more for your money" buy. We don't know when we have ever offered so much slip value for so little; we don't know when we can again. Come in early for best selection. Sizes 32 to 44.



# Gifts at Edwards

Shop Friday 'til 5:30 P.M.  
Saturday 'til 9 P.M.



**DICKEY COLLARS**  
With Monogram on One  
**2 for \$1**

Give her pleasure in double measure. Choose sharkskin in her favorite colors. Black felt monogram free on one dicky. Set comes in neat cellophane package. Monogram Mart—Main Floor.



**WOMEN'S SCARFS**  
With 3 Black Felt Monograms  
**\$1**

This year more than ever she'll appreciate a nice scarf... a lovely one in crepe or satin. The black felt initials are cut in Chinese motif. And the scarfs are frosty white. Monogram Mart—Main Floor.



**Large Colorful Gift BOUDIR CHAIR**  
**15.95**

Bright floral Glo-Sheen patterns. You can really relax in its luxurious depths. Comfortably tufted seat and back, buoyant spring filled seat. Wide choice of colors. Lay-away one today for that extra-special gift. Fifth Floor.



**Men's All Wool or Rayon GIFT MUFFLERS**  
**\$1**

For the many men who will have to wait for buses and walk home these winter days a good muffler will be essential and a welcome gift. White, blue, tan, green, maroon. Stripes, plaids, checks. Street Floor.



**The Perfect Present! MEN'S FANCY SOCKS**  
**39¢ pr.**

No man ever has too many socks. These we selected months ago to bring you types that are not available today. Rayons, lises, cottons. Regular or ankle length, some with elastic tops. Clocks, verticals, checks. Street Floor.



**Detecto Bath Scales**  
**2.97**

Always a best seller for Christmas gifts. Five year guarantee. Registers weight up to 300 pounds. For a family gift it can't be beaten. Sixth Floor.



**Doll Bassinet**  
**1.39**

Imagine her surprise and delight with this solid maple bassinet. Early American design. Authentic in style, treatment and trimmings. 24 1/2" long, 15" wide, 19" high. Downstairs Toy Town.



**Boys' Gloves & Muffler**  
**1.69 Set**

Match mates... a pair of warm gloves with the muffler to match. Henna colors of green, maroon, canary yellow, and white. Three sizes. And it's an ideal gift. Street Floor.



**10 Activity Books**  
**79¢**

For children from 5 to 10 years of age. Books with cut-outs, stories, coloring books and paint books. This is a special value at 79¢. Second Floor.

Dear Santa, Please Bring Me  
The New High Twist Modern

## "Edwa" Rayon Stockings

**\$1 pr.**

"Edwa" stockings are the products of America's best hosiery mills and represent the best value for the price. The new improved twist of the modern rayons make them most desirable. These have been proven for wear, looks, fine quality throughout. One a very sheer, 75 denier. The other a 100 denier, equally important good practical stocking.

**SMART GLORIOUS:**  
A lovely rosey beige

**NEUTRAL VALOROUS:**  
A soft neutral beige

**EDWARDS—Street Floor**



**Eaton's Shadowcheck**  
**79¢**

This fine grade of paper would regularly sell for not less than \$1.50. Sheets of double fold paper, 50 envelopes. For all those who write letters to men in the service this gift is tops. Street Floor.



**Cowhide Bags**  
**3.50**

Of course she'd like a good, practical bag. This black or brown cowhide bag has inside zipper, an added attraction. Consider it for someone on your list. Street Floor.



**Shulton's Old Spice**  
**\$2**

A Colonial Be-ribboned carryall filled with 4 oz. Old Spice Toilet Water, with atomizer, and 4 oz. container of talcum and guest bar of Old Spice Soap. Street Floor.



**Salt & Pepper Shakers**  
**6 for \$1**

No ordinary gift, this! The crystal shakers have lovely Sterling Silver tops. The perfect gift for the discriminating hostess. There are a half dozen of them, neatly packed. Street Floor.



**Men's Imported Fur Lined Gloves**  
**2.98**

You'll get a warm hand from these gloves. Imported capes or suedes with fur linings. Snap wrist or slip on styles in black, brown or gray. Sizes 8 to 10. And the price is right. Street Floor.



**Mansco All Wool Sweaters**  
**\$5**

Featured by Manhattan Shirt Co. a sure sign of careful styling and longer wear. All wool in slip-on, crew or V-neck style. Tan, blue and navy. Sizes 38 to 46. One of the number one gifts on this year's list. Street Floor.



**Harriet Hubbard Ayer BATH TOILET SET**  
**2.30**

Choose one of two scent-limental odors... either sparkling Honeysuckle or provocative Pink Clover. There's a 5 oz. bottle of Cologne and a 10 ounce box of Bath Talcum. Any young girl or lady would be pleased with this set. Street Floor.



**All Chrome Electric TWIN WAFFLE IRON**  
**8.95**

What could be better as a gift to give or receive than an All Chrome two-waffle iron. Aluminum die cast grids. Heat indicator on each grid. No waiting. Complete with cord. A real bargain at 8.95. Sixth Floor.



**Fine Oxford China Lamp**  
**6.98**

Soft pastel colored bases... ivory, blue, fawn or coral. Rayon tulle shades in eggshell trimmed top and bottom with a binding to harmonize with the base. Values to 9.50. Second Floor.



**Jacquard Print Quilted Robe**  
**8.98**

If she yearns for a quilted leisure coat, puffy as a popover—head straight for Edwards Robe Dept. and be pleasantly surprised at our selection. Stuffed. Full skirted robe in wine or blue. \$8.98. Street Floor.



## Women Volunteers Needed To Make Stamp Corsages

With the holiday season approaching, orders for Warsages and other War Savings Stamp novelties are flooding the War Stamp Accessory Production Center in room 1104 in the Lincoln-Alliance Bank Building. Volunteers are urgently needed to help fill these orders during December. The center is open from 10 to 4 daily, except Saturday and Sunday.

Since the Production Center opened the first of August, over \$5,000.00 worth of War Savings stamps have been made into bouquets and sold. A gay new Christmas corsage is being introduced this week, in which the stamp flower is backed by a silver leaf, and surrounded by greens, pine cones and red berries.

All accessories are sold at the price of the stamps plus only the cost of the materials.

New volunteers will be taught just how to make up a colorful corsage by supervisors, one of whom is always on duty.

The Women's Division is justly proud of the Production Center and its work, for there is no other like it in the United States. War Savings booths are kept supplied with Warsages, and hundreds of special orders are filled directly. A display case shows the large variety of accessories available, and new ones, in keeping with the season, are constantly being introduced. The place cards and tallies, recently designed, have proved to be instantly popular.

An interesting ant trap can be made by sprinkling a sponge with sugar and letting it stand where the ants can get at it. While the ants are swarming over it, pick it up and wash them down the drain.

THIS YEAR IT'S MORE IMPORTANT THAN EVER TO REMEMBER CHRISTMAS



**Zircon**  
Shine for Christmas  
with Blue Magnificence

**Zircon EARRINGS**  
12.95  
EASY CREDIT

Lovely blue zircons show up beautifully in their classic settings.



**Zircon SET**  
24.50  
USE YOUR CREDIT

Lovely link bracelet with matching pendant. Each set with a zircon.



**Zircon RING**  
14.95  
BUY ON TERMS

Large zircon of flashing beauty in a smartly modern setting.



**Zircon BRACELET**  
29.75  
EASY CREDIT

Charming new style set with fine zircons. Any woman would love it!



**Zircon RING**  
47.50  
PAY WEEKLY

Fine diamond in the center with two large, brilliant zircons.



**RUDOLPH'S**

CORNER EAST MAIN AT SOUTH AVE.  
IN BATAVIA—109 MAIN ST.  
Open Monday and Saturday Evenings



## SALE! FUR COATS

Made to Sell for \$139.00 to \$198.00

**\$99** (plus tax)

- Persian Lamb
- Persian Paw
- Chekiang Lamb
- Chekiang Caracul
- Kid Caracul
- Black Pony
- Silver Tone Muskrat
- Sable-dyed Muskrat
- Sable-dyed Fox Paw

Persian lamb coats at \$99! Sable-dyed muskrats at \$99! 9 smart, warm coveted varieties of higher-priced furs . . . each at \$99 tomorrow. Better fly in and save as much as HALF! Sizes 12 to 40, but not all furs in all sizes.



## Special! ALL-WOOL TWEEDS

With Zip • Or Snap-In  
CHAMOIS LININGS

\$22.95 to \$25.00 values **\$18**

Not just a body lining, but a lining to keep your arms warm, too . . . it goes right down the sleeves. Real chamois . . . the most wind-resistant lining we know! Snaps or zips out . . . gives your coat double life! Boy coats and balmacans in rich, tweedy mixtures . . . every hit warm-wool. Blue and heather brown, 12 to 18 Other styles, also, in this special group).

## MONDAY DRESS SALE!

\$4.98 to \$6.95 Values

Smart, simple daytime dresses . . . exciting date dresses. Sequined rayon crepes; soft, warm wool-and-rayons; velvet-and-crepe combinations; newest color contrasts; and much more! 9-17, 12-20, 38-44, 14½-30½.

**\$4.54**

## Chin-Chuckers . . . \$1

Gifts For All-Out Winter Wear!

Warm up, cheer up with "chin-chuckers." Pop them over your head, peasant style, tie the drawstring, and you're set for the great outdoors! Knit patterns in red, blue, brown, yellow.



## Strainless Slips

With Lace Top and Bottom!

**\$1.98**

A real dream of a slip . . . for yourself, for gifts. Rayon satin heavily laden with lace. Seams OFF-THE-HIPS . . . they won't pull out! Tea-rose and white. Other styles, too . . . some in black. 32 to 52.



## Bestform Girdle

Control With Comfort!

**\$2.79**

The sides are elastic with NYLON . . . for longer wear. Front and back panels of rayon satin. Tiny bones at the top keep it from rolling. Just the right amount of control for slight figures! Sizes 25 to 30.

Panty Girdle with Removable Garters, \$2.98.



## Open Monday Night Until 9

## Imported English Broadcloth 2x2-Weave White Shirts

**\$1.77**

Irregulars of \$4.95 Quality

There are many kinds of cotton, but the finest and smoothest and toughest of all is the cotton that grows in the valley of the Nile. These shirts are Nile valley cotton, woven in England to that smooth perfection that makes English broadcloth a by-word for luxury and good taste. 2x2 means they are woven with fine DOUBLE threads instead of the usual single threads. They are handsomely tailored, with such nice details as French facings, white back ocean pearl buttons, center pleats. The flaws are only tiny misweaves or oil spots. You'll be proud to give these shirts for Christmas! 14 to 17, sleeves 32 to 35.



## Special! Boys' Pajamas of Warm Flannelette

**\$1**

Give him these for his comfort on the cold, fuel-rationed nights ahead. Notched coat and middy styles in the stripes he likes. Sizes 8 to 18.



## EXTRA Wear In These Children's "Buffalo Billy" Shoes

**\$2.98**

Made of buffalo hide . . . wonder for wear! Moccasins and scuff-proof tip oxfords in black and brown. Also patent leather dress-up strap style, 8½ to 3.



## SALE! Bel-View

## Arch Shoes

With Cushioned Soles

**\$2.69**

Scientifically designed for women who spend lots of time on their feet. Grand for war workers, housewives, teachers, beauticians, nurses who demand comfort, good looks, and quality in their shoes. CUSHIONED SOLE gives soft, velvety tread . . . absorbs the shock of walking. Black kid in a variety of styles. Complete size range . . . 4 to 9, AA to EEE



## New Spun Nylons That Look Like Wool

\$1.85 irregulars

**\$1.15**

Warm, long-wearing, quick-drying; perfect stockings with your sports clothes! Ribbed or plain (not sketched) in Amber (a coppery beige), or Cocobark (a neutral beige). Medium length only, sizes 9 to 11. Give them to every outdoor girl on your list!



McCURDY'S BASEMENT STORE for **GIFTS**

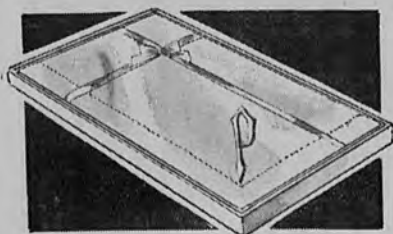




**Give Her a Wonderfully Warm  
Wool Scarf  
1.00**

Smart jacquard patterns in long 100% wool fringed scarfs for a warm greeting. White or colors. Excellent for general or for sports wear.

FRONT AISLE E and F, MAIN FLOOR



**Men's Crown-Tested Rayon  
Initialed 'Kerchiefs  
6 for 1.00**

Soft as silk, smartly initialed handkerchiefs with 1/2-inch hems. He'll bless you for a dozen of these good looking handkerchiefs underneath his Christmas tree.

ESCALATOR COUNTER, MAIN FLOOR



**Wear Right "All Timer"  
Gloves  
1.65**

The washable double woven cotton gloves for all year around wear. The classic slip-on no woman has enough of. White, egg-shell, brown and black.

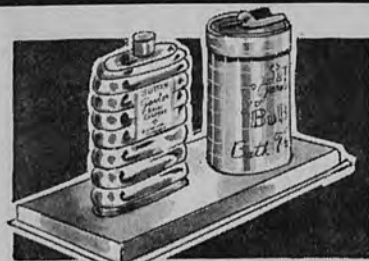
FRONT AISLES D AND E, MAIN FLOOR



**Cameo Duty Mesh  
Hosiery  
1.25**

High-fashion mesh will delight her this Christmas if they're these lovely Cameo rayon mesh that takes to tweeds so naturally! Colors: Glorious and Victorious.

FRONT AISLES I TO K, MAIN FLOOR



**For Luxurious Bathing!  
Sutton's Bath Set  
Bubble Bath and Eau de Cologne 1.00 plus tax**

Give a trio of fragrant bath accessories to make bathing luxurious, pleasantly relaxing, remarkably refreshing! All scented with apple blossom, gardenia, honeysuckle, spice or pine.

Dusting Powder ..... 59¢  
Eau de Cologne ..... 59¢  
Bubble Bath ..... 59¢, \$1.00

TOILETRIES, FRONT AISLES K TO M, MAIN FLOOR

Dinner Is Served In Our  
Tower Restaurant From  
5 To 7:30 On Nights When  
Store Is Open Till 9

*Sibley, Lindsay & Curr Co.*

Store Open Until 9  
Saturday Nights  
From Now To Christmas

Shop Next Monday From 12 Noon to 9 At Night For These

**GALA CHRISTMAS GIFTS**



A page of Christmas gifts you'll be proud to give . . . that all will be happy to receive. Just an "early bird's" eye-view of the thousands of gifts on our six great floors, with over 100 shops brimming-over with Sibley-distinctive selections for all, at every price.

Phone Stone 6500

Order Board Opens Daily at 8 A.M.



**Gift She'll Use Through the Year!  
Knitting Bag  
1.00**

Capacious knitting bag, long to hold her needles, full to hold her yarn. In pretty tapestry lined with muslin. A variety of colors and patterns! Several with metal clasps, many with wood!

Others ..... \$1.00 to \$2.00

NOTIONS, REAR AISLES D TO O, MAIN FLOOR



**Holiday Candy Specials!  
Cream Wafers**

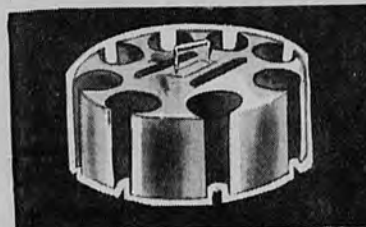
lb. 39¢

Deliciously fresh, smooth, tasty wafers in five mouth-watering flavors! Peppermint, wintergreen, cream de menthe, lemon, orange, and anise.

ASSORTED HARD CANDIES ..... lb. 29¢  
Delicious 50-50 Mixed!

Best of Boxed CHOCOLATES 65¢ to \$1.50  
Headquarters for Schrafft's, Whitman's, Mary Lincoln, and Betty More's famous candies!

CANDY, REAR AISLE M, MAIN FLOOR



**Metal Handled Hardwood  
Poker Chip Rack  
2.50**

Metal handled, hardwood rack finished in mahogany or walnut. Holds 200 chips; 2 packages of cards.

Chips ..... 100 for \$1.00  
Cards ..... Double Deck 75¢ to \$7.50

REAR EAST AISLE MAIN FLOOR



**Gay and Gift-Worthy  
Pillow Case Set  
1.39 pair**

Lovely cases beautified with colored hem-stitched borders and bright embroidery, one with "Mr.", the other with "Mrs.". Just one style from our big selection.

White Initialed Pillow Cases  
With Hemstitching ..... pr. \$1.39

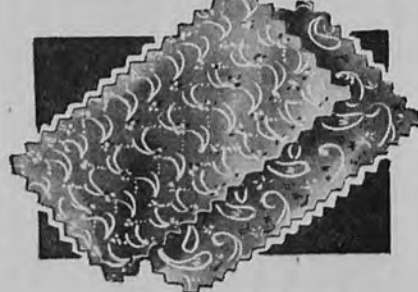
LINENS, REAR AISLE M



**Fieldcrest's Famous  
Celamar Blanket  
6.95**

What could be more appreciated this Christmas, than a Fieldcrest Celamar? 50% Celenase rayon, 25% wool, 25% cotton for strength. Blue, dusty rose, green, peach or white. Bound with rayon satin. Extra long, 72x90".

BEDDING, THIRD FLOOR



**Sew Your Own This Christmas!  
Tie Fabrics**

Make a Complete Tie For 88¢

Exquisite Bemberg rayon in smart new patterns for gift ties! Large assortment of patterns, colors. Make the men on your list lovely new ties for only 88¢, including lining!

McCall Tie Pattern ..... 25¢

FABRICS CENTER, THIRD FLOOR



**A Luxurious Gift She'll Love!  
Fur Collars**

Gleaming, soft furs fully lined, beautifully matched! Give her one to redress her coat, lend glamor to a suit jacket!

Lynx ..... \$16.95  
Wolf, Tan, Grey, Black Chinese ..... \$10.50  
Natural Raccoon ..... \$10.50  
Persian Lamb Collars ..... \$8.50  
Persian Lamb ..... yd. \$5.50

(All Prices Plus Tax)  
TRIMMINGS DEPARTMENT, THIRD FLOOR



**Everyone's Geography-Conscious!  
World Globe**

See our large assortment of 8, 10, and 12-inch globes, all solidly anchored to strong bases of metal or wood! Many are illuminated for greater convenience!

Sketched: Illuminated Globe on  
Maple Base ..... \$14  
Others ..... \$2 to \$20

BOOKS, REAR EAST AISLE, MAIN FLOOR





**Let LINCOLN'S make yours A MERRIER CHRISTMAS**

**MEN'S HAND TAILORED GIFT TIES 50¢**

Large assortment of patterns in wools, rayons, batmans, foulards and mohair. Stripes, plaids and all-over patterns. Resilient construction.



**THANK GOD YOU'RE AN AMERICAN!**  
BUY EXTRA WAR BONDS AND STAMPS HERE

**A WELCOME GIFT!**  
Men's Full-Cut, No Wrinkle Collar

**SHIRTS \$1.29**

**WHITE AND FANCIES**

Once you wear Lincoln's shirts you will be a customer for life. They're famous for laundering and wearing qualities. You'll buy half a dozen when you see them, so come early. Choice of colors in fancies and stripes.

Sizes 14-17  
Sleeves 32-35



**Make It An All American Xmas**  
Full Fashioned-First Quality  
**RAYON CHIFFONS 79¢**

Stockings are always a gift welcomed by any girl! And she'll welcome a pair of Lincoln's sheer rayons more than ever.

**Slight Irregulars**  
**Full Fashioned VICTORY HOSE**

Delightfully sheer rayons that you can't even tell from real silk. Choose from the latest shades of Glorious, Victorious and Valorous. 8½-10½.

**2 pair for \$1**

**Bend or Dip—It Cannot Rip**

**NOW EVEN BETTER THAN EVER**  
**SNUG HUG SLIPS**

The new Nylon seam gives the slip greater elasticity and a far better fit. Beautiful, charbonized rayon taffeta. Trimmed or tailored models in tea rose or white. Sizes 32 to 44.

Now the one diagonal seam is made of . . . **NYLON**  
**A NEW SLIP FREE IF THE SEAM RIPS!**

**69¢**



**Womens Holiday**  
Smart Alpaca  
**DRESSES \$4.98**

- Square Trims
- Velvet trims
- Soutache trims
- Two-tone combinations
- Matelesse crepes
- Jersey print trims

Here's the dress to complete your winter wardrobe. Youthful styles in all the latest color combinations. Sizes 18½-24½ and 38-52.



**Tweed And Fur Trimmed DRESS COATS**

Compare With \$19.95 Coats Elsewhere **\$16.95**

- FITTED OR BOXY STYLES
- TWEEDS, PLAIDS, FLEECES

Now is the time to invest in a good coat, particularly when you can buy one of these at our low price. Choose from a wide variety of colors. Sizes 14 to 44.



**A PRACTICAL AND BEAUTIFUL GIFT**  
**CHENILLE SPREADS**

**HIGH-PILE DE LUXE**

**Exclusive at Lincoln's**

Luxurious fluffy chenille bedspreads multi-color dip-dyed in single or full bed sizes. Rosewood, dusty blue, peach, orchid, cedar, green, aqua, gold, white.

**\$4.98**



**Special Purchase & Sale**  
Regular \$1.98—80 Square Percale

**Famous Make DRESSES \$1.44**

Subject to slight irregularities

- GAY FLORALS
- GLEN PLAIDS
- FAST COLORS

You would recognize instantly the famous make of these top style Dresses. Extra large selection of styles, colors and patterns. Sizes 12 to 52.

**GAY . . . COLORFUL . . . HOLIDAY APRONS**

**39¢**

Fast-color floral percale coveralls — novelty bib styles. Binding trim on five panel and tulip designs.

**59¢**

Charming floral print dainty bib aprons with contrasting ric-rac trim all around.



**CHILDREN'S 1 TO 6X DRESSES 79¢**

Large new assortment of children's holiday dresses in percales, slub broadcloths and dimities. Princess, pinafore and gored styles.

**RUFFLED CURTAINS**

**PICTURE FRAME RUFFLES \$1.19**

Sheer French marquisette ruffle curtains to give your home a cheery look. Dainty 2" picot ruffle. Ivory.

**Pin Dot Ruffle MARQUISSETTE 84 INCHES WIDE \$1.29**

Fine quality marquisette showered with thousands of tiny pin dots. Hemmed and headed. Ecru, white and eggshell.

**COTTAGE SETS \$1.00**

Novelty sheer marquisette, with colorful percale trim, of red, green and blue to match any kitchen.



**72x90 . . . SECONDS OF FAMOUS NASHUA**  
**SATEEN-BOUND BLANKETS \$4.98**

These are "Puma" blankets, seconds of the famous Nashua "Purrey" brand blankets that sell for \$6.50 in first quality. Extra large size, 72"x90". Your choice of solid colors. 12% wool, 88% rayon. Slight irregularities.

**Still the best sheet value in today's market**  
**"Delmar" 5 YEAR SHEETS 1.39**

SIZE  
81x99 . . . \$1.19  
63x99—\$1.19  
72x99—\$1.29  
81x108—\$1.49

**CERTIFIED DELMAR FIVE-YEAR SHEETS and PILLOW CASES**

Samples of these sheets and pillow cases have been laundry tested including over One Hundred Thirty-Five (135) complete loadings, equivalent to about Five Year's wear in ordinary household use. Woven of clean round threads. Free from sizing or filling.

**Exclusive at LINCOLN STORES**  
TORN SIZE BEFORE WEAVING 81 x 99

**PILLOW CASES**  
42x36 . . . 35¢ 45x36 . . . 39¢

We actually guarantee 5 year's wear on Delmar first quality sheets because they're tested strenuously, time and time again. Woven of the finest threads in an extra high count.



day, November 30, 1942



**129**  
Sizes 14-17  
Sleeves  
32-35



LE SPREADS

HIGH-PILE  
DE LUXE



**\$4.98**

SHUA  
ANKETS  
**\$4.98**

days market

O DELMAR  
R SHEETS  
W CASES

and pillow cases have been  
we One Hundred Thirty-Five  
equivalent to about Five Year's  
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or filling

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N STORES  
FORE HEMMING  
x 99

LOW CASES  
35c 45x36 . . . 39c

## Gift Buyers Guide

# ROCHESTER SHOPPING NEWS

Delivered Free To 75,200 Homes In  
Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$3.50 per year within Rochester city  
limits outside city limits, \$2.00

The Rochester Sun

Shopping News Is Now Available  
On All Downtown Newsstands.

SIXTH YEAR—No. 9

ROCHESTER SUN, THURSDAY, DECEMBER 3, 1942

10

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

### Check Your Gift List; Selections Wide

Only a Few Familiar Articles  
Are Missing or Scarce; Other-  
wise It's 'Choosing As Usual'.

Even above the terrible clamor of war,  
the human heart hears the pealing of the  
Christmas bells, and feels the strong impulse  
to celebrate Christmas in the old traditional  
manner.

And so we get out our shopping lists  
and check them over and begin to make the  
rounds of the stores on a task we all love—  
Christmas shopping. And of course we begin  
to question to what extent war-time restric-  
tions and shortages have affected the mer-  
chandise that we'll find in the stores. The  
answer to this is—surprisingly little.

**It's Easy To Buy for Women**  
Lingerie is lovely this year. You can even  
buy some silk pieces—but the rayon crepes  
are so exquisite that you'll never miss the  
silks. There are floral prints and plain pas-  
tels, luscious deep tones, sunny yellows, and  
a profusion of sophisticated black.  
Then you'll find most beguiling new lin-  
gerie made of brushed rayon, rayon and cot-  
ton challis, and knits.

And costume jewelry! Here the array is  
so tempting that the only trouble will be  
making up your mind. Many of the metals  
commonly used are no longer available but  
here again the cloud has a silver lining—  
literally. Sterling silver is making jewelry  
whose fine design and burnished glow will  
accent and enhance any costume.

Also abounding are ceramics, wood and  
leather pieces, and pearls in new version.

**All the Family Needs Gloves**  
Neither will you find any paucity of de-  
sign or color in another popular gift item,  
gloves. Leather, fabric, both cotton and ray-  
on, and fur—these are all available.

The cosmetics counters are just as sweet-  
smelling and entrancing as ever. You may  
miss a few imported articles, but that's all.  
The main difference will be in containers.  
When the metal ones are gone, there will be  
lovely substitutes in wood, paper and plastic.

(Continued on Page 3)



## Words "Shop Early" Carry Much Extra Significance This War-time Christmas Merchandise is Plentiful, Variety Ample; No Cause For "Panic Buying" But You Can Help By Buying Now

This is one year when early Christmas shopping is pay-  
ing shoppers extra dividends. Rochester shoppers must know  
this, for holiday buying already is well under way in local  
stores.

What are these "extra dividends"?

In a sense, they are much the same as in ordinary years:  
Wider selections, less competition for salespeople's assistance,  
better delivery and other service. But this is not an ordinary  
year, and that makes the difference in customers' minds, and  
in their activity.

The buying public seems well aware of these factors:

1. While stores are well stocked now, many types of mer-  
chandise will not be obtainable later in the season, in some  
instances not until after the war.

2. Purchases made now will be delivered in plenty of time  
for home handling. But Government created delivery limita-  
tions will make this less and less sure as the big rush developa.  
(Of course, the way to off-set this now or later is well too:  
Customers are carrying their purchases home themselves.)

3. With stores considerably understaffed because of the  
draft and other war made drains, shopping tours progress much  
more satisfactorily now than they are likely to in the next  
few weeks. Even now, customers are showing a spirit of co-  
operation that is helping greatly.

These are the Problems—and Solutions

Here are some facts on these three important matters:

**MERCHANDISE.** There is no cause for panic buying. Stores  
have plenty of gift items. With the exception of some things  
that aren't being made any more, there are wide selections.  
Today's shoppers are even finding holdovers in some of the  
discontinued lines. Wise shoppers are making up their shopping

lists with alternate items for those which they are doubtful  
of finding.

**DELIVERIES.**—Everyone seems to know about the limita-  
tions stores have made in delivery mileage to conform to  
Government requirements. Further Government orders are in  
the making which may mean further restrictions. The thing  
to do is what Rochesterians already are doing, but to a still  
greater degree: Carry packages in every possible instance.

**PERSONNEL.** This is probably the biggest problem of the  
three. Hundreds of men from Rochester stores already are  
serving their country, with more going every day. That is as  
it should be. Not to be outdone by the men, women are going  
into service. That, too, is as it should be. Stores have done  
considerable reorganizing to place their remaining people where  
their experience will serve to keep as smooth a flow of  
activity as possible under the circumstances.

The situation would be eased still further if many house-  
wives with spare time would offer their services to the Per-  
sonnel Managers of their favorite stores, at least through  
the holiday rush. The money earned would buy extra War  
Bonds and speed the day of victory.

**Help Yourself—Help Your Stores**

Summed up, here are the ways Rochester shoppers can  
help:

1. Shop early—early in the season, early in the day.
2. Shop oftener.
3. Carry your packages.
4. Be patient with sales people and others in the stores.
5. If you have spare time, sign up as an "extra" in one  
of the stores.
6. And don't forget to mail earlier than usual this year—  
the Post Office is having its problems, too.



**Gift**  
SUGGESTIONS  
For Feminine Fancies  
FROM THE  
DARLING SHOP

LOVELY CHRISTMAS  
GOWNS

White, Tearose, Pink, Yellow  
and Hard-to-get Black; in  
lacy, frilly gowns that make  
perfect gifts. Complete assort-  
ments to choose from.

**\$2.99**

EXTRA SHEER

Rayon HOSE

Slight irregulars of our  
\$1.15 fine Sheer Rayon.  
All sizes and all the new  
shades. Free gift boxes.

**59c**

WARM, GENUINE FUR

BUNNY MITTENS

We honestly believe these to be spectacular values.  
All the girls are wearing Bunny Mitts . . . they are  
gifts sure to please!

**89c**  
PLUS  
TAX

Bunny Mitts with Leather Palms - or All Fur - **\$1.50**  
PLUS TAX

HAND KNITTED, GAYLY PATTERNED

100% WOOL GLOVES . . . **48c**

SOLID, PLAIN POPULAR COLORS

100% WOOL GLOVES . . . **79c**

FREE  
GIFT  
BOXES

LACY OR TAILORED  
SLIPS

White, Black, Tea-  
rose, Blue and Pink.  
Sizes 32 to 44. Trem-  
endous assortments  
of extra fine quality  
in soft, lustrous ray-  
on.

**\$1.19**

FRIVOLOUS, FEMININE  
DANCE SETS

A dainty, feminine gift that's  
sure to find favor. A wide  
variety of styles and colors in all  
sizes. Specially priced.

**\$1.29**  
BOTH  
PIECES  
COMPLETE

PERFECT FOR GIFTS  
HOUSECOATS

Thousands to choose from  
in Rochester's greatest  
assortment! Whatever type  
Housecoat you may have in  
mind, you're sure to find  
it at Darling Shop — and  
at substantial savings.

**\$2.99**

**Darling  
Shop**  
190 MAIN ST. EAST





# Kay's COMMENTS

When Christmas comes I am apt to think oftener of my Father—He loved Christmas. If he were alive he would be going about preparing for Christmas getting the stockings (real ones—no gaga stuff) ready to hang on the fireplace. One year a small Boston puppy was a member of our family and even he had his stocking. This will be a strange Christmas in many ways—this 1942. There'll be gaps in row of stockings—sudden little silences—but let's make it a real Christmas. Give more presents—give a party, and invite every soldier or sailor you can sandwich in. Have pudding and punch. One of the things we're fighting for is the right to celebrate Christmas—so let's celebrate it!

Devotedly, KAY.



1/3 off — Top that, if you can. Every fall and winter dress reduced. Prices for the sale are \$3.98 to \$6.98. You know HERINSTEIN'S for style, smartness and all around values. So you're in for a bargain at 654 Park Ave.

EATON & SIMS, purveyors of the sublime — have done it again. Beautifully executed gold plated, sterling silver jewelry. Two-tone yellow and rose in necklaces, earrings, bracelets, spray-pins. Some with sparkling stones. You will love them, the moment you try this newest of costume jewelry. 29 So. Clinton.

Hey, Mr. Santa Claus, make mine an ORIENTAL. In sizes 32 to 5x3 you will find a grand selection of Rugs at A. R. SEN SOLOKIAN. Price range \$12.50 to \$45. Drop in and see for yourself. 108 East Ave.

20% OFF on every fall and winter dress. What an opportunity to give yourself a gay new outfit to put you in a gift-giving mood. Believe me, her ribs is going to be there early Monday Dec. 7th. Imagine 20% off. That's a SALE. — Where? At C. B. THOMAS, 723 Hotel Seneca. Remember Monday Dec. 7th.

Our dog is a small inky black Scottie—called Angus MacTavish. He was scheduled for the Terrier Show at Edgerton Park last week. Adhering to the schedule, Ma and Son accompanied the much disgusted Angus to the park. We sat breathlessly while the pup strutted his stuff. Imagine our chagrin when in the process of being examined by a kindly judge, Angus tried to bite his arm off. We came off with second prize—the judge said the mutt would have taken first prize, if his behavior was better. Ma said I never was one for discipline. Well, so what!

Anyone who has children knows the problem of hiring a competent person to care for their small fry. "PARENTS BY PROXY" at Culver 51 will send a proxy and leave you free for shopping, bridge, BLANCHIE REYNOLDS is the lady in charge. Ask for her.

In a loud stage whisper, making sure the man in your life hears — hint for a cluster of Kollinsky's from SHAFER'S. Dark supple skins ranging from \$11. A handful of Kollinsky's gives you that furred look — and a very flattering look — to a very simple coat. It is not necessary to predict the future of fur scarfs. Their future is here. There isn't a season of the year that good furs do not add to your costume. If your taste runs to Mink, they are beautiful and durable as well. Shafer's have these. You may select your skins and they will be "made-up" to suit your particular figure. Prices for mink start at \$22. If he really wants to splurge, count yourself a few Sabres. Point out to him that any of these are a good investment. Remember SHAFER FUR CO. 51 East Ave.

Do you know that a good lunch box should supply about 1/3 of the day's food needs? HOME SERVICE, ROCHESTER GAS & ELECTRIC suggests. Ground left over meat with mayonnaise. Fried bacon, onion, peanut butter, jelly, lettuce.

Keep it clean—your face—I mean. Soap and water are still your best ally. The woman who is a soap addict always looks like a White Christmas. Pretty corny, isn't it?

Superfluous. Has spoiled many a woman's hair shine. CHARLOTTE WHITE is a specialist in removing superfluous hair. — No electric needles — no scars — no pain. 222 CUTLER BLDG. Stone 503.

To store apples the ideal temperature has been found to be about 35 F. Only mature fruit should be stored.

HUGHIE BARRETT is at Odenbach's. I can report that he has had instantaneous success. But then, what else would you expect from our own Hughie, who was so popular in my hey-day (or should I have said that?). There are any number of fancy-dan band leaders around who could learn a lot by listening to Hughie's music. At any rate, the patrons of the Odenbach seem to be enjoying themselves, judging from the looks of things the other night. Elaine Moore is the natural and unaffected singer whose style is simplicity itself. Drop in and hear them. It's fun at Odenbach. Main at Clinton.

VITALITYS are the smart footwork required by the times. Designed to give comfort. Vitality shoes reflect today's down-to-earth point of view. GENESEE BOOTERY — GENESEE AT BRONSON.

That mid-day fag will never come if you drink MILK. It is nature's finest, especially if it's BRIGHTON PLACE. Their Homogenized Vitamin D milk is brimming with minerals and health-giving vitamins. With meatless days ahead — plan your meals the easy way by using more milk. Order today — Glen 144 — BRIGHTON PLACE. 45 Fulton Ave.

Listen Kids — Tune into WSAY at 5:45 P.M. every day and listen to SANTA CLAUS. You'll hear Santa answering letters to his hundreds of youngsters who have written to him. Why don't you drop him a note telling him what you want and he'll read your letter carefully and in his own wise way make up his mind if you deserve all the things you have asked for. Then have Mom take you to EDWARDS TOYLAND. This is Santa's headquarters when he isn't busy at WSAY. Have a ride on the ZEPHYR TRAIN to Santa-Land. It only costs 5c. And what a thrill! Or have a whirl at the FISH POND. This costs a dime, but you'll receive a present at the end of your line. A game or puzzle, crayon set, tapestries to embroider for the girls, Edwards TOYLAND is something. Beautiful dolls, trains, skates, all kind of games. In fact, anything and everything you have ever dreamed of. It sure is a child's paradise. And why — 'cause Santa himself did the choosing. And who else but Santa knows what little girls and boys long for? Remember kids, tune in WSAY at 5:45 P.M. to hear Santa answer your letter. And go see TOYLAND EDWARDS.

There is a big revival this season of the comforting tradition of simpler things for Christmas. The trend toward making your own Christmas cards seems right. H. H. SUL-LIVAN has sets of tools \$1.25 up. And gay colored paper. Or you may buy separate tools and paper at a small sum. It's fun and your Christmas "hello" will be different. 67 South Ave.

If you're serving gingerbread — split in half with a filling of cream cheese and chopped dates. Or cream cheese, powdered sugar and orange pulp.

Don't discard it — let EMPIRE TEXTILE WEAVERS — repair it. Burns, tears, moths. Nothing is hopeless, to the nimble patient fingers at this long established shop. — 409 BURKE BLDG.

"The woman you used to be." With your tresses as they were when you were 20. Don't whine about gray hair. Do something. Talk to CLARA PALMER OLIVER about Eternol Tint Oil Shampoo. Tints cleans-reconditions in one operation. 45 NO. CLINTON — MAIN 3632.

New Brewing Sensation!

## "SPEED-STIR"

DRIP Coffee Maker

**\$1.98**

Simple, Easy Way of Making PERFECT Coffee

1. Put coffee in upper bowl;
2. Pour boiling water over it;
3. Presto! Delicious flavorful coffee!

Brew fragrant, flavorsome coffee the easy way—in "SPEED-STIR"! Simple to operate, twice as fast as old fashioned brewers. Economical, easy-to-clean, sanitary! Brews the kind of coffee that truly "tops off" a good meal. Makes the whole family sit-up and take notice.

DOUBLE PURPOSE

You can also use "SPEED-STIR" to brew the best tea you ever tasted. And the lower decanter makes a graceful pitcher for serving beverages, heating water, soups, etc. Glass absorbs, no food odors, can be used over any kind of heat.

Chrome Cake & Sandwich Cover

**\$1.00**

An attractive gift. Will hold standard size layer cakes. Complete with 11 inch plate glass.

Hold that Line!

Reg. 20c Each

**3 for 39c**

Hold your clothes line securely with CALIFORNIA REDWOOD clothes props. The prop is 8 feet high, is smoothly finished and withstands all weather.

For Your Electric Mixer GLASS BOWLS

Set of 2 in Green **49c**

INDIVIDUAL French OVENWARE CASSEROLE

Permits "PIPING HOT" Table Service

GLAZE COLORS ARTWARE Harmonize with Modern Table Ensembles

For individual baking and serving of delicious Chicken and Meat Pie—Macaroni—Soufflé—Chili—Soups, etc. Includes uniform baking—retains all the savory goodness of foods.

**4 \$1**

29c ea. for

MAIN 7900

# Ward's

15 EXCHANGE ST.

Free City Deliveries

**FREE PARKING OPPOSITE**

With Purchase of \$1.00 or Over

STORE HOURS: 8 A. M. TO 5:30 P. M.

PRETTY NEAT — those hats at MARLENE HAT SHOP, Hotel Seneca. Perky ones for the deb-dignified ones for matron — smart ones for the ("yes, I'm over thirty").

For an "oh" and "ah" of generous proportions give a Christmas gift from PROJANSKY'S. Gorgeous fur scarfs, furred hats, and if you want to really please, give a fur coat with a Projansky label. 39 East Ave.

Luggage is the perfect Christmas gift. Saw an 18-inch overnite case of sturdy leather that will probably outlive your grandchildren, porters notwithstanding.

He doesn't mind "cuff-less" trousers — or "tail-less" shirts — but he just can't go without a new "TIE" for Christmas. Ten thousand colors and patterns to choose from at the HANDMADE TIE SHOP. \$1.50 ties for the small sum of 50c. 107 E. Main near Water.

SMITH CERAMIC STUDIOS will be open every night until 9 P. M. through December until the 23rd. Gifts for the home are their specialty. Remember that HOME has an extra-special appeal this trying year. Give a gift-to-live-with from Smith Ceramic. "Thank's a million" will reward your cleverness. — 903 MONROE AVE.

Make with a muff this year. They're news—fashion news—hot off the wire. Hats and muffs to match are adorable.

Joel's

Anyone who has experienced the delight of a truly good hat from JOEL'S knows that to possess a becoming hat is a real thrill. There is nothing that makes or breaks your costumelike your chateau. Joel's collection is suave. In the quietest of ways. A good hat expertly designed need never become dull. Joel's selection of VELOURS is particularly nice. Winter whites, so good this year, jewel tones, to live up to that dark frock. Some tilt upward, some eye-browwards, all becoming. Go in and see them. JOEL'S, 215 E. Main.

Anyone who has children knows the problem of hiring a competent person to care for their small fry. "PARENTS BY PROXY" at Culver 51 will send a proxy and leave you free for shopping, bridge, BLANCHIE REYNOLDS is the lady in charge. Ask for her.

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To store apples the ideal temperature has been found to be about 35 F. Only mature fruit should be stored.

at **Burke's** SPECTACULAR SAVINGS

DECEMBER

BRING YOU LOWER PRICES FOR FINE FURNITURE

NOT JUST A SMALL STOCK TO CHOOSE FROM—BUT 5 LARGE FLOORS PACKED WITH THE FINEST FURNITURE FOR EVERY ROOM IN YOUR HOME—AT PRICES THAT ARE BOUND TO MAKE A GOOD IMPRESSION ON YOU! BUY NOW—MANY FINE PIECES ARE ON SALE AT LOW PRICES WHICH WILL NOT BE OBTAINABLE AFTER PRESENT STOCKS ARE GONE. IT'S CHEAPER TO BUY QUALITY AT BURKE'S!

GIFT CHAIRS

from **\$5.95**

Dozens of selections! You're sure to find what you want.

TABLE LAMPS from **\$3.95**

FLOOR LAMPS from **\$6.95**

Fine Quality TABLES... All Sale Priced

**\$6.95 UP**

Many Beautiful Styles To Choose From!

20% down on all purchases — AND A YEAR TO PAY!

Save to 1/2

Your Old Furniture REBUILT RECOVERED

BURKE'S do better work and charge less for it BECAUSE the rebuilding is done right on the premises. Conserve for patriotism. Have your old living room suite Rebuilt and Recovered at Burkes for Christmas.

Free Estimates Day Or Evening

Guaranteed Like New

20% DOWN AND A YEAR TO PAY

LANE Cedar Chests from **\$19.95**

KNEEHOLE DESKS **\$17.95 up**

• Mahogany • Walnut • Maple

**Burke's** 5 FLOORS OF FINE FURNITURE 34 SOUTH AVE.

Open Monday and Saturday Evenings Next Week

Smalls brings you the Perfect Service Men's Gift...

**DUFFEL BAG complete with 18 NEEDS FOR THE BOYS!**

only **3.98** COMPLETE WITH MAILING CARTON

The little things they use every day, things that make for comfort away from home. Contents of waterproof twill duffel bag check with Army, Navy and Marine Corps requirements... even to color of shoe polish and buttons is sewing kit. Compact bag (just 8" high) contains:

Inner kit pouch	Talcum powder	Nail file	Shoe polishing cloth
Razor blades	Shampoo	Comb	Metal polishing cloth
Brushless shave cream	Toothbrush	Metal mirror	Shoe brush
Safety pencil	Tooth powder	Sewing kit	Shoe dauber
	Foot powder	Band-aids	Shoe polish

Buy with confidence at...

**3 EASY WAYS TO BUY**

1. Pay Weekly...
2. Charge it...
3. Pay Cash...

**Smalls**

FREE PARKING REAR OF STORE

**28 MAIN STREET EAST**

OPEN SATURDAY EVENING TILL 9



December 3, 1942

Rochester Sun, Thursday, December 3, 1942

Look For Your Name Between The Ads. Win War Stamps

PAGE THREE

discard it — let EM-  
TEXTILE WEAVERS —  
Burns, tears, moths,  
is hopeless, to the  
patient fingers at this  
abandoned shop. — 409  
BLDG.

The woman you used to  
With your tresses as  
y were when you were  
Don't whine about gray  
y something. Talk to  
PALMER OLIVER about  
Tint Oil Shampoo. Tint  
conditions in one oper-  
NO. CLINTON — MAIN

New Brewing  
Sensation!

**SPEED-STIR**

**DRIP**  
Coffee  
Maker

**\$1.98**

Easy Way of  
PERFECT Coffee

in upper bowl:  
ing water over it:  
Delicious flavorful coffee!

nt, flavorful coffee the  
in "SPEED-STIR"! Simple  
twice as fast as old fash-  
Economical, easy-to-clean,  
sows the kind of coffee that  
off a good meal. Makes  
family sit-up and take notice.

**BLE PURPOSE**

use "SPEED-STIR" to brew  
you ever tasted. And the  
ster makes a graceful pitcher  
erages, heating water, soups,  
zabors, no food odors, can  
any kind of heat.



**Home Cake &  
Sandwich Cover**  
**\$1.00**

attractive gift. Will  
standard size layer  
s. Complete with 11  
plate glass.



**For Your Electric Mixer  
GLASS BOWLS**  
of 2 in  
n .....  
**49c**

**IVIDUAL**

**nch**

**RE CASSEOLE**

**ING HOT Table Service**



**HEAT PROOF  
COLD PROOF  
NON GRAZING  
10 OZ. CAPACITY**



**15**  
**EXCHANGE ST.**  
**y Deliveries**  
**G OPPOSITE**  
\$1.00 or Over  
TO 5:30 P. M.

## Women's War Bond Week Reports To Be Heard At Lunch

All organizations co-operating with the "Women's War Bond Week" drive last month will participate in a general report luncheon to be held on Saturday at the Chamber of Commerce. Reports of individual group's activities will be made at this meeting which will take the place of the regular Rochester and Monroe County December War Savings luncheon.

A total of \$126,042.95 in War Bonds and Stamps was sold at the 30 regular and five special booths staffed by women volunteers, during the week. Officials of the local bond selling organization attribute a great measure

of the November drive's success to women's activities. The November total for the city is said to be the highest to date when figures reached \$211,950.80.

All reservations for Saturday's luncheon should be made to Mrs. Stanley R. Ellis at the War Savings Office in the Lincoln-Alliance Bank Bldg.

## Christmas Party Planned By Venus Rebekahs

Annual Christmas party of the Venus Rebekah Lodge will be held at the I. O. O. F Temple, 11 Clinton Ave. N. next Thursday. The party will be preceded by a meeting under the direction of Noble Grand Elsie Fien. Violet Pearson, Mabel Maxwell and Mary Babcock will be in charge of the party at which gifts will be exchanged.

## No. 37 School PTA To Have Old-Time Movie

An old-time movie show, featuring such yesteryear favorites as Charlie Chaplin, Fatty Arbuckle and a "western" will be staged by the PTA at Lewis H. Morgan School No. 37 tomorrow at 8 p. m.

A community sing will be held under the direction of Mortimer Davis. "Wilbur the Magician" will be an added attraction.

Mrs. Evatt Jicha, president of the club will have charge of the arrangements, assisted by a large committee.

On Tuesday, December 8, the group will hear Mrs. Lois Turk Copeland of Mechanics Institute speak on the subject, "Christmas Dinner on a Budget" at a meeting in the school scheduled for 1:30 p. m.

Refreshments will be served at Tuesday's meeting

## Gifts Plentiful

(Continued from Page 1)

You may notice, too, that toilet water will be made with an emollient rather than an alcohol base, but all in all you'll find just about what you want in cosmetics.

Children Won't Know the Difference

And for the youngster? Well, most metal toys are hold overs from last year. And in their place, as they disappear, are fascinating toys of wood and heavy cardboard. Dolls and stuffed toys are here, games of all kinds, books—plenty to fill those Christmas stockings.

The man of the house probably won't notice much change of gifts available for him, either. Woolen imports are still around in socks and sweaters, although in small quantities, and only here and there. But there are sweaters of all kinds—wool, wool mixtures, rayon and cotton mixtures; robes in wool, wool mixtures, and rayons. Socks and

ties, shirts, pajamas—are still plentiful.  
Go ahead and do your Xmas shopping, not forgetting to put the store's best buy at the top of your list—War Bonds. Shop early, and don't wonder about merchandise. There's more than enough to go around.

About 519,000,000,000 cubic feet of wood is now standing in the forests in this country, and about 11,500,000,000 cubic feet of new wood is grown annually.

**SCARFS**  
MAKE IDEAL GIFTS  
FOR HER!  
Finest skins available now for Mink or Kolinsky Scarfs.  
TERMS OF COURSE:  
**CLIFFORD FUR CO.**  
123 CLIFFORD AVE.  
One Block off Portland  
Clifford Fur Sells For Less

# Christmas Gifts

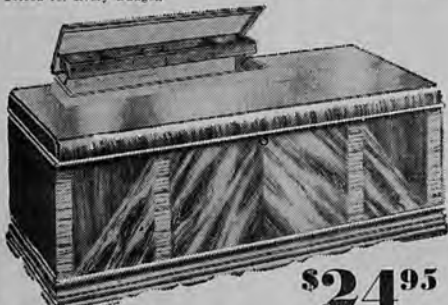
FROM THE HUNDREDS OFFERED AT THE RELIABLE

Quality Gifts of Lasting Beauty . . . From a Selection of Hundreds of Suggestions You Will Like The Moment You See Them! Plan To Shop The Reliable . . . Fill Your Entire Gift List Quickly, Easily!

We Advise Early Shopping This Year To Avoid Last Minute Delays and Disappointments. The Government Has Curtailed Deliveries As Well As Merchandise . . . Your Cooperation Is Extremely Necessary!

## LANE Cedar Chests

Modern, Colonial and Conventional Designs in Lane Cedar Chests for Every Home. Choose From Maple, Walnut, Mahogany and Lined Oak. Priced for Every Budget.

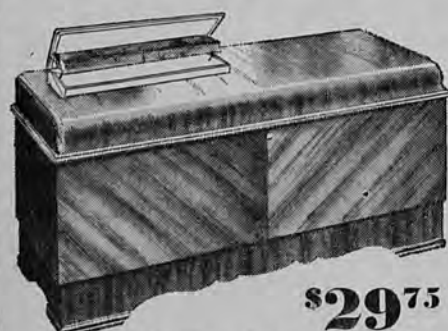


**\$24.95**

**MATCHED WALNUT . . . AUTOMATIC TRAY!**

Generously proportioned, veneered in carefully matched Walnut on heavy cedar lining. Splendid value!

Open A Reliable Budget Account



**\$29.75**

**BETTER QUALITY . . . SPECIALLY PRICED**

Big and roomy, with convenient automatic tray. Aetna Insurance policy against moth damage. Limited quantity.

Terms Only \$1.25 Weekly!



**\$39.50**

**Waterfall Model . . . Convenient Drawer**

Deluxe quality with automatic tray and drawer for all smaller items. Finely matched Walnut on cedar interior.

Only \$1.25 Weekly At The Reliable

## GIFT TABLES!

From a Huge Showing of the Newest Tables In Period and Conventional Designs. All Styles and Woods Are Shown . . . In a Wide Price Variety For Everyone On Your Gift List!



Genuine Mahogany  
Coffee Table in  
superb Duncan Phyfe  
design. Gift special.  
**\$7.95**



**\$7.95**

Budget  
Terms!

## REFLECTOR FLOOR LAMP

Bronze finish base,  
silked shade. Three  
candle fixture, reflector.  
**\$7.95**



## SMART TABLE LAMPS

Attractive vase base complete with tailored shade. In choice of colors.  
**\$3.95**

## For Lasting Gifts!

Desks Are Welcome Gifts for Every Home. And Reliability Large Selection Assures You Correct Style As Well As Unusual Value.

## Governor Winthrop DESK

**\$24.95**

Graceful serpentine front model in rich Mahogany finish on gum wood. Three drawers, correct hardware, attractive base. An outstanding gift special!

Easy Terms!

## FLAT TOP STUDENT DESK

**\$6.95**

Carefully finished in Walnut on selected hardwoods, with drawers, shelves for books. For the student, for your own use.  
Easy Terms!



Authentic  
Winthrop Secretary

Mahogany veneers on gumwood with full Colonial interior, four ball and claw feet, drawers with locks and keys, automatic leaf support. Fine con.  
**\$39.50**  
\$1.25 Weekly!



**THE RELIABLE FURNITURE CO.**  
80-84 STATE ST. ROCHESTER

## HARRIS NUSBAUM

**CHOOSE PRACTICAL GIFTS**  
FROM LARGE HOLIDAY ASSORTMENTS AT  
**NUSBAUM'S LOWER PRICES**



## GIRLS' DRESSES

Adorable novelty styles in lovely spun rayons, corduroys and velvets. All the newest colors and combinations. Sizes 1 to 16; 7 to 16.  
**\$3.95**  
Others From \$1.29-\$6.95



## CHILDREN'S SNO SUITS

Real wonder values for boys or girls. Clever styles. All wool fabrics. With hoods or extra hats. 3 to 16.  
**\$7.95**  
Others \$6.95-\$14.95



## LADIES' RICHLY FURRED COATS

Gorgeous assortment of styles in American Grey Fox—London Dye Squirrel—Raccoon—Wolf—Tipped Squirrel and many other fur trims. Fabrics you'll find only in coats costing easily \$10 more! Dressy and sport styles. Sizes 10 to 32.

**\$29.50**  
Others 14.95-\$50.50



## BOYS' MACKINAW

Warm enough for coldest days! . . . Stylish enough for most active boys! Beautiful new plaids smartly styled with hoods. Fully lined. Sizes 8 to 18.  
**\$6.95**  
Others \$9.95



## SABLE-DYED CONEY FUR COATS

An ideal Christmas gift! So warm and lustrous looking! Choose from hand selected skins in coats worth \$70 to \$125 more. Wide selection in Mink, Raccoon, Tipped Squirrel, Sealine and many others. Typical Nussbaum savings and quality!

**\$69.00**  
Others to \$299



## BOYS' SUITS

Make him happy with a new suit from Nussbaum's. Wonderfully tailored in newest Checkers and Tweeds with long pair of pants. Sizes 8 to 16.  
**\$10.95**  
OTHERS TO \$19.95



## LADIES' ROBES

A perfect gift. See Nussbaum's smart looking, luxuriously quilted rayon, satin and Charlie robes! Seasons smartest styles in leading colors. Sizes 12 to 34. You can't go wrong giving a beautiful robe—you can't go wrong buying it at Nussbaum's!

**\$5.95**  
OTHERS \$2.95 to \$11.95



## MEN'S

## ROBES

A gift any man will appreciate. In good looking, shaggy, spun rayon, Rayon and Flannel. Warm, smart, a j-d dressy. Sizes 7 to 7.

**\$5.95**  
OTHERS \$2.95 to \$11.95



**HARRIS NUSBAUM**

221-229 JOSEPH AVENUE  
(CORNER OF KELLY)

**OPEN EVENINGS UNTIL 9 P. M.**

Free Parking in Rear of Store



## Childrens Theatre To Have 'Hansel and Gretel'

Translated into one of the most prolific forms of entertainment of all time is the story of "Hansel and Gretel," originally written as an opera by Engelbert Humperdinck. It has been produced as a ballet, a marionette show, English pantomime and a straight dramatic show.

Now, it is as a play that the large children's audience will

As has been our custom during the past two seasons, the Service Department of Shopping News is again affording its readers the opportunity of purchasing tickets for "Hansel and Gretel" at a substantial discount.

This discount coupon has been made possible through the

see this ageless story when presented in the Eastman Theatre on Saturday, December 12, at 2:30 p.m., as the season's second production of the Clare Tree Major Children's Theatre of New York.

The performance here will be given under the auspices of the Educational Committee of the Civic Music Association.

The play, as presented by Mrs. Major's group, adheres very closely to the original story, familiar to children of all ages throughout this and other lands. The characters are played by professional actors

and faithfully recreate the popular tale.

As all children know, and most oldsters remember, the story concerns the financially hard-pressed family, the father and step-mother of which finally decide to abandon the two children, Hansel and Gretel, in the woods rather than watch them starve to death. In their wanderings the children come to the candy and gingerbread house of a wicked witch who entices the hungry children inside. Their experiences with all ages throughout this and other lands. The characters are played by professional actors

## Germania Chapter To Observe 'Friendship Night'

Germania Chapter No. 72, Order of the Eastern Star will meet next Monday evening with Worthy Matron Ida L. Schipper and Worthy Patron Ernst Zerpentine presiding. Friendship night will be observed with entertainment and refreshments in charge of the Star Points.

On Friday, December 11, the Ida L. Schipper Officers Club of the Chapter will banquet at the Powers Hotel at 6:30 p.m. Reservations are being made with Erna Taylor.

## PTA At No. 11 School Plans Bazaar

A bazaar, similar to last year's undertaking, will be held at No. 11 School next Thursday, under sponsorship of the school's PTA. Dinner will be served during the fete. Arrangements are under the direction of Mrs. Raymond Dana, assisted by Mrs. Charles Helleman, social chairman and Miss Lulu E. Wing, faculty representative, and a large committee.

In addition to some 430,000, 000 acres of commercial forest land in this country, there are about 168,000,000 acres of non-commercial forests.

**MILLER'S JEDDO COAL**  
Stove, Egg or Nut  
**\$12.90**  
Cash! Show, Off. Prompt Delivery!

**MILLER'S R. G. & E. COKE**  
Dry and Dustless  
**\$11.00**  
Cash! Show, Off. Prompt Delivery!



**ARDEAN R. MILLER**  
Know Your Dealer! PHONE GENESSEE 28 Finest Service For 22 Years  
Mrs. John Verdun, 100 Kansas St.

**JIM SHAW**  
Says: Call Bob or me to renew your AUTO INSURANCE at lowest rates ever!

**MARKIN'S MAIN AGENCY, Inc.** 4741  
**16 STATE ST.**

**COUPON**  
This Coupon Is Worth  
**10c**  
Towards Price of Admission To See  
**"HANSEL and GRETEL"**  
EASTMAN THEATRE

Saturday, Dec. 12, 1942  
2:30 O'clock  
Seats: 30c, 40c, 55, 83c (Including Tax)

Present this coupon at theatre box office, before 6 p. m. Friday, December 11. Good for 10c reduction on any priced seat in the theatre for the performance herein specified.

Name .....  
Address .....  
Age .....

cooperation of the Educational Committee of the Civic Music Association and is sponsored by Shopping News in the belief that the creation in children of a love for the fine arts is a duty of every parent. The entertainment produced by the Clare Tree Major Children's Theatre is not only entirely wholesome, but it also represents the highest type of juvenile drama.



**GIFTS...**  
Many occasions demand gifts—Military or civilian weddings—Birthdays—Anniversaries. Choose from a sparkling selection of unique and exclusive gift ideas at...

**SMITH CERAMIC STUDIOS**  
903 MONROE AVENUE

WM. F. and S. GEO. SHAFER  
Formerly President and Vice-President  
of MENG & SHAFER

**Persian Paw**  
Sketched **\$187**  
Tax Included  
Others, \$137 to \$220

Splendid selections also of genuine Russian Persian Lamb, only \$209 to \$473.

Other Fur Coats

**\$89 to \$890**  
Fur Jackets, \$49 to \$352  
All Prices Include Tax

**SHAFER CO.**  
51 EAST AVENUE  
Charge Accounts  
Budget Accounts  
Mrs. Wm. Young, 23 Austin St.

WIN GUEST TICKETS to LOEW'S

**LOEW'S**

MEET "TONDELAYO"—TANTALIZING TEMPTRESS OF THE TROPICS!



**LAMARR PIDGEON**  
in  
**WHITE CARGO**

with FRANK MORGAN  
RICHARD CARLSON  
REGINALD OWEN  
HENRY O'NEILL

Directed by RICHARD THORPE  
Produced by VICTOR SAVILLE

**NOTE!**  
Name five pictures each in which: "Hansel and Gretel" appeared. The first five correct selections will receive a special prize. In addition, the picture "Hansel and Gretel" is being shown at Loew's. Don't miss it! (Also show "Hansel and Gretel" at Loew's.)

MORE THAN EVER IT'S IMPORTANT TO REMEMBER CHRISTMAS!

# Gifts from Rudolph's

SPREAD GOOD CHEER  
AND LIFT YOUR SPIRITS

Sure there's a war. And that's all the more reason why we should do all we can to make this Christmas stand out as the shining symbol of faith in the future, and peace on earth. That's why we shouldn't forget to remember those who are serving in the armed forces, those who are serving on the home front, those who are bending their efforts toward bringing victory closer. To spread Christmas cheer is an inspiring way to bolster spirits and build morale.



**Cadette Bridal Pair**  
Stunning new style diamond ring with smart wedding band to match.  
**49.95**  
EASY CREDIT



**Sailorette**  
Beautiful, sparkling diamond in an exceptionally smart and lovely setting.  
**89.50**  
CONVENIENT CREDIT



**Boys' and Girls'**  
Smart, sturdy watches that will make welcome, lasting gifts.  
**9.95**  
EASY TERMS



**The Betsy Ross**  
Beauty and quality in this diamond ring with five fine diamonds.  
**175.00**  
EASY TERMS



**2-Diamond Gruen**  
A watch that will be prized. Smart style with two fine diamonds.  
**59.50**  
PAY WEEKLY



**Benrus Watches**  
Attractive new styles in these accurate watches for men and women.  
**24.75**  
PAY WEEKLY



**Bride 'n Groom**  
Modern design in 14-K yellow gold wedding bands for the bride and groom.  
**19.95**  
EASY TERMS



**New Diamond Cross**  
Richly styled, this new cross pendant is set with a sparkling diamond.  
**8.95**  
PAY WEEKLY



**Elgin Watches**  
Variety of styles for men and women. 15, 17 and 21-jewel movements.  
**55.00**  
OTHERS 27.50 TO 150.00



**Schick Shaver**  
Quicker, easier shaves with this Hollow Ground electric shaver. Fine gift.  
**12.50**  
EASY CREDIT



**Cory Coffee Maker**  
Famous Cory coffee-maker with electric stove and serving tray.  
**8.50**  
EASY CREDIT



**R. R. Waltham**  
23 jewels for utmost accuracy. Rugged, dependable timepiece. EASY TERMS. Any man will appreciate.



Three Albums with 15 Records Included!  
**TEMPTONE RADIO-PHONOGRAPH**

Fine tone radio and phonograph all in one. With it you get 30 fine recordings and 3 handy record albums. Makes a wonderful gift the whole family will enjoy for years. Handsome cabinet that will look well in the living room.

**69.75**  
EASY TERMS



RUDOLPH'S KNOWS WHAT YOU SHOULD GIVE TO YOUR MAN IN THE SERVICE



**Locket Ring**  
Men's fine 10-K yellow gold ring with military insignia or initial.  
**17.95**  
PAY WEEKLY



**LOVELY BULOVA SWEETHEART SET**  
WATCH • DIAMOND RING • WEDDING BAND

The most romantic gift of all. Nationally famous Bulova accuracy in the dainty heart design watch. Sweetheart diamond engagement ring and wedding band. All three match in style and quality!  
**79.50**  
EASY TERMS



**Dunhill Lighter**  
Reliable lighter that lights with a flick of the thumb. Hand-some metal case.  
**4.00**  
EASY CREDIT

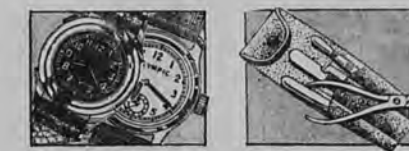


Your Choice of These Lovely  
**SWEETHEART LOCKET SETS**

Two new and distinctive styles to choose from in these lovely heart locket and bracelet sets. Either one would make a grand Christmas gift to delight her.  
**14.95**  
CONVENIENT CREDIT



**Parker Writing Kit**  
Contains everything he'll need for writing. Includes genuine Parker pen.  
**7.79**  
EASY TERMS



**Service Watches**  
Some are moistureproof, some have radium dials, some have sweep second hands.  
**24.75**  
TO \$55



**Men's Manicure Set**  
A most practical gift. Everything needed for manicuring—in a handy kit.  
**3.00**  
BUY ON CREDIT



**Money Belt**  
Soft gloveskin leather with secret pockets. To hold the service man's valuables.  
**2.98**  
EASY TERMS

USE YOUR CREDIT FOR A GRAND CHRISTMAS

**RUDOLPH'S**

CORNER EAST MAIN AT SOUTH AVENUE  
In Batavia — 109 Main Street  
Open SATURDAY and MONDAY EVENINGS



**MILLER'S  
R. G. & E.  
COKE**  
Dry and Dustless  
**\$11.00**  
Ten  
Cash! Show Off.  
Prompt Delivery!  
**MILLER**  
Best Service For 32 Years

**TMAS!**

**PUDDING**  
KNOWS  
HOULD  
IN  
17.95  
PAY  
WEEKLY

**Lighter**  
4.00  
EASY CREDIT  
CASE.

**Writing Kit**  
7.79  
EASY TERMS

**Money Belt**  
2.98  
EASY TERMS

**CHRISTMAS  
S**

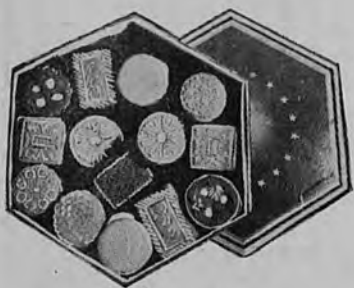
**VENUE  
INGS**



**Best Values for the Thrifty! Friday 'til 5:30 P.M. Saturday 'til 9 P.M.**

## PACKAGE GOODIES For Men and Women in Service

Every now and then don't you have the urge to send something to the boy or girl in the service? And with Christmas coming aren't you wracking your brain for new ideas? Come see our selection of good things to eat... all well packaged, ready to mail.



### DELICIOUS COOKIES

2½ lb. Box **99c**

Ready for mailing

Imagine his or her surprise and delight at a box crammed full of plain or chocolate filled cookies in a variety of favorite kinds. Nice to have in the house too.

### Wine Jellies & Marmalade



4 Jars for **\$1**

Reg. 39c a jar

- Grapefruit Marmalade with burgundy wine jelly
- Lemon Marmalade with Tokay Wine Jelly
- Port Wine Jelly
- Orange Marmalade and Sherry Wine
- Stock your pantry shelf
- Put away for unusual Christmas gifts
- Send to boys and girls in service.

EDWARDS  
Street Floor



### Canteen Junior Package **1.59**

A Slick package containing crackers, cheese, preserves, jelly and wrapped non-perishable candies. Attractive and delicious.

EDWARDS—Street Floor



### Shop Edwards Record Shop For Records and Albums

Why not give records this Christmas? What other thing could give so much enjoyment to so many people? Select your gift records and albums from Edwards new Record Shop. Complete selection of Columbia and Victor albums and records.

#### Popular Records

- \* White Christmas
- \* Praise the Lord and Pass the Ammunition
- \* Juke Box Saturday Night
- \* Dearly Beloved
- \* Daybreak
- \* Manhattan Serenade

#### Christmas Records

- \* The First Nowell—Nelson Eddy
- \* Silent Night, Holy Night
- \* Oh, Come all ye Faithful —Westminster Choir
- \* Joy to the World
- \* It Came Upon the Midnight Clear —Lynn Murray Singers
- \* Oh, Little Town of Bethlehem
- \* God Rest Ye Merry Gentlemen —Lynn Murray Singers

EDWARDS—Sixth Floor

### QUAKER LACE



### DINNER CLOTHS

**5.98**

Exquisite lace designs, as only Quaker craftsmen design and execute. A beautiful cloth for your table... or to give as a gift to someone on your list. It's easy on your pocket-book, too. Practical loveliness for Christmas giving.

Size 72x90

EDWARDS—Second Floor

### Hand Electric Cleaner



**17.95**

A light weight, easy to handle Sweeper Vac. Motor driven brush, cleans upholstery, curtains, stair carpets, furniture. The ideal Xmas gift for her.

Convenient  
Terms

EDWARDS—Sixth Floor

### 20 PC. LURAY STARTER SET



Service for 4 **3.45**

Always a sell-out so be here early and make sure you get your set. You'll want one for gift giving, too. Complete open stock so you may add to it as you choose.

One Piece of each Color  
Pink—Blue—Green—Yellow

- 4 Luncheon Plates
- 4 Bread and Butter Plates
- 4 Cups and Saucers
- 4 Fruit

EDWARDS—Second Floor

## ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT

**Every Christmas Gift To Make "HIS" Day Brighter—Come In Today And Save!**



### MEN'S FANCY

## TIES

Gift Specials

**39c**

- Plaids
- Stripes
- Checks
- Figures

No man ever had too many ties and early shopping catches the best values for the man you want to please most. We have a large assortment of resiliently constructed ties in every wanted color and pattern. All 55c values!

Edwards—Basement

For the Day or Night Shift!



### WORK TROUSERS

Special Buys

**2.50**

Sanforized  
Shrunk

If your man is on the production line you'll want clothes to keep him warm and protected. These heavy cotton work trousers are just the thing. Dark gray whip cords and twills. Sizes 30 to 50. This same trouser usually sells at 2.98!

Edwards—Basement



A Gift He Can Wear!

**WOOL  
SCARFS . . . . 59c**

Here's something he can really use... a goodlooking scarf. Plaids of blue, maroon, green, brown. Plain colors of black and white.

### Men's Gift SHIRTS

Gift Specials **1.69**

High count whites and quality woven fabrics, all sanforized. Non-wilt fused collars. Size 14 to 17.

Edwards—Basement

### MEN'S FANCY

## SOCKS

Gift Specials

**5 PR. \$1**

Clocks  
Plaids  
And Argyle  
Patterns

Sure to please the male element! Large selection of men's socks seconds of finer quality. Also many first quality in lises and rayons. Wanted colors. Size 10 to 12.

Edwards—Basement





Newest note in farm construction is the use of laminated glued wood beams and rafters for barns and production buildings. These eliminate the need for strategic metals and for scarce long single beams and permit large, unimpeded floor space. Asphalt shingles for fire-resistance can be laid over the roofs of the laminated wood structures.

## Gift Handbags

At LIKLY'S, you choose the finest Bags from such outstanding sources as Mark Cross, Rolfe and Josef. And a price range from \$2.25 to \$59.50.



\$25

\$5.95



\$7.50

**LIKLY'S Gift Center**

Mail Orders 271 Main St. E. Est'd 1844  
A Specialty

Norman L. Heller, 104 Boardman St.

## EDWARDS SPECIAL Christmas PHOTO OFFER

3

8x10 BORDER PORTRAITS

For Only \$3.95

Open Daily To 6 P. M.  
Saturday and Monday  
Until 9 P. M.

BUY STAMPS & BONDS AT

**Edwards**



All Edwards Portraits  
Are Taken With The New

KODATRON  
SPEEDLAMP  
12  
PROOFS  
SUBMITTED

No Appointment Necessary  
PHOTO STUDIO  
Green Room

# your Sunday Dinner

By Ruth Mavis Stone, Director Household Science Institute



Another appetizing, nutritional and economical "Sunday Dinner." These recipes, which appear each Thursday, are prepared exclusively for DOWNTOWN SHOPPING NEWS readers, and are kitchen-tested by the Household Science Institute.



Winter's frozen nose is peeking over the horizon so it's time to add extra energy-giving foods to your menu for your Sunday Dinner, December 6. How about serving an old favorite like potted beef steaks?—the new version of this old favorite is streamlined and quick. Buttered corn in green pepper cups, baked potatoes, bran muffins and Coffee Cream Pie for a truly delicious dessert completes this energy-rich meal.

### Potted Steaks Easy to Prepare This Way

The Dinner  
Baked Potatoes  
Potted Beef Steaks  
Vegetable Stuffed Peppers  
Bran Muffins  
Coffee Cream Pie  
Beverage

(Recipes Included)  
This menu is properly balanced for nutritional value. It supplies: The Meat: Protein, Vitamins A, B, C, and G; phosphorus and carbohydrates, some fats. Potatoes: Carbohydrates, Minerals, Vitamins A, B, C, and G and some fats. Corn and peppers: Vitamins A, B, C, and G; minerals, carbohydrates and fats. Muffins: Carbohydrates, fats, Vitamins A, B, C, and G. Dessert: Carbohydrates, fats, Vitamins A, B, C, and G.

To Serve 6 You Need  
6 individual steaks from round or chuck  
6 carrots  
6 potatoes  
3 green peppers  
1 No. 2 can whole kernel corn  
1 No. 2 can tomatoes  
1/2 Pint whipped cream  
(Balance of materials among staples)  
Potted Beef Steaks  
6 steaks cut from round or chuck  
Flour for dredging  
Fat for browning  
1 large onion, sliced  
6 carrots  
1 cup catsup  
2 cloves

2 bay leaves  
Salt and pepper

Have butcher cut steaks from round or chuck 1 inch thick and then into individual servings. Dredge each with flour and brown on both sides in hot lard. Add sliced onion and carrots, spices, catsup and 1 cup hot water. Season with salt and pepper, cover tightly and let cook slowly on top of stove or in

moderate oven until very tender—about 1 hour.

### Vegetable Stuffed Peppers

3 green peppers  
1 No. 2 can whole kernel corn  
1 No. 2 can tomatoes  
Salt and pepper

Cut a slice from end of each pepper. Cut each pepper in half, remove seeds and wash thoroughly. Parboil for ten minutes. Fill each half of pepper with whole kernel corn. Pour tomatoes over all and bake in 375 degree F. oven for 30 minutes, basting frequently.

### Coffee Cream Pie

16 marshmallows  
1/2 cup double strength coffee  
1/2 cup heavy cream  
1/2 cup sliced pasteurized dates

Cut marshmallows in quarters. Add hot coffee and let stand until marshmallows are

partially dissolved and the mixture is lumpy. Set aside to cool. When cool, fold in sliced dates. Beat cream until stiff and fold into cooled marshmallow mixture. Turn into individual servings.

(Continued on Page 11)

## FREE 20 New Sugar Saving Recipes



\* New folder shows how to save sugar in famous baking recipes. Tested in Davis Laboratories and retested by nationally-known economists. Send name and address on postal card to R. B. Davis Co., 33 Jackson Street, Hoboken, N. J.

## SEMET SOLVAY COKE \$11.00

LEHIGH VALLEY HARD COAL  
STOVE, NUT  
EST. OVER 25 YEARS

**PAYNE & DUNHAM**

TON CASH  
Shov. Off  
GEN.  
586

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

**ELECTROLUX** FULL CASH PRICE \$16.95 EASY TERMS

Complete With Attachments

IF YOU CAN'T COME IN—PHONE OR WRITE FOR FREE HOME DEMONSTRATION

NEW VACUUM CLEANERS RELEASED By Order U. S. Gov.

**PENN VACUUM STORES**

30 SOUTH AVE. • STONE 6747

OPEN 'TIL 7 P. M. MONDAYS AND THURSDAYS 'TIL 9

BUY FROM VACUUM CLEANER SPECIALISTS: WE SELL NOTHING ELSE!



This man is not dead. He is just sleeping. And sleeping a little more soundly, perhaps, because there are still many Americans who are not putting at least 10% of their pay into War Bonds on a regular Payroll Savings Plan. How about you joining a lot of other fellows in giving the little paper-hanger a rude awakening? How about you signing up with a Payroll Savings Plan today . . . to the tune of not 6%, or 7%, or 8%, but 10% and more if you can? LET'S TOP THAT 10% BY NEW YEAR'S.

### WHAT YOU SHOULD DO:

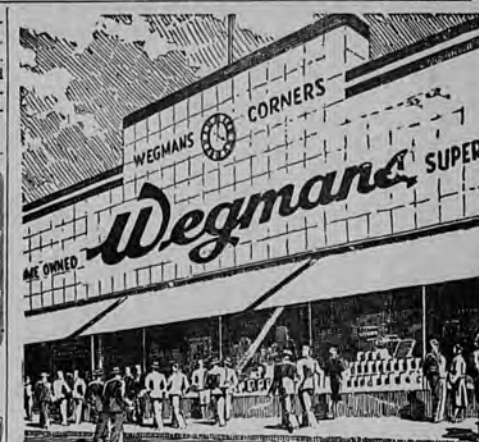
1. Already investing 10% of your pay in War Bonds through the Payroll Savings Plan—boost that 10% if you can.
2. Working in a plant where the Plan is installed, but haven't signed up yet—sign up tomorrow.
3. Working in a plant where the Payroll Savings Plan hasn't been installed, talk to your union head, foreman, or plant manager—and see if it can't be installed right away. The local bank will be glad to help.
4. Unable to get in on the Payroll Savings Plan for any reason, go to your local bank, or wherever Bonds are sold. They will be glad to help you start a Plan of your own.

## "TOP THAT 10% BY NEW YEAR'S"



BUY U. S. WAR BONDS THROUGH THE PAYROLL SAVINGS PLAN

This advertisement is a contribution to America's All-Out War Effort by  
**ROCHESTER SUN - SHOPPING NEWS**



## WEEK-END SAVINGS!

FANCY FRESH

**FOWL 31¢ lb.**

Boneless Rolled  
**Lamb Roasts 35¢ lb.**

Boneless Rolled  
**Veal Rsts. 35¢ lb.**

## LAND O' LAKES The World's Largest Selling SWEET CREAM BUTTER

SOLD AT ALL WEGMANS SUPER MARKETS

## Grocery Specials!

SOFT ABSORBENT LORESS

## FACIAL TISSUES

Package Of 200

3 pkgs. 25¢

24 1/2 LB. SACK FLOUR

**Pillsbury's Best 99¢**

ENRICHED, ALL-PURPOSE

**Mother's Flour 95¢ 24 1/2 lb.**

QUICK OR REGULAR

**MOTHER'S OATS 21¢ lg. pkg.**

INTRODUCTORY PRICE!

**"33" BLEACH 19¢ FULL STRENGTH**

BRING SUGAR COUPON No. 27 FOR

## COFFEE

WEGMANS OWN

SPECIAL BLEND

**27¢ lb.**



FREE PARKING FOR CUSTOMERS

## LARGEST CURTAIN SHOP IN ROCHESTER

Where Rochester Women Shop For Substantial

## Christmas Gifts



Curtains

89¢ to \$4.95 pr.

Bed Spreads

\$2.95 to \$14.95



Draperies

\$2.98 to \$10.95

Bath Sets

98¢ to \$4.95

### Matching Shower and Window Curtains

Shower

Curtains

\$1.29 to \$4.95

Shower

Sets

\$3.95 to \$7.45

CHRISTMAS Gifts, like these, for the home make a most favorable impression because of their lasting loveliness. They bring Christmas cheer throughout the year. It's such a pleasure to shop here for Christmas . . . where larger assortments and a vastly greater knowledge of such home needs insure getting just what you want and at the desired price.

Between Forman's and J. E. Thompson's

**PAULS CURTAIN SHOP**

76 Clinton South

"THE SHOP WHERE WOMEN SEND THEIR FRIENDS"



# Big Basement Holiday Buys

## SIBLEY, LINDSAY & CURR CO.

Store Hours Friday 9:45 A. M. to 6 P. M.  
Store Hours Saturday 9:45 A. M. to 9 P. M.  
Phone STONE 6500  
Order Board Opens Daily at 8 A. M.



# Sale!

### Annual Pre-Christmas Event

## MEN'S SHIRTS

\$2.00 to \$3.50 Irregulars of Fine Quality Merchandise

- Non-Wilt or Regular Collars!
- Slot Collars!
- Oxfords! Slubs! Rayons! Plains!
- White Collar-Attached or Neckband!
- Fancy Broadcloths or Madrases!
- Sizes and Types for Every Man!

# \$1.44

A gigantic Christmas selection of fine shirts from some of the biggest manufacturers in the country with infinitesimal irregularities even we can't find.

Come prepared to get plenty of these typical Sibley Basement values for yourself and for the most acceptable gifts on your entire Christmas list.

### GIFT TIES

Slight Irregulars of  
\$1.00 to \$1.50 Quality

# 39¢

Hand tailored ties—wool lined to prevent wrinkles—in a gala holiday selection of plains, stripes, plaids and neat figures. Also genuine U. S. Army rejects in khaki.



Men, Here's a Christmas Gift  
You'll Want to Give Yourself!

### HANDSOME OVERCOATS

\$15.95 Values **12.95**

The details, the styles, the colors you usually find only in much higher priced overcoats. Plaids, plains and diagonals in single or double breasted styles. Colors: blue, green, brown or teal. Sizes 34 to 46.

'A Knockout Casual for Wear  
About Nine Months of the Year!

### REVERSIBLE TOPCOATS

# 10.95

A mighty good looking herringbone weave topcoating on one side; Aridex treated cotton gabardine on the other. Grey, blue, brown or green with natural color gabardine. Sizes from 34 to 40.

### Annual Pre-Christmas Sale of FINE PAJAMAS

Slight Irregulars of  
\$2.50 to \$3.50 Quality

# 1.79

Selection and value par excellence! Every pair a beauty with only the very slightest irregularity. You'll buy several for yourself as well as for very receivable gifts. Sizes A, B, C and D.

- Notch Collar or Regular Coat Styles!
- Gleaming Broadcloths or Sateens!
- Warm Balbriggans and Flannelettes!
- Slip-on Models!



### Men's \$1.39 Bold Plaid FLANNEL SHIRTS

# 1.00

For sports, for lounging, for working these sturdy cotton flannels are tops with the men. Good winter weight in blue, green, maroon. Small, medium, large.



December 3, 1942

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35¢ lb.  
5¢ lb.

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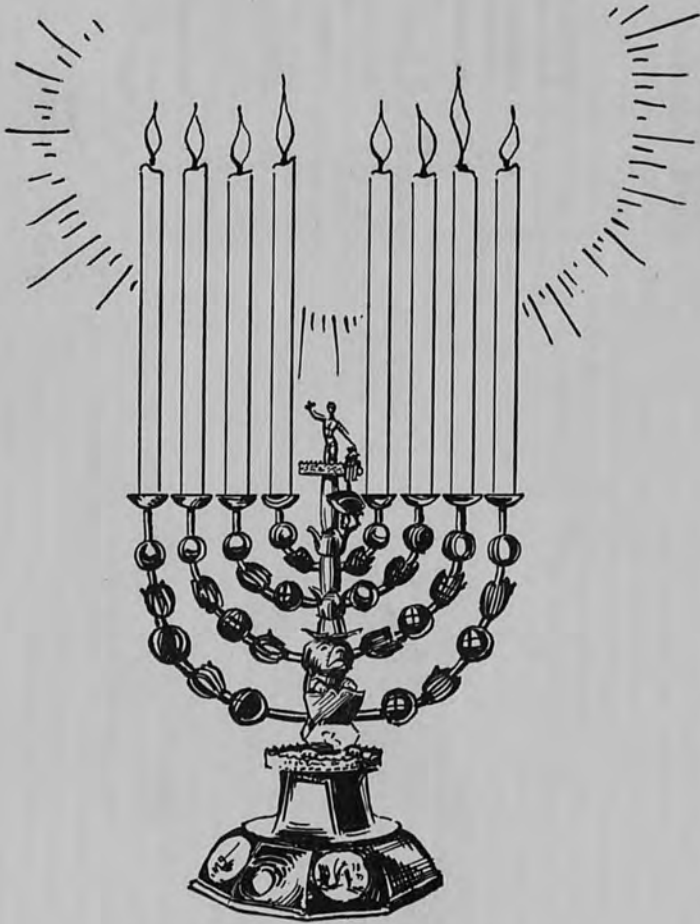
No. 27 FOR  
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27¢ lb.

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R MARKETS

FREE PARKING FOR  
CUSTOMERS





## Flame of Liberty

*Jews the world over are celebrating this week the Feast of Lights, commemorating the rededication of the Temple, and the glorious victory of the Maccabees over the Syrian despots of that day. To-day freemen everywhere are united in a noble crusade to destroy the cruel tyrants of our generation, and to keep the torch of liberty aflame. Strong-hearted men with unconquerable faith have dedicated their lives to the ideals of true religion, and to the victory that will bring peace to a stricken world and justice for all men. May God prosper them in this high quest.*

### This Page Is Dedicated to the Jewish Synagogues of Rochester:

Agudas Achim Nusach Ari, 27 Morris; Rabbi Solomon Sadowsky  
Ahavas Achim, 472 Ormond; Rabbi Morris Berman  
Ahavas Achim, 37 Rhine; Rabbi Israel Goldin  
Anshei Poland, 30 Hanover; Rabbi Abraham Z. Kurtz  
Temple Beth El, Park and Meigs; Rabbi Henry Fisher  
Beth Hamidrash Hagadol, 32 Hanover

Beth Hakneses Hachodosh, 402 Ormond; Rabbi Solomon Sadowsky  
Beth Israel, 30 Leopold; Rabbi Solomon Sadowsky  
Beth Joseph Center, 1110 St. Paul  
Beth Sholom, 30 Field  
Temple B'rith Kodesh, Gibbs and Grove; Rabbi Philip S. Bernstein  
Ein Jacob, 411 Ormond; Rabbi Abraham Z. Kurtz

Elz Chaim, 14 Henry  
Jewish Children's Home Synagogue, 27 Gorham Street  
Kneses Israel, 34 Hanover  
Light of Israel, 54 Hanover, Rabbi Raphael Sevi  
Sons of Israel, 592 Joseph  
Tiphereth Israel, 326 Meigs  
Vaad Hakolel, 6 Hanover; Rabbi Bernard Schimowitz

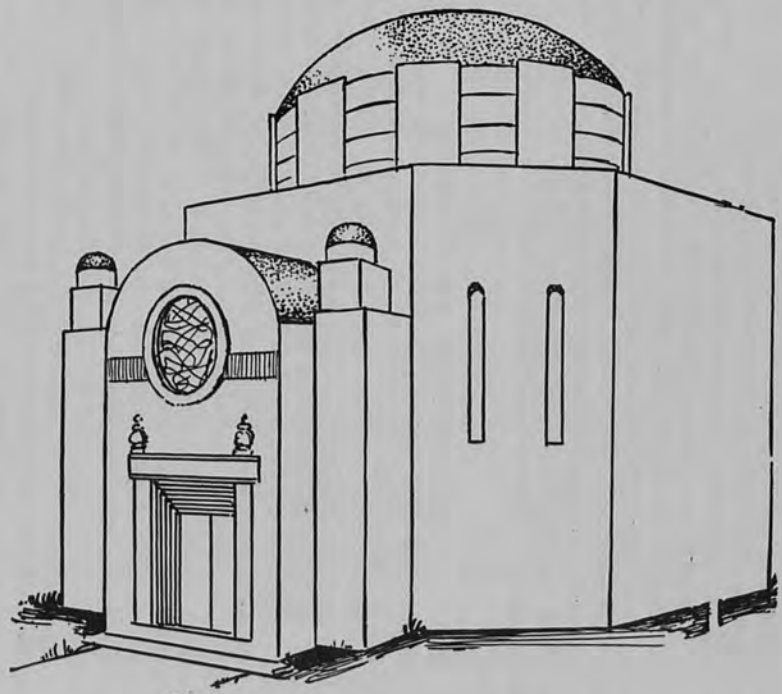
Other Pages in this series are dedicated to Episcopal, Presbyterian, Catholic, Methodist, Christ Scientist, Baptist, Congregational, United Lutheran, Evangelical and Reformed Church; Mission Groups and all allied Religious groups.

### THIS SERIES SPONSORED BY THE UNDERSIGNED INSTITUTIONS —

McFarlin Clothing Co.; McCurdy & Co.; B. Forman Co.; H. L. Green; Sears, Roebuck & Co.; National Clothing Co.; Projansky, Inc.; War Activities Committee of Rochester Theatres, Inc.; E. W. Edwards & Sons; Central Trust Co.; Lauer Furniture; Lincoln Stores; Likly's; Key Drug Co.; First Federal Savings & Loan Association; Rochester Sun Shopping News; W. T. Grant Co.; Darling Shops; Shafer Fur; Pidgeons; Cramer Drug Co.; Sibley, Lindsay & Curr Co.; Weed & Co.; Weis & Fisher.

These messages naturally carry the wholehearted endorsement of hundreds of other merchants, but due to space limitations the sponsors group is limited in number.

**HELP CARRY THE TORCH FOR LIBERTY  
WITH BONDS -- WITH PRAYERS -- WITH LOVE**



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**MRS. HOUSEWIFE MEETS THE WAR**

EDITOR'S NOTE—War touches every home, every woman. This column, based on official government information, furnished largely by the Office of War Information, seeks to show how the war affects every woman in every home and, in the process, to tell her how she can **HELP TO WIN IT!**

That almost indispensable kitchen helper, the can opener, seems to be saved to the American housewife for the time being. A recent order issued by the WPB still allows enough metal to make the cutting part of this tool—handles will have to be of wood or some other substitute. The same order, however, prohibits the production of literally thousands of kitchen tools and utensils made of iron or steel. Gone for the duration are such everyday things as bottle openers, corkscrews, dipper, sieves, bread boxes, and the like. But since the manufacturers and the stores still have large quantities of these items on hand, it will be several months before you begin to notice the effect of this order.

One effect of the share-the-meat plan probably will be the return of the soup pot to Mrs. Cleveland's Stove. Bone is counted in the 2½ pound per person weekly meat allotment so many women more than likely will be using it for soup—either the bone from the roast removed before the meat is cooked or left over after the meat is eaten. Soup bones themselves count in the week's allotment even when purchased separate from the meat. De-boning of all meats before cooking is suggested. The butcher will do the large roasts, but even the lamb, veal and pork chops and the sirloin steaks will yield fine material for the soup pot.

You'd better put some warm undies down on your gift list for all the family this year. If you heat your home with oil, you face a cut in fuel oil rations so your house probably won't be as warm as you might like it. Dress your family warmer—they'll be in style and should be a lot healthier.

You'll probably see the most of the traditional Christmas season lighting indoors this year. The big outdoor trees and community light displays may be curtailed or abandoned entirely in accordance with requests from WPB that this be done to save both electric power and needed war materials. And if you have indoor lighting, either on the tree or in your windows, OGD has asked that you have arrangements made so that such displays can be turned off quickly in case of a blackout.

**SALLY SALVAGE SAYS:** The importance of tin to the war cannot be overestimated. So even if you don't live in an area of Cleveland where tin collections are made, save your tin cans just the same. Perhaps you can arrange to get them into the city in time for the next scheduled collection. Or your local salvage committee might have a suggestion. But however you arrange it, don't throw the cans away.

**Pertinent Paragraphs**

Tea misers are those who don't hoard but treasure tea—use one teaspoon to a cup of water, heat pot first, steep for 5 minutes. Along with tea try and name anything better than a big square of home-made gingerbread which you whipped up from a package of the Washington-recipe kind (added water, baked!). (Try and name it, just try. Give up? Well, two squares then!)

Whodunits include "who done it" first . . . put mace in squash . . . added orange rind to toast . . . put Brazil nuts in pumpkin pie . . . tossed capers into real mayonnaise for fish-sauce . . . plunged ground weinies into rice-stuffing . . . glazed carrots with karo and butter.

Reg. \$1.98 Quality Multifilament

**Crepe Back Rayon Satin**



**3 Days Only**

THURSDAY  
FRIDAY  
SATURDAY

**\$1.77**  
EACH

Not only do you get fine quality crepe back rayon satin, but also exquisite styles and trimmings. Some with dainty lace or stunning appliques—others with ribbon heading or dashing cocktail bottoms. Double stitched seams. Adjustable shoulder straps. Tearose or white. Sizes 32 to 44. All make thrilling gifts!

**On Sale Main Floor Monroe Store**

Basque, midriff, and youth-top styles . . . all beautifully made, for superb, figure-flattering fit.



**GIRLS' TUFTED CANDLEWICK HOUSECOAT** with a handsome self-color floral border! Front tie style, lined back. Rosebud or blue. Sizes 8 to 16. . . . \$3.98



**GIRLS' WARM QUILTED COTTON ROBE** in border print with contrasting binding. White with red, or white with blue. Sizes 8 to 16. . . . \$4.49

**B. CORDUROY GIFT HOUSECOAT** with a softly rolling collar and front ties. Contrasting corduroy trim! Royal with raspberry, or raspberry with royal. 12 to 20. . . . \$4.98

**E. DOWNY-SOFT CUT RAYON SUEDE** in a charming fan design! Two bright buttons accent the trim waistline! A warm and charming housecoat in Venetian blue, primrose or raspberry. Sizes 12 to 20. . . . \$3.98

**HOUSECOATS and ROBES**



WARM, PRETTY GIFTS FOR EVERY LADY ON YOUR LIST—whether she be seven, seventeen or seventy! She is sure to cherish the luxury of a cozy robe in stimulating color. She'll love the pampered feeling of a "dinner at home" housecoat! Whatever her preferences, and yours—Sears has a thousand gift robes to express your heartfelt "Merry Christmas"—at prices she'll approve!



**C. FLOWER PRINT RAYON FRENCH CREPE** is a colorful hostess coat! Midriff style with surplice neckline and back tie. Bold prints in royal, raspberry or red. Sizes 14-20. . . . \$3.98

**B. QUILTED BORDER PRINT COTTON**—perfect gift housecoat for the "first lady" on your list! Front tie, lined back and flared skirt! White and red; white and blue. Sizes 12-20. . . . \$5.59

# Sears Christmas STORE HOURS!!!

Sears calendar guide to Christmas shopping - - - Clip it out, keep it handy, for every department is ready with gifts galore for every member on your Gifting list.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Sears Monroe Avenue Store will continue to open Mondays from 12 noon and close at 9:30 P. M. throughout the Christmas season. On the other nights we are open as you see indicated we open as usual at 9:30 A. M. and close at 9:30 P. M. Nights that we are not open we close as usual at 5:30 P. M.

Ridge Road Store remains open the same nights and hours, excepting Mondays, when they will open at 9:30 A. M. and close at 9:30 P. M. All other days store will close at regular time, 6 P. M.

Sears, Rochester's most complete Christmas Store, is ready with a million and one giveable, useable, wearable items — and at the usual Sears Savings — remember as you shop there are Five Easy Budget Payment Plans at Sears.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

*Be Patriotic - - Shop Early - - Carry Parcels!*  
To Cooperate with the Government Program of Conservation in transportation, we urge you to carry small parcels.

1942		DECEMBER					1942
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
		1	2	3	9:30 to 9:30	9:30 to 9:30	
6	12 to 9:30	8	9	10	9:30 to 9:30	9:30 to 9:30	
13	12 to 9:30	15	16	9:30 to 9:30	9:30 to 9:30	9:30 to 9:30	
20	12 to 9:30	9:30 to 9:30	9:30 to 9:30	9:30 to 9:30	9:30 to 9:30	9:30 to 9:30	
27	28	29	30	31	MERRY CHRISTMAS	CLOSED	



MEMO  
Clip this handy calendar out . . . it is your Christmas reminder.

**Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST Rochester,**



**DIAMONDS**  
GOLD, BRIDGE WORK,  
Antique jewelry, watches, silver-  
ware. We pay you for watch  
movements separate. We buy from  
the public and dealers. Wherever  
you go, "Barton Gold Co." will  
always pay you more. 202 Burke  
Bldg. Look for the gold letters  
on the electric sign. Walk straight  
from the elevator.

**BARTON**  
GOLD CO.  
202 BURKE BLDG.  
ST. PAUL  
ST.

Romance Stories  
Featured In  
Magazine

The January issue of PERSONAL ROMANCES, now on sale at all newsstands, contains a list of stories, full of drama, suspense, thrills and tenderness. Many are illustrated with specially posed photographs. A book-length novel, WHAT

NEITHER OF US KNEW, is a story which revolves around a locked box that a young bride found in a dark corner of her husband's closet. It contained a secret that brought an ominous cloud over their happy marriage, and the unfolding of the plot ought to keep you on the edge of your chair to the last paragraph.

Another fascinating and unusual story, JULIAN'S WIFE, has, believe it or not, a homely heroine. Any girl so mistaken as to think she must have beauty to hold a man should read this feature.

In addition to the many true stories, the January PERSONAL ROMANCES contains helpful features about cooking, home decoration, beauty and fashion gifts, as well as a brilliant, star-studded, exclusive, called ROMANCE IN JANUARY.

First Florida Oranges  
Now On Market

Get a load of the loads of new-crop citrus rolling up from Florida to bring Vitamin C and bright fresh flavor to menus for wartime! Grapefruit and oranges are coming into market. They soon will be plentiful in your own fruit stall. You need citrus for its vitamin C because the body does not store it in and it must be replenished every day. You want it because it tastes good. Zippy idea for you to try tonight: fresh grapefruit juice for a first course! Salt it lightly if you would have it the way Floridians do, sweeten it with a little honey for a change; men like a dash of bitters in it sometimes.

New storm sash for the window during cold weather. Storm doors and a storm door at the entrance will help hold in the heat during cold weather. Storm doors can be made at home for only a few dollars.

**TROPIC COAL** \$1.185  
Egg-Stove-Nut Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Alliance Bank Bldg.  
Stone 7080

Everybody's praising  
today's  
**GENESEE**

Mrs. John J. Burns, 147 Kingsboro Rd.

**NOTICE!**  
NOTICE IS HEREBY GIVEN that whole-saler's license LL-12 has been issued to the undersigned to sell liquor and wine at wholesale under the Alcoholic Beverage Control Law in the premises located at 10 Windsor Street, Rochester, Monroe County. CAPITAL WINE & SPIRITS CORP. 10 Windsor Street.

**1ST CHOICE**  
of millions for simple headache or colds! Painful, malarial, is genuine, pure St. Joseph Aspirin. Their choice makes it the world's largest seller at 10c. No aspirin can do more for you—why pay more? 36 tablets 20c, 100, 25c.

**St. Joseph**  
ASPIRIN

**Rochester's Best BINGO GAME**  
**STRAND** Best By Comparison  
62 ST. PAUL ST.  
FRIDAY NIGHT, DEC. 4th, AT 8:45  
**\$1340 IN CASH AWARDS**

58 NUMBERS	\$220	COVER ALL	\$200
56 "	\$100	"	\$50
55 "	\$200	5 GAMES	\$20 EA.
55 "	\$200	5 "	\$15 EA.
		5 "	\$10 EA.
		7 "	\$8 EA.
		1 GAME	\$18

Adm. \$1.10. Includes All We Don't Sell Extras. Attend Every Tues. & Fri. Always 2 Good Pictures With Bingo.

**Where To Play BINGO**

**Special Party - Tues. Nite, Dec. 8th**  
HOLLYWOOD-HUDSON  
COUPON  
When buying triple board and book of special. 45c  
FOR YOU  
GAMES \$10  
ALL  
SOME \$15  
TUESDAY NITE ONLY

DeLuxe BINGO EVERY MONDAY NITE  
**OVER \$900** IN PRIZES  
GRAND \$300 Given Every Week  
JACKPOT \$100

GOLD AWARD TICKET \$75 GAME  
Get Your Advance Ticket For Our Big Xmas Party Monday, December 21  
**K of C**  
AUDITORIUM  
50 CHESTNUT ST.  
20 DOOR PRIZES

KEY COUPON  
**RINSO**  
Large Box  
Limit 1  
**18c**

KEY COUPON  
**Xmas CARDS**  
Box 25  
50c Value  
Limit 3  
**23c**

KEY COUPON  
**WASH CLOTHS**  
DOUBLE-KNIT TERRY  
REG. 10c EACH  
2 FOR  
Limit 4  
**13c**

KEY COUPON  
**BORDEN'S CHOCOLATE MALTED MILK**  
1b. can  
Limit 1  
**23c**

**KEY**  
ROCHESTER'S MODERN  
CUT RATE  
DRUG STORES

470 N. GOODMAN  
NEAR MAIN  
1861  
MONROE  
NEAR WINTON

724 WINTON  
ROAD NO. 10  
COR. WINTON  
457  
RIDGE RD.  
NEAR DEWEY

**PHOTO ALBUM**  
SEE THIS NEW NOVELTY ALBUM  
**\$1.25**

KEY COUPON  
**Christmas Wrapping TWINE**  
Regular 10c Cones  
Limit 3  
**4c**

KEY COUPON  
**CHRISTMAS TREE ICICLES**  
LARGE 10c BOX  
3 for  
Limit 6  
**20c**

KEY COUPON  
**POCKET COMBS**  
Reg. 10c  
Limit 2  
**4c**

KEY COUPON  
**BABY CASTILE SOAP**  
3 for  
Limit 6  
**11c**

KEY COUPON  
**PHILLIPS Milk of Magnesia**  
50c Bottle  
**21c**

KEY COUPON  
**BAUME BENGAY**  
75c Size  
**59c**

KEY COUPON  
**PACQUIN HAND CREAM**  
50c Size  
**39c**

KEY COUPON  
**ASPIRIN TABLETS**  
5 Grain Bottle 100  
**8c**

**SBINGOS**  
Every Saturday 8:30 P.M.  
**C.Y.M.A.**  
51 FRANKLIN SQUARE  
Near Greyhound Bus Terminal

**COMFORTABLE**  
Tables For All  
\$ ADMISSION 27c \$  
Plus Fed. Tax—3c

**PARK HALL** 928  
Jefferson Ave.  
Near Plymouth

**SPECIAL! FRIDAY NITE!**  
MASON'S NEW DEAL!  
32 GAMES On Reg. Boards. Each Game Paying  
TRIPLE BOARD, AND BOOK OF SPECIALS  
ADMISSION 28c (incl. Tax)—NO COUPON NECESSARY  
DOOR SPECIALS 5c or 4 for 25c

No coupon necessary — Book of specials and Triple Board Sat. and Sun. Nites ..... 50c

**SATURDAY NITE** ALL GAMES **\$10**

FRI., DEC. 4th  
PARK HALL 1:30 P.M. For You 45c  
You 45c

**Friday** MATINEE SPECIAL! JACKPOT SPECIALS

PARK HALL FRI., DEC. 4th 1:30 P.M. For Friend 45c  
Friend 45c

**BINGO**  
\$470.00 PAID OUT LAST WEEK  
**O.L.P.H. HALL**  
23 GAMES EACH WEEK  
EVERY FRIDAY NITE 8:30  
JOSEPH AVE. near NORTON ST.  
Joseph Ave. Bus To Door. Plenty Parking Space  
**\$365** Guaranteed  
GRAND PRIZE \$100  
3 GAMES EACH ... \$25  
18 GAMES EACH ... \$10  
**PLUS JACKPOT \$100**  
55 NUMBERS  
CONSOLATION PRIZE \$10  
20 DOOR PRIZES — ADM. 55c Incl. Tax

**VIDELTA EMULSION**  
Pint Bot.  
**\$1.69**

**CEREVIM**  
BABY FOOD  
NEW LOW PRICE!  
Pound Size  
**39c**

**DR. WEST TOOTH PASTE**  
Giant 40c Size  
**20c**

**Christmas Tree LIGHTS**  
A JOYOUS XMAS  
By getting your Tree Light Sets in working order now. ALL OUR TREE LIGHT SETS ARE AMERICAN MADE THROUGHOUT.

**GENERAL ELECTRIC NOMA** Tree Light Set  
Complete with 8 MAZDA C-6 Bulbs  
**89c**

General Electric NOMA Tree Light Set  
Each bulb works independently. Complete with 7 Mazda C-7 1/2 bulbs.  
**\$1.49**

General Electric NOMA Outdoor Tree Light Set  
Complete with 1 Mazda C-9 1/2 bulb. Each bulb works independently.  
**\$2.19**

General Electric NOMA Multiple Tree Light Set  
Each bulb works independently. Complete with 15 Mazda C-7 1/2 bulbs.  
**\$2.98**

**MAZDA TREE LIGHT BULBS**  
C-6 ..... 5c  
C-7 1/2 ..... 2 for 15c  
C-9 1/2 ..... 10c

**PHILLIPS Milk of Magnesia**  
50c Bottle  
**21c**

**BAUME BENGAY**  
75c Size  
**59c**

**PACQUIN HAND CREAM**  
50c Size  
**39c**

**ASPIRIN TABLETS**  
5 Grain Bottle 100  
**8c**

**FITCH-ROSE HAIR OIL**  
Reg. 10c  
**4c**

**Amphojel**  
1.50 Size  
**\$1.29**

**MEAD'S Dextri Maltose POUND CAN**  
Regular 75c  
**63c**

**NOXZEMA BOUDOIR SIZE CREAM**  
Reg. 75c  
**49c**

**IPANA TOOTH PASTE**  
50c Size  
**39c**

**CARTER'S LITTLE LIVER PILLS**  
25c Size  
**19c**

**VID-ELTA MULTI-VITAMIN CAPSULES**  
Bottle of 50  
**\$3.98**

**ANACIN TABLETS**  
Regular 75c Bottle 50  
**59c**

**McKESSON ASPIRIN Tablets**  
Bottle of 100  
**2 for 49c**

**IT'S NEW! DELSEY TOILET PAPER**  
Soft... like Kleenex  
Made by Kleenex  
Double-ply for Extra Strength  
3 ROLLS  
**24c**

**Luckies, Camels, Chesterfields, Raleighs, Herbert Terryton, Pall Mall, Philip Morris, Old Golds**  
2 PKGS.  
**30c**

**Be Wise—Try Alka-Seltzer**  
LARGE SIZE  
**49c**

**SEWING KIT... 1.00**  
An old-fashioned sewing kit laden with Shilton's remountable telescopic—Old Spice Guest Bath soap, Guest Talcum, Guest Toilet Water, each in its own colorful container. And, a tin of Old Spice Guest Soap in a space reserved for needles and pins.

**MAILING CARTONS**  
FOR THE MEN AND WOMEN IN THE SERVICES  
Heavy cardboard cartons—the correct size recommended by the Postal authorities.  
**8c**  
3 for 23c

**ASPIRIN TABLETS**  
5 Grain Bottle 100  
**8c**

**FITCH-ROSE HAIR OIL**  
Reg. 10c  
**4c**

**Amphojel**  
1.50 Size  
**\$1.29**

**MEAD'S Dextri Maltose POUND CAN**  
Regular 75c  
**63c**

**NOXZEMA BOUDOIR SIZE CREAM**  
Reg. 75c  
**49c**

**TOWNER HALL**  
Thursday Jackpot \$220  
Worth 45c For You DEC. 5th  
Towner - Rexy

**SATURDAY** All Games **\$10**  
Some \$15

WED. NITE, 23 REG. GAMES \$10  
Worth 25c For You Sun., Dec. 6 Towner  
Worth 25c For Friend Sun., Dec. 6 Towner

**45c COUPON** For You at Towner Hall, Thurs., Dec. 3rd.

**45c COUPON** For a Friend at Towner Hall, Thurs., Dec. 3rd.

**SUN & MON. NITE FREE!**  
Free Special Given With Each Admission  
PLAYED for \$20 or MORE  
ADMISSION 28c — 3 BOARDS FOR 58c  
**2 JACKPOTS EACH NITE**  
**\$50** 7 Numbers  
**\$100** 55 Numbers  
\$50 Jackpot — 8 Numbers Monday Nite  
These Amounts Good Monday If Not Taken Sunday

**MATINEE GAMES EVERY WED. FRI. SAT. - 1:30 P.M.**  
Wed. Adm. \$3  
25c Every Game  
FRI. and SAT. EVERY ADM. 25c GAME \$4  
SPECIALS \$2 & \$3 or More No Coupon Necessary

**VID-ELTA MULTI-VITAMIN CAPSULES**  
Bottle of 50  
**\$3.98**

**ANACIN TABLETS**  
Regular 75c Bottle 50  
**59c**

**McKESSON ASPIRIN Tablets**  
Bottle of 100  
**2 for 49c**

**Lucky Strike CIGARETTES**  
2 PKGS.  
**30c**

**Be Wise—Try Alka-Seltzer**  
LARGE SIZE  
**49c**

**MAILING CARTONS**  
FOR THE MEN AND WOMEN IN THE SERVICES  
Heavy cardboard cartons—the correct size recommended by the Postal authorities.  
**8c**  
3 for 23c

**ASPIRIN TABLETS**  
5 Grain Bottle 100  
**8c**

**FITCH-ROSE HAIR OIL**  
Reg. 10c  
**4c**

**Amphojel**  
1.50 Size  
**\$1.29**

**MEAD'S Dextri Maltose POUND CAN**  
Regular 75c  
**63c**

**NOXZEMA BOUDOIR SIZE CREAM**  
Reg. 75c  
**49c**

**HOLLYWOOD**  
ALL REG. GAMES — \$5 TO \$10 — EVERY WEEK  
WORTH 45c For You For You For You For You For You For You  
DEC. 5th DEC. 5th DEC. 5th DEC. 5th DEC. 5th DEC. 5th  
Towner - Rexy Towner - Rexy Towner - Rexy Towner - Rexy Towner - Rexy Towner - Rexy

**SPECIAL TUESDAY NIGHT, DEC. 8th**  
ALL GAMES \$10—SOME \$15  
HOLLYWOOD HUDSON

**GRAND PRIZE \$200 JACKPOT \$200—55 Numbers**  
\$40 GAME FOR YOU AND A FRIEND IN THE U.S.A. Forces  
**24 GAMES \$20 or MORE**  
ALL ABOVE GAMES INCLUDED IN ADMISSION, \$1. Plus Tax  
Tables For Early Birds  
**SLAGER BAND BINGO**  
155 CHESTNUT ST.

**VID-ELTA MULTI-VITAMIN CAPSULES**  
Bottle of 50  
**\$3.98**

**ANACIN TABLETS**  
Regular 75c Bottle 50  
**59c**

**McKESSON ASPIRIN Tablets**  
Bottle of 100  
**2 for 49c**

**Lucky Strike CIGARETTES**  
2 PKGS.  
**30c**

**Be Wise—Try Alka-Seltzer**  
LARGE SIZE  
**49c**

**MAILING CARTONS**  
FOR THE MEN AND WOMEN IN THE SERVICES  
Heavy cardboard cartons—the correct size recommended by the Postal authorities.  
**8c**  
3 for 23c

**ASPIRIN TABLETS**  
5 Grain Bottle 100  
**8c**

**FITCH-ROSE HAIR OIL**  
Reg. 10c  
**4c**

**Amphojel**  
1.50 Size  
**\$1.29**

**MEAD'S Dextri Maltose POUND CAN**  
Regular 75c  
**63c**

**NOXZEMA BOUDOIR SIZE CREAM**  
Reg. 75c  
**49c**

**CAPITOL HALL**  
85 W. MAIN ST.  
Mon. - Tues. - Thurs. 1:30 P. M.  
Sun. 2:30 P. M.  
Wed. - Fri. - Sat. 2:30 P. M.

**Games Sun Afternoon**  
Special for \$25 War Bond  
Mon. 30 Games \$3

**Games Tues. Aft.**  
Wed. 30 Games \$6

**Games Thurs. Aft.**  
FRIDAY - SATURDAY  
27 \$5 - \$10  
GAMES ON REG. BOARDS Letter "H" — \$25  
ADM. 28c Inc. Tax

**EVERY TUESDAY NITE**  
155 Chestnut Between Monroe Ave. & Court St.  
3 Bus Lines Within Block

**GRAND PRIZE \$200 JACKPOT \$200—55 Numbers**  
\$40 GAME FOR YOU AND A FRIEND IN THE U.S.A. Forces  
**24 GAMES \$20 or MORE**  
ALL ABOVE GAMES INCLUDED IN ADMISSION, \$1. Plus Tax  
Tables For Early Birds  
**SLAGER BAND BINGO**  
155 CHESTNUT ST.







### Vocational High School To Have 'Fiesta' Tomorrow

Tomorrow's "Fiesta" day at Vocational High School. This event, planned as one of the most elaborate entertainments ever staged at the school, is to take the place of the afternoon dances of former years. Because most students of the school have after-school jobs, it has been necessary to eliminate the "hops."

A floor show will highlight the evening's festivities. Other features will be a fish pond, a fortune-telling booth and a baseball pitching concession. Candy, ice cream and soft drinks will be dispensed during the evening.

Angelo Papia is general chairman of the fiesta, and is being assisted by a large committee of seniors of the school.

### Republican Women In 14th Ward To Have Christmas Party

Annual Christmas party of the 14th Ward Women's Republican Club will be held next Tuesday at 8 p. m. in the Erie Social Club, Clinton Ave. S. A dress parade, Christmas box, games and refreshments have been planned under the direction of Mrs. Max Welsh, general chairman.

A clever idea, if you have keys for many doors, is to tie a little strip to each key. Then print in ink the location of the door it fits. You will save yourself much time and trouble.

**DOLAN'S**  
Where You Buy the Best of Chicken You Prefer



- BREASTS... lb. 53c
- LEGS... lb. 43c
- WINGS... lb. 29c
- NECKS... lb. 15c
- GIBLETS... lb. 25c
- LIVERS... lb. 49c

**DOLAN'S**  
600 JEFFERSON AVE.  
Cor. Barlett  
Telephone Genesee 1417

### Must Your Daughter Risk Happy Marriage on Half-Truths?

Many a mother, reared in days of false modesty, dreads to tell her daughter, "Little woman, so many young wives unknowingly risk happiness by using over-the-counter solutions of acids for the douche which can actually burn, scar and even desensitize delicate tissue."

Today such doubts and unhappiness, such risks are needless. Science has given womankind Zonite. So powerful, it kills instantly all germs and bacteria with which it comes in contact. Deodorizes—by actually destroying odors. Protects personal cleanliness. Yet Zonite is non-caustic, non-poisonous, safe or delicate tissues. Over 20,000,000 bottles bought. Get Zonite at your drugstore today.

**Free Book Tells Intimate Facts**  
Frankly written booklet "Feminine Hygiene Today," mailed FREE, in plain wrapper. Write: Zonite, Dept. 694F, 870 Lexington Ave., New York, N. Y.

**MOST AMAZING VALUES IN TOWN!**

- PAINTS - Semi-Gloss or Enamel - Highest quality values \$1.69 to \$1.99
- LADIES' CHIFFON WEIGHT ROSE Semi Fashioned 33c
- REGULAR 40c pair
- PEQUOT PILLOW TUBING 39c
- 42" wide Reg. 40c yd.
- CHILDREN'S TRAINING PANTIES Winter weight. Sizes 2-6. 12 1/2c
- MEN'S DENIM DUNGAREE PANTS Blue, Regular \$1.39 98c
- 20x40 HEAVY TURKISH TOWELS, Reg. 35c 28c
- MEN'S RANDOM UNION SUITS Winter weight. \$1.39 98c
- STAR CROCHET COTTON Colors, Reg. 10c 5c
- LADIES' SATIN SLIPS, Extra quality, Regular \$1.19 69c
- DARLING BABY CASTLE SOAP, 10c value 3c
- LARGE ASSORTMENT NOVELTIES Values to 25c 9c
- BOUNCE WATER GLASSES Regular 2 for 5c 6c
- PKG. 50 EMBOSSED NAPKINS, Reg. 10c 6c
- GAL. ENAMEL GLOSS OR FLAT PAINT, Finest quality, Reg. \$2.98 \$1.39
- VELVET-SERIES PALM AND OLIVE SHAVE CREAM, Large tube, Reg. 25c 10c
- LADIES' PLAIN GOWNS, Extra size, Reg. \$1.39 96c
- MEN'S ZIPPER WORK SHIRTS - Blue or Grey, Regular \$1.39 98c
- COATS OF CLARK'S CROCHET COTTON, Big ball, Regular 25c 19c

Above Are But a Few of Our Permanent and Amazing Bargains

**Every Buy a Bargain at BILL'S BARGAIN STORE**  
98 East Main St.  
Near Water

### Home Bureau Unit To Have Style Show

The Plymouth Unit of the Rochester Home Bureau, 150 Plymouth Ave. N. will have a style show next Monday evening.

**HOW MONTGOMERY SMASHED ROMMEL**  
Alan Moorhead, authority on desert warfare, gives an interesting analysis of a major United Nations victory.

**OUR SOUTHERN GATEWAY TO RUSSIA**  
America's Burma Road—the life line to Russia through Iran. Described by Edgar Snow, Mid-Eastern correspondent.

**THE SAGA OF SAMMY THE ROSE**  
About Judge Samuel Rosenman, who wields more power than any Government administrator.

**10c DEC. 3 ISSUE The Saturday Evening POST NOW ON SALE 10c**

**PENNSYLVANIA HARD EGG NUT STOVE \$11.85**  
CASH SHOW OFF

**SEMET SOLVAY & R. G. & E. COKE \$11.00 ton**

**D & H & FAMOUS READING ANTHRACITE EGG-STOVE-NUT \$12.90—PEA \$10.90**

**MARSHALL'S COAL CO. 296 Driving Pk. Glen 109**

Mrs. Wm. Schlegel, 57 Wilkins St.

## DAW'S

For Those Suffering From  
**RHEUMATISM  
CONSTIPATION  
WEAK KIDNEYS**

**BETTER HEALTH**  
WHAT IS Rheumatism—What is Arthritis? What causes the pinching in the muscles—the agony and pain? Is there a cure? These questions are in every sufferer's mind. For thousands of years, people suffering from these ailments are looking for the simplest remedy. So far, the best remedy known is MINERALS. Sufferers rush to Mineral Springs year after year from time immemorial. In the eyes of Medical Science and from the research of all pioneers in medicine, MINERALS still remain the answer to the question of the treatment for Rheumatism.

MINERAL Springs became famous thousands of years ago. In Egypt, China, India and Rome, people knew the curative properties of MINERALS. In ancient Greece, Thales wrote a treatise on the strength and health of the body. Strength and health, drink and bathed in rejuvenation—to be forever young. In America we have the wonder Springs in Georgia. In France they have the Laveur and Aix Les Bains. The minerals and of MINERALS applies to other common ailments such as: Gall Stones, Kidney, Stomach and Liver trouble and High and Low blood pressure.

**WONDER MINERALS**  
THE MEDICAL Profession—now as never before—is stressing the importance of MINERALS. We are told that "WE ARE WHAT WE EAT." Foods lacking in Minerals are often the cause of many ailments, such as: Dizziness, Headache, Nervous tension, Indigestion, Kidney and Bladder trouble, Frequent colds, Bad breath, General run-down condition, and other disorders. All Doctors, Hospitals, Sanatoriums, Naturalists and the Government urge the use of MINERALS. Have you ever noticed their flour with Minerals and advertised in the schools, in health institutions, in the press, on the radio, in churches everywhere, the way MINERALS are MINERALS.

BIO-MINERAL is a combination of vitally important Minerals, blended by Nature for those suffering from the agony of Rheumatism, Arthritis, Stomach and Kidney ailments. It comes from the depths of the earth—Nature's laboratory. Is NOT a Mineral Oil, phlegm or harmful drug. Contains NO alcohol, NO drugs—NO opiates—NO preservatives—NO oil. NOT A SINGLE habit forming ingredient. ONLY Natural Life-giving Minerals—these same minerals of the world's best spring in highly concentrated liquid form.

**DRUGLESS HEALTH**  
ORDINARY cathartics are habit forming and never cure constipation. They force out the food and digestive juices from your stomach and do not correct the cause of your trouble. If you suffer from Constipation, Gas-Toxins, Bloating, Wind, Nervousness, etc., try a bottle of BIO-MINERAL. After 2 or 3 days, with your own eyes you may see wonderful results. BIO-MINERAL is not a phlegm and does not interfere with the natural foods in your stomach. It reaches down to the root-cause of your trouble, eliminating abnormal waste material, cleaning and purifying your intestines thoroughly in a Natural, harmless and painless way.

WHEN the poisons are out of your system, and the kidneys purified, what the gas, toxins and bloating no longer remain in your stomach to cause acid condition in the blood. You begin to feel the Arthritis leaving you—your Rheumatism saying good-bye. Nature is assisted to complete the recovery. When people go to MINERAL SPRINGS and BIO-MINERAL is MINERALS that you get at the best Mineral Springs.

**Try it at Our Expense**  
If YOU can not go to the Mineral Springs, try BIO-MINERAL. See the wonderful results 5 days after you start taking it. Regardless of how long you have been suffering and how many medicines and drugs you tried before, BIO-MINERAL may be the remedy you needed and were looking for. Try it at our expense!

**REMEMBER—It Is Your Health that Counts...** Not Your Wealth, Age, or Looks! If you want better health, TRY BIO-MINERAL. It may be a wonder for you... It may be ROOT and drive your ailments OUT of your system. Make you feel better, eat better, sleep better, work better, really enjoy Life, and eat anything you wish—even things you like and could not eat before.

**BIO-MINERAL—SPECIAL OFFER!**  
2 bottles \$1.85—3 bottles (15 DAY Treatment) \$2.75—1 bottle \$1

**GUARANTEE: We Will Refund Your Money In Full, If You Are Not Satisfied After 5 Days' Trial**

**SOLD ONLY AT DAW'S DRUG STORES**

Mail Order to Store at 36 No. Clinton Ave. Add 10c for Postage.

To Entertain Members  
Leila D. Francis, D. D. P. of Monroe District No. 2 will entertain members of the Kathryn Trotter Noble and Vice Grand Club at a Christmas party on Wednesday, Dec. 16 in her home, 80 Dunning Ave. Webster. Secret Pals will be revealed and gifts exchanged.

**WAS GRANDMA RIGHT ABOUT THESE COLD FACTS?**

For colds' coughing, to reduce muffled nasal congestion, chest muscle soreness, pneumonia, Grandma put faith in home medicated mutton suet and hot flannel. Today mothers use Penetro—the excellent modern medication with the mutton suet base. Penetro never fails to function 2 ways. Aromatic vapors go inside with every breath—outside it comforts like a warming, soothing plaster. Rubbed on chest and throat, it works fast. Try Penetro and agree "Grandma was right." Satisfaction or your money back. 25c, double supply 35c.

**PRACTICAL GIFTS FOR THE HOME**

**AT THE LOWEST PRICES LAMPS, END TABLES**

OCCASIONAL CHAIRS, RADIOS  
BOUDOIR CHAIRS, KITCHEN SETS  
LIVING ROOM - DINING ROOM AND  
BEDROOM FURNITURE  
COFFEE AND COCKTAIL TABLES

And Hundreds Of Other Items

**EDW. L. MASLINE**  
1340 CLINTON AVE. N.

Open Evenings Terms

**EVERYTHING YOU NEED**

LAMPS, Table and Floor ..... \$4.95 up  
BICYCLES ..... \$32.50  
SEWING MACHINES ..... \$59.95 up  
RADIOS ..... \$22.95 up  
RADIO COMBINATIONS ..... \$103.95 up

Electric Clocks, Electric Irons, Etc.

**NO DOWN PAYMENT  
CHARGE ACCOUNT  
PLAN**

**EASY TERMS**  
Our Installment Plan  
Conforms to Government  
Regulations

**UNIT PARTS**  
ROCHESTER CORPORATION

1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD

**DAW'S COUPON**

**Miniature Chocolates**



- Chocolate Puddings
- Cocoanut Creams
- Peppermints
- Raspberries
- Caramels
- Nougats
- Nut-Crisp, Etc.

**1-LB. BOX 27c**

Delicious, tasty nibbles of dark Mild Bittersweet Chocolate. (Limit 2-lbs.)

**DAW'S COUPON**

**SANITARY NAPKINS**



With Famous Moisture-Proof Back

**LARGE BOX OF 25 PADS 29c**

Soothies SANITARY NAPKINS

**DAW'S COUPON**

**Genuine PINE TOILET SOAP**

Extra-Large 10c Bars

**BOX OF 6 33c**

(Limit of 2 Boxes)

Hewitt's famous PINE BUDD with its refreshing and invigorating odor of pine forests. Wonderful for face and bath.

**\$1.20 Father John's MEDICINE 74c**

**25c Citrate of MAGNESIA 8c**

**50c TUBE OR JAR BARBASOL SHAVE CREAM 21c**

**35c HILL'S NOSE DROPS 18c**

**1-lb. Bicarbonate of Soda 8c**

**35c PETERSON OINTMENT 18c**

**Look! LOW PRICES on VITAMINS**

Tin of 30 49c  
Bottle of 90 \$1.17

**ONE-A-DAY VITAMIN A and D TABLETS**



**DAW'S COUPON**

**WOODBURY'S TOOTH PASTE**

LARGE 25c SIZE

**13c**

Please bring an old tube of any type - in exchange.

**DAW'S COUPON**

**VANILLA FLAVOR**

LARGE 25c 6 OZ. SIZE

**8c**

(Limit 2 Btl.)

**DAW'S COUPON**

**BETTER QUALITY WORK GLOVES**

EXTRA-HEAVY JERSEY COTTON

These are NOT the ordinary white canvas type - but heavier, longer-wearing Jersey cotton gloves. (Limit, 2 Pair)

**19c pr.**

**DAW'S COUPON**

**CIGARS**

Choose from Rochester's largest stock of fresh, humidified cigars. All the popular brands at cut prices.

**CIGARETTES**  
All the popular brands—especially wrapped for Christmas. \$1.46 ctn.



**DAW'S COUPON**

**Tobacco POUCH**

Zippered pouches of genuine leather. Priced from

**29c**

Comb. Pouch from 59c

**Pound Tobaccos**

PRINCE ALBERT 74c  
EDGEWORTH \$1.01  
VELVET 74c  
RALEIGH 74c  
GRANGER 71c  
G. WASHINGTON 61c

**DAW'S COUPON**

**Christmas Cards**

BOX OF 10 25c Value 13c

De Luxe Box of 25 Folders 49c

With Envelopes

**DAW'S COUPON**

**X'mas Decorations**

GLASS TREE ORNAMENTS 2-in. GARLANDS For Xmas ICICLES Reg. 10c Boxes

2 for 5c 8c 3 for 23c

Complete with Eight M & Z D A bulbs.

**TREE LIGHTS 79c**

**DAW'S COUPON**

**GIFT WRAPPINGS**

COLORED TWINE  
TISSUE PAPER  
TINSEL RIBBON

All Colors

Your Choice 8c 3 for 23c

**For Colds**

MISTOL DROPS 21c  
VAPORUB VICK'S 27c  
MENTHOL INHALER 7c  
VAPEX DROPS 59c  
MUSTEROLE RUB 33c

**Pure Drugs**

Camphorated OIL, 2-oz. 11c  
ALUM POWDER, 8-oz. 9c  
Wintergreen OIL, 2-oz. 18c  
RHUBARB SODA, 4-oz. size 26c  
CAMPHOR ICE Tube or Cake 7c

**Billboards**  
Stationery in Gift 29c  
Shav. Brushes from 33c  
Eau de Cologne from 39c  
Yardley Shave Bowl \$1  
Comb & Brush Sets 1.19  
Manicure Sets from 49c

**DETECTO SCALES**  
Famous DETECTO personal scales, guaranteed mechanically for 5 years. Choice of colors. \$1.89  
De Luxe Up to \$3.79



**Briar PIPES**  
DAW'S big stock of the finest briars available is sure to contain just the pipe he wants.  
From 59c



**25c Box DUZ Soap Powder 19c**

**1-lb. Pkg. Boric Acid POWDER 14c**

**Pint Size MINERAL OIL, PURE U.S.P. 14c**

**25c Pkg. GLYCERINE SUPPOSITORIES Infant or Adult 12c**

**50c Phillip's Milk of Magnesia 19c**

**FALSE TEETH**  
IT LIKE NEW! Dentur-Eze, the new cushion plastic, makes loose plates fit comfortably for weeks. Nite powder—no paste. Economical. Thousands of satisfied users. Get tube of Dentur-Eze today! Handy-size tube \$9.95—New large size 98c

**DENTUR-EZE**

Save Cleaning Bills!

**DRI-KLEEN**  
Dri-Kleen instantly removes and cleans from fabrics, walls, tile, Non-inflammable, odorless. 1 can makes 10 gal. of fluid.

**50c**





Thursday, December 3, 1942

# YOU NEED

\$4.95 up  
\$32.50  
\$59.95 up  
\$22.95 up  
\$103.95 up  
Electric Irons, Etc.

## EASY TERMS

Our Installment Plan  
Conforms to Government  
Regulations

# ARTS CORPORATION

100 E. AVE. & RIDGE ROAD

## COUPON

**PINE  
SOAP**  
10c Bars



famous PINE BUDS  
It's refreshing and  
gives off a pine for-  
midable for face and

special drug prices good to-  
day Saturday night. (Right  
to limit quantities.)

YOUR U. S. VICTORY  
STAMPS AT DAW'S

25c Box  
**DUZ**  
Soap Powder  
**19c**

1-lb. Pkg.  
**Boric Acid  
POWDER**  
**14c**

Pint Size  
**MINERAL  
OIL, PURE**  
**14c**

25c Pkg.  
**GLYCERINE  
SUPPOSITORIES**  
Infant or Adult  
**12c**

50c  
**Phillip's  
Milk of  
Magnesia**  
**19c**

**LOSE TEETH**

NEW! Dentur-Eze, the new  
plastic, makes loose plates fit  
like a glove. No more sore  
gums. Economical. Thousands of satis-  
fied users. Get a tube of Dentur-Eze today!  
size tube \$1.95—New large size \$3.95

DENTUR-EZE

ve Cleaning Bills!

**RI-  
EEN**

en instant-  
moves, soil,  
bricks, walls,  
on-inflam-  
merless,  
makes 10  
fluid.

**10c**

Monday Edition

# ROCHESTER SHOPPING NEWS

## The Rochester Sun

Delivered Free To 75,200 Homes In  
Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: In Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

Shopping News Is Now Available  
On All Downtown Newsstands.

SIXTH YEAR—No. 10

ROCHESTER SUN, MONDAY, DECEMBER 7, 1942

10

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

# IT'S SMART THRIFT AND GOOD PATRIOTISM TO BUY AND MAIL CHRISTMAS GIFTS NOW!

## A Message Of Importance To Christmas Shoppers

Thrift is an old-fashioned American custom. But, it's very much up-to-date today. Even though thousands of families have extra money to spend, they are making every effort to spend it wisely, to get "value received." Every penny must count. Every article purchased must be worth the full price paid for it. That's what is meant by "value." Reputable merchants throughout the land, and particularly right here in Rochester, know that it's good business to offer good value. That's why labels tell the full story of the article's content. That's why merchants send buyers all over the nation to seek out the best the various markets have to offer. That's why leading merchants use Shopping News to tell you their story of value. Advertising costs are lower in Shopping News. And merchants know that their message is directed only to potential buyers—right here in Rochester. Thus, they get more for less in Shopping News. That's why they can offer you more for less, in this paper. More value at less cost. Their lower advertising costs are reflected in their lower prices.

Therefore, this Christmas, more than ever before, read Shopping News regularly for the city's greatest values—in Christmas gifts as well as wearing apparel, home furnishings and the other things you need and buy every day.

Famous Brand Full Fashioned  
**RAYON HOSE**

Slight Irregulars of \$1.15 Quality  
Sturdy semi-service weight or walking chil-  
dren in clear, sheer rayon. Splash-proof;  
reinforced lisle toe and heel. — Basement. **79c**

Sibley, Lindsay & Curr Co.

## OUTSTANDING GIFT VALUES

For Men, for Infants  
In our large ad.

See Page 7

MC CURDY'S

## VANITY MIRROR

Regularly sold at \$1.00. Round clear glass  
mirror with walnut base. Makes a practical  
gift. **88c**

(Second Floor Monroe)

SEARS ROEBUCK and CO.

MONDAY ONLY  
The Animated Picture and  
Story Book of Finnie the Fiddler  
A fascinating play-book with animals and characters that  
move... also an amusing story. For childrens from 3 to  
10. **\$1**  
EDWARDS — Second Floor

ON SALE MONDAY  
Perfect Quality  
FINE RAYON SLIPS **79c**  
Lacey and tailored styles. Extremely well made.  
Sizes 32-44.  
DARLING SHOP 190 Main St. E.

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Fast Color  
CHENILLE SPREADS **266**  
Full bed size in choice of white, rose, green, peach  
and blue. Also white with contrasting colors.  
LINCOLN'S 118 Main St. E.

**GIFTS that say MERRY CHRISTMAS**

**BARREL & OCCASIONAL CHAIRS 12.95 up**  
Wonderful gift ideas — every home can use another comfortable chair.

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Beautifully upholstered and sturdy constructed for lifetime satisfaction. Variety of styles, upholsterings and woods.

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Choice of beautiful woods in several styles. Other luxury suites. Buffet included, slightly higher.

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Now is the time to replace that old and worn bedroom suite with a "surprise" gift suite from Maslines.

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1340 Clinton Ave. N. Open Each Eve 'Til 9  
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## MONDAY SPECIALS AT THE DARLING SHOP

**Exciting Christmas Sale  
"Sparkling Dresses"**

SEQUINS! JEWEL TRIMS!  
FRINGE! HIGH COLORS!

Sparkling holiday dresses... to make you "stand out" in a crowd. Grand for all festivities... USO parties—to make "him" remember those furlough dates. Catch all eyes in one of these peplum dresses, long torso or dirndl with glittering sequins, brilliant nailheads. Lots of high color sheer wools! Have one you must for. Holiday fun! Sizes 10-20, 38-44, 9-17.

**4.99**

**Darling Shop**  
190 MAIN ST. EAST

**FREE GIFT BOXES**

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Give a real GIFT... Linen! Give something useful... Linen! Give something beautiful and fine... Linen! In these days when imports are few, genuine imported Linen takes on the air of rarity, yet Beebe's are selling as always—at the most reasonable prices. Choose a gift of Linen from the thousands of items on display... and choose TODAY.

From 25c to \$150

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LINEN STORE

213 EAST MAIN ST.

MAIN 6865

## Fuel, Telephone Conservation Asked By War Councils

Declaring that whatever is done on the Home Front has a vital effect on the Fighting Front, the Rochester and Monroe County War Councils are calling upon all residents of the community to give even greater cooperation in the conservation of such vital commodities as Fuel Oil, Gas, Coal and Telephone Service. The use of Fuel Oil is already covered by rationing regulations, but saving on Coal, Gas and Telephone Service has been on a voluntary basis to date and it is hoped that cooperation will be com-

plete enough to maintain it that way.

The chief problem in the case of coal is not lack of coal but shortage of transportation. More and more railroad cars are being needed to carry raw materials to war plants and to transport finished equipment from them. The more cars used for this purpose the fewer available for carrying coal for home heating to the various cities. When we save coal by reducing temperatures, insulating our homes or through other means, we help release more cars for vital war work. Rationing of gasoline and tires cuts down the number of deliveries that coal dealers are allowed to make and the householder can help by ordering in as large quantities as possible and by allowing five or six days for delivery.

Gas is being consumed in ever increasing quantities by the great war plants of this area. New plants for the manufacture of gas cannot be built so present facilities will have to suffice for the war. This means that every home should avoid wasteful use of gas. Do not light the oven of the gas range to heat the kitchen. Don't light the top burner until the cooking vessel has been placed over it. Turn down burner when liquids reach boiling point. Don't let the hot water faucet run.

The nerve center of war production is the telephone and householders are urged to limit all conversation to three minutes, to avoid "visiting" on the phone, and to use it only when absolutely necessary.

## B'nai B'rith To Commemorate Pearl Harbor

Benjamin J. Schoolman, director of the District Speaker's Bureau, Boston, Mass., will address a dinner meeting of the local B'nai Lodge and Women's Auxiliary next Monday evening at Hotel Seneca. The affair will commemorate the national lodge's war service record on the first anniversary of Pearl Harbor.

In a report of the organization's part in the war effort released this week by Jack Cohen, war service chairman of the local lodge, it was shown that 10,250 members of B'nai B'rith and its two youth agencies are in the nation's armed forces. Twenty-nine have been killed in action and 10 have been cited for bravery. The report also showed that lodge groups throughout the country had sold \$22,000,000 worth of war bonds to date; 20,184 members have donated blood to the Red Cross; and many articles for use in Jewish religious services in army camps have been obtained and dedicated.

Topic for Schoolman's address at Monday's meeting is "Total War on Civilization." His interest in Jewish and Communal affairs covers a 25-year period, being one of the original founders of the Y.M.H.A. in New England. He has been active for many years in Zionist work, having served as vice-president of the Brookline Zionist Organization. For a number of years he has served as a trustee of Massachusetts Memorial Hospital. He is a dynamic speaker and a large turn out is expected to greet him here.

## Fashion Decrees

BY ROSELLEN CALLAHAN

Fashion Flash: Helen Menkin, star of the radio serial "Second Husband" wears silver bars on the shoulders of her suit, replicas of her husband's—he's a Lieutenant in the Army Medical Corps... There's nothing smarter in tailored togs than a natural gabardine suit. Pretty Elizabeth Reller looked trim and slim in one at the "Young Dr. Malone" program the other day. A white shirt-waist and jade green flower clip added to its oh-so-clean-and-crisp effect.

Thick waists look slimmer in the new beltless Empire styles which are beginning to be shown in shops these days. Often the waistline dips in back to give a most flattering flat effect. We like especially the models in black crepe with sheer bodices of shirred lace, chiffon or net and short form-fitting jackets.

## SEQUINS AND JERSEY



Bright color combinations offset the simple L-85 styling of this season's ensembles. Here is lovely Carol Bruce, currently featured with Al Jolson over the Columbia network, in a slim lined purple jersey frock trimmed with sequin studded fuchsia yarn butterflies at the shoulder. Her cloche of fuchsia felt carries out the two-color theme.

## MAN APPEAL

The test of a man or woman's breeding is how they behave in a quarrel.  
—GEORGE BERNARD SHAW

The clever woman can easily win an argument or smooth over an unpleasant situation. She gracefully maintains her poise and always speaks clearly, softly and calmly no matter how angry she may be.

Thinking about Christmas gifts? Well, if you are one of the smart early planners, I have a suggestion for you. Give the women on your list Daniel Green slippers. They are beautifully made and as comfortable as they can be. They come in many colors and styles and you'll find styles to please every woman on your list.

Don't worry too much about your hair turning gray. When you go to your beauty parlor ask them about Clairol. Clairol is a shampoo tint that will bring back the natural color to your hair. It will give your hair a natural lustre, and you'll look more beautiful than ever. Be sure to ask for dependable Clairol.

Men love clean bathrooms. A basin that is clean is so much more inviting to use for shaving. It doesn't tend to make one grouchy and mean in the morning. Use Bon Ami on your porcelain. It doesn't scratch and it will clean faster and better than ever.

It's walnut season. Time to use Diamond Walnuts on your cakes and special dainties. Use them to top fruits and candies. Everybody loves them. But be sure you use Diamond Walnuts. They're better.

In these nerve racking times

## Solve Your Christmas Gift Problem In...

"5 MINUTES"

...that's all the time it takes to have your photo taken at LINCOLN'S PHOTO STUDIO



CHOOSE FROM  
**48 PROOFS**  
LINCOLN'S

## CHRISTMAS GIFT Special!

Beautiful  
**3** 8 x 10  
Border  
**PORTRAITS**  
for \$3.95  
only

Just think... In "5 Minutes" you can be photographed and be on your way again. It's so convenient, you can stop in during your lunch time or after work—and Lincoln's low prices will please you.  
Open Monday and Saturday  
Nine Until 9 P. M.  
No Appointment Necessary  
MAIN AT ST. PAUL  
Photo Studio — Main Floor

Beginning Monday A. M. Dec. 7th  
Entire New Stock Fall and Winter

## DRESSES

**20% OFF** OUR REGULAR LOWER PRICES

SEE the Savings...

All price tags carry the original low C. B. Thomas prices. SEE how much MORE you save in this unusual sale.

**C. B. THOMAS**

723 HOTEL SENECA, at The Elevator

Open for your convenience till 9 P. M. thru December: Mon. 7th — Sat. 12th — Mon. 14th — Fri. 18th — Sat. 19th — Mon. 21st — Tues. 22nd — Wed. 23rd



## THIS YEAR IT'S MORE IMPORTANT THAN EVER TO REMEMBER CHRISTMAS



**RUDOLPH'S**  
CORNER EAST MAIN AT SOUTH AVE.  
In Batavia — 109 Main St.  
Open Monday and Saturday Evenings

Open Monday Noon to 9 P.M.

## Projansky FUR COATS

---Splendid Christmas Gifts

Save Yourself Considerable---

A FUR COAT for Christmas will please more. And a Projansky Fur Coat will please most!

12 SAMPLE FUR COATS SPECIALLY PRICED } \$110

PERSIAN PAW COATS  
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RUSSIAN CARACUL COATS  
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Genuine Russian  
Kolinsky Scarfs \$11  
Per Skin

Fur Jackets  
All Fashionable  
Furs \$49 to \$250

Custom Furrier and Tailor to Gentlemen

Projansky 39 East Avenue

## LOEW'S

Hedy LAMARR  
Walter PIDGEON

TOGETHER FOR THE FIRST TIME IN THE EXCITING STORY OF A TROPICAL ENCHANTRESS WHO IS MORE DANGEROUS THAN JUNGLE FEVER!

"I am Todelayo... I hate all men, but I want them to love me!"

The wrong gives way to the RIGHT... in

**WHITE CARGO**

WITH  
**FRANK MORGAN  
RICHARD CARLSON  
REGINALD OWEN  
HENRY O'NEILL**

Directed by RICHARD THORPE

NOTE:  
Name Five Pictures Each in Which Hedy Lamarr and Walter Pidgeon Has Appeared. The First Best 25 Selections. Will Receive Guest Tickets to Loew's to See "WHITE CARGO" Starting Dec. 10th. — Mail All the Entries to The Rochester Sun Contest Editor. No Later Than Tues., Dec. 8th.



*Sibley, Lindsay & Curr Co.*

Shop Next Monday From 12 Noon to 9 P. M.

MONDAY... In Our Lingerie Shop

BEAUTIFUL

*Gift Slips*

For Every Feminine Name  
On Your Christmas List!

1.95

No woman ever has enough slips, and nothing flatters her femininity more than receiving pretty ones at Christmas time. Here is a group that includes all styles, all colors, and all sizes! And every one at this same low easy-to-afford price! Imagine, beautiful rayon satins and crepes, widely banded with lace, or daintily embroidered with flowers! Adjustable shoulder straps. Tea, rose, blue or white. Sizes 32-44.

LINGERIE, SECOND FLOOR



E. Waistband. Rayon crepe. Daintily embroidered... 1.95

D. Princess. Rayon satin. Wide lace and embroidery trim... 1.95



F. Princess. Rayon crepe. Very wide lace bands... 1.95



A. Waistband. Rayon satin. Lace and embroidery trim... 1.95



C. Waistband. Rayon crepe. Wide net bands and embroidery trim... 1.95



B. Princess. Rayon satin. Wide lace and embroidery trim... 1.95



G. Princess. Rayon satin. Applique band of flowers on lace... 1.95

Store Open Until 9 Saturday Nites  
From Now To Christmas

Dinner Is Served In Our Tower  
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Phone Stone 6500  
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IMPORTANT  
CHRISTMAS



Pearl  
14.95  
EASY TERMS  
Gorgeous cultured  
pearl in smartly  
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Birthstone  
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Girl's dainty heart  
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Come on one side  
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PH'S  
T SOUTH AVE.  
Main St.  
Day Evenings



# DIARY



OF A  
BEAUTY  
AUTHORITY  
by

**Helena Rubinstein**

New York, N. Y.—These days everyone seems to be taking pictures — for friends and relatives in the army, for mementoes of happy picnics and fun in the outdoors. Very often, I hear women complain that they take a "terrible" picture, although they are by no means bad-looking. It is probably not the photographer's fault, either. In order to take a good picture, you must know something about making up for the camera. The lovely models in fashion magazines are not necessarily better looking or more photogenic than you. They have simply mastered the art of applying make-up and you can do the same.

The first step in making up for a picture is the application of a good foundation which will conceal tiny skin flaws and blemishes in both color, and black-and-white photography. The foundation enables you to actually "pre-touch" your picture, so that the photographer will have less re-touching to do after you have selected your proofs. Apply your foundation with cotton to sections of the face, blending it into the skin with the fingers.

Rouge in black-and-white photography can change the entire shape of the subject's face. It can shorten features, create alluring shadows, the illusion of hollows and graceful contours. Learn how to use it to best advantage. For photography, dry rouge is better than cream rouge, because it is less inclined to look uneven in the actual picture. If your face is too long, make it appear shorter and fuller by rouging the chin and the under tip of the nose, by bringing the rouge out to the sides of the cheeks for a broad effect. If your face is round and full, place the rouge low on the cheeks, and bring it in near the nose.

In applying lipstick, you can change the whole expression of your face. Is your mouth too large? Then try this trick. Conceal the corners of the mouth with your foundation and fill in the remaining area with lipstick. The results will be a smaller mouth. Use a lipstick with a high lustre for photographs — your lips will have more of a sheen. Take a tip from professional models and wet your lips just before the picture is taken. This will lessen that tensed expression around the mouth and will give your lips a softer, more natural look.

For photography, you do not have to be as discreet about your eye make-up as you would be for street and evening wear. Use mascara, eyebrow cream and eyeshadow to emphasize your eyes. Many movie actresses' eyes are small, but Hollywood makeup artists have learned how to touch them up so that they look large and sparkling. If the eyes protrude, use a dry compact rouge as an eyeshadow to minimize the bulging expression. For deep set eyes, a touch of eyelash cream and darkener on the eyelids will make eye gleam and give them a dewy sheen.

Here are some other things to remember when you sit for your picture. Wear a blouse with a neckline that is becoming for your face. Remember that white always looks fresh in a picture. Have your hair clean and well-brushed, but make sure that it doesn't have a plastered, too-newly-set look about it. Sit comfortably for the camera, look natural and relaxed, neither beaming tensely, nor scowling seriously into the lens. There is an art in being a good subject for a picture, just as there is an art in making good pictures.

(If you have any personal beauty problems, Madame Rubinstein will be happy to solve them for you. Simply address Helena Rubinstein, care of this paper.)

## A QUICK PICK-UP

To give you that needed pick-up after a hard day at the office so that you'll look and feel your best for an evening of fun, try lying on the floor with a pillow under the small of your back and your feet resting on the edge of a chair. Twenty minutes of this treatment will make a new woman of you.



## They're AVENGING PEARL HARBOR

We're proud of our fighting men at the front, in army camps, abroad ships, in farflung outposts all over the world. Before Pearl Harbor they were fellow employees, following the pursuits of a peacetime existence. Now, they're giving all they've got to avenge Pearl Harbor. Not only do we still consider them fellow employees, but heroes, every one, and deserving of a place of honor on this roll of Rochester stores' and institutions' fighting men.

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SGT. SAMUEL BARRUOT  
CORP. CHARLES EISENBERG  
PVT. FRANK OLIVER  
PVT. FRANK DE ROO  
PVT. THOS. ROTUNDA  
THOS. McDERMOTT  
FREDERICK TROICKE

#### Lauer Furniture Co.

ROBERT DUFFY  
ARTHUR FISHER  
WALTER GOGOLA  
LOUIS KNOEFFLER  
BEN M. LAUER  
EDWARD MALLICH  
LOUIS PLAKSIN  
LARRY SACKETT  
BARBARA BRIGGS

#### Harris Nushbaum

SAUL JAY NUSBAUM  
NORMAN SHUBIN

#### Lincoln-Alliance Bank & Trust Co.

PERRY O. POPP  
WILLIAM GAVITT  
WILLIAM SPEIS  
JOHN GRIFFIN  
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JOHN MEYERER  
SELDEN PARTRIDGE  
THOMAS ZONNEYVILLE  
JAMES KNOPE  
CYRIL G. KRESS  
ROBERT E. HANNA  
LEE ERNESS  
HARVEY VYVERBERG  
GODFREY E. BARBER  
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WALTER G. CAFFERY  
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CLIFFORD OSKAMP  
ROBERT ADE  
ROBERT HOOD  
JOSEPH STRAUB  
MARTIN STROHMAYER  
THEODORE YOUNG  
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GERALD EVERHART  
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ROY RUF  
ALBERT MURPHY  
FREDERICK AUSTIN  
WILLIAM AUSTIN  
ADELE HAFNER

You, Too, Can Avenge Pearl Harbor  
Buy MORE War Bonds and Stamps



118 EAST MAIN ST.

# Let LINCOLN'S make yours A MERRIER CHRISTMAS



Men's and Women's HANKERCHIEFS 9¢

Every hankie looks twice its price. Fine white, pastels or embroidered types.

Slight Irregulars Of Full Fashioned VICTORY HOSE 2 Pair for \$1

Delightfully sheer rayons that you can't even tell from silk. Choose from the latest shades of Glorious, Victorious and Valorous. 8 1/2-10 1/2.

Extra Fine Quality Full Fashioned Super Rayon HOSIERY 79¢

Lovely flattering sheers that fit your legs to perfection. All brand new colors in sizes 8 1/2-10 1/2.

## LET LINCOLN'S HELP LOWER YOUR COST of GIVING GIFT UNDIES

Lace Trimmed or Tailored RAYON SATIN SLIPS 79¢

- Popular Tearose
- Sizes 32 to 40

Choice of several styles, lace trim, tailored and novelty embroidered styles in V neck or surplice top styles. Values to \$1.25.

### GIVE "HER" A DANCE SET 89¢

Choice of lace trimmed or embroidered styles in tearose and blue. Sizes 32 to 36.

### RAYON SATIN GIFT PANTIES 69¢

Popular lace trim or embroidered styles in tearose. — Sizes small, medium and large.

Children's 7 to 14 Regular \$8.98

## SNOW SUITS

and Regular \$10.98

### Double Duty Sets \$8 each



Hooded Snow Suits—Keep them warm all winter. Double-breasted. Solid colors. Teal, wine and navy. Sizes 7 to 14.

Double Duty Sets Princess styles, double breasted with detachable hoods. Teal, wine and camel. Sizes 7 to 11.

Pre-Xmas Clearance TOTS' REGULAR \$5.98

### Legging Sets \$4.49

Keep the youngsters warm and cozy all winter in these wool top fleece legging sets. Girl's styles in choice of colors. Sizes 2 to 4.

Children's Reg. \$7.98

### LEGGING SETS and Reg. \$5.98 SNOW SUITS \$5

Warm, sturdy legging sets and snow suits to keep them warm as toast all winter. Sizes 3 to 6 in the legging sets and 3 to 16 in the snow suits.

## LOOK at these GLOVE VALUES



Women's Selected PIGTEX LEATHER GLOVES \$1.49

These gloves are a "must" for any fashion minded girl. Natural, cork, oatmeal, black, brown or white. Sizes 6-7 1/2.

Women's Imported leather backed GLOVES 79¢ pair

Women's fancy leather back gloves expertly made to fit perfectly.

Men's Pigtex LEATHER GLOVES \$1

Smart looking pigtex leather gloves for the men of the house. Early Xmas shoppers take advantage of this buy. Sizes 8 to 10 1/2, regular \$1.39 value.

## SALE OF LATEST STYLE SPORT COATS \$10

- In Smart Tweeds
- In Gay Plaids
- In Warm Fleeces

Values to \$14.95

Late 1942 Fashion highlights in war minded casual coats... ok'd by smart women everywhere. Youthful styles, boxy and fitted styles, wrap arounds, pilot coats, reefer, in grey, tan, heather, natural or colorful plaids. Sizes 10 to 18.

For Chilly Days! 40% Rayon and Wool Snugettes 59¢

Snuggle into these warm snugettes on cold days and you'll forget it's winter! Finely knit 40% rayon and wool pants and vests. A 69¢ Value

Sale Of LACE APPLIQUE RAYON BRIEFS 29¢

Good quality rayon briefs that will stand many launderings. Tearose in medium and large.

Thank God You Are An American Buy More War Bonds and Stamps Here!



The most uniform broadcloth made! "King Philip" White BROADCLOTHS and Fine Count Woven Fancies

Above all, give him something he can use, and if it's Lincoln shirts, he will certainly appreciate it, because he knows that they're best. Sizes 14 1/2-17. \$1.59

Men's Hand Tailored GIFT TIES 50¢

Boys' 2-Tone Button Front Sweaters \$1.69

Button front or V-neck styles in your choice of colors. Sizes 30 to 36.



Boys' Delmar, Jr. SHIRTS 79¢

Fast color, fancy prints and white broadcloths in sizes 8 to 14 1/2.

Boys' Plaid Flannelette SHIRTS \$1.19

Boys' winter weight in-and-out plaid flannelette shirts with button fronts and sport or dress collars.

Children's Bootees 49¢

Fleece lined with contrasting corduroy cuff. Sizes 8 to 12.

FELT EVERETTS 79¢

Soft leather sole. Blue, American Beauty—contrasting plaid cuff.

## Best Sheet Value in the Market!

'DELMAR' 5 YEAR SHEETS



We actually guarantee 5 year's wear on Delmar first quality sheets because they're tested strenuously, time and time again. Woven of the finest threads in an extra high count.

63x99	\$1.19
72x99	\$1.29
81x108	\$1.49

Size 81x99 1.39





OPEN MONDAY NIGHT 'TIL 9 P.M.

Again



## 500 More Delicious Brandied FRUIT CAKES

Weight  
3 lbs.  
worth twice  
this price

**1<sup>19</sup>**

Packed ready  
for mailing  
to boys in  
service

A month ago we had a complete sell out of 1500 of these marvelous fruit cakes. This time we were able to get just 500 of these cakes made to our rigid specifications. It captures the old fashioned home baked flavor so well you'll have a hard time realizing it wasn't made by Mother! Rich and spicy, chock full of chewy fruits and nuts. Send the boy or girl in the service a fruit cake for Christmas.

Edwards—Street Floor

## 2 Lb. FRUIT CAKE AND "Homemade" Butter Cookies



Both for  
**1<sup>59</sup>**

So downright delicious, he (or she) will think you baked them yourself! And well you might have... the fruit cake's full of the finest quality nuts, fruits, citron and spices, and it's been soaked in brandy to keep it moist. The cookies are tempting morsels. Packed for mailing.  
EDWARDS—Street Floor

## Big 2½ Pound Tin Delicious ASSORTED COOKIES

Packed in heavy carton  
Ready for Mailing

**99c**

Mouth-watering cookies that are made with the same care and pure ingredients you always use yourself! Grand to have in the pantry at home. The very thing to send your boy at camp. Chocolate and vanilla flavors. A grand assortment of filled and plain cookies.

EDWARDS—Street Floor



For Every Man On Your List!

## 3000 Better Quality SHIRTS

**1<sup>79</sup>** each

A good shirt is as much a part of a man's daily life as his morning shave and shower. Luckily, there's no shortage on shirts, so you can take them home by the armload and complete your Christmas male list in short order. These fine quality shirts... longer wearing... better fitting... tuned to meet every wartime need. He's wearing more shirts... so he'll need more shirts. You can't go wrong with these.

Woven Broadcloth — WoYen Madras  
Whites — Fancies

EDWARDS—Street Floor



Men's Quality  
Mufflers  
**\$1**

If you had to stand around and wait for buses after you've always driven to work... you'd be thankful for a good muffler for Christmas! Many styles and fabrics... and a variety of colors... white, blue, tan, green, maroon. Street Floor.



Men's Imported  
Fur Lined Gloves  
**2<sup>98</sup>**

You'll get a warm hand from these gloves. Imported capes or suedes with fur linings. Snap wrist of slip on styles in black, brown or gray. Sizes 8 to 10. Street Floor.



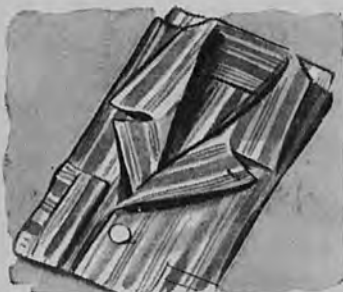
Men's Zipper  
Leather Jackets  
**12<sup>95</sup>**

For workmen or sportsmen there's nothing so serviceable as a fine leather jacket. Celanese lined with action back, adjustable side straps. Cape or suede. Sizes 38 to 46. — Street Floor.



Boys' All Wool  
Mackinaws  
**8<sup>95</sup>**

The gift of gifts for every active boy. It's 100% wool... a rugged, trim mackinaw he'll live in this cold weather. Four pockets plus large book pocket. Blue, maroon, brown. 8 to 18. Street Floor.



Men's Gift  
Pajamas  
**2<sup>50</sup>**

These may solve your "what to give" problem. An outstanding collection of fine gift pajamas in broadcloth, prints and sateens. Notch coat and middie style in stripes, plaids and figures. Street Floor.



Men's Fancy  
Gift Socks  
**29c**

Walking more? Then of course he'll need lots of socks. These are real values... rayons, lises, cottons, mixtures. Regulars, shorts with elastic tops. 10 to 12. Street Floor.



Boys' Plaid  
Flannel Shirts  
**1<sup>65</sup>**

What every boy wants for school and play... these bright colored, serviceable plaid shirts. Cotton flannel with button front. 8 to 20. Street Floor.



Men's Cowhide  
Hickok Belts  
**\$2**

A personalized gift... a sturdy cowhide belt with Hickok plated buckle and his initials. Black or Brown. Sizes 30 to 44. Street Floor.



# McCurdy's Christmas *KEEP IT SHINING for all the world*

## GIFT SHOP TONIGHT TILL 9



*Is he the Outdoor Type?*

What Better Gift Than Correct, Warm Sports Togs From McCurdy's Men's Shop!

### 1. Raglan Sleeve Coat Sweater

Famous McGregor mills knit this sweater to be ideal insulation against nippy weather. He'll welcome the easy shoulders, the snug waistband, the two generous pockets. Smart two-tone combinations of blues, greens, tans. 36 to 46.....\$3.95

### 2. Classic Slip-on Sweater

McGregor's "Shetland", every bit wool and warm. Closely knit to mold snugly to a man's body. Luxurious brushed surface. Six god colors! Blue, navy, brown, tan, green, maroon. 36 to 46.....\$5

### 3. Zipper Coat Sweater

McGregor's "Yorkshire" the sweater more men in America buy than any other! Closely knit to keep a man warm; cut loose for freedom. Zipper front; two pockets. Ideal as a housecoat, as extra protection under a jacket for outdoor wear. Blue, navy, brown, tan, green, maroon. 36 to 46.....\$5.95

### 4. Turdy Capeskin Jacket

Husky, he-man lines in a ruggedly warm jacket that's great for skating, shooting, plane spotting... or snow shoveling. Celanese rayon lining; zipper front; two pockets and extra zippered cigarette pocket. Light or deep brown, 36 to 46...\$12.95

### 5. McGregor Warm-Up Coat

Light in weight and cut for action—yet biting winds and damp snow have a tough time getting through! Weather-proofed gabardine lined in bright red Snow-Wood's all-wool blanketing. Size 36 to 46.....\$16.50

### 6. All-Wool Loafer Coat

McGregor-tailored to keep him actively free, but handsome enough to fit perfectly into any informal gatherings. He'll wear it as a sport jacket, a smoking jacket, a lounge coat. Tan, brown, blue. Sizes 36 to 46.....\$10.95

### 7. All-Wool Sport Shirt

This gay, light-hearted McGregor shirt will go under his jacket or coat, to keep him extra warm. Soft-to-the-touch all-wool flannel. In bold "fireman" plaid. Small, medium, medium large, and large sizes.....\$6.50

MEN'S SHOP, STREET FLOOR



This Christmas, millions of new American citizens... and beautiful McCurdy gifts for the ones most precious to you. Whether you give a heavenly hand-made dress, a sweater no bigger than Papa's hankie, or a coy rattle, McCurdy's baby gifts galore are priced to make gift-giving more of a joy than ever this Christmas.

A. Hand-made dress of sheerest batiste, daintily hand-embroidered and edged with fine lace. Pink, blue, or buttercup....\$1.65

B. Baby hunting of wonderfully warm blanket cloth bound in rayon satin ribbon. Slip baby inside, adjust the hood, snap the hunting closed, and he's snug. Pink or blue, \$3

C. Rattle with rubber suction bottom. The most ambitious baby can't throw it on the floor (mothers will bless you for this!)...\$1

D. Luxurious crib blanket of softest, warm wool-and-rayon mixture. Bound in gleaming rayon satin. 36"x50" size. Pink or blue.....\$3

E. Hand-made creeper with just the right masculine air for boy babies. Blue, white, or maize broadcloth. 1 to 3.....\$2

F. Wrapping shawl woven of precious virgin wool in pink or blue. Finished with hand-tied, thick fringe.....\$3.25

G. "Our Baby's First Seven Years"... more than a record book. It also contains helpful, scientific charts to guide in baby's care.....\$2.50

H. "Sleepy Tot" nursery lamp gives just enough subdued night light. And mother will love the sleepy baby head....\$1.65

I. Baby's first shoes, of soft, warm felt to protect tiny feet. Pink, blue or white. In gift box.....\$1.25

J. Hand-embroidered sweater set of softest pure wool-and-rayon. With bonnet and booties to match. Pink, blue, or white.....\$2.25

K. Baby's own plate, bowl, and cup. Creamy white china with nursery decorations. The three pieces are only.....\$1

L. Pure virgin wool coat sweater that buttons up snugly against the cold. Hand-embroidered! Blue, or white.....\$2

BABY SHOP, THIRD FLOOR



Boys' All Wool Mackinaws \$8.95

Gift of gifts for every boy. It's 100% wool... rugged, trim mackinaw he'll wear in this cold weather. Four pockets plus large book pocket. Blue, maroon, brown. 8 to 18. Street Floor

Men's Cowhide Hickok Belts \$2

Personalized gift... sturdy cowhide belt with Hickok plated buckle and his initials. Black or Brown. Sizes 30 to 44. Street Floor.





# Sears CHRISTMAS SHOPPING PARTY

**3 GREAT DAYS**

## MONROE STORE OPEN RIDGE ROAD STORE OPEN

No need to spend cash when you can purchase Coupon books in several denominations for everything you need. Complete details Credit Office Second Floor Both Stores.

**MONROE STORE OPEN**  
**MONDAY T 9:30**  
**FRIDAY I 9:30**  
**SATURDAY L P. M.**

**RIDGE ROAD STORE OPEN**  
**MONDAY T 9:30**  
**FRIDAY I 9:30**  
**SATURDAY L P. M.**

**METAL SMOKER**  
**50<sup>c</sup>**

Second Floor Monroe

Modern design with heavy base. Finished in chrome and black. Complete selections of many other types available. Reg. 79c.

**GIFT MIRRORS**  
**1.00**

Second Floor Monroe

Mirrors for every room in your home, for over the mantel, dining room, hallways, all beautifully made in assorted styles.

**SMOOTH PLANE**  
**1.59**

Both Stores

For the home craftsman. Sturdy all purpose plane with tempered steel cutter, adjustable blade, hardwood handle.

**4 FT. PINE SKIS**  
**1.25**

Both Stores

Kiddies sturdy pine skis, made from select growth. Other skis for adults up to 7 foot lengths in hickory with metal edges. Priced up to \$24.39.

**GIFT SELECTION**  
**1.00**

Your Choice

Eight piece bowling tumbler set. Eight piece Grand Slam tumbler set. Nite set and assorted vases. You'll find them in the Gift Shop, Monroe Store.

**MEN'S SLIPPERS**  
**1.09**

Both Stores

Comfortable leather slipper with rubber heel. Just the thing for lounging around the house. Complete range of sizes 6 to 12.

**LEATHER WALLETS**  
**1.00**

Both Stores

There's no finer gift than one of these smooth leather wallets, with convenient compartments. Smart calfskin, steerhide and pigskin.

**CHRISTMAS CARDS**  
**29<sup>c</sup>**

Main Floor Monroe

Box of 29. Each and every one individually designed for the Holiday season. All same size. Complete with envelopes. Limited quantity.



**Plaid Blanket**  
**1.79**

Both Stores

Soft warm and wooly blanket in gay plaid with rayon satin binding. Grand gift for the family!



**Dresser Set**  
**1.39**

Both Stores

Stunning three-piece set to add decorative charm to her dressing table! Others priced to \$19.95.



**\$1.00 Value Neckwear**  
**66<sup>c</sup>**

Both Stores

Lacey, dainty neckwear to brighten all her winter costumes. All wanted styles.



**Boxed 'Kerchiefs**  
**39<sup>c</sup>**

Both Stores

The perfect gift for every woman on your list. Beautiful hankies, prettily boxed, ready for Xmas giving.

**RAYON HOSE**  
**1.00**

Main Floor Monroe

They make Royal Gifts these Royal Purple full fashioned rayon hose. Shades for every occasion wear. Complete ranges of sizes 8½ to 10½.

**GIRLS' SWEATERS**  
**1.98**

Main Floor Monroe

Dainty button front styles sweaters in assorted pastel colors, embroidered details, ribbed knit waist styles. Complete range of sizes for girls, 7 to 16.

**DRESSER SETS**  
**1.39** And Up

Main Floor Monroe

Gems for the girl of your dreams. Every one as pretty as a picture. Dresser sets with chests include all the necessary toilet articles. Others up to \$19.98.

**OUTING FLANNEL**  
**17<sup>c</sup>** Yard

Main Floor Monroe

A savings of 12c on every yard. We know at this price it won't last long, so we suggest you get here early. Please, no Mail, Phone or C.O.D. orders.



**Lace Tablecloth**  
**1.98**

Both Stores

Exquisite lace cloth to lend charm and dignity to any table. Perfect gift for the lady of the house!



**Pretty Aprons**  
**69<sup>c</sup>**

Both Stores

Gay, colorful aprons for the busy housewife. Many lovely styles and patterns to keep her pretty while she works.



**Gift Towels**  
**59<sup>c</sup>** Set

Both Stores

Wonderful gift set for the young marrieds, for the whole household. Soft towels in lovely designs.



**Rag Rugs**  
**78<sup>c</sup>**

Both Stores

Colorful cotton rag rugs for the guest room, the bath room . . . to lend color to any room in the house.

**Sears Roebuck and Co.** MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.



day, December 1942

3  
GREAT  
DAYS  
★

E SKIS  
5

made from select  
ulds up to 7 foot  
al edges. Priced up

S CARDS  
9c

one individually de-  
son. All same size.  
Limited quantity.

Boxed  
Kerchiefs  
39c

the perfect gift for every  
oman on your list. Beauti-  
l hankies, prettily boxed,  
ady for Xmas giving.

LANNEL  
7c  
Yard

yard. We know at  
g, so we suggest you  
ail, Phone or C.O.D.

Rag  
Rugs  
78c

Colorful cotton rag rugs for  
he guest room, the bath  
room . . . to lend color to  
ny room in the house.

N. Y.

# ROCHESTER SHOPPING NEWS

Delivered Free To 75,200 Homes In  
Rochester, Brighton, Greece and Irondequoit.  
Mail subscription: in advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

## The Rochester Sun

Shopping News Is Now Available  
On All Downtown Newsstands.

SIXTH YEAR—No. 11

ROCHESTER SUN, THURSDAY, DECEMBER 10, 1942

10

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly



## Be Particular In Choosing Gifts This Christmas

This Christmas more than ever, we all want to give and receive gifts that are lovely as they are useful and long lasting. We want to give gifts that will spread Christmas cheer throughout the year, gifts that will fit in with the busy lives we all are leading. Gone are the days of gim-cracks and gee-gaws. Gifts, this year, must be chosen with care. It's a good idea, whenever you are buying a gift for anyone to ask yourself, Is this useful? Will it wear, will it reflect my good taste? Then ask yourself, Is this really worth every penny of its price? Many of us, with extra cash to spend, may be inclined to buy anything at any price.

But the thrifty shopper, the shopper who is able to make gift dollars work overtime, is the one who shops around just a bit. Go to a reputable store, choose your gift purchases with care. Then help Uncle Sam by mailing your gifts now. Relieve some of the last-minute congestion in the post office.

**READ THE PAGES OF THIS PAPER FOR MANY  
BRILLIANT GIFT SUGGESTIONS FOR YOUR ENTIRE LIST**



## ... Thrill Him with Gifts from McFarlin's! (You Can Do It on Your Budget!)

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!

### Warm, All-Wool Gift Robes

\$10.95 to \$32.50

The finest gift of all! A warm, smartly tailored all wool robe . . . in new two-tones, stripes, plain colors. Full cut the way a man likes his robe!



\$1 to \$5

TIES in colors, patterns, and fabrics that "rate" with men!



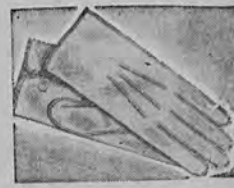
\$2.25 to \$5

SHIRTS by Arrow and other fine makers. Qualities men prefer!



\$5 to \$15

FITTED TOILET CASES in a variety of styles, leathers.



\$2.95 to \$7.50

GLOVES in select pigskin, goatskin, deerskin, moche, and cape.



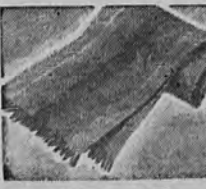
45c to \$2.50

SOX in fine-wearing wool, lisle, rayon, and new mixtures.



\$2.25 to \$5

PAJAMAS in stripes, solid colors, figures. The wanted materials.



\$1 to \$5

MUFFLERS in all-wool, rayon, broadcloth, crepe. Plains and fancies.



\$5.50 to \$18.50

JACKETS for your outdoor man! Poplins, gabs, leathers, all types!

Open Saturday Nite 'til 9

## McFARLIN'S

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





# Fur Gift Investment

DARLING SHOP  
FUR DEPARTMENT  
SECOND FLOOR

OPEN  
FRIDAY NIGHT  
TIL 9 P. M.



## FURS FOREMOST ON HER 'COVETED' LIST

Lovely For Seasons To Come

Happy combination of luxury and practicality in this carefully selected budget group! Coats as hardy as they are lovely... destined to be a constant source of pleasure to the lucky ladies who find them under their Christmas Tree!

ABOVE: Sable blended Coney, deeply furled with reversible cuffs. Priced only 48.00.

LEFT: Caracul Swagger Coat whose supple skins look far more costly than 98.00.

RIGHT: Sable Blended Northern Muskrat is so wonderfully durable and smart. 148.00.

**Darling Shop**  
190 MAIN ST. EAST

## No. 44 School PTA To Have Christmas Program Tuesday

A special Christmas program will be held at the December 15 meeting of the PTA at No. 44 School when Mrs. Catherine Vaughn of the Arnett Branch of the Public Library will display and review several children's books. A short program of Christmas songs will be given by children of the school under the direction of Miss Gertrude M. Hall. Mrs. Emory Champy, director of the Genesee Valley District PTA will speak on the subject "Why Bother With PTA During Wartime?"

Mrs. Merl W. Nulton, president of the group will preside at the business session, after which tea will be served, with mothers of fifth graders as hostesses.

## Church Official To Speak At No. 16 PTA Meeting

The PTA of No. 16 School, Post Ave. will meet next Tuesday at 2:15 in the school auditorium. Mrs. Irving L. Walker, Executive Secretary of the Council of Church Women, will be the guest speaker and her subject will be, "Are We Preparing Now for a Just Peace?" Tea will be served following the meeting under the direction of Mrs. Albert Burger with the mothers of second grade pupils as hostesses.

## Lodge Group To Meet For Tureen Supper

The Past Noble Grands Club of the Guiding Star Rebekah Lodge will meet at the home of Past District Deputy Margaret Steele, 240 Meigs St. next Thursday. A tureen supper will be served at 7 p. m. followed by a Christmas party.

## Joseph P. Flynn To Be Honored At K. of C. Fete

A Christmas Tribute to retiring Grand Knight Joseph P. Flynn will be paid by members of Rochester Council, Knights of Columbus at a testimonial meeting, next Thursday at 8:15 p. m. in Columbus Civic Center ballroom.

Chairman of the testimonial, Leo F. Rombaut, council treasurer, and past grand knight, has arranged for Daniel F. Fitzgerald another past grand knight and Neil P. Collins, chairman of the House Committee, to be masters of ceremony.

Grand Knight Thomas H. O'Connor who succeeds Flynn will present the guest of honor.

Retiring as grand knight and now a trustee of the K. of C. Council, Flynn served three terms as head of the local unit and before that three terms as deputy grand knight. He joined the Knights of Columbus at Notre Dame University where he was graduated in 1916.

Architect of the new St. Mary's Hospital, the former grand knight is also a graduate of St. Mary's Boy Home and Cathedral High School. He served in the first world war as a Sergeant first class and went overseas with an aerial photographic unit.

He is one of the originators of the annual Shrine-K. of C. charity baseball game.

## Ladies Benefit Society Plans Christmas Party

Annual Christmas party of the American Ladies Benefit Society has been set for Monday, December 28 at 7:30 p. m. in the home of Mrs. Laura Van Scooter, 136 Bartlett St. A tureen supper will be served after which gifts will be exchanged.



## HERE YOU ARE, SANTA The Perfect Gift for HER

Unusual—Personal  
Patriotic—Practical

## Singer's New, Exclusive MIRACLE FORM



## Plus SPECIAL WAR BUDGET HOME SEWING COURSE

### ★ The Sensational "Miracle Form"

Greatest home sewing contribution since the sewing machine's advent! Moulded to your figure in plastic, it's YOU to the last curve. Cut dressmaking time in half by eliminating try-ons. Alter and re-style ready made clothes easily. Save the high cost of war clothing. Separately priced \$19.75.

BOTH

### ★ Complete Sewing Course

11 practical lessons in our modern sewing school. Expert individual instruction in limited groups. Convenient Morning, Afternoon or Evening classes. Lessons separately \$1.50 each.

SPECIAL!

## NEW SINGER MACHINES

A few New Singer Electric Sewing Machines in beautiful cabinets still available... built to highest standards before material shortages. This stock is irreplaceable until after victory! The New Singer Electric is an enduring gift that will give years of service, convenience and savings. Select NOW before it's too late.

## SINGER SEWING MACHINE

47 EAST AVE.

"The Showplace of Western New York"

OPEN MONDAY & SATURDAY 'TIL 9 P. M.

## Lexington School PTA To Hear South Congregational Pastor

The PTA of Lexington School No. 34 will meet tonight at 8 o'clock to hear Dr. Arthur Evans, pastor of South Congregational Church speak on the topic, "What is Real Patriotism?"

The John Marshall High School Choir, under the direction of Harold Singleton, will be heard in several numbers. Refreshments will be served by faculty members with Mrs. Leo Bane and Mrs. Sam Cardillo in charge.

## No. 19 School PTA To Have Christmas Fete Tuesday

No. 19 School PTA and friends will be entertained next Tuesday with a Christmas play by the school children starting at 8 p. m. Carols will be led by Miss Carolyn Kintz, director of music in the school. The Christmas Bazaar will also be held next Tuesday.

## Rebekah Lodge To Have Christmas Party

The Guiding Star Rebekah Lodge will hold their annual Christmas party next Tuesday at Odd Fellows Temple, 11 Clinton Ave. N. A short business session at 7:30 p. m. will precede the party with Noble Grand Edna Sawdew presiding. Past Noble Grand Edith Snell has charge of the party.

### CHRISTMAS PARTY

Girl Scouts of Troup No. 88 will stage a Christmas party at Westminster church next Tuesday.

### AUXILIARY TO MEET

Members of the Frank E. Robertshaw Post Auxiliary will meet at the home of Mrs. John Karle, 48 Bloomfield Pl., next Wednesday for a tureen supper at 6 p. m. A business and social meeting will follow.

### Special Services At Church

The Spiritualist Church of True Brotherhood will have a Medium's Day celebration next Sunday with Stewart Myers of Batavia will be the guest worker. Services at 3 and 8 p. m. with a message from 7 to 7:45 p. m.

Housewives saving waste fat to sell to their butchers should remember to strain in to get rid of meat particles. It should be kept in a tin can rather than a jar or paper container, and stored in the refrigerator to prevent its getting rancid.

## HARRIS NUSBAUM

## Practical Gifts for Children

GIRLS'

## Dresses

Cute Cottons—Smart Spun Rayon Crepes, Velveteens, and Novelty Corduroys.

Give her a Brand New dress for Christmas. Here at Nusbaum's you'll find all the hit styles, smartly tailored in two and three tone combinations. Sizes 1 to 6X; 7 to 16; and chubby sizes 8 1/2 to 16 1/2.

\$1.95 to \$6.95

## Novelty Wool SKIRTS

Smart styles for Christmas, plain colors etc. Buy her a skirt. Sizes 1 to 6 and 7 to 16.

## SNOW SUITS FOR BOYS & GIRLS

All wool, in the season's snappiest styles. Some with hoods and some with hats. Extra warm for the coldest days. A large selection to choose from, but shop early for first choice. Sizes 3-8; 8-16.

## HARRIS NUSBAUM

221-229 JOSEPH AVENUE

CORNER OF KELLY

OPEN EVENINGS 'TIL 9 P. M.

Mrs. Raymond Lammes, 1351 Dewey Ave.



**Smalls** brings you the  
Perfect Service Men's Gift...

**DUFFEL BAG complete with 18 NEEDS FOR THE BOYS!**



The little things the yuse every day, things that make for comfort away from home. Contents of waterproof twill duffel bag check with Army, Navy and Marine Corps requirements... even to color of shoe polish and buttons is sewing kit. Compact bag (just 8" high) contains:

Inner kit pouch	Talcum powder	Nail file	Shoe polishing cloth
Razor blades	Shampoo	Comb	Metal polishing cloth
Brushless shave cream	Toothbrush	Metal mirror	Shoe brush
Styptic pencil	Tooth powder	Sewing kit	Shoe dauber
	Foot powder	Band-aids	Shoe polish

## MANY OTHER DESIRABLE GIFTS FOR MEN IN SERVICE

### 3 EASY WAYS TO BUY

1. Pay Weekly...
2. Charge it...
3. Pay Cash...

Buy with confidence at...

## Smalls

FREE PARKING REAR OF STORE

28 MAIN STREET EAST

OPEN SATURDAY EVENING TILL 9



December 10, 1942

Rochester Sun, Thursday, December 10, 1942

A Dollar's Worth of War Shamps If Your Name Is Between The Ads

PAGE THREE

## Gifts



## SUITS & GIRLS

\$7<sup>95</sup> to  
\$13<sup>95</sup>

## BAUM AVENUE

9 P. M.

DeWey Ave.

you the

ift...

e with  
BOYS!



comfort away  
ck with Army,  
of shoe polish  
ontains:

polishing cloth  
polishing cloth  
brush  
dauber  
polish

OPEN  
SATURDAY  
EVENING  
TILL 9

11s  
OF STORE  
EET EAST



## Save Money Friday and Saturday

Open  
An  
Edwards  
Charge

## Holiday Sale of Candies

Avoid last-minute crowds... choose NOW while assortments are complete... everything except perishable home-mades (fresh daily) is in our air-conditioned cold room — when they're sold there will be NO replacements... order by Mail or Phone today.



SIZES  
72 x 90

8.98

## Famous Quaker Lace DINNER CLOTHS

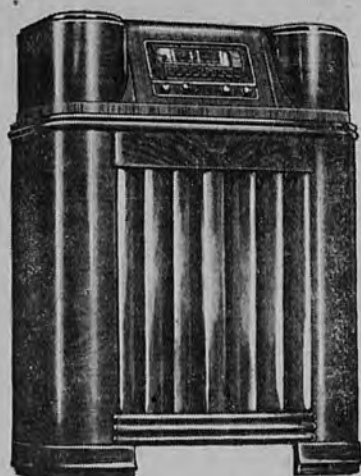
Quaker signifies quality and beauty. These lovely cloths are the finest American Looms can produce... and they're practical, too. They launder so easily. Their exquisite designs are correct for any dinner occasion.

## Novelty Boxed Bridge Sets . . . 1.39

A fringed bridge table cover in gay, colorful print or plain color and four fringed napkins. An ideal Christmas gift or shower gift! New and cheerful ideas for homemakers. The napkins are contrasting plain or colored material.

Scarfs And Doilies To Match

EDWARDS—Second Floor



## PHILCO Console Model 390X

\$115

1/3 Down — Balance in 12 months

- Beautiful walnut cabinet
- Electric Push Button Tuning
- Foreign broadcasts as well as standard
- Built in separate aeriels for short wave standard and frequency modulation.
- Electric dynamic speaker
- Bass and treble tone control

EDWARDS—Sixth Floor



## Copper Kettle Chocolates . . . Lb. 44c

A delicious assortment of chocolates including such favorites as Chocolate Almonds, Butterscotch Chews, Peppermints, Nougatines, Caramels, Orange Creams, Chocolate Jellies, Fudge.



## "Lowney" Famous Chocolates . . . Lb. Box 65c

Marvelous creamy centers covered with rich milk chocolate. Every conceivable center... Almonds, Maple Walnut Creams, Cream Cherries, Caramels, Molasses Chips, Nougats, Butterscotch, Filbert Clusters and many other distinctive flavors.



## "Lowneys" Milk & Dark Chocolates Lb. Box 65c

Grand gift because they include both types of coating. Centers of nougats, fruited raspberry cream, coffee vanilla, honey, blows, tourains, maple walnuts, dates, cream brazil, fruit caramels, cherry cordials, raisin clusters, fig squares, mint creoles, colonials, brazil

EDWARDS—Street Floor



## "Lowneys" American Beauty Package Lb. Box 70c

Delectable assortment of dark chocolate-covered pieces. Coconut taffy, mint creoles, raspberry, butterscotch, lime jelly, plantation, nougats, maple walnuts, gum drops, pineapple, chocolate caramels. Small pieces.

## ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT

Extraordinary Gift Specials For Men and Women! See These Exciting Values! Save!

## PERFECT FOR ALL THE MALES ON YOUR LIST! BLANKET ROBES AND TROUSERS

Christmas Gift Special

3.98 EACH  
GARMENT



The Robes at 3.98  
Warm, fine quality "Whit-tenton" robes with shawl collar, cord trim. Three convenient pockets. Many colors in plaids, figures and herringbone patterns.

Robe Sizes:  
Small  
Medium  
Large

The Trousers at 3.98  
Large assortment for work or semi-dress. Worsted top with cotton French back. Plain colors, stripes, plaids and mixtures. Will stand plenty of wear.

• Blue, Brown,  
Oxford Gray  
Size 30 to 50



Edwards—Basement



## Beautiful Satin STRIPE RAYON UNDIES

Gift Priced

69c

Lovely lace trimmed undies with plain front and elastic back waistline. Band or flare panties and vests. Tearose. Sizes 5 to 8.

Edwards—Basement

Because She Likes Nice Things  
She'll Thrill To This Gift!

## FUR FABRIC COATS

Christmas Buys!

29.95

Aristocrats among lovely fur fabrics... lustrous "Alaskan Kurl"! So rich and gleaming it looks like real fur. Durable rayon satin lining and warm interlining. Sizes 12 to 20 and 38 to 44.

Edwards—Basement





Wear a new chapeau—wear your prettiest face made presentable by a LUCITE CAMEO COM-PACT, wear bag and gloves to match. You'll find all these at MARLENE HAT SHOP, Hotel Seneca.

Women who have always doted on Orientals will go gaga about the selection at ARSEN SOLICKMAN'S. 3x2 to 5x3 priced \$12.50 to \$45. 108 East Ave.

You'll always please if you send FLOWERS for Christmas. Ideal for the shut-in. Or give something lasting to bring cheer through the months to come. I wish someone would send me one of those gorgeous Pointsettias shown at LLOYD Higbee's Flower Shop. They're the very spirit of Christmas, 38 W. Main, Main 6633.

When you know there's to be an important gift for you, it's polite to hint—or better yet, take your husband by the hand, or (neck if necessary) and show him the elegant fur coats at SHAFER FUR CO. Day in and day out, there is nothing that gives more comfort and joy than a becoming fur coat, especially in typical damp Rochester weather. Shafer's selections of black Persians are particularly nice, their Kaffa Caraculs are smart, shorn Beavers are ultra, and the Mink will just about kill you. If your husband's budget can't stretch to a coat, show him those lovely fur scarfs, Kolinsky's, Minks, priced to suit any Christmas pocketbook. Go early, while the selection is still at its best. — SHAFER FUR CO. 51 East Ave.

ODENBACH'S succeeds in being both last-wordish yet pleasantly unpretentious in atmosphere. Cuisine and services are elegant enough for the most exacting taste, but there's an easygoing informality about the place. HUGHIE BARRETT and his band furnish sprightly music, with agreeable fanfare. It is nice to hear Hughie again. He is a congenial soul, he still takes time to stop and greet old friends, Elaine Moore is the "gal with the band." Lovely to look at and pleasant to hear. Drop in for dinner at ODENBACH'S. It's still the best bet in town. Main at Clinton.

MAKE THIS a dress-up Christmas. See ROSE MARTIN'S special values \$8.95 dresses reduced to \$7.50 for Friday and Saturday only. 1390 Culver Rd. Webster Bus. Open Eve.

There are no question marks on your list after a trip to SMITH CERAMIC STUDIOS. Even the most difficult will melt when a gift from this shop floats into view. Everything new to hit the light of Christmas is assembled under one roof. Drop in and see for yourself. Open Eve until Dec. 23rd till 9 P. M. 903 MONROE AVE.

Large groups of persons are denied the sun's rays the year around because of their occupations, especially indoor and night workers. This means they lack Vitamin D. Let the dependable helper, HOMOGINIZED VITAMIN D MILK, help them. ORDER your BRIGHTON PLACE Homoginized Vitamin D today. Glen 144. 45 Fulton Ave.

The eternal cry—What to do with Kenny while I do my Christmas shopping. Call Culver 51. BLANCHE REYNOLDS, the lady in charge, will send a PROXY to care for your children. "PARENTS BY PROXY" are a group of people who understand the growing pains of the very young.

KATZOWITZ will make you a custom-made coat any way you dream-it-up. Every garment personally supervised by Mr. Katzowitz. Superbly tailored to fit your particular needs. Their label is synonymous with good taste. Ask about their mink scarfs to top that plain coat. Full furred pelts at gentle prices. H. KATZOWITZ, 707 No. Clinton.

With meat rationing on it's way, the wise home-maker finds that NUT MEATS served in foods will furnish the needed Vitamin B supplied by meat. At the ATLANTIC SUPPLY HOUSE the variety of nuts is ample even for the most intricate of recipes. Nut Croquettes for instance will substitute for meat anytime. In the Victory Food Specials for the month of November NUTS were listed as a suggestion. At the ATLANTIC SUPPLY HOUSE you'll find fresh, quality nut meats of every kind, 79 St. Paul Street.

# Kay's COMMENTS

A gift from PROJAN-SKY'S will have a double dazzle. Look at their lovely lingerie, fur scarfs, fur coats, smart chapeaus a gift labeled "Projansky" will quicken any feminine heart. It's a shop steeped in tradition, based on years of serving thousands of Rochester women PROJAN-SKY'S want to say MERRY CHRISTMAS. 39 East Ave.

If, all year long, you've been harboring a yen to gay up your house and for one reason or another haven't had the time or nerve to start, there's no time like Christmas to make the break. Start with your floors. Cover them wall to wall with BROADLOOM. There is nothing that will do more for your home. In these days of curtailed heating, you'll find a warmer house plus a quieter one. Trust H. B. Graves to have the best buy in town in Broadloom. All-wool-face in 9 and 12 ft. widths for only \$3.95 sq. yd. The colors are magnificent at this price. Burgundy tone on tone, Royal blue, Eighteenth Century patterns. The TWIST BROADLOOM at \$5.95 is the best value I have seen. Cedar, blue, burgundy and a gorgeous green in 9 and 12 ft. widths. H. B. GRAVES for generations have led the field in rug values, and it looks like they still hold first place, judging by these values. — 78 STATE ST.

An evening dress caught my eye the other day. A flight of gold birds applied on swirling black net.

Shoes with a future. Vitality's. Comfortable (requires equipment these days), practical, but, without one ounce of smartness lacking. They are like the shoes of the hour, GENESSE through, and they will leave you BOOTERY. Genesee at Bronson.

What do I want for Christmas? Not a great deal. — Only that a war-weary world could wake on Christmas morning to find it was only a nightmare, all the sorrow, grief, destruction, only a dreadful dream. That once again the lights would go on all over the world, (as the song goes) to guide the Christ Child on His way, so He will no longer have to grope along darkened streets and roads. That the eighteen to thirty-eight years olds could be home with Mom to sew their buttons on. That the eagles which fill the skies nowadays would be doves, the ships could sail not furively, but proudly, that the spirit of Christmas could dominate the world to heal the sorrow, banish hatred, bring joy and peace. Is that asking too much for Christmas? I suppose so—for this Christmas at least, but I'll bet you not too much for next Christmas. Here's hoping—so hang on! Anyway—MERRY CHRISTMAS.

Devotedly,  
KAY



You'll be tingling with Xmas spirit, if you're sporting a new chapeau. There is nothing, to my way of thinking, that lifts a woman's spirits like a new hat. You're ready for anything from a fur-lined date, to a shopping spree. JOELS hats are the kind that supply glamour. The widest selection of fur trimmed hats I have seen. Muffs to match with some. Velours, tiny feather ones, in fact hats for all occasions. JOELS 215 E. Main.

For the minx who has everything—but who never gets enough of BEAUTY. Give a card from VIRGINIA'S REDUCING & BEAUTY SALON. Five treatments for \$5. Every treatment cheek full of relaxation and beauty. What more could a gal ask? 402 Present Bldg. Stone 346.

Snow couldn't be whiter, more glistening than the new SETS AT LUCITE DRESSER. Splendidly effective. Three pieces \$5.50 up. Pastel Lucite \$6.95 up. Matching Powder boxes, trays, picture frames. Oh, yes, mirrors are mirrored on both sides. 20 So. Clinton.

Christmas furloughs—Dress to the ears—the boy wants something to remember you by. And his memory of you will be tops if you're wearing a C. B. THOMAS one-of-a-kind frock. Sensible prices too. 723 HOTEL SENECA.

Rows of tiny tassels seen on a skullcap or the crown cut from a hat makes a gay topknot.

More Beauty—More Work—Granted you haven't time to fuss—so keep a standing appointment at LEON SALON. Every coiffure design individual. 303 BURKE BLDG. Main 8541. — Oil Shampoo and Wave 1.25.

Superfluous Hair—man who reads this column that to suffer the embarrassment of superfluous hair is downright silly. CHARLOTTE WHITE removes this scourge. No electric needles—no scars—no pain. 222 CUTLER BLDG. Stone 503.

Christmas Gifts will never be commonplace if they bear the wrapping of GEORGE BAILEY'S. If one of your recipients is a collector of the unusual this shop is for you. Even brand new things have heirloom proportions. Bailey's collection of silverware is gorgeous. 234 W. Main.

EDWARDS, with their usual thoughtfulness have set aside Saturday Night, December 12th as MEN'S NITE. To men in the armed forces, as well as civilians a cordial invitation is extended to do your Christmas shopping. On the 3rd Floor is their GIFT SHOP. Your problem of giving will be solved in no time. "Holly Girls" who are the hostesses on this particular nite will gladly shop with you or for you. There is everything on the 3rd floor gift shop to please the exacting of the female species. All gifts are arranged in lanes and on tables to simplify buying. Whether your expenditure is small or large you'll receive the same courteous service from the "Holly Girls." Your order will be filled and promptly mailed to the proper address. So stop worrying about that Christmas list, bring it to EDWARDS, Saturday Nite, December 12th.

Black gloves that smudge are a thing of the past. Velvety Doekskin (finished lambskin) come in black and wanted colors.

Satisfying Lunch Boxes should supply 1/3 of the day's food need. Exciting accompaniments along with soup such as peanuts, crackers spread with cheese, a piece of candy, turnovers, tarts. All this is a suggestion of HOME SERVICE. ROCHESTER GAS & ELEC.

On your mark—get set—go! see **SALE** RIPTON DRESSES. A special PRE-HOLIDAY SALE is in progress. \$5.95 formerly \$8.95. Sizes 9 to 42. Color, lots of it. Snooty blacks. Festive ones for the holiday season. — 739 MONROE AVE. 10 A.M. to 9 P.M. years of serving thousands of

Did the moths have a banquet at your house this fall? Well, don't worry, bring your precious things to EMPIRE TEXTILE WEAVERS and they will return them to you like new. 409 BURKE BLDG.

Scores of Rochester women include an appointment with PETTIS as a "MUST" these busy days. You'll be as relaxed as a kitten after an hour spent with Pettis. Her Battle Creek Reducing Lounge gives permanent results. 323 Burke Bld. Stone 6210.

The personal touch can give any Christmas CARD, no matter how wee, a special, apart-from-the-rest meaning. If you make it yourself. At H. H. SULLIVAN'S you'll find all the things you need to spur you on. Sets of tools, \$1.25 up. Gay colored paper. Or if you want something more intricate, buy the tools by the piece. In any event—the result is a highly personalized Christmas Hello to your loved ones. 87 South Ave.

There's a simple way to "SEND A GIFT" this year. At the NORTH EAST LIQUOR STORE you may select the brands your friends will like, sign your Christmas Greeting on a card furnished to you, and your package will be delivered for Christmas. Isn't that simple? At this well stocked store, you'll find anything and everything you want. Their selections of wines is particularly fine. Whisky, scotch, bourbon, to please the fussiest of connoisseurs. Remember your gift will be delivered gaily wrapped, with your personal greetings inside to add to the season's festivities. NORTH EAST LIQUOR STORE, 1192 North Clinton, Main 47.

Pearls are perfect with today's clothes—a necklace with earrings to match will suit almost anyone on your list.

## GRANT'S COAT CLEARANCE! FUR-TRIMMED COATS



All wool needlepoint, fleeces. Wool, rayon and cotton tweeds, plaids. Furred with London dyed squirrels, full swin silver fox, persian, tipped skunks, Norwegian dyed blue fox, blue fox. All warmly interlined. Some sports coats included. Sizes 12 to 20, 38 to 44.

# \$28<sup>88</sup>

**You Save 25% to 50% ON EVERY LUXURY FURRED COAT IN THIS SALE!**

Great Savings on Other Coats	
Reg. 29.98	Now 22.88
Reg. 16.98	Now 12.88
Reg. 14.98	Now 10.88
Reg. 10.98	Now 8.88

**w.t. Grant co.**

**298 E. MAIN STREET CORNER EAST AVE.**

## BANK TO OPEN MONDAY EVENINGS

For Convenience of War Workers

For the convenience of the thousands engaged in Rochester's war industries, the Lincoln-Alliance will open its ten Rochester bank offices Monday Evenings. The new banking hours for Monday will be from 10:00 A. M. to 3:00 P. M. and from 7:00 P. M. to 9:00 P. M.

In making this change we aim to keep in step with the times and accommodate our banking facilities to the changing needs of the community. If you are unable to do your banking during the day, come in Monday evenings. The usual deposit and checking facilities will be available. You may open a Pay-By-Check Account, rent a Safe Deposit Box or pay your gas and electric and telephone bills. Applications may also be made for Personal Loans.



Added Wartime Banking Hours

Mondays

7:00 P.M. to 9:00 P.M.

## 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 Avenue	TWELVE CORNERS OFFICE 1853 Monroe Ave. DEWEY-STONE OFFICE 2865 Dewey Ave. IRONDEQUOTT OFFICE 621 Titus Ave.
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Member Federal Reserve System

Member Federal Deposit Insurance Corporation



On your mark — get set — go! see RIPTON DRESSES. PRE-HOLIDAY SALE gress. \$5.95 formerly \$9 to \$12. Color, lots of black. Festive ones holiday season. — 739 AVE. 10 A.M. to 9 P.M. serving thousands of

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The personal touch can give any Christmas CARD, no matter how wee, a special, apart-from-the-rest meaning. If you make it your- SULLIVAN'S you'll things you need to . Sets of tools, \$1.25 red paper. Or if you ling more intricate, is by the piece. In the result is a onalized Christmas ur loved ones. 67

here's a simple way SEND A GIFT" this r. At the NORTH ST LIQUOR STORE may select the nds your friends will or Christmas Greet- d furnished to you, age will be deliver- nas. Isn't that sim- well stocked store, ything and every- nt. Their selections particularly fine. ch, bourbon, to ussiest of connois- mber your gift will ally wrapped, with greetings inside to season's festivities. LIQUOR STORE, nton, Main 47.

perfect with today's lace with earrings suit almost anyone

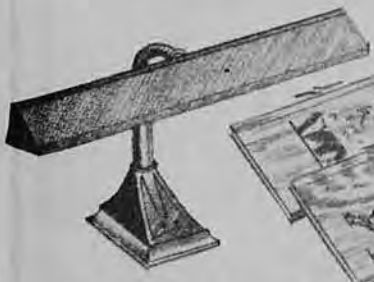


**Sibley, Lindsay & Curr Co.**

THIS, OF ALL  
CHRISTMASES, HE WANTS

**GIFTS TO MAKE THE MOST  
OF HIS LEISURE HOURS**

He's probably working harder and longer.  
The time he spends at home is more precious than ever.  
So he'll welcome most warmly, gifts that will  
give him comfort, relaxation, recreation off duty.  
Here's a page-full from a whole store full of  
just such gifts for a man and his home.



**LIGHT UP** his Christmas with a fine, fluorescent lamp for his desk. Modern in design, bronze-finished, with an adjustable gooseneck. Complete with tube ..... **7.95**  
LAMPS, FOURTH FLOOR



**ADD TO HIS PRESTIGE** as a host, with a book of expert recipes for mixed drinks. "Just Cocktails" or "Here's How", with amusing wood covers, ea. **1.00**  
GIFT SHOP, FRONT CROSS AISLE AT C, MAIN FLOOR



**WHEN THE GANG GATHERS** for cards, you'll be blessed for the wood poker chip rack, stocked with chips. Convenient handle. Cover and all for ..... **4.19**  
GAMES, FOURTH FLOOR

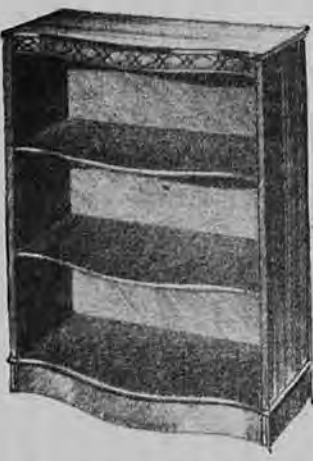


**HERE'S TO HIM!** A set of highball glasses in the simple, modern style he likes. Heavy-based, nicely shaped, each of the 8 glasses a different, glowing jewel color. ... **8 for 2.50**  
CHINA and GLASS, FOURTH FLOOR



**GIFT SUPREME.** If he's musically talented! This Conover console is a real musician's choice. One of the world's truly great instruments. Mahogany or walnut ..... **485.00**  
MUSIC DEPARTMENT, FOURTH

**RECORD GIFT** for a record collector. The magnificent Shostakovich Symphony No. 5, with Artur Rodzinski conducting the Cleveland Orchestra. To a man's taste ..... **5.78**  
RECORDS, FOURTH FLOOR



**IF HE'S A BOOKWORM,** give him a bookcase to hold all his pet volumes. This mahogany-finished one has 3 adjustable shelves with plenty of room for books of all sizes ..... **17.95**  
FURNITURE, FIFTH FLOOR



**IF HE SMOKES,** he'll certainly appreciate this good looking cabinet smoker, with its metal humidor interior, ash tray and cigarette holder. Mahogany finished ..... **11.95**  
FURNITURE, FIFTH FLOOR



**HE'LL BE PROUD,** when he entertains, to bring forth this impressively heavy decanter of cut crystal from Sweden. One of several styles at ..... **5.95**  
CHINA and GLASS, FOURTH FLOOR



**FOR A HANDYMAN,** a deluxe electric hand power tool kit with 10,000 uses. With 35 accessories for working on wood, glass, plastics, metal ..... **16.95**  
HOUSEWARES, FOURTH FLOOR

**REGULAR HOLIDAY STORE HOURS: 9:45 A. M. TO 6 P. M.**





# LOOK UP

**L**ook up, O world, for only in the upward look can you find security. Look not down at the abyss that yawns beneath your feet, where war, and pestilence, hate and greed have their den. Say with the Psalmist, "I will lift up mine eyes unto the hills, from whence cometh my help. My help cometh from the Lord, who made heaven and earth". Even so, lift up your eyes in hope, O humanity, and upon the summit of the Hill of Zion behold the Church of God, the Ageless One, that through the long centuries of darkness and despair, wars and rumors of wars, has lifted up the torch of faith and freedom, she, and her Master, are the world's best assurance of peace.

By the Reverend Arthur W. Evans, D.D.  
South Congregational Church

## FOREFATHER'S DAY SERVICE SOUTH CONGREGATIONAL CHURCH SUNDAY, DECEMBER 13th - 4 P. M.

The Reverend Hugh Chamberlin Burr, D. D. will deliver the address on the subject, "They Sought, But They Brought".  
Traditional Congregational Service honoring the Pilgrim Fathers, founders of Congregationalism in America, in 1620. Patriotic Societies of Rochester, and the public cordially invited.

## CONGREGATIONAL CHRISTIAN CHURCHES OF ROCHESTER AND VICINITY

Winton: Winton Road at Farmington — The Reverend E. Belden Hart.  
South: Alexander Street at Pearl — The Reverend Arthur W. Evans  
United: 40 Titus Avenue, Irondequoit — The Reverend Charles S. Bergner.  
Durand: Culver Road, Point Pleasant — The Reverend Gerald Boyce.  
East Bloomfield: The Reverend Walter Schaeffer.  
West Bloomfield: The Reverend Herbert Lotee.  
Fairport: The Reverend Richard O. Ficken.  
Churchville: The Reverend Heber O'Hara.  
Spencerport: The Reverend Donald Keech.  
Henrietta: Student Minister.  
Lakeville: The Reverend Albert M. McCartney.  
Rushville: The Reverend Richard W. Beishline.  
Reed's Corners: The Reverend Robert Bell.  
Livonia: The Reverend George S. Keast.

## RESPECTFULLY SPONSORED BY:

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*This message naturally carries the wholehearted endorsement of hundreds of other Rochester merchants, but because of space limitations our sponsors group is limited in number.*

## THIS PAGE IS PART OF A SERIES INCLUDING:

Episcopal, Presbyterian, Catholic, Methodist, Baptist, Christ Scientist, Congregational, United Lutheran, Evangelical and Reformed Churches; Jewish Synagogues, Mission groups and all allied religious organizations.





# Sears Christmas Guide



**Both Stores Will Be Open The Following Nights 'Til 9:30 P. M.**

**Friday, Dec. 11th**  
**Saturday, Dec. 12th**  
**Monday, Dec. 14th**  
**Tuesday, Dec. 15th**  
**Wednesday, Dec. 16th**

**Thursday, Dec. 17th**  
**Friday, Dec. 18th**  
**Saturday, Dec. 19th**  
**Monday, Dec. 21st**  
**Tuesday, Dec. 22nd**  
**Wednesday, Dec. 23rd**

## BUY ON OUR BUDGET PLAN

Anything and everything in either store in amounts of \$10 or over. Complete details Credit Office, Second Floor Both Stores.

## BUY COUPON BOOKS USE SAME AS CASH

Complete details at Credit Office, Second Floor, Both Stores.

### DRESSER SETS

**2.98**

Monroe Store

Pretty-as-a-picture set to add feminine charm to her dressing table. 8-piece set with composition handles. Others priced up to 19.98.

### BED TRAY & LIGHT

**2.98**

Main Floor Monroe

Perfect for the invalid or the reader-in-bed! A light-weight wooden tray, with a bed lamp attached for your convenience. Attractive gift!

### HICKOK GIFTS

**50¢ and up**

Both Stores

Everything the man in your life desires! Famous Hickok jewelry in a big, varied selection, including tie pins, tie clips, belt buckles, key chains etc., gold or silver plated.

### BOYS' SHIRTS

**79¢**

Both Stores

Stunning dress shirts to win his young heart on Xmas! A complete collection of broadcloths in whites, fancies, checks, stripes. 11 to 14½.

### Robes and Housecoats

**3.98**

Second Floor Monroe

Rich, luxurious robes to greet her warmly Xmas morning! Soft warm candlewicks with sweeping skirts, tiny waists in lovely boudoir shades. To make her feel adored! Sizes 12 to 20; 38 to 44.

### JR. DEFROST FAN

**1.99**

Both Stores

Convenient little electric fan to attach inside your car. Blow away that steamy fog on cold winter mornings with this 3 rubber blade Jr. Defrost fan at this low price.

### Decorative MIRRORS

**2.29**

Second Floor Monroe

Round Venetian mirrors, plain or with decorative borders, oblong to put over your mantle-piece! In fact, a complete selection for every type of room, to please every taste.

### GIFT LINENS

**1.00**

Both Stores

A group of lovely selected linens including pillow cases, embroidered towels, rayon fingertip towels, lace buffet scarfs, vanity sets, printed table cloths, table runners and dresser scarfs.

### PEN & PENCIL SET

**1.00**

Both a handsome pen and a stunning pencil for less than you'd ordinarily pay for one! The perfect for your son or daughter, the war worker or career girl in your family.

### FICTION BOOKS

**50¢ and up**

Monroe Store

A grand gift for wartime, when reading is a more favored pastime than ever! Choose a book for a good companion on winter nights. Choose from this wide assortment.

### NOVELTY JEWELRY

**1.00**

Main Floor Monroe

Sparkling pins, earrings, bracelets, and necklaces to please a lovely lady this Xmas. A bright and beautiful selection of all colors, and designs. Perfect accents for all her costumes!

### 5-LB. FRUIT CAKE

**1.21**

Main Floor Monroe

Rich delicious holiday cake, just chock full of juicy good fruit and nuts. The perfect solution if you haven't time to make it yourself. The cake that's a tradition at Xmas time!

### CAKE COVER & TRAY

**1.29**

Both Stores

Attractive gift suggestion for the homemaker! Large pretty cake tray with cover to keep her cakes fresh and delicious. Practical and useful as well as pretty to look at.

### GLASS & CHINA GIFTS

**1.00**

Basement Monroe

Pretty, practical selection of lovely gifts, including 8-pc. apple sets, 7-pc. punch bowls, 4-pc. crystal salad sets, 16-pc. apple orchard sets, 2-pc. nite sets, love lites, assorted vases.

### GIRLS' RAYON UNDIES

**3 for \$1.00**

Main Floor Monroe

Just like Mother's! Pretty little rayon undies to delight the hearts of all the little girls on your list. In sizes 2 to 14 years. Low priced for holiday giving!

### FOOTED SLEEPERS

**79¢**

Main Floor Monroe

Warm and cuddly for cold winter nights. Soft snugly sleepers with feet in them to keep small toes toasty-warm. White and blue, in sizes for boys and girls from 1 to 7 years.

### BOXED HANKIES

**3 for \$1.00**

A brand new gift selection of lovely dainty handkerchiefs to please your wife, your sweetheart, that "woman who has everything"! Prettily boxed ready to give at Xmas.

### FUZZY WUZZY

**1.95**

Main Floor Monroe

Soft as a kitten's ear, warm and cozy as a fur rug. Her favorite bed and lounging slipper, the beloved "Fuzzy Wuzzy" in the wanted style with heel. A gift to give her lasting pleasure.

### RAYON HOSE

**79¢ and up**

Famous "Royal Purple" brand hose, full fashioned and long wearing. Smart new rayons in leg-flattering shades for winter. In sizes for every woman on your gift list!

### MEN'S SLIPPERS

**3.95**

Main Floor Monroe

Evans opera style slippers of soft supple leather, with leather soles and rubber heels. Smart and comfortable for all his lounging hours this winter!

**Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.**



### Old Fashioned Fudge

3 cups sugar  
1 tablespoon butter  
3 tablespoons water  
1 1/2 cups thin cream  
1 tablespoon cornstarch (level)  
2 squares chocolate  
Pinch of salt

Boil sugar, cream and butter until it will barely form a ball in cold water. Mix cornstarch and water, add, and then add melted chocolate. Boil until a soft ball will form in water or temperature of 230 degrees. Let cool until almost all the heat is out, then beat for a long time. It is always better if allowed to stand a day or even two before cutting.

### Luscious Sauces Give Magic Touch to 'Plain Jane' Puddings

The tang of cooler weather is in the air, and appetites are sharp and keen. Substantial desserts are in order, and perhaps the most satisfactory are the simple but hearty puddings—cottage and fruit and spice puddings, baked and served hot. The plainest of these is transformed by a good sauce into a highly tempting dish. You can make luscious sauces in five minutes if you use these recipes made with sweetened condensed milk. They are magically failure proof as well as easy to make, and they are real taste teasers.

#### Chocolate Marshmallow Sauce

2 squares unsweetened chocolate  
1 1/3 cups (15-oz. can) sweetened condensed milk  
8 marshmallows, quartered  
1/3 to 1/2 cup hot water  
Melt chocolate in top of double boiler. Add sweetened condensed milk and stir over boiling water 5 minutes until mixture thickens. Add marshmallows which have been quartered. Stir until they begin to blend but are not fully dissolved. Add salt and hot water, amount depending on the consistency desired. Makes 2 or 2 1/2 cups.

#### Lemon Cream Sauce

2/3 cup (7 1/2-oz. can) sweetened condensed milk  
1/4 cup lemon juice  
1 teaspoon grated lemon rind  
Blend thoroughly sweetened condensed milk, lemon juice and grated lemon rind. Stir until mixture thickens. Makes about 1 cup. NOTE: May be thinned with water to any desired consistency.

#### STAIN REMOVER

To remove cooking stains from your aluminum pots and make the shine like new, try boiling water and vinegar in them. It will do the same job as a cleanser and save wear and tear on the precious cookers.

### An Old Fashioned Beef Stew and Dumplings Is a Tasty Treat

The Dinner  
\*Old Fashioned Beef Stew with Dumplings  
Tossed Fruit Salad  
\*Butterscotch Pudding  
Cookies  
Beverage

(Recipes Included)  
This menu is properly balanced for nutritional value. It supplies: The Meat Stew: Protein, minerals, vitamins A, B, C, and G; fats, carbohydrates. The Salad: Vitamins A, B, C, and G; minerals, carbohydrates and fats. Dessert: Carbohydrates, vitamins A, B, C, and G; and fats.

#### To Serve 6 You Need

3 lbs. beef shank, neck or flank  
1 bunch carrots  
1 No. 2 can peas  
1 small turnip



Before your holiday spending spree give your budget a rest—but give your family a lift by serving Old Fashioned Beef Stew with Dumplings for your Sunday Dinner December 13. Then dress up this simple but tasty Sunday dinner with a tossed fruit salad: all you need now is a dessert—and that can be butterscotch pudding. There's a simple but delicious meal that will give you time out of the kitchen for other holiday busy-ing.

1 calavo  
1 No. 2 can fruit cocktail  
1 Head lettuce  
1/2 pint whipping cream  
(Balance of materials among staples)  
Old Fashioned Beef Stew with Dumplings  
3 lbs. beef shank, neck or flank  
1/4 cup flour  
Salt and pepper  
2 tablespoons fat  
1 small onion, chopped  
1 medium turnip, diced  
6 carrots, diced  
5 potatoes, diced

Cut beef into small pieces for stewing. Drudge with flour and seasonings and brown in melted fat. Add chopped onion. Cover meat and onion with water and allow to simmer 2 or 3 hours until meat is tender. Half an hour before serving, add the remaining vegetables; 15 minutes before serving add dumplings being careful not to remove the cover while dumplings are cooking. When done, thicken gravy with a little flour made into a paste with a little water.

#### Dumplings

2 cups sifted flour  
1 1/2 teaspoons baking powder  
3/4 teaspoon salt  
1 tablespoon butter  
2/3 cup milk

Sift flour, baking powder and salt together. Add butter and work in with pastry blender or fork. Add sufficient milk to make a soft dough. Turn out on floured board and roll about 1/2 inch thick. Cut in small squares, drop in hot stew, cover tightly and cook for 15-20 minutes. Makes 12 dumplings.

#### Butterscotch Cream Pudding

1 cup light brown sugar  
1/2 cup milk  
1 tablespoon gelatin  
3 tablespoons cold water  
1 1/2 cups heavy cream  
1 tablespoon maple syrup  
1 teaspoon vanilla

Soften the gelatin in the cold water. Heat the milk and pour on the gelatin. Stir till gelatin is dissolved. Heat sugar and maple syrup in the top of double boiler, until sugar is entirely melted. Combine with gelatin mixture, stir and cool till it begins to become firm. Fold in whipped cream, vanilla and pour in a mold or in individual dessert dishes. Chill for your or five hours to set cream. Unmold and serve garnished with whipped cream.

#### Serving Hints

The stew looks so inviting when it is served on a large deep platter, topped with the snowy white dumplings. Sprinkle the dumplings with a little minced parsley before serving.

For the salad, cut strips of calavo, sprinkle with lemon juice and lay strips on lettuce leaf like the petals of a flower. Put a spoonful of drained fruit salad in center of each salad. Serve with French dressing.

Top each serving of pudding with a rosette of whipped cream, which has been forced through a pastry tube. Serve tiny crisp cookies with the pudding.

#### Use of Leftovers

This same pudding makes a delicious filling for tart shells. Or if you've baked a cake and some of this pudding remains, use it for a tasty filling in the cake.

### THIS YEAR IT'S MORE IMPORTANT THAN EVER TO REMEMBER CHRISTMAS



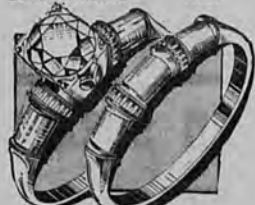
### If it's going to be a Holiday Wedding...

you'll want diamond rings that reflect the happiness of the occasion and the season. Here are three of the many beautiful combinations you'll find at Rudolph's... at a wide variety of prices.



#### Sweetheart Pair

Romantic heart design diamond ring with wedding band to match. **49.95** EASY TERMS



#### Sailorette Pair

She'll never tire of this beautiful diamond ring with its matching band. **99.50** EASY CREDIT



#### Majorette Pair

Lifetime beauty and quality in this brilliant pair with six fine diamonds. **139.50** PAY WEEKLY

USE YOUR CREDIT AT...

## RUDOLPH'S

CORNER EAST MAIN at SOUTH  
In Batavia — 109 MAIN ST.  
Open Monday and Saturday Evenings

### Gift Furs

Open Saturday  
Until 9 P. M.

WM. F. and S. GEO. SHAFER  
Formerly President and Vice-President  
of MENG & SHAFER



No Christmas Gift like Furs. No Furs like SHAFER'S with their fine quality, fashion authenticity and incomparably low price range.

#### Fur Coats \$89 to \$890

Persian Paw ...\$137 to \$220  
Caracul Coats ...\$154 to \$275  
Mink and Sable  
Blend Muskrat ...\$187 to \$297  
Kiddskin ...\$198 to \$231  
Black Persian ...\$253 to \$492  
Grey Persian ...\$330 to \$472

Fur Jackets ...\$44 to \$352  
Kolinsky Scarfs \$11 to \$18.70

Per Skin  
ALL PRICES INCLUDE TAX  
Charge Accounts Budget Accounts

## SHAFER CO.

51 EAST AVENUE

Open Saturday and Monday Eves.



See  
Our New  
3rd Floor  
Gift  
Shop

AN expansion of our year round street floor Gift Department... to an extent of one half Likly's big Third Floor. Quality merchandise at attractive Gift prices.



Book Ends \$1.25



5-Piece Dresser Set and Case \$8.50



3-Piece Plastic Console Set \$5.95



\$3.95

Other Animal Figurines from 50c — 3rd Floor

## LIKLY'S Gift Center

Mail Orders a Specialty

271 Main St. E.

Est'd 1844

15 EXCHANGE  
**Weed's**  
MAIN 7900

OPEN  
SATURDAY  
& MONDAY  
NIGHTS

FREE PARKING  
Opposite store with purchase of \$1.00 or over.



### WAFFLE SET 89c

Large size pitcher, 3 pint capacity, with large mouth for easy filling, no drip top, and matching syrup pitcher. Molded Bakelite tops in blue, yellow or red.



### DOOR KNOCKERS

\$2.00 up

Modern, antique or colonial designs. Distinctive, life long utility value.

Realistic Sounding  
**MACHINE GUN**  
\$1.50

Looks and sounds like a real gun.



### ADAP-TABLE

Special \$3.95

The table of 101 uses in the home — sick room, living room, game room, sewing. Adjustable to height and top tilts if you wish.



### "MAG-RAK"

A Laminated Chipboard Magazine Holder... in Authentic Reproductions of the Finest and Rarest Wood Mosaics.

### \$1.98 Each

Values Up To \$4.00

The "Mag-Rak" is a handsome roomy, attractive magazine holder. Made in 3 beautiful styles. Holds plenty of magazines and papers, or may be used to hold your extra phonograph records. Packed ready for you to assemble or to mail as a gift. Gives you a better piece of furniture for less. Needs no waxing or polishing to retain its high lustre finish.

MAIN 7900

**Weed's**  
15 EXCHANGE ST.



# DIARY of a Famous Beauty Authority

BY HELENA RUBINSTEIN

New York—A little review of the practical suggestions I have made in this column during the last few weeks will be helpful, I think. I have been giving a sort of correspondence

course of the Five Day Wonder School—a training course in self beauty care now in continuous session at my Fifth Avenue Salon—and I hope I have impressed my readers with the importance and feasibility of adapting these suggestions to their own home use.

If the beauty routine seems too much to fit into your busy schedule, just take a little time to think about it and to plan. You will find a few moments morning and evening are all you need, perhaps no more time than you already spent on yourself. It may be just a question of caring for your health and looks in the right way rather than the wrong way.

The course begins with a check-up by your doctor for posture, diet and health. Your health is, of course, something that he must advise you on. But when you have found out what is wrong, if anything, with your posture (standing, sitting or walking) I shall be more than glad to send you the individual corrective exercises. Your diet should be regulated by your doctor, also, but I have a few simple ones for reducing that I can give you. You can determine for yourself where your figure is out of proportion and I can send you reducing or developing exercises, to help you mold your figure to graceful proportions.

On the second day at school, our students make a record of their voices and listen as it is played back. The voice is very often a neglected feature of personality, so I must stress how ugly is the thin, screechy voice, the voice that is not distinct, the sing song intonation or bad pronunciation. Specially designed exercises will help you acquire a low, deep pitch and a little study will take care of imperfections in intonation, improper speech and pronunciation.

Again, we keep after our would-be-be-charmers to practice their exercises for posture and repositioning. They are especially important if you wish to acquire the sense of poise which is half the battle won, that graceful, easy feeling of belonging in this world that you have always admired in others.

On the third day, each woman learns about the care of her particular type of skin. There are two important factors in skin care, through cleansing

with sallow complexions should use a mildly stimulating cream. For dry skins, a film of cream, rich in oils, should be left on overnight, and in the morning a creamy skin toning lotion is helpful.

Now you are ready for your make-up, and if you will write me care of this paper giving me details about yourself, I will send you a specially designed chart to suit you.

On the fourth day of the course, our students are taken to the Hair Salon where they receive a lecture on hair brushing and shampoo, and a coiffure to frame each individual face is created. I explained last week that the shape of the face determines the hair style—the hair should act as a frame or balance.

Finally at the end of the Wonder Course we review each

set of routines and give our students charts to take home. (Please write me care of this newspaper for nature and spot reducing exercise voice exercises, diet, skin care and make-up charts which include hair coiffures. Please specify whether you have a broad, round, oval or long narrow face when requesting make-up and hairline charts.)

Directors of defense factories, struggling with problems of replacing men with young girls, are seeing by actual trial and error, that women allowed to look pretty work harder. They offer becoming uniforms—make-up bars, factory house-mothers, who absorb as many tears on their shoulders about boy-friends as they do about the mean old foreman. The name has been changed from wash-room to powder-room. Many former models are now doing war work—the average age is 21 years of age and more than a third are married. Vera Max-

well designed a hyacinth-blue uniform which many factories have adopted. Lily Dache has designed a turban to match. Leave it to the American women—war or no war. God Bless Them.

## COFFEE RATIONING NOTE:

Don't buy pounds—buy cups!

Van Dyk's extra strength and richness makes many more cups per pound.

\* Van Dyk's Duchess Coffee

—Famous Since 1760

**TURNER'S**

385 East Main St.

"Economize With The Best"

## BEAUTY



REAL beauty—TRULY exclusive items—FINEST crystal and china—these qualities are inherent in every one of the hundreds of gift ideas at...

**Smith Ceramic Studios**

903 MONROE AVENUE

**TROPIC COAL \$11.85**  
Egg—Stove—Nut . . Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Affiliate Bank Bldg.  
Stone 7080

**ELSCO QUALITY FOODS STORES**  
GOOD LUCK PIE CRUST 14c

**IVORY SNOW**  
Large . . . . .24c

**OXYDOL**  
Large Package . . . . .24c

**SELOX** . . . . .15c

**P & G SOAP** . . . . .5c

**IVORY SOAP**  
Large 11c—Med. 2 for 13c

**IVORY FLAKES**  
Large . . . . .24c

**CAMAY SOAP** . . . . .8c

**LAVA SOAP** . . . . .7c

**CHIPSO**  
Large . . . . .24c

**D U Z**  
Large Package . . . . .24c

**CRISCO**  
3 Pounds . . . . .74c

**PALMOLIVE SOAP** 8c

**KLEK medium** . . . . .11c

**LUX FLAKES** . . . . .24c

**LIFEBUOY SOAP** . . . . .8c

**RINSO**  
Large Package . . . . .24c

**SWAN SOAP**  
Medium . . . . .2 for 13c  
Large . . . . .11c

**GOLD DUST**  
Powder . . . . .18c

**SILVER DUST** . . . . .25c

**SPRY**  
3 Pounds . . . . .74c

**LUX**  
Toilet Soap . . . . .8c

**KIRKMAN**  
Borax Soap . . . . .5c  
Soap Flakes . . . . .25c  
Cleanser . . . . .5c  
Granulated Soap . . . . .25c  
(Free Handkerchief In Each Package)

**BORAXO**  
New Hand Cleaner . . . . .15c

**BORAX POWDER**  
Pound Package . . . . .15c

**OCTAGON PRODUCTS**

**LAUNDRY SOAP** . . . . .5c

**CLEANSER** . . . . .5c

**GRANULATED SOAP** . . . . .25c

**SOAP POWDER** . . . . .5c

**TOILET SOAP** . . . . .5c

**GRANULATED SOAP** . . . . .25c

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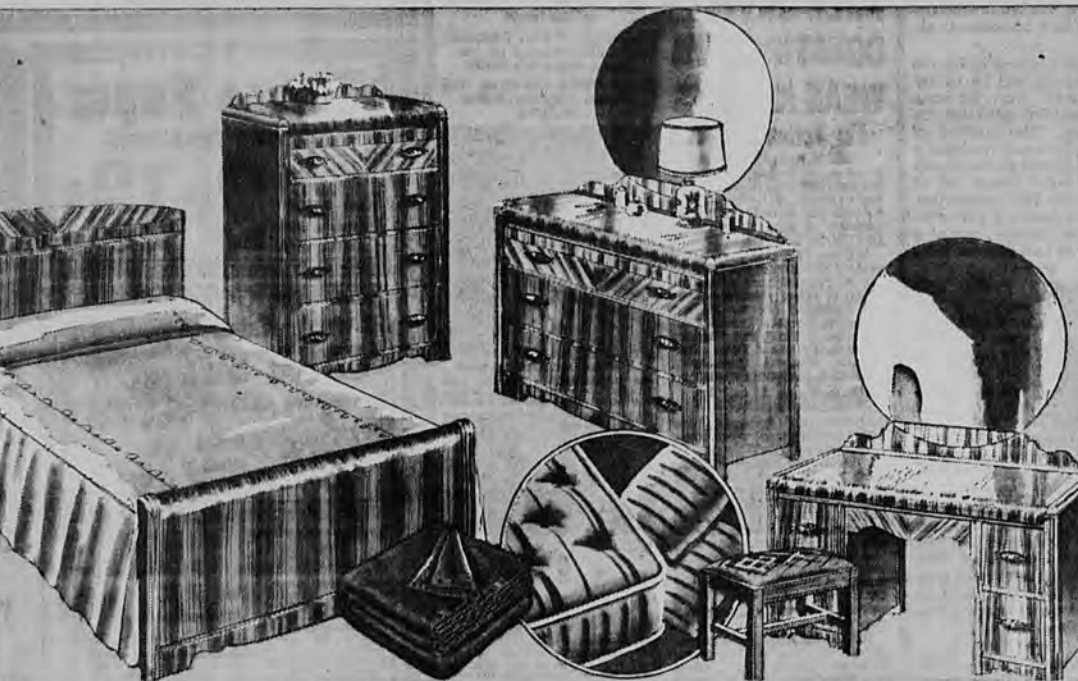
**GRANULATED SOAP** . . . . .25c

**GRANULATED SOAP** . . . . .25c

**GRANULATED SOAP** . . . . .25c

## SHOP WISELY! SHOP CONVENIENTLY! SHOP THE RELIABLE FOR THESE

# Christmas Specials



## GIFT SPECIAL! COMPLETE 10 PIECE BEDROOM

A Complete Modern Bed Room Outfit That Will Make A Lasting Gift For The Home! The three big pieces of the suite are veneered in richly grained Walnut on gumwood, have large plate glass mirrors, many more quality features. The balance of the items, all selected for smart appearance as well as lasting service, are listed below:

- Dresser or Vanity • Chest • Bed • Mattress • Two Pillows • 25% Wool Blanket • 2 Boudoir Lamps

Reliable Budget Terms Only \$1.50 Weekly!

**\$89.95**

**RECLINING BACK CHAIR, OTTOMAN**  
**\$34.95**  
Two generously proportioned pieces tailored in heavy Tapestry. With resilient coil spring construction. The chair back is adjustable to any position you desire.  
\$1.25 Weekly

**LAMPS**  
**Make Ideal Gifts**  
BRIDGE LAMPS with smart bronze finish base, tailored shades. Exceptional gift values at only  
**\$7.95**  
FLOOR LAMPS with three candle fixtures, reflectors. Complete with harmonizing tailored shades.  
**\$7.95**  
TABLE LAMPS with vase base, attractive shades. In choice of decorative colors, priced low at only  
**\$3.95**  
LIBERAL TERMS

## CHOOSE FROM A THOUSAND AND ONE GIFT TABLES ALL AT LOW PRICES!

The Reliable's Collection of Tables Is Exceptionally Large . . . With All Types And Finishes . . . Suitable For Every Purpose. Shown Here Are But A Few of The Many Styles.

At Right: Coffee Table with glass top. Attractively styled, finished in Walnut on seasoned gumwood. A splendid value at . . . . .**\$3.95**

Lower Right: Duncan Phyfe Coffee Table of genuine mahogany. Has brass tipped feet, turned base, glass top. Unusual at . . . . .**\$6.95**

Below: Cocktail Table of genuine mahogany in a lovely Hepplewhite design. Has glass top, brass tipped feet. . . . .**\$9.95**



**The RELIABLE**  
80-84 STATE ST.  
ROCHESTER

Open Saturday Night Until 9

**NOETH'S Christmas Sale**  
BRINGS YOU THE FINEST WINES & LIQUORS AT . . .

**Amazing SAVINGS**

**Imported From Scotland**  
Outstanding Value  
"Vat 69"  
**SCOTCH**  
Reg. 4.75  
4.5 Qt.  
Perfect flavor. Unequaled bouquet. Full body. An internationally famous Scotch at Noeth's spectacular savings!  
**\$3.69**  
86.8 Proof

**Famous**  
**Gallagher & Burton**  
**BLACK LABEL**  
**BLENDED WHISKEY**  
FIRST TIME AT THIS LOW PRICE!  
Excellent 4 and 5 year old whiskies have made this blend "aged" since 1877. You'll find Black Label truly smooth and fine tasting. Fully true to the tradition of this house. And what a low price!  
**2.49**  
86.8 Proof

**Imported From Ireland**  
"Old Donegal"  
**IRISH WHISKEY**  
10 Years Old  
Reg. 4.75  
4.5 Qt.  
Unblended, pure pot still whiskey. Made in Ireland. A real treat—a real value!  
**\$3.39**  
90 Proof

**NOETH'S SPECIAL**  
**STRAIGHT BOURBON**  
Fine quality. . . . . Very smooth and mellow. Distilled by a nationally known distiller and guaranteed by us as one of our best buys.  
**\$2.39**  
Reg. \$3 Value  
Full Quart

**EXTRAORDINARY VALUE!**  
**RICORO RUM** . . . . .**\$2.24**  
Imported from the Virgin Islands. A rich mellow Rum to please the most particular. 86 proof. Fifth. \$3.25 VALUE  
86 Proof  
4.5 Quart

**MANY OTHER BRANDS SPECIALLY LOW PRICED AT**

**PAUL NOETH**  
DELIVER ★ 19 CLINTON AVENUE SOUTH ★ MAIN 874  
Just a Step Off Main St. Opposite Hotel Seneca — Open Every Night Till Midnight





**MRS. HOUSEWIFE MEETS THE WAR**

EDITOR'S NOTE—War touches every home, every woman. This column, based on official government information, furnished largely by the Office of War Information, seeks to show how the war affects every woman in every home and, in the process, to tell her how she can **HELP TO WIN IT!**

It may surprise you good housewives to learn that the average restaurant gets more cups out of a pound of coffee than you do at home. That's because they have efficient equipment and mass production, in other words, they're doing on a big scale what we're all being urged to do on a smaller one—plan carefully for the amount of coffee we need, measure carefully both the coffee and the water. And here's another trick from the same source: add a spoonful of fresh coffee to the once-used grounds, and boil the coffee up vigorously. The result may not be just what you'd like, but it's certainly better than no coffee at all.

It may not be long before the sugar you get will be packed in bags made from the same sugar cane that produced the sweetening. The grinding of the cane for sugar produced a supply of fibrous waste—nearly a ton of waste from a ton of cane is the high proportion. This waste makes a pulp similar to that of wood, and at a cost close to that of wood pulp.

You're still buying food products in metal topped jars—but the odds are you will not be doing it much longer. The metal that makes these tops is needed for war purposes; consequently OPA's Consumer Division advises us to save as many durable containers and container tops as our storage space permits. When the time comes that jars will be made and closed with paper, cellophane, or other non-permanent materials, you'll be glad you saved today's jars, bottles and tins.

King Cotton marches off these days with Uncle Sam's troops, even when they are on duty in the frigid areas. Cotton has been accepted as an essential material for cold weather along with fur, wool and leather as a result of tests by the Army Quartermaster Corps. It is used in army field jackets, parka and parka type overcoats.

There probably isn't one of us who hasn't lighted the oven then opened the oven door to help heat the kitchen on a cold winter morning. Well, if you have been in the habit of doing this, or obtaining a similar effect by use of electrical appliance—don't. OPA points out that the average housewife (that's you) controls most domestic consumption of gas and electricity, and it's really her wise use of these that will decide whether there will be shortage of them this winter. So think twice before you turn on either a gas or electrical appliance for anything but its original purpose.

There'll probably be a few shivers less than we anticipated this winter—WPA has just released 6,000,000 additional pounds of wool for manufacturers of sweaters, shawls and knitted underwear. With some of these extra woolies, turning down the thermostat, or waiting for the bus in the cold, isn't going to be so bad.

**SALLY SALVAGE SAYS:** Don't think that just because your old stockings aren't made entirely of silk or nylon they aren't useful. Stockings made in part from these fibres can have the essential threads reclaimed. So save 'em all—and some soldier will be grateful to you when the powder bags that are made from these reclaimed stockings help him to chalk up another hit against the Axis.

## Fashion Decrees

This time of year a print perks up your spirit and puts new nerve in your wardrobe. We saw some especially effective models this week which will make you look as gay as a Christmas tree.



One was a two-piece black crepe with a pink poppy print "V" from shoulder to the edge of the jacket. Another slim-lined black crepe had two wide bands of print which tied in front—Elizabeth Reller on the bodice, the other on the skirt just below the beltline. Most chic of all are the flower prints which are cut out and applied in garlands or a

Naughty but nice was once the way we felt about filmy black lingerie. Several years ago it came under the raised-eyebrow department. Today black slips, bras and panties are beginning to challenge the everyday popularity of pink. They are a "must" under sheers. Have you noticed how a light slip under a dark sheer dress exposes every seam and robs the frock of most of its smartness? Besides, not only does black lingerie give an opaque effect to clothes, but makes the most timid Miss feel very woman-of-the-worldly.

For quite some time the Columbia Broadcasting System has been replacing the messenger

boys who have gone into the army with teen-aged messengers. In their sweaters and skirts or sports frocks they looked for all the world like they handwandered off the campus. Not so today. They are as smart and smooth as airline stewardesses in their new uniforms. Of lagoon blue Celanese rayon, the skirt is slightly gored and the four-button tailored jacket has a small notched collar and scalloped tab pockets. On the left sleeve the girls wear a colorful company insignia.

### FINGERNAIL MENDER

Next time you break a fingernail only partway, mend it with translucent Scotch tape and apply two coats of nail polish over the mend.

## Summer Tuna Catch Now Available At Your Grocer's

The supply of tuna which is available to grocers and to the public now, in contrast to the scarcity of a few weeks ago, is explained by the packers of Breast-O'-Chicken Brand as being from the summer catch, which is made comparatively close to the California shore by short-range tuna fishing boats too small to serve as auxiliary units in the U. S. Navy.

Westgate Sea Products Company further points out that when this summer catch has been absorbed by consumers, the former scarcity will return. The late fall and early spring catches of tuna, by far the largest, are made by big tuna clippers of huge range and carrying capacity. It is these big tuna boats which went into the

service of Uncle Sam almost immediately after the outbreak of war, and they are therefore no longer available for commercial fishing.

Many prudent housewives, who are looking ahead to varying fall and winter menus with an occasional tuna fish dinner, and to the need for nourishing tuna sandwiches in workers' and school children's lunch boxes, are making heavy purchases from the summer pack now in the stores.

### SEMET SOLVAY

COKE \$11.00

LEHIGH VALLEY HARD COAL  
STOVE, NUT ..... \$12.90  
EST. OVER 25 YEARS

PAYNE & DUNHAM

## DIAMONDS

GOLD, BRIDGE WORK,  
Antique jewelry, watches, silverware. We pay you for watch movements separate. We buy from the public and dealers. Wherever you go, "Barton Gold Co." will always pay you more. 202 Burke Bldg. Look for the gold letters on the electric sign. Walk straight from the elevator.

BARTON GOLD CO.

202 BURKE BLDG.

## 1ST THOUGHT

of millions at first warning of simple headaches or colds' painful migraines. St. Joseph Aspirin. So it's the world's largest seller at 10c. No aspirin can do more for you, so why pay more? 36 tablets 20c; 100 for 35c. Demand

St. Joseph ASPIRIN

CLIFFORD FUR CO.

1283 CLIFFORD AVE.

One Block off Portland

Clifford Fur Sells Fur Less

OPEN EVERY EVENING

CLIFFORD FUR CO.

CLIFFORD FUR CO.

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**THOUGHT**  
at first warning of simple  
or colds' painful miseries is  
Aspirin. So it's the world's  
at 10c. No aspirin can  
er you, so why pay more?  
20c; 100 for 25c. Demand

**JOSEPH SPIRIN**  
IDEAL GIFTS  
FOR HER!  
Finest skins  
available now for  
Mink or Kolinsky  
Scarfs.  
This Week's  
Special... \$59  
Fox Jackets  
OF COURSE!  
**ORD FUR CO.**  
CLIFFORD AVE.  
lock off Portland  
Fur Sells For Less  
EVERY EVENING

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ARE GONE!

You'll find  
all the famous  
advertis  
brands of PIPES  
at DAW'S including  
Yellow, Bolex, Dr.  
Grabow, Frank Medico,  
Banco, Duke of Dundee,  
and others.  
**Pouch**  
**98c**  
**OUCHES**  
**\$1.49**

**BLAKESTONE**  
**or TAR**  
**MPPOO**  
intrated... just a  
an abundant hair  
ansing lather.  
**19c**

**EDGE**  
**DES**  
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**AL**  
**JES**  
Assorted  
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19c  
Full  
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(Limit 2 Boxes)



**WEEK-END SAVINGS!**

PANTRY FRESH  
**FOWL**  
**31c lb.**  
LONG ISLAND DUCKS ..... lb. 31c  
BONELESS ROLLED LAMB ROASTS .. lb. 37c  
LEGS OF SPRING LAMB ..... lb. 37c  
EVERYBODY IF EVERYBODY SHARES  
REMEMBER — THERE'S MEAT FOR

ENRICHED FLOUR  
**PILLSBURY'S BEST** 5 lb. Sack **25c**  
CRISP-FRESH  
**HI-HO CRACKERS** .... pkg. **19c**  
STERLING QUALITY  
**TABLE SALT** .... 3 pkgs. **10c**  
KRAFT'S EASY-TO-SERVE  
**MACARONI DINNERS** 3 pkgs. **25c**  
KRAFT'S NEW  
**SPAGHETTI DINNERS** ... pkg. **17c**  
20-OUNCE CAN HEINZ  
**TOMATO JUICE** .... can **10c**  
POUND CAN DELICIOUS  
**PORK and BEANS** .. 4 cans **29c**

"STRETCH" YOUR COFFEE  
WITH **Wegmans**  
**PLUS**  
a COFFEE  
FILLER  
A non-harmful, pure, vegetable product PLUS  
will not detract from the flavor of the best  
will not detract from the flavor of the best  
cup of coffee! You may add up to 1 part PLUS  
to 3 parts ground coffee (or more or less to  
suit your taste.) Mix thoroughly and brew  
according to your usual method (Percolator,  
drip or Silex). 14 lb. 15c.  
**MAKES COFFEE GO**  
**25% FURTHER**

**FAMOUS**  
*Utica Club*  
**BEER**  
**NO DEPOSIT**  
**19c** Full Quart  
Non-Returnable Bottle

**Wegmans**  
HOME OWNED SUPER MARKETS  
FREE PARKING FOR CUSTOMERS

Bring or Mention This Ad  
**Special SALE**  
*Limited Time Only*  
Cut and Fitted in Your Own Home!  
Custom-Made  
**SLIP COVERS**  
and  
**DRAPERIES**  
Your Choice ...  
Freshrunk, Fast Color  
Fabrics  
**VALLIERE DRAPERY STUDIO**  
544 COLUMBIA AVE., Cor. GENESEE ST.  
OPEN EVENINGS 'TIL 9 P. M.  
Convenient To 5 Bus Lines  
GENESEE-MELROSE-THURSTON-BROOKS-JEFFERSON  
All Workmanship Guaranteed  
GENESEE 6338

Gifts  
Of  
Finest  
**WINES & LIQUORS**  
MAKE CHRISTMAS  
MERRY AND  
BRIGHT!

TODAY'S BEST VALUE  
**Bonded RYE WHISKEY**  
Distilled and Bottled By Hiram Walker  
100 PROOF—4 YEARS OLD  
Full Quarts **\$3.29** Pints **\$1.69**

**IMPORTED BRANDY**  
Rich and Mellow  
25 Years Old  
**\$3.89** Fifts

**Imported PUERTO RICAN RUM**  
Full-Bodied — 86 Proof  
Fifts **\$2.89**

**Manhattan & Martini**  
Ready-Mixed Cocktails  
Be ready for unex-  
pected guests.  
Just ice and serve.  
**\$1.69** Fifts  
**BLENDED WHISKEY**  
Extra quality...  
Smooth and mel-  
low. 85 proof.  
Full Quart... Only  
**\$2.99**

**100% Pure California Wines**  
Port .. Sherry .. Muscatel .. Tokay .. White Port  
Qt. 65c-1/2 Gal. **\$1.18**-Gal. **\$2.25**  
Sauterne .. Rhine .. Burgundy .. Chianti  
1/2 Gallon 85c Gallon **\$1.49**

All Prices Include New Federal Tax  
**NORTHEAST**  
LIQUOR STORE, Inc.  
1192 NORTH CLINTON AVENUE MAIN 47  
Opp. Cameo Theatre \* Free Delivery \* M. Kelly, Mgr.  
Open 8-11 Weekdays — 8-12 Saturdays

**Jumper and Blouse**



Have your favorite color velvet or wool for the jumper, with blouse in a lighter weight and shade, result: a Fall outfit you'll live in and love. Style No. 3284 is designed for sizes 10, 12, 14, 16, 18 and 20. Size 16 requires 1 1/2 yards 54-inch fabric for jumper; 2 yards 35-inch or 39-inch fabric for blouse. Send 15c (plus 1c to cover cost of mailing) for PATTERN. Write YOUR NAME, ADDRESS AND STYLE NUMBER. BE SURE TO STATE SIZE YOU WISH. Address: PATTERN DEPARTMENT, Shopping News, 5 St. Paul St., Rochester, N. Y.

**Be Sure Your Family Gets Enough Protein**

If you have to observe war-time meatless days, be sure not to endanger your family's health by protein-starvation, is the timely warning of Dr. E. V. McCollum, noted nutrition chemist and vitamin discoverer of John Hopkins. Telling exactly how to be certain of serving enough protein foods, he writes: "Letters I get say something like this: 'You may be interested to hear how I'm adjusting my family's diet to the meat situation. I'm serving vegetable plate dinners often and going in for lots of green salads. Frequently I plan a dinner around a big casserole of spaghetti and tomato sauce with a sprinkling of cheese.' "My impulse always is to telegraph: "Your family headed for trouble unless you increase amount of protein in meals. If you must serve less meat than usual make up dietary lack with other proteins, especially other high quality ones such as milk, cheese, eggs, poultry, fish. Also, be sure you serve enough. A mere sprinkling of cheese cannot double for a good steak." "World War I showed us what protein starvation did to the population of central Germany. Remember those pictures of German children who, because of the food blockade, got little or no protein in their diets? Their thin, drawn faces contrasted horribly with their enormously swollen abdomens. Such a condition is called nutritional edema, or hunger swelling.

"Obviously, we in America are in no danger of such extreme protein privation. I believe, though, that there is a real risk that many women may be cutting down the amount of protein they serve their families to a point below the safety level. With too little protein in the diet, growth is limited, tissue repair is slowed up, vigor and general bodily well-being are impaired.

"But how much protein is enough? The average person should get between eighty and one hundred grams each day—or about one-fifth of a pound. A diet which follows the Government's recommendation that we eat every day (among other essential foods) at least one serving of meat, poultry or fish, (or, occasionally, dried beans, peas or nuts) ... an egg, if possible ... quart of milk for every child and a pint for each adult cheese, a milk product, counts here) ... bread and cereals ... will furnish plenty of protein for health.



**LARGE KNEEHOLE DESK**  
Nine big drawers for all your papers and writing materials. Chipendale ball and claw feet. Serpentine shaped front. Fine mahogany .....\$36



**CHAIR AND OTTOMAN**  
Lauer's famous Street Slumber Chair with the posture correct adjustable back. Concealed smoking or sewing compartment in the ottoman. Complete.....\$49.50



**JUMBO HASSOCK**  
Large (15"x15"x15") size. Excelsior and cotton filling. Mole-skin hassock in green, blue or wine colors contrasted eggshell ..... \$4.98  
**HALL CHINA LAMP**  
One of Lauer's finest table lamps. Pure silk shade. Beautifully decorated weighted base. \$15.50

**Lauer's**  
50 STATE ST.  
OPEN SATURDAY EVENING 'TIL 9

*"An army fights on its stomach"*  
HAPOLTON  
**YES, and American War Production workers are the best fed in the world!**

BACK of America's fighting forces are untold millions on the working front, whose zeal and energy is unmatched in a gigantic war production effort. Your family is undoubtedly contributing a worker as well as a warrior.

Whenever tuna is available you will find it an excellent food for lunches in nourishing, satisfying, appetizing "he-man" sandwiches which stay fresh and moist till lunch-time. Tuna is a no-waste food. Use even the oil it's packed in!

EAT Nutritional Food  
★  
**BREAST-O-CHICKEN**  
TUNA FISH  
★  
**U.S. needs US Strong**  
★  
*This Christmas - make your biggest gift*  
**AN EXTRA WAR BOND!**



**Wine and Liquor**

**Gilt**

**ALWAYS PLEASE**

HIRAM WALKER'S—100 PROOF  
**BOTTLED IN BOND 335**  
"OLD PATRIOT"

**BRANDY IS DANDY FOR CHRISTMAS!**  
• Martell • Hennessy • Courvoisier Three Star  
• Courvoisier V. S. and dozens of other French  
brandy to select from. Lowest prices in the City.

**IMPORTED, WEST INDIES**  
**RUM** The Treat of the Tropics **222**  
SPECIAL! NEW YORK STATE **3 QTS.**  
State Seal **267**  
**WINES** Port, Tawny, Sherry, Muscatel, Tokay. **279**  
SPECIAL! AUSTIN NICHOLS  
Martini and Old Fashioned  
**COCKTAILS** Full Qt.

**Gallagher & Burton's**  
**BLACK LABEL**  
Blended Whiskey  
Masterful blend of 4 and 5 year old whiskeys... Truly smooth and fine tasting. 86.8 proof.  
**249** Quart 45  
Reg. \$3 Value

**FAMOUS**  
**HOUSE OF LORDS**  
**SCOTCH**  
Rochester Favorite  
**359** 4 1/2 Quart 86 Proof

**WE CARRY A COMPLETE LINE OF GINS ALL POPULAR BRANDS**  
ALL PRICES INCLUDE TAX

**PARISIAN LIQUOR STORE**  
517 LAKE AVENUE - - - GLEN 4152  
OPEN TILL MIDNIGHT

**SELLING OUT!**  
\$20,000 WORTH OF FURNITURE  
TO BE SACRIFICED FOR CASH

Hurry Fellows!  
**CEDAR CHESTS**  
All popular finishes in famous nationally-known makes. A rock-bottom price. Compare!  
**\$12.95**

Children's Unpainted  
**CHAIRS and ROCKERS**  
A gift for the kids. Sturdily made of hard wood. Formerly three times this price.  
**\$1**

Here's A Gift!  
**KNEE HOLE DESKS**  
Smart styling in modern designs. Walnut or mahogany finish.  
**\$10.95**

**MAJESTIC**  
FURNITURE COMPANY  
204 COURT ST.

WHERE'S ALL THIS EXTRA CASH THEY TELL US ABOUT? EVERYBODY, SO THEY SAY, HAS MORE MONEY TO SPEND THAN EVER BEFORE. NOW WE'RE IN A SPOT WHERE WE'VE GOT TO SEE SOME OF IT—BUT QUICK! CIRCUMSTANCES BEYOND OUR CONTROL HAVE FORCED US INTO THIS MONEY-RAISING SALE. SO WE'RE SACRIFICING OUR BRAND NEW, FRESH STOCK AT RIDICULOUSLY LOW PRICES FOR QUICK ACTION. FRANKLY, WE WOULDN'T SELL AT SUCH LOW PRICES IF WE DIDN'T HAVE TO. BUT THIS IS NO TIME TO CRY ABOUT ORIGINAL PRICES OR WHOLESALE COSTS. OUR AIM IS TO RAISE CASH. SAVINGS TO 40% IS OUR OFFER TO YOU WHO ARE LUCKY ENOUGH TO HAVE SOME CASH IN YOUR POCKETS RIGHT NOW. DON'T PASS UP THIS OPPORTUNITY.

- BREAKFAST SETS (Porcelain)** \$29  
**OCCASIONAL CHAIRS** \$4.40  
**OCCASIONAL TABLES** \$3.30  
**ODD DRESSERS** \$15  
**ODD VANITIES** \$13  
**TABLE LAMPS (floor samples)** \$2.85  
**COFFEE TABLES (glass top)** \$4.40  
**SMOKERS (wood cabinet, copper lined humidifier)** \$8.80  
**VACUUM CLEANERS (Brand new, nationally advertised makes)** \$33  
**LOUNGE CHAIRS** \$22  
**ODD DAVENPORT (one only)** \$36  
**GOVERNOR WINTHROP DESK** \$32

**DINING ROOM SUITE**  
(Complete)  
Modern design in walnut or mahogany. Tapestry covered chairs.  
**\$66**

**LIVING ROOM SUITE**  
This price a fraction of its real worth. This is a floor model. One only. Beautiful, durable velvet covering.  
20 BRAND NEW LIVING ROOM SUITES AT CUT PRICES  
**\$64**

**GIVE A LAMP!**  
**6-WAY LAMPS** \$7.50  
The popular 6-Way model. Direct or indirect lighting. Sturdy metal base. Handsome silk shade.

**BEDROOM SUITE**  
4 lovely pieces. Choice of dresser or vanity. Modern waterfall design in walnut finish.  
(60 OTHER BEDROOMS AT PROPORTIONATE SAVINGS)  
**\$51**

MAKE YOUR EXTRA CASH DO DOUBLE DUTY

ARE YOU A 10 PERCENTER? FOR VICTORY, BUY BONDS

**WHERE TO PLAY BINGO**

**STAR BINGO**  
372 FLINT ST. (rear)  
MON. 8:15 P. M. \$2 and \$5  
Wednesday 1:30 P. M. \$1 and \$3  
\* 23 GAMES \*

**Special Party—Tues. Nite, Dec 15th**  
HOLLYWOOD—HUDSON  
COUPON  
When buying triple board and book of special...  
45c  
GAMES \$10  
ALL  
SOME \$15  
TUESDAY NITE ONLY  
FOR A FRIEND

**BINGO**  
OVER \$470 PAID OUT LAST WEEK  
On Regular Boards!  
EVERY FRIDAY 8:30 — 23 GAMES  
20 DOOR PRIZES  
**\$365 GUARANTEED**  
ON REGULAR BOARDS ALONE  
JACKPOT \$100 55 NOB. ★ OTHER GAMES TOTALING \$255  
JOSEPH AVENUE NEAR NORTON  
Joseph Avenue Bus to Door—Free Parking—Adm. 35c Inc. Tax  
**O. L. P. H. HALL**

**EVERY TUESDAY NITE**  
155 Chestnut Between Monroe Ave. & Court St.  
3 Bus Lines Within Block  
**GRAND PRIZE \$200**  
**JACKPOT \$200—55 Numbers**  
**\$40 GAME** FOR YOU AND A FRIEND IN THE U.S.A. Forces  
**24 GAMES \$20 OR MORE**  
ALL ABOVE GAMES INCLUDED IN ADMISSION, \$1. Plus Tax  
Tables For Early Birds  
**SLAGER BAND BINGO**  
155 CHESTNUT ST.

DeLuxe BINGO EVERY MONDAY NITE  
**OVER \$900 IN PRIZES**  
GRAND PRIZE \$300 Given Every Week  
JACKPOT \$120  
GOLD AWARD TICKET \$75 GAME  
GET YOUR ADVANCE TICKET FOR OUR BIG CHRISTMAS PARTY MONDAY, DECEMBER 21  
AUDITORIUM  
50 CHESTNUT ST.  
20 DOOR PRIZES  
**K of C**

**UNION LEAGUE HALL**  
GREGORY ST., CORNER SOUTH AVE.

**SUN & MON. NITE**  
**FREE BOARDS!!**  
ADMISSION 28c — 3 BOARDS FOR 58c  
**2 JACK POTS EACH NITE**  
**\$50** 8 Numbers  
**\$100** 55 Numbers  
\$50 Jackpot—9 Numbers Monday Nite  
These Amounts Good Monday If Not Taken Sunday  
MATINEE GAMES EVERY  
**WED. FRI. SAT.—1:30 P. M.**  
Wed. Adm. \$3  
FRI. and SAT. EVERY  
ADM. 25c GAME \$3 and \$4  
SPECIALS \$2 & \$3 or More  
No Coupon Necessary

**TOWNER-HALL**  
Thursday Jackpot \$230  
Door Special \$40 56 Numbers  
Worth 45c For You DEC. 12th Towner - Rexy  
SAT. DOOR SPECIAL \$30 54 Numbers  
Worth 45c For Friend DEC. 12th Towner - Rexy  
**SATURDAY**  
All Games \$10  
Some \$15  
**WED NITE**  
23 Reg. Games All Single Games No Hook Ups AT \$10  
Worth 25c For You Sun., Dec. 13 Towner  
Worth 25c For Friend Sun., Dec. 13 Towner  
Worth 25c For You Wed., Dec. 16 Towner  
Worth 25c For Friend Wed., Dec. 16 Towner  
**45 COUPON** For You at Towner Hall, Thurs. Dec. 10th.  
**45 COUPON** For a Friend at Towner Hall, Thurs. Dec. 10th.

**BRING THIS AD TO STRAND**  
62 ST. PAUL ST.  
FRIDAY NIGHT, DEC. 11th, AT 8:45  
EXCHANGE FOR 3 FREE BINGO CARDS  
FOR \$50 COVERALL SPECIAL GAME  
**\$1330 IN CASH AWARDS**  
56 NUMBERS \$100  
55 " \$200  
55 " \$200  
55 " \$160  
Adm. \$1.10. Includes All We Don't Sell Extras.  
COVER ALL \$200  
COVER ALL \$50  
5 GAMES \$20 EA.  
5 GAMES \$15 EA.  
5 GAMES \$10 EA.  
7 GAMES \$8 EA.  
1 GAME \$18

**CAPITOL HALL**  
85 W. MAIN ST.  
Mon. — Tues. — Thurs. 1:30 P. M.  
Sun. 2:30 P. M.  
Wed. — Fri. — Sat. 8:30 P. M.

Games Sun Afternoon  
Special for \$25 War Bond  
Mon. 30 Games \$3  
4 Games Tues. Aft.  
Wed. 30 Games \$6  
5 Games Thurs. Aft.  
FRIDAY - SATURDAY  
27 \$5 — \$10  
GAMES ON REG. BOARDS Letter "H" — \$25  
ADM. 28c Inc. Tax

**PLYMOUTH HALL**  
EVERY SAT. 8:15 P. M.  
**JACKPOT**  
Increases Automatically Until Taken  
23 GAMES SPECIALS  
SPECIAL DOOR PRIZES  
ADMISSION 28c. Including Tax  
PLYMOUTH AVE. SO.  
AT TROUP ST.  
"The Friendly Game"

**Beeley's Bingo**  
SUNDAY AT 8 P. M.  
MON., TUES., WED., THURS.,  
FRI., SAT. at 8:15  
EXTRA BOARD FREE WITH TRIPLE BOARD  
142 GENESEE ST. in REAR

**SBINGOS**  
Every Saturday 8:30 P. M.  
**C. Y. M. A.**  
51 FRANKLIN SQUARE  
Near Greyhound Bus Terminal  
**COMFORTABLE**  
Tables For All  
\$ ADMISSION 27c \$  
Plus Fed. Tax—3c

SAVE GAS AND TIRES  
**PLAY BINGO** AT THE  
19th WARD CLUB HOUSE 257 HAWLEY ST.  
THURSDAY All Reg. Games  
NITE \$10 SAT. NITE 24 GAMES  
8:15 P. M. \$5-\$10-\$25 Letter "H"—\$25  
SUNDAY 2:30 P. M. All Reg. Games \$5-\$10 Letter "H"—\$20  
THURS. 1:45 P. M. and 8:15 P. M.; FRI. 8:15 P. M.; SAT. 8:15 P. M.  
19th WARD CLUBHOUSE TAKE JEFFERSON AVE. BUS TO HAWLEY ST.  
Mrs. Julia F. Driscoll, 88 Millbank St.

**HOLLYWOOD**  
ALL REG. GAMES — \$5 TO \$10 —  
WORTH 45c For You Tues. Dec. 15th  
WORTH 50c For You Wed. Dec. 16th  
WORTH 50c For You Thurs. Dec. 16th  
WORTH 50c For You Fri. Dec. 11th  
WORTH 25c For You Sat. Dec. 12th  
WORTH 25c For You Sun. Dec. 13th  
WORTH 45c For Friend Tues. Dec. 15th  
WORTH 50c For Friend Wed. Dec. 16th  
WORTH 50c For Friend Thurs. Dec. 16th  
WORTH 50c For Friend Fri. Dec. 11th  
WORTH 25c For Friend Sat. Dec. 12th  
WORTH 25c For Friend Sun. Dec. 13th  
The coupons above are redeemable at Hollywood box office for amount named when you or your friend buy a triple board and book of specials.  
**SPECIAL TUESDAY NIGHT, DEC. 15th**  
ALL GAMES \$10—SOME \$15  
HUDSON

**PARK HALL** 928 Jefferson Ave. Near Plymouth  
**MASON'S GUEST NITES**  
**THURS. AND FRIDAY**  
**25 REGULAR GAMES**  
ADMISSION 3c TAX—PLUS 2c SERVICE CHARGE  
TOTAL PER PERSON.....**5c**  
SINGLE BOARD .....25c  
BOOS SPECIALS and TRIPLE BOARD .....50c  
Door Specials 5c or 8c for 25c  
SPECIALS \$25  
Played 3 and 4 Ways  
\$5 ea.  
SAT. NITE \$10  
ALL GAMES Adm. 28c Inc. Tax  
Book of Specials and a Triple Board 50c  
SUN. All Reg. Games NITE \$5 to \$10  
Admission 28c Inc. Tax  
Book of Specials and a Triple Board 50c  
NO GAMES FRIDAY AFTERNOON



**GUARANTEED R. & P.**  
**PENNSYLVANIA HARD**  
**COAL** **\$11.85**  
EGG NUT STOVE  
SEMET SOLVAY AND R. G. & E. COKE... \$11.00 ton  
D & H AND FAMOUS READING ANTHRACITE  
EGG-STOVE-NUT \$12.90—PEA \$10.90  
MARSHALL'S COAL CO. 296 Driving Pk. Glen 109  
Mrs. James Breslin, 673 Melville St.

### BRIDE FINDS DREADFUL SECRET IN HUSBAND'S LOCKED BOX

They had just been married, and her life was filled with the soft glow of happiness... until she found the ghastly secret of her husband, hidden away in a locked box in his closet.

WHAT WAS IN THE BOX?

Why did the ugly shadow of fear stalk the young bride? Read **WHAT NEITHER OF US KNEW** in January **PERSONAL ROMANCES**.

**PLUS...**  
Julian had a wife with mousy hair, and could never be called a glamour girl, but she held a powerful weapon over him which he couldn't escape. Find out what that weapon was in the absorbing story, **JULIAN'S WIFE**.

If your husband was on the make for every slim ankle and pretty face that passed him, would you put up with him? Would you believe him if he said he loved only you? Would you do what Thelma did, in **NEVER UNTRUE?**

Get **PERSONAL ROMANCES** for January and read these gripping stories.

**PERSONAL ROMANCES**

On sale at all newsstands for 10c

### Protein...

(Continued from Page 11)

high-quality proteins as poultry, fish, milk, cheese or eggs. "There are still other foods valuable for the protein they supply but which must be supplemented by the high-quality proteins just mentioned if they are to do us the most good. These include bread and cereals, gelatine, dried beans and peas and nuts. In other words, spaghetti or baked beans won't fill the protein bill completely. You must add to the day's menu generous amounts of high-quality proteins—maybe thick slices

of cheese or a baked custard. "Remember that 'protein foods' are only part protein, with the exception of egg white which is pure protein. So the figure of one-fifth of a pound of protein per day which I mentioned does not mean a fifth of a pound of meat, cheese or eggs. For example, ground round steak which we consider an excellent source of high-quality protein is about one-fifth pure protein and four-fifths other things. The average person needs daily about one ounce of protein for each sixty-two pounds he weighs. "The three main facts are:

"1. Protein-poor diets are

poor economy. 2. When you serve other proteins in place of meat, poultry or fish, make the servings generous ones—not 'sprinklings.' 3. Remember that all proteins are not the same in body-building quality. Serve vegetable proteins often but don't expect them to take the place of such high-quality animal proteins as: meat, poultry or fish; milk; eggs; cheese.

"If beef were our only source of protein, the average adult would need to eat each day about 3 1/2 pounds. In whole milk, the equivalent in protein value to a pound of beef is 3 quarts minus 1 cup. In eggs, the equivalent in protein value to 1 pound of beef is about 3 1/2 pounds. Research has proven that protein foods differ in their quality as body-builders. Vegetable proteins (dried beans, peas or nuts) should be used to supplement animal proteins (meat,

Smooth



SOPHISTICATED and at the same time completely youthful is this black jersey and pink satin dinner dress, which CBS actress Helen ("Bright Horizon") Lewis chooses for holiday parties. A large pink satin monogram gives a dressy effect to the otherwise simply tailored blouse. It's what the Jive set would call "smooth." (From DePinna, New York.)

fish, poultry, eggs and cheese) and not to replace animal proteins completely."

### Time Makes a Photograph Priceless



**GIVE  
YOUR  
PHOTO**

Some gifts wear out. Some become outmoded. Some are forgotten very soon... but photographs of loved ones live forever; are cherished a lifetime, and become more valuable every day. Have yours taken at Neisner's where skilled artisans and quality equipment assure a portrait you'll be proud of.

**SPECIAL CHRISTMAS OFFER**  
The Ideal Gift For Him

**3 LARGE 8 x 10  
PHOTOS**

**\$3.95**

No Appointment Necessary **Neisner's** Your Selection of Proofs

### A MILLION BUBBLES



**Anderson's  
CLUB  
SODA**  
SPARKLING WATER  
Super Carbonated  
A FAVORITE  
FOR 35 YEARS  
Anderson Beverage Co.  
Stone 420

**Imagine!**  
Ready-to-Serve Cocktails  
Right out of your  
Refrigerator  
Add No Ice,  
Just Serve  
**Pete Hagen's**  
COCKTAILS  
DRY MARTINI MANHATTAN  
SIDE CAR DAIQUIRI  
OLD FASHIONED  
POPPER-MORISON COMPANY, INC., ROCKEFELLER CENTER, NEW YORK  
At Your Neighborhood Liquor Shop or Write Our New York Office

Win Guest Tickets To Loew's

"Joe Smith American" is on the march again. This time he's mopping up an axis sabotage ring in the mysterious land on the Nile!

**Jeanette McDONALD**  
**Robert YOUNG in**  
**CAIRO**  
WITH  
**ETHEL WATERS**  
Famed Singing  
Star of Stage

— CONTEST RULES —  
NAME FIVE PICTURES IN WHICH EACH JEANETTE McDONALD AND ROBERT YOUNG HAVE PLAYED—THE FIRST 2 BEST SELECTIONS WILL RECEIVE GUEST TICKETS TO LOEW'S—Mail All Entries to Rochester Sun Contest Editor No Later Than Friday, December 11th.

**LOEW'S**

### Berghash



CHOICEST  
WINES & LIQUORS

25 YEARS OLD!  
J. Favraud Imported  
PORTUGAL  
**BRANDY**  
**\$3.35**  
Fifth  
84 proof. Accompanied at importation by certificate of app. Case \$37.50.

FREE  
XMAS  
WRAPPING

BUY  
ANY BRAND  
BY  
THE  
CASE  
AND  
SAVE  
EVEN  
MORE!

Imported  
From Virgin Islands  
RON CARABEE  
**RUM \$2.29**  
Fifth



FAMOUS  
JOHN BEGGS  
BLUE CAP  
**SCOTCH**  
IMPORTED  
FROM  
SCOTLAND  
86.6 PROOF  
**\$3.99**  
Fifth

OLD LEWIS HUNTER  
Kentucky 5 YEAR OLD  
**STRAIGHT  
Bourbon \$2.89**  
WHISKEY  
One of the finest Kentucky Bourbons at Rochester's outstanding money value.



"DIPLOMAT"  
100% Pure California  
**WINE**  
Most varieties—sweet and dry. One of our finest domestic wines. One of the best wine buys in America!  
**\$1.95**  
FULL GALLON

66 Proof — Blended with 5 Yr. Old Whiskies  
Gallagher & Burton **BLACK LABEL \$3.39**  
FULL QUART

Reynold's Old Post Tavern  
**6 Yr. Old Apple Brandy \$3.30**  
FULL QUART

NEW! TOP QUALITY "CREME OF CALIFORNIA"  
**WINE** 100% CALIFORNIA MOST VARIETIES **\$2.25**  
FULL GALLON

124 CLINTON AVENUE S.

Delivery  
MAIN  
786

**BERGHASH**

Parking  
Free  
Opp. Store



### Household

**PORTABLE RADIOS**

Battery-electric combination. Battery included. Tubes, 2 tone leatherette case. **\$29.95**

**COFFEE MAKERS**  
FREE with each sales coffee maker—clothless plastic filter. **\$2.95**

**ELECTRIC CLOCKS**  
Self starting G.E. clocks. Others to \$17.50. **\$3.50**

**HEATING PADS**  
3 heat switch. Moisture proof cover. Others to \$5.95. **\$2.95**

**AUTOMATIC ELECTRIC IRONS**  
Stock strictly limited. Full range of heats. **\$6.95**  
Others to \$10.95.

**REMINGTON ELECTRIC SHAVERS**  
A truly handsome gift! Dual heads. Easy terms. Others \$15.75. **\$12.95**

**CONSOLE RADIOS**  
Philco, General Electric, Motorola. 6 to 11 tubes. Prices start at **\$89.75**

**REFRIGERATORS**  
Famous Coolerator. 31 cu. ft. Balanced natural ice humidity. **\$79.50**

• LAMPS • DINETTE SETS  
• GAS RANGES  
• OIL HEATERS, ETC.



### UNIT PARTS ROCHESTER CORP.

1223 E. MAIN STREET  
CULVER 250

**2 STORES**

RIDGE RD. & LAKE AVE.  
GLENWOOD 714

### Sporting Goods

**TABLE TENNIS SET**

Deluxe official set. 4 rubber faced hardwood paddles. Net—6 official balls—rule book. **\$3.79**

**TENNIS RACKETS**

Wright & Ditson silk or nylon string. Others to \$14.50. **\$2.50**

**FOOTBALL & GOLF EQUIP.**

★ OFFICIAL REACH BASKETBALL

**ARCHERY SET \$5.95**

Lemonwood bow—linen string. Six Port-Orford cedar arrows. Target and instructions.

**DARTS SET \$1.29**

16-inch, self sealing board; three kiln dried birch wood darts.



**SCALE MODEL  
AIRCRAFT \$1.25**

All types — a real thrill for a real boy!

**BUILDING BLOCKS** In large net bag. Plenty of blocks for toys. **98c**

**CHINESE CHECKERS** 16-in. board. Complete with 60 marbles. **49c**

**'ARMY TANK' AUTO** With toy swivel machine gun. Bearings. 44-in. long. **\$19.95**

**GILBERT WORK BENCH** A constructive gift that's more than a toy! **\$11.95**

**ESKIMO SLEDS** Just right for that white Christmas. **\$1.98**

**CHILD'S ROCKER** Upholstered in imitation leather. **\$4.95**

**CROQUET SETS** An ever popular game for young folks. **\$1.39**

**SLEEPING DOLLS** 21-inch Mama doll. Real eye lashes. **\$3.29**

**ALL KINDS OF DOLL FURNITURE** **98c Up**

**PLUSH PANDA BEARS** **\$2.79**

**JOINTED TEDDY BEARS** **\$2.49**





## GRANDMA HANDED DOWN THE COLD FACTS

To relieve colds, coughing, aches in muscles of chest and back, and to reduce local congestion, Grandma put faith in home medicated mutton suet and hot fennel. Today mothers use Penetro—the excellent modern medication with the mutton suet base. Rubbed on chest and throat it works fast, for Penetro never fails to function 2 ways. Aromatic vapors sweep inside through cold-stuffed nose and throat, while Penetro does its outside work like a soothing, comforting plaster on the skin. It's also good for minor burns and chafed skin irritation the year around. Try Penetro. Compare it. Convince yourself. "Grandma was right!" Your druggist guarantees money back if not satisfied, 25c. double supply 35c.

### FOR MOTHERS OF TODAY

Saw a sunburst mirror the other day — Finished in rich pickled (yes pickled) pine finish. Ideal for dining or living room. Hinted to Pappy — but he never got it at all.

Hostess Wagons are new again (tea-wagons to most of us). If you have saved yours—drag it out into the open again. It's the newest trend in furniture.

Grease spots on wallpaper can be removed with flannel dampened with alcohol.

To drive a nail or screw through wood without splitting the wood, first drive the nail through a cake of soap.

**MILLER'S  
JEDDO  
COAL**  
Stove, Egg or Nut  
**\$12.90**  
Ton  
Cash! Show. Off.  
Prompt Delivery!



**MILLER'S  
R. G. & E.  
COKE**  
Dry and Dustless  
**\$11.00**  
Ton  
Cash! Show. Off.  
Prompt Delivery!

**ARDEAN R. MILLER**  
Know Your Dealer! PHONE GENESEE 20 Finest Service For 32 Years

*The Land of the Free*  
prefers  
today's  
**GENESEE**

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

**ELECTROLUX** FULL CASH PRICE **\$16.95** EASY TERMS

Complete With Attachments  
LIBERAL TRADE-IN ALLOWANCE  
IF YOU CAN'T COME IN—PHONE OR WRITE FOR FREE HOME DEMONSTRATION  
New Vacuum Cleaners RELEASED By Order U. S. Gov.

**FULLY GUARANTEED**  
Same Length of Time as New Electrolux  
\*10-DAY TRIAL PLAN

**PENN VACUUM STORES**  
30 SOUTH AVE. • STONE 6747  
Store Open Every Night 'Til 9 P. M. 'Til Christmas

BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

**BIG 5c WORTH**

- 16 Pages of Color Comics
- Colorgrave Magazine Section
- Main News Section

**GET THE HABIT**  
Read the New York  
**SUNDAY MIRROR**

AN EARLY EDITION OF THE  
**SUNDAY MIRROR**  
including All Features  
IS ON SALE AT ALL  
ROCHESTER NEWS DEALERS

**DOLAN'S**  
Where You Buy the Cuts of  
**Chicken**  
You Prefer

- BREASTS... lb. 59c
- LEGS... lb. 49c
- WINGS... lb. 29c
- NECKS... lb. 15c
- GIBLETS... lb. 25c
- LIVERS... lb. 49c

**DOLAN'S**  
600 JEFFERSON AVE.  
Cor. Bartlett  
Telephone GENESEE 1417

**Must The Married Woman Live In Doubt?**

The modern wife often distrusts half-knowledge gathered in adolescence. But, instead of learning the facts, she resorts to over-strong solutions of acids for the douche which can burn, scar and desensitize delicate tissues.

Today such doubts and unhappiness, such risks are needless. Science has given woman Zonite. So powerful, it kills instantly all germs and bacteria with which it comes in contact. Deodorizes by actually destroying odors. Protects personal daintiness. Yet! Zonite is non-caustic, non-poisonous, safe for delicate tissues. Over 20,000,000 bottles bought. Get Zonite at your druggist today.

Free Book Tells Intimate Facts  
Frankly written booklet, "Feminine Hygiene Today," mailed FREE, in plain wrapper. Write Zonite, Dept. 6941, 360 Lexington Ave., New York, N. Y.

**MOST AMAZING VALUES IN TOWN!**

- PLAIN OF WHITE RAYON MUFFLERS, Regular 50c
- HEAVY WHITE SHEETING, 2 1/2 yds. wide, Reg. 50c yd.
- 1-INCH ASSORTED RAYON RIBBONS, Value 3c yd.
- 10 BIRDSEYE DIAPERS, Regular \$1.33
- J. P. COATES OR CLARKS CROCHET COTTON, Big ball, Regular 25c
- MENTHOLATED FACIAL TISSUES, Package of 100, Regular 10c
- J. P. COATES CROCHET CORD, 100 yd. spool, Reg. 15c
- CLARK'S EMBROIDERY FLOSS, 28 yd. spool, Ass'd. colors, Reg. 3c
- INFANTS' FLANNEL, Regular 10c
- BLANKETS, Regular 10c
- GENUINE RUG YARN, Reg. 25c
- HEAVY TURKISH TOWELS, 28x40, Reg. 25c
- 8-OUNCE WATER GLASSES, Regular 4c
- WHISKEY TUMBLERS, 2 for 5c
- PEQUOT PILLOW TUBING, 12-inch, Reg. 45c yd.
- LARGE ASSORTMENT NOVELTY PINS, Values to 25c
- SQUARE RAYON HEAD KERICRIPS, 22 in. Reg. 35c
- CHILDREN'S 50% WOOL MITTENS, Cloth, Reg. 35c
- 1000 COUNT TOILET TISSUE, Regular 8c
- KNAB SEALS, WRAPPINGS, ICICLES ETC., All regularly 10c
- 25 BEAUTIFUL CHRISTMAS CARDS, Bound, Assorted, Reg. 35c
- VELVETSMOOTH'S PALM AND OLIVE SHAVE CREAM, Large tube, Val. 25c

Above Are But a Few of Our Permanent and Amazing Bargains

**Every Buy a Bargain at BILL'S BARGAIN STORE**  
98 East Main St. Near Water

KEY COUPON  
**DUZ**  
Large Box Limit 1  
**18c**

KEY COUPON  
**JERGEN'S TOILET SOAP**  
3 for **11c**  
Limit 3

KEY COUPON  
**DR. LYON'S TOOTH POWDER**  
25c Size Limit 1  
**11c**

KEY COUPON  
**WOODBURY ALMOND-ROSE HAND LOTION**  
50c Bottle Limit 1  
**19c**

**WATER REPELLENT MONEY BELTS**  
A Necessity For The Man In Service  
With Zipper Compartments  
**98c**

**GIFTS**  
for A Merry American Christmas

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

470 N. GOODMAN NEAR MAIN  
1861 MONROE NEAR WINTON

724 WINTON ROAD NO. 1 COR. 'CHURCHMAN'  
457 RIDGE RD. W. NEAR DEWEY

KEY COUPON  
**CHRISTMAS TREE ICICLES**  
LARGE 10c BOX  
3 for **20c**  
Limit 6

KEY COUPON  
**NAIL POLISH REMOVER**  
Giant 3 Ounce Bottle LIMIT 2  
**7c**

KEY COUPON  
**Xmas CARDS**  
Box 25 50c Value Limit 2  
**23c**

KEY COUPON  
**Christmas Wrapping TWINE**  
Regular 10c Cones Limit 3  
**4c**

**Ristlite**  
98c  
a flashlight that gives you FREE USE OF BOTH HANDS!

**Christmas Tree LIGHTS**  
GENERAL ELECTRIC NOMA Tree Light Set  
Complete with 8 MAZDA C-6 Bulbs  
**89c**

**MAZDA TREE LIGHT BULBS**  
C-6 ..... 5c  
C-7 1/2 ..... 2 for 15c  
C-9 1/2 ..... 10c

General Electric NOMA Tree Light Set  
Each bulb works independently. Complete with 7 Mazda C-7 1/2 bulbs.  
**\$1.49**

General Electric NOMA Outdoor Tree Light Set  
Complete with 7 Mazda C-9 1/2 bulbs. Each bulb works independently.  
**\$2.19**

**CHRISTMAS WRAPPED POUND TOBACCOS**  
EDGEWORTH ..... \$1.01  
MODEL ..... .71c  
BLUE BOAR ..... \$1.70  
PRINCE ALBERT ..... .74c  
HALF and HALF ..... .74c  
Union Leader, 14-oz. 61c  
GEO. WASHINGTON 61c  
KENTUCKY CLUB ..... .74c  
Willoughby Tayl'r ..... \$1.25  
VELVET ..... .74c  
DILL'S BEST ..... .74c  
GRANGER ..... .71c  
BRIGGS (Canister) \$1.17  
SIR W. RALEIGH ..... .74c

**PIPPES**  
Your Choice of Holiday Boxed  
YELLOW BOLE FRANK MEDICO PUREX  
And Many Others  
**\$1.00**  
Finest, natural all finished Briars. Holiday boxed!

**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. \$2.00 Value  
**\$1.49**

**Free**  
25c JERGEN'S CREAM with purchase of 50c JERGEN'S LOTION  
A 75c Value for **39c**

**MAILING CARTONS**  
FOR THE MEN AND WOMEN IN THE SERVICES  
Heavy cardboard cartons—the correct size recommended by the Postal authorities.  
**3 for 23c**

**SAVINGS BOND BANK**  
USE THIS EASY WAY TO BUY WAR BONDS  
It Holds \$18.75 In Quarters and Dimes—Enough To Buy a \$25.00  
**BOND 10c**

**ONE-A-DAY VITAMIN A and D TABLETS**  
30 Day Supply Only  
**49c**

**DETECTO BATHROOM SCALES**  
CHROMIUM HEAD All Bathroom Colors **\$2.98**  
DE LUXE MODEL All Bathroom Colors **\$3.98**

**WALL BOX .250**  
Your favorite Old Spice toilet luxuries—Toilet Water, Dousing Powder, and two tubes of Bath Salts—enchantingly scented with Shulton's beloved Old Spice. In a quaint Wall Box to hang on your bathroom or boudoir wall.  
OTHER SETS FROM \$1 TO \$4.95

**ORNAMENTS**  
COMPLETE SELECTION AT LOWEST PRICES

**Gifts FROM MAX FACTOR HOLLYWOOD**  
for Blondes • Brunettes Brownettes • Redheads

**"TAKE IT OR LEAVE IT" SUNDAY NIGHT**  
KEY DRUG HAS 'EM! THOSE EVERSARP PENS AND REPEATER PENCIL GIFT SETS. A Complete Line  
Choice of colors in two-tone striped effect. Two-tone striped tops, solid color barrels. Choice of colors.  
Rich gold-plated tops, solid gold barrels in choice of colors.  
\$5.95  
\$8.75  
\$14.75

**WILEX makes better coffee**  
\$2.95  
You'll enjoy using a Silox Glass Coffee Maker because you can depend on it to make better tasting coffee—everytime. Pyrex Brand glass used exclusively.

**YARDLEY PREPARATIONS FOR HIM FOR HER**  
SHAVING BOWL \$1.00  
SHAVING CREAM .50c  
AFTER SHAVING LOTION .65c—\$1.25  
TALCUM ..... .85c  
HAIR TONIC ..... .85c  
TALCUM ..... 55c, \$1.10  
BATH SALTS ..... \$1.10  
LAVENDOMEAL ..... \$1.00  
DUSTING PWD. .... \$1.50  
Lavender T. W., 55c, \$1  
BRILLIANTINE ..... 55c  
COMPLETE SETS From \$1.00 to \$5.00  
COMPLETE SETS From \$1.50 and Up

**SHAVE SET**  
A handsome pottery container of Old Spice After-Shaving Lotion and your choice of Old Spice Lather or Brushless Shave Cream. Perfect pair for a perfect shave! Bracingly scented with Old Spice. Packaged the early American way, with a used-blade container for your bathroom shelf.  
OTHER SETS TO \$3.95



December 10, 1942

ER CHAINS  
EASH PRICE  
**6.95**  
EASY  
TERMS  
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NE 6747  
H Christmas  
ELSE

KEY COUPON  
MAIL POLISH  
REMOVER  
7c  
KEY COUPON  
Christmas Wrapping  
WINE  
4c

RGENS CREAM  
purchase of  
RGENS LOTION  
Value for 39c

AILING  
RTONS  
THE MEN AND  
WOMEN IN THE  
SERVICES  
8c  
for 23c

EARLY AMERICAN  
Old Spice  
LL BOX... 2.50  
favorite Old Spice toilet  
Toilet Water, Dusting  
, and two tubes of Bath  
enchantingly scented with  
s beloved Old Spice. In  
at Wall Box to hang on  
athroom or boudoir wall.

OTHER SETS  
M \$1 to \$4.95

EARLY AMERICAN  
Old Spice  
\$1.50  
HAVE SET

ER SETS TO \$3.95

# ROCHESTER SHOPPING NEWS

Delivered Free To 75,200 Homes In  
Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: in Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

## The Rochester Sun

Shopping News Is Now Available  
On All Downtown Newsstands.

SIXTH YEAR—No. 12

ROCHESTER, N. Y., MONDAY, DECEMBER 14, 1942

10

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

# GIFT VALUES IN THIS ISSUE

Special! Men's All-Wool

## GLOVES-AND-MUFFLER SETS

Warm, swanky-looking knit in white,  
canary, blue, tan, oxford and maroon. **\$2.50**

McFARLIN'S

New Home Full Rotary

## ELECTRIC SEWING MACHINES

No more manufactured when these are gone!  
Sews backward and forward. Has "Never Lock"  
Helical Gears. Beautiful Console cabinet. Easy  
Terms. **\$129** up

UNIT PARTS 1223 E. MAIN ST.  
RIDGE RD., AT LAKE AVE.

Genuine Fur

## BUNNY MITTENS

A spectacular value. For yourself! For  
gifts! **89c**  
Plus Tax.

DARLING SHOP 190 Main St. E.

Special!

## TAPERLITE CANDLES

Beautiful gift candles. Odorless and  
dripless. Choice of ten colors. 15-inch  
size, 98c doz. 18-inch size, \$1.19 doz. 10-inch. **69c**

SCRANTON'S 336 Main St. E.

Open Monday 9:30 A. M. to 9 P. M.

## 10 MORE SHOPPING DAYS BEFORE CHRISTMAS

Don't wait until December 24th to do your Christmas gift shopping. Shop now, while the stores  
have complete selections, fresh stocks, wide varieties. Downtown stores are remaining open many  
evenings for your convenience. Whether you shop during the day or evening — before you start —  
read Shopping News. KNOW where the gifts are that you want. KNOW what price you'll have  
to pay to get the best value. KNOW that the pennies you save by using Shopping News as your  
gift guide can be used to buy better gifts, more gifts.

### DOWNTOWN STORES OPEN TO 9 P. M. ON THESE DATES

MONDAY	DECEMBER 14
FRIDAY	DECEMBER 18
SATURDAY	DECEMBER 19
MONDAY	DECEMBER 21
TUESDAY	DECEMBER 22
WEDNESDAY	DECEMBER 23

## TABLE LAMPS

Smart practical gift lamps in assorted styles and  
sizes. Quantity is limited. Others \$2.98 and \$3.98. **\$1.98**  
And Up

Second Floor Monroe

SEARS ROEBUCK and CO.

Gift Special!

Huge Decanter of Schratz'

## BUBBLE BATH

Exquisite 32 oz. decanter which will later be an asset  
to the home, holds quart of fragrant liquid to create  
frothy bubbles! Gardenia, pine, apple blossom. **98c**  
Plus Tax

TOILETRIES, FRONT AISLES K TO M, MAIN FLOOR

Sibley, Lindsay & Curr Co.

Marvelous Assortment

## GIFT COMPACTS

Choice of combination comb and compact sets or  
compacts in floral, cameo and assorted designs.  
Values to \$1.00. **59c**

LINCOLN'S 118 Main St. E.

## MEN'S GIFT TIES

Grand Values At

Everything imaginable... to please every man on  
your list. From splashy, bold stripes to neat, quiet  
figures. Good quality fabrics that tie a smart knot  
every time. Come in with your list Monday! **55c**

McCURDY'S

"Cape Cod" Chocolate Covered

## PEPPERMINT PATTIES

Delicious and creamy patties to whet the appetite of  
any member of the family. Nicely boxed in one pound  
lots. Suitable for Christmas gift giving. **39c**

EDWARDS STREET FLOOR

See Edwards Large Advertisement in This Issue

## Santa's Headquarters

Here's the store where you can get gifts for everyone on your list... from a big  
collection of Christmas ideas. Do ALL your shopping at Unit Parts — pay only  
one bill on easy terms if you wish. Think of the convenience, too!

## HUNDREDS OF ITEMS TO CHOOSE FROM... TERMS IF DESIRED

A WONDERLAND OF

## TOYS AND GAMES

PLUSH PANDA BEARS **\$2.79**  
JOINTED TEDDY BEARS **\$2.49**

HUNDREDS OF TOYS TOO  
HUMOROUS TO LIST

CHINESE CHECKERS 16-in. board. Complete with  
60 marbles. **49c**  
"ARMY TANK" AUTO With toy swivel machine  
gun. Bearings. 44-in. long. **\$19.95**  
GILBERT WORK BENCH A constructive gift  
that's more than a toy! **\$11.95**  
ESKIMO SLEDS Just right for that white  
Christmas. **\$1.98**  
CHILD'S' ROCKER Upholstered in imitation leather.  
An ever popular game for young  
folks. **\$4.95**  
CROQUET SETS 21-inch Mamam doll.  
Real eye lashes. **\$3.29**  
SLEEPING DOLLS **\$3.29**  
ALL KINDS OF DOLL FURNITURE **98c up**

FOR ACTIVE PEOPLE

## SPORTING GOODS

ARCHERY SETS **\$5.95**  
Lemonwood bow — linen string. Six Port-Or-  
ford cedar arrows. Target and instructions.

DARTS' SET **\$1.29**  
16-inch, self sealing board; three kiln dried  
birch wood darts.

TABLE TENNIS SET  
Deluxe official set. 4 rubber  
faced hardwood paddles — net  
— 6 official balls — rule book. **\$3.79**

TENNIS RACKETS  
Wright & Ditson, silk or nylon  
string. Others to \$14.50. **\$2.50**

## FOOTBALL AND GOLF EQUIPMENT

★ OFFICIAL REACH BASKETBALLS

## GIFTS to bring JOY to the HOUSEHOLD

### REMINGTON ELECTRIC SHAVERS

A truly handsome gift! Dual heads. **\$12.75**  
Easy terms. Others \$15.75.

### CONSOLE RADIOS

Philco, General-Electric, Motorola, **\$89.95**  
4 to 11 tubes. Prices start at

### REFRIGERATORS

Famous Coolerator, 5 1/2 cu. ft. **\$79.50**  
Balanced natural ice humidity.

● LAMPS ● DINETTE SETS  
● GAS RANGES  
● OIL HEATERS, ETC.

### PORTABLE RADIOS

Battery-electric combination.  
Battery included. 6 tubes. 2  
tone leatherette case. **\$29.95**

### COFFEE MAKERS

FREE with each silex coffee  
maker — clothless plastic  
filter. **\$2.95**

### HEATING PADS

3 heat switch. Moisture proof  
cover. Others to \$5.95. **\$2.95**

## UNIT PARTS ROCHESTER CORP.

1223 E. MAIN STREET  
CULVER 250

2 STORES

RIDGE RD. & LAKE AVE.  
GLENWOOD 714

McFarlin's 3rd Floor Trading Post  
Official Boy Scout & Cub Outfitters



To A Good  
Scout. Love  
Mother & Dad

THE BEST GIFT IDEAS FOR  
YOUR BOY AT HOME IN KHAKE

Moccasin-Making Kits **\$1.95**

He'll have fun putting his own moccasins together. Steer-  
hide uppers, rubber soles, leather laces. Complete in-  
structions.

Regulation Scout Knives **\$1.50**

High-carbon, crucible tool steel. Heavy cutting blade,  
screw driver, bottle and can opener, and punch blade.

Official Yucca Packs **\$3.50**

To hold his bulky equipment like blankets and pup tent.  
Room for small gadgets, too. Waterproofed canvas.

Large First Aid Kits **85c**

A "must" for the Scout's emergency service work! All  
required items. Metal box with belt loops.

Conductor-type Coin Case **75c**

Very popular with scouts. Leather coin case with metal  
slots for the various coins. Pocket for bills.

7-Pc. Scout Cooking Kits **\$2.25**

Fine steel—retinned to retard rusting! Frying pan, stew  
pan with cover, eating bowl, cup, fork, spoon. Canvas case.

Steel Canteens; Khaki Case **\$1.25**

For hikes and emergency work, steel canteen with retin-  
ned finish. Removable khaki cover. Shoulder strap.

Distance-taking Pedometers **\$2.65**

Adds to hiking fun! Pedometer that clicks off quarter-  
miles and miles up to 100 miles, with automatic repeat.

31"x75" Sleeping Bags **\$7.95**

Protection plus all the thrills of sleeping outdoors with a  
warm, waterproof, mattress-lined sleeping bag.

Rist-lites; 500-ft. Beam **78c**

Ideal at home, at camp, on his bike! Flashlight that  
straps on wrist. Plastic case. Batteries, 10c.

## McFARLIN'S

195 MAIN STREET EAST

★ Many Other Gifts,  
Including Uniforms for  
Scouts and Cubs!



## ROCHESTER'S SHOPPING NEWS

Published by the Rochester Sun Corp., 5 St. Paul St., Rochester, N. Y.  
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**CAPTAIN "EDDIE" RICKENBACKER**  
Double Page Photo In Full Colors Suitable For Framing  
16 Pages of Comics  
16 Pages of Colorato  
40 Pages of Interesting News From All Parts of the World  
ASK YOUR NEWS DEALER FOR  
**5c SUNDAY NEWS 5c**  
NEW YORK'S PICTURE NEWSPAPER

## Magnificent Gift



**DIAMOND WRIST WATCH for Her**  
GRUEN  
59.50  
EASY CREDIT  
She'll be thrilled to receive this beautiful Gruen watch set with two fine, matched diamonds.

**WALTHAM**  
67.50  
PAY WEEKLY  
Glorious new style, glorified with the beauty of four fine diamonds. A gift of elegance.

**BULOVA**  
137.50  
PAY WEEKLY  
Exquisite new style, brilliant with fine diamonds set all around. A watch she'll always cherish.

**RUDOLPH'S**  
CORNER EAST MAIN at SOUTH AVE.  
In Batavia — 119 Main St.  
Open Evenings Until Xmas

## Fur Gifts

Gloriously Glamorous

Open Saturday and Monday  
Evenings Until 9 P. M.

WHETHER you pay considerably less than a hundred dollars or your purchase represents thousands, your Christmas Gift will provide the most joy for the money if the investment is a Fur Coat, Jacket or Scarf... and the label reads "Projansky."

**Jackets**  
\$75 to \$2,000

- ★ Mink
- ★ Sable
- ★ Fox
- ★ Caracul
- ★ Muskrat

**Fur Coats**  
from Muskrat to Mink  
\$89 to \$2,900

**Fur Scarfs**  
\$11 to \$200 Per Skin

**Projansky** 39 East Ave.  
Custom Furrier to Gentlewomen for Over a Quarter

## SALES GIRLS WANTED

Children's Store. Pleasant working conditions. Some experience necessary. Part time work—afternoons or evenings. Good pay and commission. Apply Left's Children's Store, Loews Theatre Bldg., 126 Clinton Avenue S. Ask for Mr. Left.

## HUNDREDS AND HUNDREDS OF New Christmas DRESSES

**\$1.95**  
Beautiful materials and styles for Christmas Givings! Made to sell for more than this low price! Pretend silks, taffetas, and bright cottons in stripes and patterns or solids. Blue, White, Aqua, Strawberry, Rose, Pink and many bright Christmas colors.  
Sizes 3-6x 7-14

## Also... Hundreds of Snappy BOYS' WASH SUITS

**88c**  
Just the thing for active little boys! Sturdy, fast color cottons. Lots of colors and smart combinations. They're made to take a lot of wear and washing. Sizes 1-6.

**LEFT'S**  
126-128 CLINTON AVE. S.

Open Tonight and Every Night 'Til 9

There's Still Time For Us To Take  
**YOUR PHOTOGRAPH FOR CHRISTMAS**  
Give your photograph to those you love—they'll be pleased and thrilled, especially with one of the excellent vignettes from H. L. Green's up-to-date photo studio. Have your photograph made where nothing is spared to improve your picture—at H. L. Green.  
**Special**  
8x10 IVORY TONE  
**3 PHOTOS \$3.75**  
Regularly \$4.50  
Selection of Prints No Appointment Necessary

**H.L. GREEN CO.**  
PHOTO STUDIO 132 E. Main St.  
FRONT BASEMENT OPEN SAT. AND MON. EVENINGS

## The RANDALL GALLERIES

Announce

Their new collection of Lamps and Shades, direct from the designers, definitely unusual. We invite you to come and see this stimulating exhibit. Here you will find Table Lamps, Boudoir Lamps, Dressing Table Lamps, Bridge Lamps, Floor Lamps and Nite Lamps. Over fifty frame sizes available. Although quantities are limited, we still have a large variety of Coffee and Cocktail Tables, Nest of Tables, End Tables, Consoles, Foot-stools and occasional pieces of desirable furniture. Attention is called to our reproductions of the Old Masters in Prints and Paintings, Objects of Art in Porcelain and Wood Carvings, hand colored, Persian Prints in numerous sizes. Then, too, we recover and restore furniture or furnish materials, Olives and Trimmings for your upholsterer. Prices most reasonable.

309 ALEXANDER ST.



## LINENS ARE IDEAL GIFTS

This year more than ever, useful—durable gifts are in order. Linen kerchiefs, table cloths, sheets, pillow cases, etc. It's patriotic to give gifts that last and last—so choose Linens from Beebe's wide selection of sure-to-be-appreciated gifts.

**HAND MADE GUEST TOWELS** 25c up  
Assorted Styles and Colors  
**HAND MADE BRIDGE SETS** 1.19 up  
Large Variety  
**EMBROIDERED PILLOW CASES** 98c up  
Pair, Exclusive, Extra Fine

One of the largest and finest selections of handkerchiefs in Western New York.

**BEEBE'S**

213 E. Main St. — LINENS — Main 6865

## MARKS & ABRAMSON

## Costume JEWELRY

A Gorgeous Selection of Pieces That Will Make A Lovely Gift For Someone Very Special — To Add A Shining Note of Luxury to Any Costume!

Outstanding Values In

**DIAMONDS — WATCHES — JEWELRY — SILVERWARE — CLOCKS — DRESSER SETS — ELECTRICAL GIFTS**

OPEN EVERY EVENING

'til Xmas Until Nine

Budget Terms

At No Extra Charge

**Marks & Abramson**

OPTICIANS

Established 31 Years

JEWELERS

**10 STATE ST.**

AROUND THE CORNER FROM MAIN STREET

## Gifts For a Man In Service—

- Pen and Pencil Sets
- Electric Razors
- Cigarette Cases
- Cigarette Lighters
- Leather Military Sets
- Billfolds and Money Belts
- Sewing Kits 59c Up
- Identification Bracelets
- Writing Sets \$1 Up

We Will Mail Your Gift FREE to Anyone in Service

## SCRANTOM'S

THE STORE WITH THE CHRISTMAS SPIRIT

**Give an AUTODEX \$1.00**  
Famous telephone and address directory in a trim, smart metal case. A flip of the finger and there's the page, name, phone number and address right before you.



Self-Revising  
**GLOBES \$1.00**

For the home that wants to keep up with the world. Boundaries can be easily revised after the war.  
Others To \$49.50



## BOOKS

All the latest, best sellers, fiction, biography, war books, etc.

**50c to \$3.00**



## PLAYING CARDS

A grand variety of playing cards of every description. From

**75c Double Deck**



## TABLE TENNIS

Four paddles, net with holder and four balls. **\$3.75**

**EVERSHARP Skyliner Pen**  
answers the \$64 question for just \$5  
The famous pen with "Magic Feed" (no jams, never clogs) and "Magic Button" (new pencil points instantly). You will want it! Set—\$5.75  
"TAKE IT OR LEAVE IT" WHEN—Sunday 9:30 P. M.

**LEATHER BILFOLDS**  
Imprinted with initials in gold. An especially fine gift for the boy in the service. **\$1.00**



## CHECKERS

Black and red composition. Washable. **50c**

**CHRISTMAS CARDS**  
A fascinating variety from traditional to ultra modern. Make your selections from Rochester's largest and finest stock.

**Scrantom's**

336 MAIN STREET E. STONE 1102  
Open Monday — 9:30 A. M. To 9:00 P. M.

**GIFTS Under \$2**

## For Her

- Fiction, Biography, Poetry, etc.
- Fine Leather Paper
- Adult Games
- Desk Accessories and Lamps
- Miniatures
- Playing Cards
- Fountain Pens
- Decorative Calendars

## For Him

- Zipper Cases
- Leather Billfolds
- Books on the War and Other Subjects
- Stationery
- Service Stationery
- Poker Chips
- Playing Cards
- Monte Carlo Balaroo Game
- Fountain Pens
- Magazine Subscriptions at Lowest Publisher's Prices

## For the Children

- Gilberts Chemistry And Microscope Set
- Dolls and Stuffed Toy Animals
- Wooden Toys
- Pastimes for Children
- Stamp Catalogs
- Coin Folders
- Games of All Kinds
- Paint Outfits, Oil or Water Colors
- Linoleum Block Printing Sets
- Tinker Toys



## NENS IDEAL GIFTS

ear more than ever,  
— durable gifts are  
er. Linen kerchiefs,  
cloths, sheets, pillow  
etc. It's patriotic to  
fts that last and last  
hoose Linens from  
wide selection of  
to be appreciated

LS 25c up  
1.19 up  
SES 98c up

andkerchiefs in Western

## E'S

— Main 6865



### Gifts For a Man In Service—

en and Pencil Sets  
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Anyone In Service



### For Her

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### For Him

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### For the Children

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Folders  
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Outfits, Oil or Water  
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er Toys

Open Monday Until 9 P. M.



## Do-Things Toys! Tony Sarg Musical Blocks \$2

Real melody makers! Youngsters can actually learn music at play with these 8 tuneful blocks. And there's a songbook even the youngest can follow. Give it to 3-to-6-year olds.

## Jumble Jungle Animal Box \$1

Over 300,000 Jumbles! Beasts and Jingles!  
More Fun Than A Circus!

An endless source of bedtime stories, of hilarity, rainy day amusements, good times for children of all ages! Mix and match the animals, the jingles in 300,000 different combinations, each one funnier than the other!

## A Whole War For \$1

"Junior Commander" set. 11 major units, 4 fighter planes, 16 soldiers, sailors and airmen. The most exciting units of army and naval warfare on sturdy, pliable cardboard.

## See the ESKIMO VILLAGE!

Real Eskimos! Live Huskies! Trained Bears! Give the Children a Ride in an Eskimo Sled!

TOYLAND, FOURTH FLOOR

Gift Special! Regular \$6.95

## Ovenproof DINNERWARE

35-Piece Set for 6

### \$4.95

This is dinnerware that you can heat in the oven, wash in piping hot water with never a quail that it will crack or craze. Yet it's not heavy crockery... but pretty china-like ware to give tables a festive air!

Choose from three colorful patterns: "Oriental," gay profusion of blooms on ivory white ground, banding in bright blue. "Circus," poster-color posies definitely modern in feeling. "Nassau," peasant pattern print in charming old-world colors.

Service for six consists of dinner plates, bread-and-butters, fruit dishes, cups and saucers, sugar bowl, creamer, vegetable dish, platter. Yours Monday at a saving of \$2.00 a set!

DINNERWARE, FOURTH FLOOR

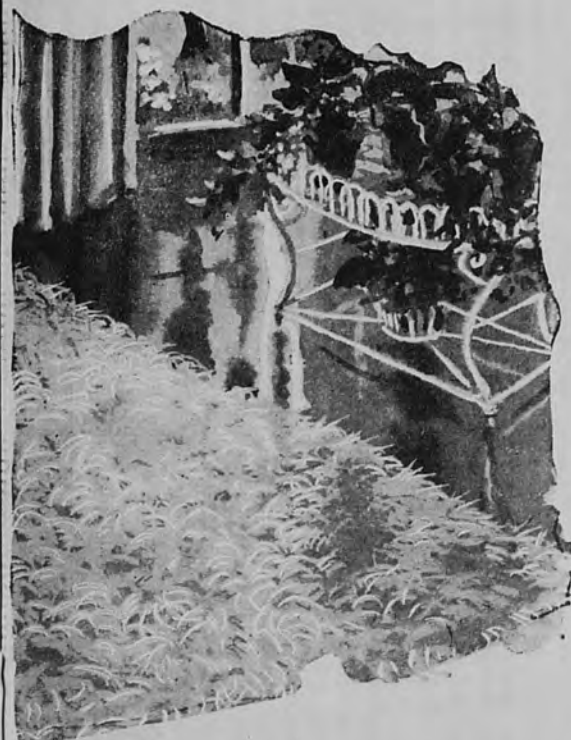


## GIFT SCATTER RUGS

To Spread Cheer In Every Room

### "TUMBLETWIST" . . . . . \$8.95

Thick, shaggy, deep-piled rugs made of soft but sturdy cotton loops. White and 9 colors... ideal for bedroom, bathroom, living room, study. 27" x 54" size. \$8.95. Other sizes... \$4.95 to \$19.95.



### Colorful Numdahs \$3.95

Traditional patterns woven in exotic colors in far-away India. To bring life and color to any room! 3 x 4-foot size... \$3.95.

### Hand-Hooked Rugs \$5.95

Soft colors in charming floral patterns. Precious rugs hand-hooked in China. A spot of color for living room, bedroom, hall. Size 2x4 ft. and other sizes. \$3.95 to \$129.50.

### Shadwev Chenilles \$5.95

Reversible, washable cotton rugs in seven good colors for bathroom, bedroom, living room. 27" x 48" size. (Others, \$2.50 to \$8.50).

### Beacon Shag Rugs \$4.95

Oval and round rugs of soft cotton string woven on heavy, durable duck. Six washable colors. 36" circles, \$4.95. (Others, \$2.95 to \$7.95).

RUGS, FOURTH FLOOR

## McCURDY'S HOUSEWARES SHOP

Is Full of Practical Gift

## Bless Their Hearth Sale!

Make Up Sets From  
These Pieces Finished in

### Burnished Antiqued Brass

Special! \$5.89 each

Regularly \$6.95 and \$7.95

● ANDIRONS: urn, ball, or hitching post style, \$5.89 pair.

● FIRESETS: to match urn or ball style andirons. Tongs, poker, shovel, stand, \$5.89 set.

● SCREEN: 3-fold, with bound top, \$5.89.

### Log Holders

### \$3.29

Finished in burnished antiqued brass.

FIREPLACE SHOP, FOURTH FLOOR



G.E. Coffee Maker

With Stove \$4.49

Just when coffee's precious beyond rubies, what better gift than our wonderful G.E. coffee maker that draws every last delicious bit of flavor out of every last bit of coffee? Electric stove included.



Juice-O-Mat Fruit Juicer

\$3.79

The top is shining chrome finish, the base heavy metal. Red, ivory, blue, green, white. Easy to use and speedy. Gets all the juice without seed or heavy pulp!



BUN WARMER

\$1.50

Pop rolls in the stain-resistant chromium ball, heat on the stove over the asbestos wire pad, and bring to the table hot and crisp. Complete with inner wire basket.

HOUSEWARES, FOURTH FLOOR



\$5.89



\$5.89



\$5.89



\$3.29





# Sears Has The Toys

## TO MAKE YOUNG AMERICA HAPPY

DEPENDABLE QUALITY COMPLETE SELECTIONS REASONABLE PRICES

### Sears HAS THE DOLLS



**Stuffed DOLLS**  
100

**3<sup>98</sup>**



**BABY DOLL**  
2<sup>98</sup>

Amazing Life Like!  
**22-INCH MAMA DOLL**

She really cries! This cunning little "Strawberry Blonde" mama doll, with wide blue eyes that roll, and cute pink cheeks. She's dressed in the latest style, too.



**TOY ANIMALS**  
\$1.00



**Sleepyhead DOLL**  
2<sup>95</sup>



### 3-PIECE SET! OAK or MAPLE!

Cunning sturdily constructed little table and chair set for the young housekeeper. Your choice of fine maple or oak, beautifully finished in oyster white or natural briar, colorfully trimmed.

**5<sup>98</sup>**

### TARGET SHOT



**35<sup>c</sup>**

### PULL TOY



**39<sup>c</sup>**



### DESK AND CHAIR SET

**15<sup>79</sup>**



### TABLE & CHAIR SET

**2<sup>44</sup>**

### RAP-A-PAINT SET



**1<sup>00</sup>**

### PEG & NAIL SET



**1<sup>10</sup>**

### XMAS TREE Holder



**1<sup>19</sup>**

### BOXING GLOVES



**2<sup>19</sup>**



**DOCTOR & NURSE SET**  
59<sup>c</sup>



**Transport TRUCK**  
1<sup>29</sup>



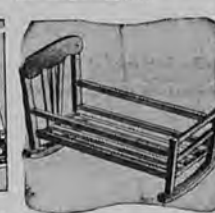
**Happy Time Fairy Tale Book**  
49<sup>c</sup>



**ASSORTED GAMES**  
29<sup>c</sup>



**ROCKET SHOT**  
69<sup>c</sup>



**DOLL CRADLE**  
1<sup>29</sup>



**STORY HOUSE PLAY BOOK**  
25<sup>c</sup>



**CHILDREN'S BOOKS**  
10<sup>c</sup>



**BOX OF 10 ACTIVITY BOOKS**  
39<sup>c</sup>



**STORY HOUSE PLAY BOOK**  
25<sup>c</sup>



**CHILDREN'S BOOKS**  
10<sup>c</sup>



**26-Piece ELECTRIC TRAIN!**  
7<sup>77</sup>



**Mechanical TRAIN**  
1<sup>49</sup>



**26-Piece ELECTRIC TRAIN!**  
7<sup>77</sup>



### HEY, BOYS and GIRLS!

FIND OUT WHAT I'M DOING FOR UNCLE SAM! WITH A BIG COLORFUL COMIC BOOK ABOUT MY AMAZING LIFE TO EVERY CHILD WHO COMES TO SEARS TOYLAND WITH HIS PARENTS!



### DRESS UP THE TREE!

Choose your gay sparkling tree ornaments this year from Sears completely stocked assortment of American-made Xmas tree decorations.



**66 Bulbs in All Xmas Colors** ..... 5c  
**8-Light Tree Set** ..... 65c  
**Cotton Bunting to Look Like Snow** .. 15c  
**Single Candle Wreath** ..... 50c



**2-GUN ROTO SHOT**  
1<sup>15</sup>



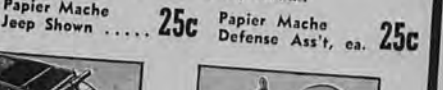
**2-GUN ROTO SHOT**  
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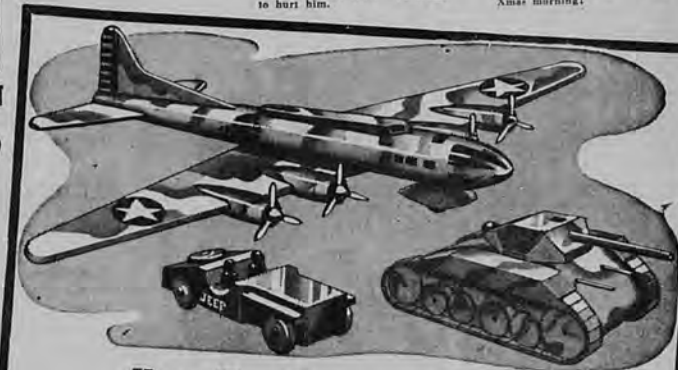


**2-GUN ROTO SHOT**  
1<sup>15</sup>



**2-GUN ROTO SHOT**  
1<sup>15</sup>

**Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST**  
**TOYS ON SALE BOTH STORES!**



### Keep 'Em Flying and Rolling

Latest approved copies of army models to make a hero of your young son! And he'll be able to stay right in his own back yard, too. Airplane is neatly colored. Jeep and tank very realistic.

**Plane Shown in Metal** ..... \$1.39  
**Papier Mache Jeep Shown** ..... 25c  
**Papier Mache Defense Ass't, ea.** 25c



**Model Ride Car** .. \$2.19  
**Metal Pedal Car** .. \$1.09



# Gifts that say **AMERI CHRISTMAS** from **Edwards**

Shop With The Entire Family Monday. Store Open 12 Noon Till 9 P. M.



## Give Her Seamprufe Lingerie

Lace Trim'd  
Slips . . . . **2<sup>25</sup>**

Lacy slips styled with a hem-  
stitched and lace bodice. Lin-  
erie lure to thrill the heart of any  
woman. Tealose and white. Short  
and medium lengths.

Tailored  
Slips . . . . **\$2**

If she works all day in an office  
or on a war job, she'll thank you  
for slips like these . . . tailored  
with four gores, made of crepe  
back satin La Rue. Tealose and  
white.

Satin  
Gowns . . . . **\$3**

Here is a nightgown that almost  
waltzes. There's luxury plus  
durability in this Seamprufe  
gown. Crepe back rayon satin in  
either rosy tealose or icy blue.  
Sizes 32 to 40.

Lace Bottom  
Panties . . . **1<sup>69</sup>**

Fitted panties with wide lace  
trimmed bottom, flat fitting  
waistband and side button.  
Graded lengths. Sizes 24 to 34.  
Tealose and white.

EDWARDS—Second Floor



## Men's Royal Lounge GIFT ROBES **6<sup>95</sup>**

We're giftquarters for all Men's Robes,  
and we have them from 6.95 to \$20  
— so you're sure to find one to suit  
your budget and the taste of every man  
on your list. Sketched is a wrap  
around model of blended wool, rayon  
and cotton. Contrasting binding, shawl  
collar and fringed sash. Maroon and  
Navy. Gift boxed and a superb robe  
for this price.

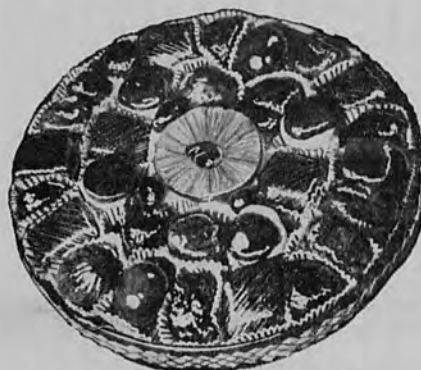
EDWARDS—Street Floor

## Stock Up On This Sale Of Christmas Candies

Christmas is made up of a lot of little things  
— evergreen trees, mistletoe, holly  
wreaths, red candles . . . and last, but not  
at all the least . . . Candy. It's a traditional  
part of Christmas. Our annual Christmas  
Candy sale is an event eagerly waited for  
and here it is. Hurry in, we can't promise  
that quantities will last.

Delicious Hard Candies  
3 pound jar **99c**

They're as delicious as they are pretty . . .  
filled centers and clear fruit flavored hard  
candies. Packed in a glass jar.



Glace Stuffed Fruits  
Luscious fruits — over-stuffed  
figs, dates, prunes, apricots and  
glace pineapple and cherries.  
**1<sup>06</sup> & 1<sup>46</sup>**

EDWARDS—Street Floor



Chocolate Covered  
Peppermint Patties . . . **39c<sup>16</sup>**



## Novelties For The Christmas Tree or Table

- Jolly Red Santa  
(Wax candle figure)
- Shiny Red Boot

**6 for 59c**

- White Snow Man with Red  
Hat (Wax Candle Figure)
- Ski Novelty

## Carload Sale of Wilbur's Famous Chocolates

**5 Packages for \$1**  
28 Pieces to each package

A real scoop when you consider that chocolate is getting  
scarcer every day . . . that this is the last Wilbur will  
make for the duration!! 28 pieces of this fresh, delicious,  
energy-building chocolate in each package . . . each  
piece individually wrapped. You'll want at least one of  
each type . . . almond, pure milk and mint-flavored.

Mail This Order Blank

E. W. Edwards & Son, Rochester, N. Y.  
Please send me WILBUR'S CHOCOLATES

QUANTITY	Almond	Pure Milk	Mint
NAME			
ADDRESS			
Cash <input type="checkbox"/> Charge <input type="checkbox"/> Check <input type="checkbox"/> M. O. <input type="checkbox"/>			

EDWARDS—Street Floor

MAIL OR PHONE YOUR ORDER  
— CALL STONE 2360



**GIRLS!**  
UNCLE SAM!  
BIG COLORFUL  
BOOK ABOUT MY  
LIFE TO EVERY  
TO SEARS  
TH \$1

**TREE!**



Tree . . . \$1.29  
Ice Package . . . 10c  
Angel . . . 59c

**SLED**  
Every mother  
needs! A  
dancer to  
happy all  
winter!

**BACK FAMILY**  
A Page  
to Baby  
ready to  
fly into  
life on  
wing!



ea. 25c

**\$1.09**





118 EAST MAIN ST.

**LINCOLN'S**

*Let* **A MERRIER CHRISTMAS** *make yours*

The Best Gift You Can Give a Man  
and the Most Appreciated

**MEN'S XMAS GIFT  
SHIRTS**

All with the permanently  
Smart No-wrinkle Collars

**\$1.29**

Play Santa Claus to the men on your Xmas list  
and give them some of Lincoln's shirts for Xmas  
... men like to receive good-looking shirts, so  
they will certainly like Lincoln's shirts. — Sizes  
14 to 17.



**Good Looking  
GIFT TIES**

For the men you want to  
please most, give them  
some of these ties,  
stripes, checks, solids  
and figures.

**50¢**

**Men's Warm Winterweight  
Flannelette Shirts \$1.59  
And Pajamas**

A gift of one or both of these will win  
smiles of approval from any man.

**Men's U. S. Government  
Type  
Shirts—Drawers**

**79¢**

Warm shirts and drawers  
will make you forget all  
about cold winter days.  
Regular price \$1.49.

**Men's Winterweight  
UNION SUITS**

**88¢**

Ideal for cold weather  
blues! They'll keep you  
plenty warm. Long or  
short sleeves. 36 to 46.

**FIRST QUALITY - HALF HOSE  
FOR MEN—ALL WOOL  
In BLAZER STRIPES**

With the cold weather and  
fuel shortages, any man  
would be glad to receive  
some of these socks for  
Xmas. Sizes 10 - 12.

**50¢ Pr.**

Give "HER"

Famous

**AUDREY**

Extra Fine Quality  
Full Fashioned

**SHEER  
RAYON  
HOSIERY**

**79¢**

Stockings are always a gift welcomed by  
any girl! And she'll welcome a pair of  
Lincoln's sheer rayons more than ever.

Gay ... Colorful ... Holiday

**APRONS**

**39¢**

Fast-color floral percale  
coveralls — novelty bib  
styles. Binding trim on  
five panels and tulip de-  
signs.

**59¢**

Charming floral print  
dimity bib aprons with  
contrasting ric-rac trim  
all around. ...

**Fiesta Colored California  
GOURD STRINGS**

**50¢ AND \$1.00**

**Plumply Filled Fancy  
SOFA PILLOWS**

Square and ob-  
long pillows in a  
variety of colors.



A Wide Assortment  
of Christmas Gift

**SLIPS**

A GIFT SHE'LL ADORE ...  
LOVELY FEMININE  
LINGERIE

**\$1.29**

Dainty slips in novelty or tailored  
styles ... rayon satins or French  
crepes. Sizes 32 to 44.

**Lace Trimmed  
GOWNS**

**\$1.29**

Luxuriously lace trimmed ray-  
on satin gowns in tearose and  
blue. Sizes 16 and 17.

**Heavyweight  
Flannelette**

**GOWNS  
\$1.38**

A gift that will keep your wo-  
men folks warm during chilly  
nights. Choice of stripes or  
plain colors. Sizes 16 and 17.



Lincoln's Famous

Delmar 50 Wash

**RAYON UNDIES**

Better quality rayon  
undies that are guar-  
anteed to withstand  
50 washings.

**39¢**

For Chilly Days!

40 % Rayon and Wool

**SKUGETTES**

Snuggle into these  
warm skugettes on  
cold days and you'll  
forget it's winter!  
Finely knit 40% rayon  
and wool pants and  
vests.

**59¢**

A 69¢ Value

**PRACTICAL GIFT  
HOUSE  
DRESSES**

**\$1.69**

Large choice of styles in better  
quality percale frocks. Guaranteed  
fast colors. Sizes 12 to 52. A gift  
which any housewife would welcome.

**GIVE HER A  
CHENILLE  
ROBE**

**\$3.98**

Soft, tufted chenille robes with wide  
flaring skirts. Choice of colors in  
aqua, powder, dubonnet and dusty  
pink. With or without collars. Sizes  
12 to 42.

Regular \$7.98

**LEGGING SETS**

Warm, sturdy legging sets and snow suits to keep them  
warm as toast all winter. Sizes 3 to 6 in the legging  
sets and 3 to 16 in the snow suits.

Regular \$5.98

**SNOW SUITS**

**\$4.49**



**Children's 1 to 8  
CORDUROY OVERALLS**

Bib-type, corduroy  
suspenders overalls in  
wine, teal, copen,  
navy, brown and red.  
Sizes 1 to 4, 4 to 8.

**\$1.39**

Children's  
SIZE 1 TO 6

**GIFT  
DRESSES**

**79¢**



Large new assortment of children's  
holiday dresses in percales, slub  
broadcloths and dimities. Princess,  
pinafore and gored styles. Sizes 1  
to 6x.



A FINE GIFT  
FOR THE  
HOME!

**CHENILLE SPREADS**

Solid Color  
Classic Designs

**\$3.98**

De Luxe Quality  
thickly Tufted

**\$5.98**

A truly lovely spread  
that will add richness  
and color to any bed-  
room! — Guaranteed  
washable. Full bed size.  
Choice of colors.

Choice of solid colors  
or multi-colors on white.  
Guaranteed vat dye.  
High pile velvety tuft-  
ing. Values to \$6.98.

**OCCASIONAL FURNITURE**

FINISHED IN RICH TONES OF MAPLE,  
MAHOGANY OR WALNUT

Every Piece  
Genuine  
Hand-Rubbed

**\$4.98**

- Book Trough Tables
- Magazine End Tables
- Pie Crust Tables
- Coffee Tables
- Drum Tables
- Tier Tables

All genuine hard wood beautifully hand-rubbed  
and finished in walnut, mahogany or maple.  
Almost any type table you want. Every piece  
worth much more than this amazingly low price.



**Colorful Checked Voile  
COTTAGE SETS**

Choice of Flocked voile  
or Gingham checked  
cottage sets in red, blue  
or green. Dainty ruffles  
around the tops. Dress  
up the kitchen for the  
holiday season.

**\$1.19**

**Ninon CELANESE Tailored**

Rich, shimmering rayon Ninon  
Celanese tailored curtains in beau-  
tiful to look at shades of cham-  
pagne, eggshell and beige. Each  
panel 3 feet by 6 feet.

**\$2.25**





**HOLIDAY STORE HOURS for Week of Dec. 14—19**  
Monday — 12 Noon to 9 P.M.  
Tuesday thru Thursday — 9:45 A.M. to 6 P.M.  
Friday and Saturday — 9:45 A.M. to 9 P.M.

# Sibley, Lindsay & Curr Co.

**Brushed Rayon  
GOWN  
3.20**

A welcome gift this year.  
Simply styled Carter gown  
of this snugly rayon fab-  
ric. In tea rose or blue.  
34-40.

FRONT OF AISLES K  
TO M, MAIN FLOOR



**Popular  
SLIP-OVER SWEATER  
3.50**

Her pet sweater, the long, long pull-over.  
To delight your sweater girl this Christ-  
mas. All her favorite sweater colors. Sizes  
34 to 40.

SPORTWEAR, MAIN FLOOR

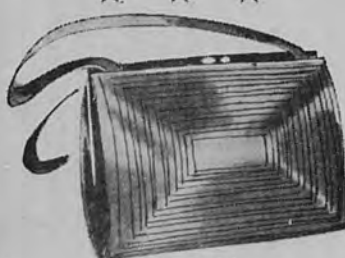
★ ★ ★



**Wind and Water Repellent  
MEN'S SKI JACKET  
7.50**

If he skis or skates you may be sure this  
zipper closed poplin jacket with a zipper  
closed pocket will make a big hit. Attached  
hood can be worn flat inside. Navy or tan.  
MEN'S CLOTHING, STORE FOR MEN, MAIN FLOOR

★ ★ ★



**Perfect Gift  
CORDE HANDBAG  
5.95**

A slim handle style with inner zipper  
pocket. Also many other fine Corde hand-  
bags at this price. Black or brown.

FRONT AISLES B AND C, MAIN FLOOR

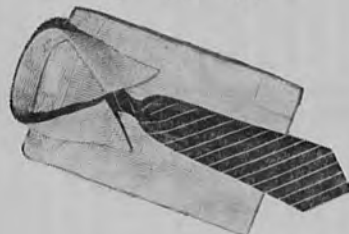


**Smart House Gift!  
CARD TABLE  
1.98**

Smooth, tapered steel legs that won't snag  
stockings. Legs lock securely; table won't  
wobble or collapse. Choice of washable  
decorated tops.

FURNITURE, FIFTH FLOOR

★ ★ ★

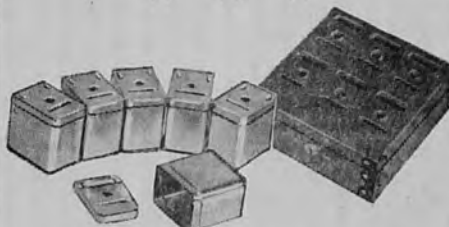


**"Fruit of the Loom"  
SHIRTS  
1.75**

Sanforized "Fruit of the Loom" fade-proof  
shirts in clean cut stripes or checks. Every  
color men prefer! Also plain whites. All  
with famous Wrinkle-free collars.

MEN'S FURNISHINGS, STORE FOR MEN, MAIN FLOOR

★ ★ ★



**Welcome Gift in Any Home!  
BUDGET BANK  
1.00**

Clever gadget for budget-minded friends!  
Strong metal box with lock holds six metal  
compartments for budget items! Complete  
with title cards, key.

NOTIONS, REAR AISLES D TO G, MAIN FLOOR

★ ★ ★



**Delightful Whimsy by LaCrosse  
PENELOPE THE PIG  
1.25**

Perky Penelope, pottery pig, holds three  
LaCrosse manicure essentials! Glycerated  
polish remover, nail polish, Stazon base  
coat. A gift for fun!

TOILETRIES, FRONT AISLES K TO M, MAIN FLOOR

Shop Monday for These  
**GIFTS FOR ALL**  
Tuned to Every Budget

Store Open Monday from 12 Noon to 9 P. M.

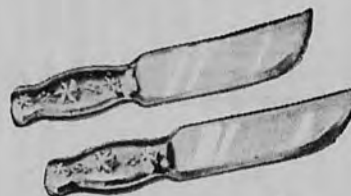


**Boxed for Giving  
LUSTROUS PEARLS  
1.00**

Slip them in the toe of her Christmas  
stocking. Lovely simulated pearls in a sin-  
gle strand necklace with a sterling clasp.

FRONT AISLES A TO C, MAIN FLOOR

★ ★ ★



**New Kitchen Wonder!  
GLASS KNIVES  
49c**

New idea that's become a necessity in  
every well-equipped kitchen! Clear glass  
knife — crystal, rose or blue — razor-  
edged, for citrus fruits, meringue pies, etc.

HOUSEWARES, FOURTH FLOOR

★ ★ ★



**Bright Little Gift!  
MICROLITE  
29c complete**

No bigger around than your finger, but  
worth its weight in gold, when you need  
a small, handy flashlight! Grand gift for  
every pocket and pocketbook.

HOUSEWARES, FOURTH FLOOR

★ ★ ★



**Fascinating 7-Day  
PLAY BOOK  
Reg. \$1.00! 49c**

A real treasure book, with something ex-  
citing for little ones to do every day in the  
week! Told in story form, and full of sur-  
prises the children will love.

TOYLAND, FOURTH FLOOR

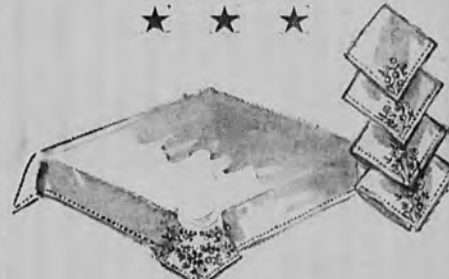


**Give the Famous  
PURREY BLANKET  
5.95**

And there's no better gift this Christmas!  
Warm, fluffy, fine Purrey blankets are  
woven almost wholly of Purrey rayon with  
a small amount of wool. 72x84."

BEDDING, THIRD FLOOR

★ ★ ★



**Smart Trick in a  
BRIDGE SET  
1.19**

Linen-colored cotton with featherstitch em-  
broidery in most attractive designs and  
colors. Welcome gift for every home.

LINENS, REAR AISLES I TO M, MAIN

★ ★ ★



**Christmas Message in  
MODERN PRINTS  
1.49 each**

Framed floral or figure prints, beautifully  
done in soft, soft colors against backgrounds  
of blue, rose or duobonnet. Charming de-  
corations that will really be appreciated.

PICTURE GALLERY, FOURTH FLOOR

★ ★ ★



**Cunning, Miniature  
DECORATED TILES  
4 for 1.00**

4-inch plaques brightly adorned with "Vic-  
tory Garden" vegetables or orchard fruits.  
Make grand coasters, and equally smart  
wall decorations. Each 25c

CHINA, FOURTH FLOOR



At The

DARLING SHOP...190 EAST MAIN STREET

And then her Heart stood still

When she opens your gifts on Christmas morning her heart will go thump, thump, thump. She'll adore you for heaps of pretty lingerie — or even one piece. Her heart will turn flops for a cuddlesome robe. Whether you load her with gifts or spend very little, she'll love you for choosing from Darling Shop's hold-your-breath collections — so do it now!

## FREE GIFT BOXES

1. SHEER RAYON HOSE. Slight irregulars of \$1.15 quality. All sizes ..... 59c. 2 pair for \$1.15
2. LOVELY, LACY NEGLIGEE. All pastel colors. All sizes ..... \$2.99  
Other negligees ..... \$1.99 to \$6.99
3. RAYON SATIN LOUNGING PAJAMAS. — Printed tops, solids too. Blue and wine. All sizes ..... \$5.49  
Others ..... \$1.99 to \$6.99
4. QUILTED HOUSECOAT. Junior and Misses sizes. A wide variety of styles at ..... \$3.99  
Others ..... \$2.99 to \$6.99
5. QUILTED RAYON SATIN BED JACKETS. — A warm and practical gift ..... \$2.99  
Others ..... 99c to \$3.99
6. LOVELY BLACK SLIPS. The gift everyone appreciates. All sizes in tailored or lacy styles, at only ..... \$1.19  
Others to ..... \$3.99
7. TAILORED RAYON CREPE SLIPS with NYLON thread reinforced seams. Tearose and white in sizes 32 to 44 ..... \$1.59  
Others to ..... \$2.25
8. LACY, FRILLY PASTEL SLIPS. A perfect gift. All colors, sizes. Only ..... \$2.99
9. RAYON SATIN HOUSECOAT with quilted top. Wine, royal blue. All sizes ..... \$2.99
10. OUR EXCLUSIVE SPECIAL! Genuine rayon crush-resistant velvet robe. Wine, black, royal blue. Sizes 12 to 20. Quantities limited ..... \$7.99
11. BLACK LACE TRIMMED GOWN. Also whites and pastel colors. All sizes ..... \$3.99  
Others ..... \$1.99 to \$5.49
12. Dainty, FEMININE GOWN in white, tearose. In all sizes. Only ..... \$2.29  
Others ..... \$1.99 to \$5.49
13. PRINTED RAYON CREPE GOWN. Soft and lovely, a sure gift success. All sizes, colors. Special value at ..... \$2.99

Feminine Gift Center

**Darling  
Shop**  
190 MAIN ST. EAST



10



11

12

13





Monday Edition

# ROCHESTER SHOPPING NEWS

Delivered Free To 75,200 Homes In  
Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: in Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

## The Rochester Sun

Shopping News Is Now Available  
On All Downtown Newsstands.

SIXTH YEAR—No. 14

ROCHESTER, N. Y. MONDAY, DECEMBER 21, 1942

10

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

## LAST CALL FOR GIFT BUYERS! STORES OPEN MONDAY, TUESDAY, WEDNESDAY NIGHTS

### PHOTO ALBUMS

11x14" spiral bound photo albums with cellophane  
pockets. All colors. An excellent gift for your friends  
with the photographic hobby. **\$2.49**

### KEY DRUG STORES

### TURKISH TOWEL SETS

Regularly 89c  
Packaged in gay floral boxes for gift  
giving! Heavy jacquard Turkish towel  
and 2 wash cloths to match in pink,  
gold, blue or green. **59c 2 for \$1**

Aisle 14 Basement  
**SIBLEY, LINDSAY & CURR CO.**

### SPUN-LO RAYON UNDIES

Panties, step-ins, briefs, bloomers and vests. Tailored  
with the greatest care from fabric that's made its  
reputation on its ability to wear. **49c**

EDWARDS—Basement

See Edwards Ad also in this paper

## UP-TO-THE-MINUTE VALUES For Last-Minute Shoppers Are Announced in this Paper!

Now, more than ever before, you need Shopping News to guide you  
in your last minute gift buying. Time is short! Pennies are valuable.  
Look through this paper now, and see for yourself, how many  
smart gift value downtown merchants have arranged for you. Special  
values for Monday! Gift ideas! Holiday needs!

Shopping News is published to help you save time and money. Use  
this free service to lighten your shopping burdens Monday, Tuesday,  
Wednesday, and Thursday.

*SPECIAL NOTE: The next issue of SHOPPING NEWS  
will be published Monday, December 28th.*

Quality Leather

### BILL FOLDS

In brown, black and saddle. Some with  
zippers. While they last! **\$1.00**

SCRANTON'S 336 Main St. E.

Reg. \$1.39 25% and 36% Wool

### MEN'S SHIRTS and DRAWERS

U. S. Government rejects. Long sleeve  
shirts and long leg drawers. Choice of  
tan or gray random. Sizes up to 36. **79c ea.**

LINCOLN'S 118 Main St. E.

### MEN'S GIFT TIES

Grand Values At

Everything imaginable . . . to please every man on  
your list. From splashy, bold stripes to neat, quiet  
figures. Good quality fabrics that tie a smart knot  
every time. Come in with your list Monday! **55c**

McCURDY'S

### NEXT MONDAY'S

# Big Basement Holiday Buys

## SIBLEY, LINDSAY & CURR CO.

Store Hours Next Monday 12 Noon to 9 P. M. — Next Tuesday and Wednesday 9:45 A. M. to 9 P. M.

Phone Stone 6500

Beautiful \$3.98 Values!  
**Solid Color Blankets**  
**2.98**

Warm "Nashuas" specially constructed of 75%  
cotton; 25% rayon. Nicely boxed for gifts or  
storage. Colors: rose, blue, green, peach or  
cedar. A grand buy for you, too, if you're in  
the blanket market.

aisle 14

For His Complete Relaxation!  
**Kid Opera Slippers**  
**2.25**

You may depend on these handsome slippers  
of soft kid with hard soles and springy rubber  
heels to carry your Christmas message to  
HIM. Punched collar trim.

aisle 8

Men's "Big Yank" Brand  
**Plaid Flannel Shirts**  
**1.39**

If he works out of doors, or plays in the open,  
he needs warm shirts and he loves these loud  
plaid heavy cotton flannels with storm cuffs  
and elbow action sleeves. 2 flap pockets.

aisle 2

For School or Play!  
**Boys' Snow Suits**  
**8.95**

Wonderfully warm, fully lined jackets with  
choice of zipper or button closings. All are full  
belted and some styles have hoods attached.  
Suspender type ski pants with zipper cuffs.  
Sizes 4 to 10.

aisle 2

Grand Selection for "Her!"  
**Gift Scarfs**  
**59c**

Select from dozens of patterns that include  
sheers, rayon satins, rayon crepes and even all  
wools! Prints, plains, jacquards — any kind  
you could mention all for just 59c.

aisle 10

Famous Brand Irregular  
**Rayon Hose**  
**69c**

Full fashioned rayon in sheer, clear 42-gauge  
to make her Christmas glad. Some with  
stretch-top! The heels and toes are reinforced  
with cotton for long time wear. 8½ to 10½.

aisle 9 center

Luxuriously Thick and Soft  
**Tufted Bath Mat**  
**1.98**

Heavy enough to make her feel the pampered  
darling she is! Large 19x34 size pre-shrunk  
rug in soft color tones to harmonize with her  
bath room. Peach, green, blue, yellow, orchid,  
black-and-white.

aisle 16

For the Littlest Fellar!  
**Handmade Rompers**  
**94c**

Philippine handmade rompers in white, pink  
or blue with tucking that makes for better fit,  
and touches of white and embroidery for style.  
Sizes 6 months to 2 years.

aisle 14

Rickrack Button-down-front  
**Polka Dot Cottons**  
**1.79**

Busy housekeepers will bless you for this  
quick-on quick-off cotton that fits like a dream  
and is embellished with rickrack trimming.  
Colors: wine or open in sizes 14 to 44.

aisle 12

For Cold-Free Fingers!  
**Wool Mitts**  
**1.00**

Gay patterns in every color of the rainbow  
to keep school-going fingers warm. Excellent  
for career girls, as well as for sportswomen of  
every age. You'll want a pair, too.

aisle 8

Complete with Sweet Shades!  
**Vanity Lamps**  
**1.19**

The stem is lined in color to match the shades  
of blue, peach, green, pink or silver-color!  
Crystal base. Washable cellulose-acetate shades.  
A welcome addition to her boudoir.

aisle 7

To Make Milady Smile!  
**Compact & Comb Sets**  
**79c**

Large size compact, the loose powder kind to  
fill with one's own favorite powder, and match-  
ing comb in gold-color case. A smart pocket-  
book edition.

aisle 7



Muff-bags to keep your little paws warm all winter — oh, bags smart, durable, fuzzy bags for the small fry. The usual selection of becoming chapeaus. All at MARLENE HAT SHOP, HOTEL SENECA.

VITALITY shoes are nationally recognized. Sold by GENESEE BOOTERY, they give comfort, style to thousands of satisfied customers. Once you have worn Vitality's you'll be sold forever, — Genesee at Bronson.

Listen — take time off for a date with "PETTIS". It will pay dividends Christmas morning, when you'll feel like a million. The Balto Creek Reducing is only a small part of the routine. A cabinet bath, shower and massage will do wonders for you. Call right now, Stone 6210, 323 Burke Bldg.

This week a Boy Scout will call at your home to tell you about the Special Blood Donor Campaign for Christmas. Give him your pledge of blood for our armed forces. It will be nice on Christmas morning to know that you have made it possible for some brave kid to have a chance to live. Watch the papers for the thermometer as to the progress of the Special Blood Donor Campaign. Do your part. Push that thermometer UP a notch with your pledge.

HOME SERVICE at the Rochester Gas suggests that you pack hot foods often for those members of your family who must carry a lunch. Hot tomato juice, chili con carne, chowder, 1/3 of day's food supply should be in every lunch box. Try devilled eggs, they'll go for those.

Give a card from VIRGINIA'S REDUCING & BEAUTY SALON to that particular friend for Xmas. She'll love you for it. Five treatments for \$5. With treatment you'll be blessed "cause besides losing weight, she will gain health, vigor and beauty. Call Stone 346 — 402 PRESENT BLDG.

Christmas day is drawing near — so lady's about it's about time you started that food shopping. First place on list should be ATLANTIC SUPPLY HOUSE. Anything and everything is on their shelves. The nutmeats are the best selection I have seen. Remember, nutmeats abound with Vitamin B. Every recipe that calls for nutmeats will be much better if you use quality merchandise. The selection of large filberts, Diamond Walnut meats, Schley paper shell Pecans and large Brazils are of the highest quality and you know what that means in this type of merchandise. Remember ATLANTIC SUPPLY HOUSE — 79 St. Paul St. Open Mon. Wed. Eve.

The price tag no longer serves as a yardstick for the affections. This is also true of the merchandise at SMITH CERAMIC STUDIOS. If your limit is \$1 they have it. If your splurging they have that too. Glassware, lamps, trays, dishes... everything on your Christmas list, 903 Monroe Ave. Open Eve. 'til 23rd.

SHERRY SANDWICH SPREAD  
One 3-oz. pkg. cream cheese  
3 tablespoons Sherry Wine  
3 tablespoons chopped dates  
1 tablespoon chopped nuts  
Few grains salt  
Dash of cayenne

Mash cheese with fork, blend in wine, mix to smooth paste. Add other ingredients. Spread on crackers, cookies or thin buttered nut bread. Serve for any occasion where slightly sweet sandwiches are suitable. Makes about 1/2 cup sandwich filling.

**Imagine!**  
READY-TO-SERVE COCKTAILS  
RIGHT OUT OF YOUR REFRIGERATOR  
Add No Ice, Just Serve

**Pete Hagen's COCKTAILS**

MANHATTAN  
DRY MARTINI  
SIDE CAR  
DAIQUIRI  
OLD FASHIONED

ONLY \$1.79  
4501

Pepper Marson Co., Inc., Rockefeller Center, New York  
At Your Neighborhood Liquor Shop or Write Our N.Y. Office

**Superfluous** Defeat the enemies of your hair — have that growth of hair removed by CHARLOTTE WHITE. No electric needles — no scars — no pain. 222 Cutler Bldg. Stone 503. Eve. Appointments.

So he's coming home for Christmas! You want to have plenty of fun, and why not. Your best bet is ODENBACH'S. He'll enjoy the food, he'll meet old friends, he'll hear HUGHIE BARRETT and band, he'll be entranced with Elaine Moore, the gal who sings. Odenbach's manage in a quiet sort of way, to drip with holiday spirit. The place is decorated so gayly that you catch the spirit of Christmas the minute you step in the door. Drop in for cocktails, and stay for dinner. How about spending that Xmas cheque you expect by having a real coat for a change from KATZOWITZ, 707 No. Clinton.

Rayon Moore goes to the gayest parties. Wish I could find a one-piece motif, they all seem to come in two-piece frocks.

Make sure your family gets abundant Vitamin D EVERY DAY! — Let BRIGHTON PLACE deliver Homogenized Milk enriched with "sunshine" Vitamin D. Just taste this delicious milk, cream in every drop. Try it for two weeks, if you don't agree, no hard feelings. But we're betting on HOMOGENIZED VITAMIN D. Call Glen 144 — 45 Fulton Ave.

Transformations — to meet your individual requirements. Where? At CLARA PALMER OLIVER'S of course. Unexcelled workmanship has become a tradition in this shop, 45 No. Clinton, Main 3632.

Much the same old story — but a good one — this card greeting has been around for a long time. Drop into H. H. SULLIVAN'S for a small amount in cash, you'll leave with all the trappings to make the dearest cutest cards you ever did send out. Set of tools, gay paper, in assorted colors. Think up a individual greeting for each friend, and see how many pleasant comments you'll have. Remember H. H. Sullivan, 67 South Ave.

**SCARFS**  
MAKE IDEAL GIFTS  
Finest skins available now for Scarf or Rollneck Scarf.  
This Week's Special: Luxurious latest style, durable Seal-Dyed Camel  
Value \$38. — \$69  
**CLIFFORD FUR CO.**  
123 CLIFFORD AVE.  
One Block off Portland  
Clifford Fur Sells For Less  
OPEN EVERY EVENING

**GRANDMA HANDED DOWN THE COLD FACTS**

To relieve colds, coughing, aches in muscles of chest and back, and to reduce local congestion, pioneer Grandma put faith in home medicated mutton suet and hot flannel. Today mothers use Penetro — the excellent modern medication with the mutton suet base. Rubbed on chest and throat it works fast, for Penetro never fails to function 2 ways. Aromatic vapors sweep inside through cold-stuffed nose and throat, while Penetro does its outside work like a soothing, comforting plaster on the skin. It's also good for minor burns and chafed skin irritation the year around. Try Penetro. Compare it. Convince yourself, "Grandma was right!" Your druggist guarantees money back if not satisfied. 25c, double supply 50c.

# Kay's COMMENTS

Anyone who has experienced the delights of a truly good custom-made coat will have no other. Let KATZOWITZ cut a coat to your particular need. Laid with fur, or plain with a snappy fur scarf to set it off. If you'd like a muff to match, Katzowitz will make this too. How about spending that Xmas cheque you expect by having a real coat for a change from KATZOWITZ, 707 No. Clinton.

Before your young man goes off to war, press into the hand of his boot a sterling silver St. Christopher thumbtack.

How's that Christmas list — still a few names left unchecked? Well, hurry up you only have a few days left! If you make EDWARDS your first stop, I'll bet you'll leave with every name checked off. The entire store is laden with Christmas gifts. Take a peek at TOYLAND. The most complete toy dept. you'll ever see. Everything for the kiddies. On the 2nd and 3rd floors are Gift Shops that have practically everything you could want to buy. Furniture makes a nice gift, and EDWARDS selection is the last word. On the 6th floor, the record dept. holds joys for the music lover. What we're trying to say is, Edwards have the finest and best selection of gifts in town. At gentle prices too.

A black wool jersey cardigan bound with turquoise-blue grosgrain was adorable. Turquoise with black is very fetching.

With so little peace on earth—and even less goodwill this year—Christmas giving takes on a new urgency. Only by giving can we keep Christmas. There are many people, way back a couple of carefree years ago who had come to dread Christmas, as a chore, and had even been heard to murmur the word "racket" in connection with the festive season. This year however the warmth of relationships have been intensified, making us feel that the exchange of gifts will be more spontaneous. Edit that hackneyed old list you've followed unthinkingly year after year, from inertia and habit. Add deserving ones. Take the trouble to get correct sizes and colors. (Think of those poor kids in the stores, with that panic of exchange). We have tried in the last few weeks to be of some help to you. Even if you're one of those "last minute kids" there are still loads of nice gifts "around". Lengthen your list—so many more need remembering—so many are alone in a world that is not good to be alone in. MERRY CHRISTMAS.

Devotedly, Kay.

Grab your hat and gift for ARSEN SOLICKIAN for that ORIENTAL on your Christmas list. Table mats \$7.50 up. Others 3x2 to 5x3 from \$12.50 to \$45. A lasting gift sure to please. 108 East Ave. next to Rochester Club.

Along came Pop, Christmas morning, happy as a lark, wearing a brand new tie from the HANDMADE TIE SHOP. Ten thousand patterns and colors to choose from. \$1.50 ties for only 50c. 107 E. Main near Water.

This is a gentle reminder of all the hints we've been throwing at you about that gorgeous merchandise at EATON & SIMS. Luggage, jewelry, loads of it, hand-bags, leather novelties, smoking accessories. Prices are right too. Hurry — to 29 South Clinton.

Either I'm getting used to the rayon hose or it's the weather. They don't feel so much like leggings any more, now that the temperature has dropped. Have you noticed, I have a mesh pair that have worn like iron.

Open Every Night Until Xmas 'til 9:30

**Sears**

**Christmas Gifts of Jewelry**

Roebuck and Co.  
Monroe at S. Union  
Ridge Road West

Put a sparkle in her eye with some of these bright and beautiful gifts from Sears exciting jewelry department! Everything to glamorize her winter costumes from gay little lapel pins to gleaming pearls and glittering rhinestones. Choose yours now and make her happy at Xmas and for many months to come!

<b>Pearl Foam</b> Necklaces .....1.00 up Pins, Earrings .....1.00 Bracelets .....1.00	<b>Novelty Sprays &amp; Pins</b> Yellow or white metal Matching Sets .....1.00 ea. Moonstone hearts .....1.00
<b>Pearls</b> 1, 2, 3-strand .....1.00 up	<b>Earrings</b> Stone set (ass'd colors) Plain gold, sterling moonstone .....1.00 pr.
<b>Identification Jewelry</b> To-From Pins .....1.00 up Sterling Bracelets .....1.00 up Anklets, Lucite Pins .....1.00	<b>Bracelets</b> Charm, novelty link in gold, sterling, stone set .....1.00
<b>Wood Beads—Mexican Clay</b> Necklaces—60" lengths .....1.00 ea. Matching Bracelets, 1.00 ea.	<b>Costume Rings</b> Pearl, Moonstone-Indian-Onyx-Cameo .....1.00 ea. Large square & oblong 1.25 Stone and onyx .....2.98 Cameo with rhinestones 3.98
<b>Rhinestones</b> Earrings, pins, clips, butterfly pins .....1.00 ea. Clip sets, bracelets .....1.98 Bracelets, pins, clips .....2.98 Sprays, pins .....3.98 up	<b>Compacts</b> Compact and comb set, snuff box type .....1.00 ea. Dound zipper styles .....2.29

**Smart Gifts in Aluminum Ware**  
1.29 up

A stunning collection of exquisite gifts to decorate her home, delight her heart.

Relish Tray with sectioned dish .....1.29	Round Tray, or Relish Tray .....2.98
Beverage Set, coaster and glasses .....2.69	

The staff at JOELS wish you a MERRY CHRISTMAS and want me to thank you for your patronage the past season. But you and I know as much as we like those friendly souls at this shop, if the HATS were not to our liking, we just wouldn't buy them. Honest, they do have the trickiest, smartest selection. Drop in and grab yourself one as your own special Christmas present. You know the round of parties at holiday time — be ready for anything in a new becoming hat from JOELS, 218 E. Main.

To preserve the gleam of your nails a week after your manicure apply colorless lacquer every few days. You'll be surprised at how long your polish will stay intact.

PROJANSKY'S is your shop, if the woman on your list, recognizes and loves beautiful things. Whether your choice is a small item, such as a fur scarf, or a new fur coat, Projansky's label will be the signal for gasps of joy on Christmas morn. 39 East Ave.

At Christmas we are keenly aware of real values. What gift more fitting than a package marked GEORGE BAILEY'S. Silverware, glassware, antiques, beautiful things, choosen with perfect taste. For years Bailey's have enjoyed a discriminating clientele. Drop in and see for yourself, 234 W. Main.

The new three-quarter length coolie coats are adorable. Loose kimono sleeves, front panel, two slit pockets. Usually come in rayon or satin. Good for our cooler houses.

You've ruined it? No you haven't — EMPIRE TEXTILE WEAVES will repair any damage under the sun. Burns, moths, tears, all your carelessness erased. 400 Burke Bldg.

**SALE** Budget your Christmas shopping, so you have enough left to take advantage of that 20% reduction SALE at C. B. THOMAS. Every fall and winter garment included. Wools, crepes, velvets, festive enough to add zest to your Christmas dates. 723 HOTEL SENECA. For your convenience open Mon-Tues-Wed. Eve.

"PARENTS BY PROXY" at Culver 51 is a boon to weary mothers. Of course you adore your children, but you simply have to "get away" from them once in a while. For 35c hr. BLANCHE REYNOLDS will send a Proxy to give you a breathing spell for shopping, bridge, dates. Aren't you glad to know that? Culver 51.

**THE FIRST CHRISTMAS**  
BEAUTIFUL HALFTONE REPRODUCTION SUITABLE FOR FRAMING  
PLUS 16 PAGES OF COLORED 40 PAGES OF NEWS FROM ALL PARTS OF THE WORLD  
ASK YOUR NEWS DEALER FOR  
**SUNDAY NEWS**  
NEW YORK'S PICTURE NEWSPAPER

**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**  
903 MONROE AVENUE

**SCRANTON'S**  
Last-Minute  
**GIFT IDEAS**

It's a BOOK Christmas!

The Robe—By Lloyd Douglas	.....\$2.75
Sabotage! The Secret War Against America. By Sayers and Kohn	.....2.50
The Coming Battle of Germany By W. B. Ziff	.....2.50
We Took To The Woods By Louise Dickinson Rich	.....2.75
Get Thee Behind Me By Hartzell Spence	.....2.75
See Here, Private Hargrove	.....2.00
Better Homes & Gardens Guide to Interior Decoration	.....5.00
The Star Spangled Banner By Ingrid and Edgar d'Aulaire	.....2.00
A Child's Book of Christmas Carols	.....2.00

**Musical Blocks \$1.25**  
Set of 4  
Four colorful, heavy cardboard blocks that make music when you press them. Any youngster will be delighted with these exciting toys on Christmas!

**Self-Revising GLOBES \$1.00**  
Others Up To \$4.50  
For the home that wants to keep up with the world. Boundaries can be easily revised after the war.

**EVERSHARP**  
Today's Smoothest, Smartest FOUNTAIN PENS  
Handsomely streamlined—two-tone striped cap and harmonizing barrels! "Magic Feed" prevents leaking—gives thousands more smooth words per refill.  
**\$5.00**

**Scranton's**  
336 MAIN STREET E. STONE 1102  
Open Monday, Tuesday, Wednesday 9:30 To 9:00 P. M.

**Eaton's Fine LETTER PAPER**  
Lovely textured paper for social correspondence. 24 sheets and 24 envelopes. For men and women. **\$1.00**

**BRIEF-CASES**  
Zipper bags for business or for school. From **\$1.95**

**Webster's Collegiate DICTIONARY**  
The perfect gift for the student or business man or woman. Indexed. **\$4.00**

**GAMES for Young and Old**  
Dominoes, checkers, chess and countless new games. From **50c**

**TABLE TENNIS**  
Four paddles, net with holders and four balls. **\$3.75**



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IC STUDIOS

AVENUE



OPEN UNTIL 9 O'CLOCK Monday, Tuesday and Wednesday



Is he the Outdoor Type?

What Better Gift Than Correct, Warm Sports Togs From McCurdy's Men's Shop!

1. Raglan Sleeve Coat Sweater

Famous McGregor mills knit this sweater to be ideal insulation against nippy weather. He'll welcome the easy shoulders, the snug waistband, the two generous pockets. Smart two-tone combinations of blues, greens, tans. 36 to 46...\$3.95

2. Classic Slipon Sweater

McGregor's "Shetland", every bit wool and warm. Closely knit to mold snugly to a man's body. Luxurious brushed surface. Six god colors! Blue, navy, brown, tan, green, maroon. 36 to 46...\$5

3. Zipper Coat Sweater

McGregor's "Yorkshire" the sweater more men in America buy than any other! Closely knit to keep a man warm; cut loose for freedom. Zipper front; two pockets. Ideal as a housecoat, as extra protection under a jacket for outdoor wear. Blue, navy, brown, tan, green, maroon. 36 to 46...\$5.95

4. Sturdy Capeskin Jacket

Husky, he-man lines in a ruggedly warm jacket that's great for skating, shooting, plane spotting... or snow shoveling. Celanese rayon lining; zipper front; two pockets and extra zippered cigarette pocket. Light or deep brown. 36 to 46...\$12.95

5. McGregor Warm-Up Coat

Light in weight and cut for action—yet biting winds and damp snow have a tough time getting through! Weather-proofed gabardine lined in bright red SnowWood's all-wool blanketing. Sizes 36 to 46...\$16.50

6. All-Wool Loafer Coat

McGregor-tailored to keep him actively free, but handsome enough to fit perfectly into any informal gatherings. He'll wear it as a sport jacket, a smoking jacket, a lounge coat. Tan, brown, blue. Sizes 36 to 46...\$10.95

7. All-Wool Sport Shirt

This gay, light-hearted McGregor shirt will go under his jacket or coat, to keep him extra warm. Soft-to-the-touch all-wool flannel. In bold "fireman" plaid. Small, medium, medium large, and large sizes...\$6.50

MEN'S SHOP, STREET FLOOR

Want to play Santa in a big way and still not to be extravagant?

Over \$45,000 Worth Of Compelling Fur Values



63 FUR COATS Under \$200

Silver Fox Jackets .....Now \$187.50  
Gray Bombay Lamb .....Now 175.00  
Black Persian Lamb .....Now 199.95  
Silver Fox Jackets .....Now 195.00  
Silver Blended Raccoon .....Now 189.00  
Northern Flank Muskrat .....Now 189.00  
Natural Blended Raccoon .....Now 199.95



Persian Lamb \$299.95

You want to see plenty before you decide! Here are all the fashion-important furs. Every one a coat for her to love and cherish! And you'll know that the McCurdy label will confirm her first overwhelming thrill of joy when she opens the big box and see your superlative Christmas gift!

24 FUR COATS Under \$150

Black Northern Seal (died coney) .....Now \$ 89.95  
Beaver-dyed Coney .....Now 89.95  
Camel-dyed Lapin .....Now 100.00  
Natural Opossum .....Now 119.95  
Mutual Seal (died coney).....Now 119.95  
Natural Rare Opossum .....Now 145.00  
Greatcoat .....Now 149.95  
Brown Chinese Caracul .....Now 149.95  
Gray Chinese Caracul .....Now 149.95  
Brown Russian Weasel .....Now 149.95  
Ocelot Cat Paws .....Now 149.95  
Blond Blended Muskrat .....Now 149.95  
Black Half-Persian .....Now 149.95  
Tipped Skunk Jacket .....Now 149.95  
Sable-dyed Muskrat .....Now 149.95  
Dyed Black Skunk .....Now 149.95  
Moire Black Persian Paws.....Now 149.95



Gray Bombay Lamb \$175

53 FUR COATS Under \$300

Silver Fox Jackets .....Now \$235.00  
Black Persian Lamb .....Now 225.00  
Featherlite Persian .....Now 249.95  
Sable-Blend Muskrat .....Now 219.50  
Natural Raccoon .....Now 249.95  
Hollander Muskrat .....Now 249.95  
Hudson Seal (died muskrat) ..Now 299.95  
Black Persian Lamb .....Now 299.95

(All fur prices subject to Federal Tax!)

MCCURDY'S FUR FASHIONS, SECOND FLOOR





"Peace on Earth, and Mercy, Mild . . . . ."



## Christmas Spirit . . .

**T**HE Spirit of Christmas is older than Bethlehem. It is the spirit of unselfishness—of fellowship—of peace and good will and mercy. The story of the Wise Men symbolizes that spirit, for they came humbly from a distant place to bestow their gifts, and their hearts were filled with good will, and love. Ours is a land where men and women have always been free to worship as they please—yet the SPIRIT of the Christmas star shines for all faiths, and Christmas day is honored by all. **THIS IS AMERICA.**

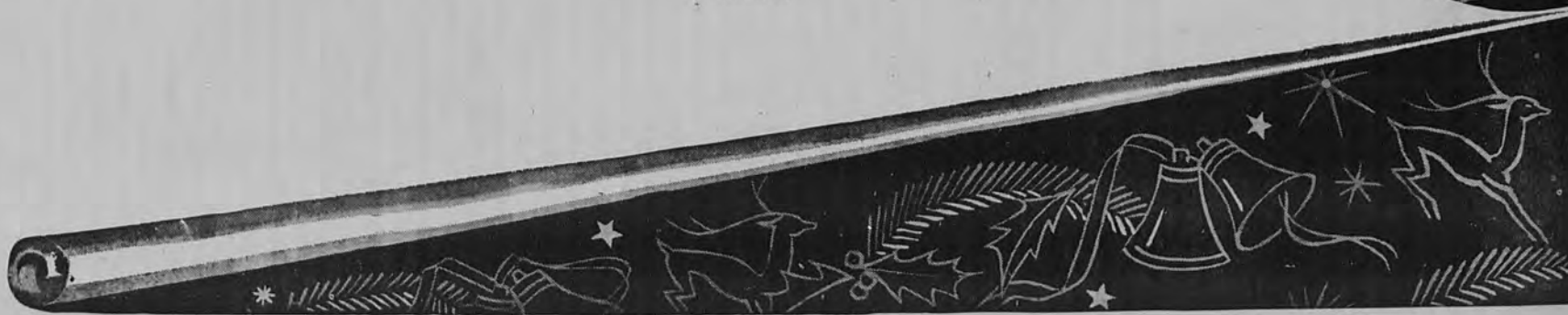
As you pray with your family and friends this Christmas—in the church of your choice—add the prayer that must be in the heart of every American . . . that Peace may be restored to all mankind. That the Christmas Star may glow brightly again over **ALL** the nations of the world.

**ATTEND YOUR CHURCH REGULARLY!**

This page is one of a series dedicated to all religious faiths, and respectfully sponsored by the following Rochester institutions:

E. W. Edwards & Sons; Central Trust Co.; Lauer Furniture; Lincoln Stores; Likly's; Key Drug Co.; First Federal Savings & Loan Association; Reliable Furniture Co.; Rochester Sun Shopping News; W. T. Grant Co.; Darling Shops; Shafer Fur; Pidgeons; Cramer Drug Co.; Sibley, Lindsay & Curr Co.; Weed & Co.; Weis & Fisher; McFarlin Clothing Co.; McCurdy & Co.; B. Forman Co.; H. L. Green Co.; Sears Roebuck & Co.; National Clothing Co.; Projansky Inc.; War Activities Committee of Rochester Theatres, Inc.

These messages naturally carry the wholehearted endorsement of hundreds of other merchants, but due to space limitations our sponsors group is limited in number.





# LINCOLN'S

## Your Christmas Store

# GIFTS for EVERYONE

118 EAST MAIN ST.



There's one thing any man will appreciate  
especially if he knows it comes from Lincoln's

## Men's Gift SHIRTS

### Famous for Long Wear

WITH NO WRINKLE GOOD LOOKING COLLARS

We don't know of a better gift for a man than a shirt and Lincoln's shirts are sure to please . . . all are tailored for a perfect fit, in the patterns and colors most suitable for Christmas gifts . . . stripes, checks and figures in sizes 14½-17.

**\$1.29**



## Men's GIFT HOSE

Box of 3 **\$1**

The perfect Xmas gift for men . . . fancy rayon hose in navy, cordovan, brown and black. 10½-12.



A man can't have too many

Good Looking

## GIFT TIES

**50¢** and famous **\$1**

For the men you want to please most, give them some of these ties . . . stripes, checks, solids and figures.



MEN'S 10% WOOL

UNION SUITS **\$1.45**

Tan random union suits in long or short sleeves, ankle length. Sizes 36 to 46.

MEN'S REGULAR \$1.10

UNION SUITS **88¢**

Gray random union suits in choice of long or short sleeves, ankle length. Sizes 36 to 46.

Boys' Reg. \$1.98

WASH SUITS

**\$1.59**

• Winter Weight  
• Fast Color

Blouse top with heavy shorts. Just the thing for winter wear! Navy, brown and green in sizes 5 to 10.

Boys' Reg. \$4.98

Genuine 'BEACON' BATH ROBES

**\$3.98**

You Save One Dollar on These

What better gift for the growing boy than one of these regular \$4.98 famous 'Beacon' robes! Sizes 8 to 18 in maroon, blue and brown.



Girls' 8 to 16

Washable

## CHENILLE ROBES

**\$1.98**

• Royal Blue  
• American Beauty  
• Rose

A popular gift for the junior miss. Made like big sister's. She'll wear it the year around.

Regular \$7.98  
**LEGGING SETS**

Warm, sturdy legging sets and snow suits to keep them warm as toast all winter. Sizes 3 to 6 in the legging sets and 3 to 16 in the snow suits.

Regular \$5.98  
**SNOW SUITS**

**\$3.99**



CHILDREN'S 1 TO 8  
**CORDUROY OVERALLS**

Bib-type, corduroy suspender overalls in wine, oyster, navy, brown, red. **89¢**

Children's

SIZE 1 TO 6

## GIFT DRESSES

**79¢**

Large new assortment of children's holiday dresses in percales, slub broadcloths and dimities. Princess, pinafore and gored styles. Sizes 1 to 6x.



Spun Rayon or Crepe

## BLOUSES

**\$1.29**

Fancy or tailored with embroidery, lace or fagoting trim. Sizes 34-40.

WOMEN'S PIGTEX

LEATHER GLOVES **\$1.49**

These popular pig-grain gloves are a "must" for every fashion-minded girl. Natural, cork, black or brown in sizes 6 to 7½.

100% WOOL

WOMEN'S MITTENS **59¢**

Novelty patterns in your choice of colors. Sizes 6 to 8.

Men's Pigtex Leather Palm WOOL GLOVES **\$1**

Combination wool and leather gloves. 30% wool novelty woolen back. Sizes 8 to 11.



Convertible

## DICKIES

**59¢**

Rayon sharkskin dickies in Peter Pan or V-neck-lines. Just the thing for Xmas presents.

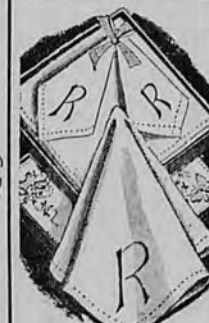


Your own initials are included on these rayon

SATIN SCARFS

**69¢**

Dainty pique satin, plain rayon or shimmering satin in solid colors and figures. Choice of ascot or tubular styles.



Men's & Women's Boxed Initialed Handkerchiefs

Box of three **59¢**

You can always give handkerchiefs, they're a favorite gift.

100% WOOL CARDIGAN OR SLIPON

## GIFT SWEATERS

**\$2.39**

A sure-to-please gift . . . boxy or fitted slippers and cardigans in pastels and darks. Sizes 34-40.

Smart, New Pastel Plaids

## Pleated SKIRTS

**\$2.98**

Full flaring skirts in swing or gored styles. Sizes 24-30.



LET LINCOLN'S HELP  
LOWER YOUR COST OF GIVING

## GIFT UNDIES

Lace Trimmed or Tailored

## RAYON SATIN SLIPS

Your Choice of

• "FRUIT-OF-THE-LOOM"  
• FAMOUS "BONDED"

**\$1.29**

Such famous make slips as these for this low price. Dainty, charming rayon-satin slips with extra full skirts in the carefully tailored styles or frilly fancy styles.



RAYON SATIN GIFT GOWNS **\$1.29**

Lace trim styles in very pretty gowns for the feminine names on your Xmas list.

LACE APPLIQUE RAYON BRIEFS **25¢**

Good quality rayon briefs that will stand many launderings. Tearose in medium and large.

LARGE ASSORTMENT OF STYLISH NECKWEAR **39¢**

Laces and piques in square, V and round neck styles.

PRINTED CHALLIS HEAD SQUARES **69¢**

New shipment just received. Your choice of colors.

Gay . . . Colorful . . . Holiday

## APRONS

**39¢**

Fast-color floral percale coveralls—novelty bib styles. Binding trim on five panels and tulip designs.

**59¢**

Charming floral print dimity bib aprons with contrasting ric-rac trim all around.



## SLIPPERS for EVERYONE



Children's Booties  
Zipper booties with novelty plaid cuff. Sizes 8 to 12. **\$1**



Women's Felt Hyles  
Matching pom-pom trim, leather soles. Sizes 4 to 8. **79¢**



Men's Everetts and Operas  
Leatherette everetts with hard leather soles. 6 to 11. **\$1.19**



Men's Felt Hyles  
Plaid cuffs, leather soles and rubber heels. 6 to 11. **\$1.19**



Children's Cossack Booties  
Soft, leather soles with contrasting kiddie print cuffs. **79¢**



Children's Booties  
Fleece lined with contrasting corduroy cuff. Sizes 8 to 12. **49¢**





Entire Store Open Monday, Tuesday & Wednesday 'Til 9 P.M.

IT PAYS  
TO OPEN  
AN EDWARDS  
CHARGE  
ACCOUNT!



When You Give Shirts Give The Best!

## Manhattan SHIRTS

**2.50**  
and up

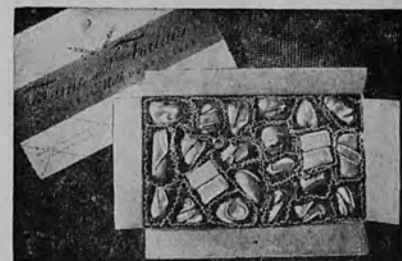
Traditional badge of gentlemanly distinction . . . the subdued elegance of these Manhattan shirts. Quality . . . style . . . and fit of Manhattan shirts are fixed. Every garment will stand rigid inspection. The newest patterns and stripes, figures, plain colors and whites. It's practical to give him the best shirts obtainable this year . . . that's why you'll choose Manhattan shirts.

EDWARDS—Street Floor

## Men's Reg. \$1 Gift Neckwear **69c**

He'll think you're the wisest woman ever when you give him two or three of these fine ties. Every one of them is worth \$1 . . . and you may buy them now at but a fraction of that price. Look at the types . . . silks, rayons, moires, brocades, mixtures and satins. Distinctive patterns men choose for themselves.

EDWARDS—Street Floor



Delicious Milk  
Chocolates . . . . . lb. box **60c**

Popular centers include chewy, crisp, nut, fruit and cream centers coated with the finest smooth milk chocolate.



"Lowney's" Milk and  
Dark Chocolate . . . . . lb. box **65c**

Both types of coatings with centers of nougats, fruited raspberry cream, coffee, vanilla, honey blows, tourains, maple walnuts, dates.

EDWARDS—Street Floor

A QUICK SOLUTION TO YOUR GIFT  
PROBLEM! GIVE A MERCHANDISE GIFT  
CERTIFICATE ISSUED FOR ANY  
AMOUNT. — ON THE STREET FLOOR.

## Be Your Own Santa Claus! Save Up To 40% FUR COAT SALE

To get value, security, warmth and wear all in one fur coat is a large order . . . but these coats fill that order. They're all worth much more than their marked prices . . . and for a lasting . . . beautiful Christmas present, choose a fur coat this year.

**\$94** Plus Tax

Skunk Opossum Krimmer Caracul Seal Dyed Coney  
Black Caracul Guanaco Beaver Dyed Coney  
So. American Muskrat

**\$144** Plus Tax

Persian Paw Caracul Skunk Natural Silver Muskrat  
Fox Great Coats all colors

**\$194** Plus Tax

Marmink Natural Skunk Great Russian Weasel  
Sable Back Muskrats Coats Dyed Squirrel Coats  
Asiatic Raccoon Fine Persian Paw Coats Northern Flank Coats

Others from \$274 to \$974

China Mink Persian Ermine  
Beaver Gray Squirrel Raccoon

Convenient Terms Arranged

EDWARDS—Third Floor



## Luxurious Genuine "Ray-de-Chine" THE WONDER YARN IN "EDWA" STOCKINGS

**1.15**

Sheer, filmy, cobwebby Ray-De-Chine . . . wonderfully strong and long wearing. They are unlike any rayons you've seen so far . . . sheerer, more resilient. Buy a half dozen pairs for gifts and sneak in two or three pairs for yourself.

New Winter Colors

EDWARDS—Street Floor





## MAN APPEAL

BY TONI MARSHALL

"But men are men; the best sometimes forget."  
—Shakespeare . . . Othello.

Need I say more? Shakespearian understood human nature better than most writers. When the man you love forgets something you thing is very important, have a little patience and forgive him. Getting angry about it won't change the situation. Be big about little things.

After a very hard day at work a man enjoys a bit of relaxation that is soothing and pleasant. Don't forever insist on "going out." Men like to stay home a great deal more than you realize. Why not try spending an evening listening to Columbia Masterwork Records. The immortal classics played by the greatest musicians of our time are available on Columbia sinistone-surface records. Spend an evening with the Budapest String Quartet, Andor Kostelanez or a number of other wonderful people. He'll appreciate such a relaxation evening at home.

No need to tire yourself out washing windows. Try using

Windex. It saves time and energy and your windows will really sparkle. Windex is non-flammable and oil-free. When you use Windex your windows will not be streaked or show a film. You'll love this easy way of cleaning windows.

There is one way to be sure that you get all the necessary vitamins in your diet everyday. Drink a glass of Borden's Hemo. Hemo contains all the essential vitamins and minerals and is delicious to drink. Tastes just like creamy malted milk. It's a treat that's healthy and one the whole family will enjoy.

Always be prepared for an accident. Burns and cuts can be easily treated with Unguentine. It relieves pain, fights infection and promotes healing. Play safe; have a tube of Unguentine in the house at all times.

The pioneers and Indians of early American history loved a food that we all enjoy today . . . corn. You can get tender corn off the cob in a can of Niblets. Look for the green giant on the label.

★ ★ ★  
*Loads of Good Cheer*  
★ ★ ★  
today's  
**GENESEE**

MILLER'S  
**JEDDO COAL**  
Stove, Egg or Nut  
**\$12.90** Ton  
Cash! Show. Off. Prompt Delivery!

MILLER'S  
**R. G. & E. COKE**  
Dry and Dustless  
**\$11.00** Ton  
Cash! Show. Off. Prompt Delivery!

**ARDEAN R. MILLER**  
Know Your Dealer! PHONE GENESEE 29 Finest Service For 32 Years

## Give

The Most Glorious Gift In All The World!

### A UNITED STATES WAR SAVINGS BOND

Yours to give, this Christmas! The gift that is priceless in value . . . yet you may pay as little as \$18.75. A U. S. War Savings Bond! Priceless . . . because it's an investment in America . . . American liberty, security of home and family, happiness, the American way of living. Priceless . . . because it buys the tanks, planes, and guns that our men need in their fight for America. This year . . . give the present with a future . . . the future of America.

\$25 Bond (Series E) . . . . .	Costs \$18.75
\$50 Bond (Series E) . . . . .	Costs \$37.50
\$100 Bond (Series E) . . . . .	Costs \$75.00
\$500 Bond (Series E) . . . . .	Costs \$375.00
\$1,000 Bond Series E . . . . .	Costs \$750.00

U. S. WAR SAVINGS STAMPS AND BONDS AVAILABLE AT OUR MAIN FLOOR BOND BOOTHS

*To Dad*  
*To Mom*  
*To My Son*  
*Private Bob*  
*Baby Betty*  
*Lieutenant Ralph*

*Sibley, Lindsay & Curr Co.*

# H'S CHRISTMAS Sale

Noeth's Rochesters Finest Liquor Store Located in the Heart of Downtown Rochester Offers You the Largest Assortment of Choice Wines and Liquors, Including Many Imported Brands that are Very Scarce and Which Cannot be Found Elsewhere in the City

## SPECTACULAR SAVINGS

IN BOND  
ster  
ELLOW  
**WHISKEY \$2.59** 4/5 Quart  
If the great whiskies Every drop straight & old. A delightful & fine Bourbon.

IN BOND  
**NOETH'S SPECIAL Straight BOURBON**  
★  
Fine quality, very smooth and mellow. Distilled by a nationally known distiller and guaranteed by us as one of our best buys. Here's a perfect gift to please the most particular palate.  
**2.39** Full Quart  
EXTRAORDINARY VALUE! WOULD REGULARLY SELL FOR AT LEAST \$3.00!

SPECIAL!  
**DRY GIN \$2.99** Full Quart  
r, produce especially for us \$2.75.

WORLD'S FAMOUS IMPORTED FROM Scotland by Park & Tilford  
**VAT 69 SCOTCH**  
An internationally famous Scotch at Noeth's spectacular low price!  
**\$2.24** 4/5 Quart \$3.25 VALUE  
**3.69** 4/5 Qt. A Reg. \$4.75 Value

WE ARE FEATURING . . .  
**ged N. Y. and CALIFORNIA WINES**  
ED FOR GIFT BUYING AND HOLIDAY USE  
• TAYLORS • WIDMERS •  
Known Brands in Gallons, Half Gallons and Quarts.

EXTRA Renowned Brands  
**CHAMPAGNE SPARKLING BURGUNDY**  
Should Be a Sell-Out At This Low Price!  
**\$1.98** LARGE BOTTLE

**UL NOETH**  
**19 CLINTON AVE. SOUTH MAIN 874**  
AIN ST. — OPPOSITE HOTEL SENECA — OPEN EVERY NIGHT 'TIL MIDNIGHT





Entire Store Open Monday, 1

IT PAYS  
TO OPEN  
AN EDWARDS  
CHARGE  
ACCOUNT!

When You

S

Traditional badge of  
these Manhattan shirts  
are fixed. Every grade  
and stripes, figures,  
best shirts obtainable

Men's  
Gift N

He'll think you're  
of these fine ties.  
them now at but a few  
mires, brocades, m  
themselves.

Luxurious Genuine  
"Ray-de-Chine"  
THE WONDER YARN IN  
"EDWA"  
STOCKINGS

1.15

Sheer, filmy, cobwebby Ray-De-  
Chine... wonderfully strong  
and long wearing. They are unlike  
any stockings you've seen so far...  
sheerer, more resilient. Buy a half  
dozen pairs for gifts and sneak in  
two or three pairs for yourself.

New Winter Colors

EDWARDS—Street Floor

FL

To get  
a large  
worth re  
... bea

Sku  
Blac

Persian

Marmis  
Sable I  
Asiatic

Open Monday, Tuesday, Thursday Evenings 7:30 to 9 P. M.

**Lamps**  
Make Welcome Gifts  
Junior & Bridge Lamps \$7.95 up  
Table Lamps \$3.95 up

Other Practical Xmas Gifts  
Hassocks \$2.49 up  
Sewing Cabinets \$3.95 up  
Magazine Racks \$1.95 up

**FRANK A. RIVERS CO.**  
INCORPORATED  
226 SOUTH AVE.

Season's  
Greetings

To our customers and friends we wish a very Merry  
Christmas and a Happy New Year.

**PARISIAN LIQUOR STORE 1517 LAKE AVE.**

Take Advantage Of Our...  
**MANY SPECIALS HELD OVER!**  
From Last Week's Ad. and Effective Until New Year's

**PARISIAN LIQUOR STORE 1517 LAKE AVE.**  
Glen. 4152

SAVE TIRES  
AND GAS **PLAY BINGO** AT THE

**19th WARD CLUBHOUSE, 257 Hawley St.**  
Thurs. 8:15 P.M. NO GAMES FRIDAY DEC. 23rd SAT. Admission Plus Tax  
Sat. 8:15 P.M. NITE Triple Board and NITE Book of Specials 50c

**SUNDAY 2:30 P.M. Reg. Games \$5-\$10 LETTER "H" \$20**  
**19th WARD CLUB HOUSE** Take Jefferson Ave. Bus To Hawley St.

High School Girl  
**WANTED**

To help with housework after  
school, Monday through Fri-  
day, West Side.

—Call—  
**Genesee 283-R**  
Between 3 P. M. and 5 P. M.  
Monday

Where To Play  
★ **BINGO** ★

**Beeley's Bingo**  
SUNDAY AT 8 P. M.  
MON., TUES., WED., THURS.,  
FRI., SAT. at 8:15  
EXTRA BOARD FREE  
WITH TRIPLE BOARD  
142 GENESEE ST. in REAR

**UNION LEAGUE HALL**  
GREGORY ST., CORNER SOUTH AVE.

**SUN & MON. NITE**  
**ALL PRIZES \$5**  
ADMISSION 28c — 3 BOARDS FOR 58c  
TURKEYS AND COMPLETE DINNER EACH NITE

**2 JACK POTS EACH NITE**  
**\$50** 6 Numbers **\$100** 55 Numbers  
\$50 Jackpot — 6 Numbers Monday Nite These Amounts Good Monday If Not Taken Sunday

**MATINEE GAMES EVERY**  
**WED. - SAT. - 1:30 P. M.**  
Wed. Adm. \$3 SATURDAY ADM. 25c EVERY GAME \$3 and \$4  
25c Every Game No Games Friday After- noon, Christmas Day NO COUPON NECESSARY

**DIAMONDS**  
GOLD, BRIDGE WORK,  
Antique jewelry, watches, silver-  
ware. We pay you for watch  
movements separate. We buy from  
the public and dealers. Wherever  
you go, "Barton Gold Co." will  
always pay you more. 202 Burke  
Bldg. Look for the gold letters  
on the electric sign. Walk straight  
from the elevator.

**BARTON**  
**GOLD CO.**  
5 ST. PAUL  
ST.  
202 BURKE BLDG.

**DOLAN'S**  
Where You  
Buy the  
Cuts of  
**Chicken**  
You Prefer

- BREASTS... lb. 59c
- LEGS... lb. 49c
- WINGS... lb. 29c
- NECKS... lb. 15c
- GIBLETS... lb. 25c
- LIVERS... lb. 49c

**DOLAN'S**  
600 JEFFERSON AVE.  
Cor. Bartlett  
Telephone Genesee 1417

**1ST THOUGHT**  
of millions at first warning of simple  
headache or colds' painful miseries is  
St. Joseph Aspirin. So it's the world's  
largest seller at 10c. No aspirin can  
do more for you, so why pay more?  
30 tablets 20c; 100 for 50c. Demand

**St. Joseph**  
ASPIRIN

**A MILLION  
BUBBLES**

**Anderson's  
CLUB  
SODA**  
SPARKLING WATER  
Super Carbonated  
A FAVORITE  
FOR 35 YEARS

Anderson Beverage Co.  
Stone 438  
**Anderson's**  
SUPERIOR QUALITY

**Invitation  
to a  
taste  
treat**

**Pete Hagen's**  
Smooth Mellow Delicious  
**Cordials**

- ★ Apricot
- ★ Blackberry
- ★ Cherry
- ★ Peach
- ★ Creme de Cacao
- ★ Creme de Menthe
- ★ Kahveh (Coffee)
- ★ Anisette
- ★ Kümmel
- ★ Rock N' Brandy
- ★ Rock N' Rye
- ★ Rock N' Rum

**ONLY \$1.79**  
4.5 Oz.  
BUY U. S. WAR BONDS & STAMPS

At 48 proof  
Popper Merson Co., Inc., Rockefeller Center, New York

At Your Neighborhood Liquor Shop or Write Our New York Office

**SLAGER BAND BINGO**  
155 CHESTNUT STREET  
**GRAND PRIZE-\$200** ALSO \$200 JACKPOT  
\$40 GAME For you and a friend in the  
U. S. Armed Forces.  
24 GAMES \$20 OR MORE!  
All above games included in admission—\$1 plus tax.  
Tables for early birds.

**FREE**

**TURKEYS**  
TUESDAY NIGHT  
DECEMBER 22

**EVERY  
TUESDAY  
NITE**  
155 Chestnut  
Between  
Monroe Ave.  
& Court St.  
3 Bus Lines  
Within Block

FOR  
CHRISTMAS  
★  
TUESDAY NIGHT  
DECEMBER 22

**HOLLYWOOD**  
NO GAMES THURS. (Xmas Eve.)  
or FRIDAY (Xmas Day)  
Other Games As Usual  
WED. — SAT. — AND — SUN.  
ALL REGULAR GAMES \$5 to \$10

**TOWNER-HALL**  
NO GAMES DECEMBER 24th & 25th  
REGULAR GAMES SATURDAY  
AND SUNDAY AS USUAL

**PARK HALL** 928  
Jefferson Ave.  
Near Plymouth

NO GAMES THURSDAY, DEC. 24th  
or FRIDAY, DEC. 25th  
— GAMES AS USUAL —  
SATURDAY AND SUNDAY NITES



DEC. 24  
25th  
AL —  
DAY NITE

EXTRA  
Renowned Brands  
**CHAMPAGNE**  
**SPARKLING BURGUNDY**  
Should Be  
a Sell-Out  
At This  
Low Price!  
**\$1.98**  
LARGE  
BOTTLE



**MUSIC BOXES**

MUSICAL Powder Box **\$4.49**

MUSICAL Cigarette Box **\$4.95**

**KEY**

ROCHESTER'S MODERN CUT RATE DRUG STORES

470 N. GOODMAN NEAR MAIN  
1861 MONROE NEAR WINTON

724 WINTON ROAD NO. ONE  
457 RIDGE RD. W. NEAR DEWEY

**TODAY THROUGH CHRISTMAS**

**CHRISTMAS SPECIAL**

**THIN SHELL PECANS**

**23¢ lb.**

**XMAS TREE**

**ORNAMENTS**

★ ★ ★  
COMPLETE SELECTION AT LOWEST PRICES

**Last Minute GIFT SUGGESTIONS**

**GIFT WRAPPINGS**  
• COLORED TWINE • TISSUE PAPER • TINSEL RIBBON

All colors. Your Choice Reg. 10c **8¢** for 23c

**ICICLES**  
Large 10c Box **8¢** 3 for 23c

**CHRISTMAS CARDS**

Large assortment of many exclusive designs all of the folded type.

Box of 25 **33¢**  
With Envelopes

**SILEX COFFEE MAKER**

Reg. 3.00 **\$2.49**

FOR THIS 4-CUP SILEX IN BLACK TRIM AND WITH UPPER BOWL HANDLE

You'll enjoy using a Silex Glass Coffee Maker because you can depend on it to make better tasting coffee—everytime. Pyrex Brand glass used exclusively.

**INSURE YOURSELF A JOYOUS XMAS**

By getting your Tree Light Sets in working order now. ALL OUR TREE LIGHT SETS ARE AMERICAN MADE THROUGHOUT.

**Christmas Tree LIGHTS**

**GENERAL ELECTRIC NOMA** Tree Light Set  
Complete with 8 MAZDA C-6 Bulbs **89¢**

**MAZDA TREE LIGHT BULBS**  
C-6 ..... 5c  
C-7 1/2 ..... 2 for 15c  
C-9 1/2 ..... 10c

**General Electric NOMA** Tree Light Set  
Each bulb works independently. Complete with 7 Mazda C-7 1/2 bulbs. **\$1.49**

**General Electric NOMA** Outdoor Tree Light Set  
Complete with 7 Mazda C-9 1/2 bulbs. Each bulb works independently. **\$2.19**

**MULTIPLE** Tree Light Set  
Each bulb work independently. Complete with 15 Mazda C-7 1/2 bulbs. **\$2.98**

**CHRISTMAS WRAPPED POUND TOBACCOS**

**EDGEWORTH** ..... \$1.01  
**MODEL** ..... 71c  
**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

for Blondes • Brunettes  
Brownettes • Redheads

**Gifts FROM MAX FACTOR HOLLYWOOD**

**IMPORTED BRIAR PIPES**

Your Choice of Holiday Boxed

**YELLOW BOLE FRANK MEDICO PUREX** **\$1.00**  
And Many Others

**SUPER Royal Duke DE LUXE** **\$3.50**  
Finest, natural oil finished Briars. Holiday boxed!

**XMAS WRAPPED**

**Lucky Strike** Cigarettes  
Luckies Camels Chesterfields Old Gold Raleigh

**\$1.46 Carton**

**PAN-CAKE MAKE-UP**

Hollywood's secret for a glamour complexion...it's today's popular make-up fashion. **\$1.50**

OTHER GIFT SETS \$1.00 to \$6.55

**"TAKE IT OR LEAVE IT"**

SUNDAY NIGHT WHEC 10 P. M.

**KEY DRUG HAS 'EM! THOSE EVERSHARP PENS and REPEATER PENCIL GIFT SETS—A Complete Line**

Choice of colors in two-tone striped effect. **\$5.95**  
Two-tone striped tops, solid color barrels; Choice of colors. **\$8.75**  
Rich gold-blend tops, solid color barrels in choice of colors. **\$14.75**

**BOX OF CIGARS**

AT CUT PRICES

**DAN O'BRIEN** Box of 50 ..... \$1.73  
**MURIEL BABIES** Box of 50 ..... \$1.73  
**ROBERT BURNS** Cigarettes—50's ..... \$1.39  
**BOLD'S** Box of 50 ..... \$1.73  
**VAN-BIBBERS** Box of 50 ..... \$1.09  
**DONALDO** Box of 50 ..... \$2.65  
**PETER SCHUYLER** BRIEFS, Box of 50 ..... \$2.25  
**EL PRODUCTO** BOUQUET—50's ..... \$4.89  
**PHILLIES** New 10c Size—50's ..... \$4.25

**EARLY AMERICAN Old Spice**

**TALCUM** 4 oz. 50

Keep your feminine charm intact with lots and lots of Shulton's Old Spice Talcum. Soothing, refreshing, fragrant with Old Spice. In a cylindrical container adorned with early American motifs. Also 10-oz. size ..... \$1.00

**WATER REPELLENT MONEY BELTS**

A Necessity For The Man In Service

With Zipper Compartments **98¢**

**LADIES' RAYON UMBRELLAS**

Sturdy, 16-rib construction. Your choice of many patterns. **\$1.79**

**EARLY AMERICAN Old Spice**

**TRINKET BOX** 1.00

Shulton's delightful Early American Old Spice toiletries, encased in a gay trinket box that you'll cherish for its intrinsic charm and usefulness. Toilet soap, wardrobe sachet, guest talcum, and guest toilet water, each scented with Old Spice. OTHER SETS TO \$4.95

Trimmed With **22 K. GOLD**

**Libby's** Make Your Own Sandwiches

Box of 6 ..... **39¢**

GUARANTEED: If any "safedge" glassware becomes chipped on the rim it will be replaced free of cost. This guarantee does not cover breakage.

**EARLY AMERICAN Old Spice**

**Good-Grooming Set for Particular Men**

**\$2.75 SHAVE SET**

After-Shaving Lotion, Talcum and Cologne—exhilarating good-grooming requisites, scented with refreshing Old Spice. Pottery containers and wood-veneered chest decorated with early American trading ships. A particularly fine set for men who use electric razors.

**Wegmans CORNERS**

**BAKERY TREATS**

for Your Christmas Feast!

**GENUINE OLD-FASHIONED FRUIT CAKE**

**49¢ lb.**

**LARGE SPICY MINCE PIES** ea. **29¢**

**DELICIOUS CHRISTMAS COOKIES** doz. **25¢**

**SPICY PFEFFERNUSSE** lb. **29¢**

**Famous UTICA CLUB BEER**

FULL QUART!  
NO DEPOSIT!  
NON-RETURNABLE BOTTLES!

**19¢ qt.**

SEE WEGMANS ADVERTISEMENTS IN THE TUESDAY Times-Union AND WEDNESDAY Democrat FOR FULL LIST OF HOLIDAY SPECIALS!

**Wegmans HOME OWNED SUPER MARKETS**

FREE PARKING FOR CUSTOMERS

**WINES & LIQUORS for CHRISTMAS**

**Sale PRICED**

**SCOTCH**  
Famous ROBERTSON'S YELLOW LABEL  
Distilled in Scotland and bottled in the United Kingdom under Govt. supervision. 86 proof. Limit 1 bottle. **\$3.45**

**RUM**  
RON CARABEE  
Imported from Virgin Islands. Imported and bottled by the Old Colony Co., Importers of Fine Rums. Excellent for Rum Libres and Planters Punches. **\$2.20**

**CHAMPAGNE**  
Cook's Imperial American  
**\$3.00**  
LARGE BOTTLE

**RYE**  
BARCLAY'S  
Distilled and Bottled by HIRAM WALKER & SONS  
OVER 4 YEARS OLD! 100 proof—bottled in Bond under U. S. Govt. supervision. **\$3.25**

**EXTRA SPECIAL KENTUCKY STRAIGHT BOURBON WHISKEY**  
(Regular Low Price \$1.40 Full Pint)  
**2 FULL PINTS \$2.39**  
One Quart

**GIN 280**  
Distilled and bottled by Gibson Distilling Corp. Limit 1 bottle per customer. **\$2.80**

**RIVERDALE CLUB BLENDED WHISKEY**  
A blend of 5 fine whiskeys, each chosen for its own supreme quality to produce one perfect drink. **\$3.69**

**25 YEARS OLD J. FAVRAUD BRANDY**  
Imported from Portugal  
Accompanied at time of exportation by a certificate of age issued by the government of Portugal. An excellent gift idea. **\$3.35**

**BERGHASH**

Delivery MAIN 786

Parking Free Opp. Store

124 CLINTON AVE. S.



December 21 1942

Monday Edition

# ROCHESTER SHOPPING NEWS

## The Rochester Sun

Delivered Free To 75,200 Homes In  
Rochester, Brighton, Greece and Irondequoit.  
Mail Subscription: in Advance, \$1.50 per year within Rochester city  
limits outside city limits, \$2.00

Shopping News Is Now Available  
On All Downtown Newsstands.

SIXTH YEAR—No. 15

ROCHESTER, N. Y., MONDAY, DECEMBER 28, 1942

10

PHONE, STONE 6000 If You Do Not Receive  
Your Copy Regularly

### WALLPAPER REMNANTS

(ROOM LOTS)

50 room lots... Fine papers for the  
average room. Includes side wall and  
border ..... \$1 Up

See Other Edwards Ad also in this Issue.  
**EDWARDS - FOURTH FLOOR**

### SAVE 1/4 TO 1/2 IN OUR AFTER CHRISTMAS CLEARANCES

See our ad on Page 3  
**MCCURDY'S**

### 25 YEAR OLD BRANDY

Imported from Portugal! Age guaranteed  
by the govt. of Portugal. 84 proof. A rare  
holiday treat... low priced. **\$3.35**

FIFTH

**BERGHASH LIQUOR STORE**

Noeth's Special

### STRAIGHT BOURBON

Fine quality. Very smooth and mellow.  
Distilled by a nationally known distiller  
and guaranteed by us as one of our best  
buys. **\$2.39**

Full  
Quart

**PAUL NOETH 19 CLINTON AVE. 50.**

Full Fashioned

### RAYON HOSE

3-thread... 42 gauge, in all the wanted  
shades.

Open Evenings 'Til 9 P. M. Free Parking  
Rear of Store **79c**

**HARRIS NUSBAUM 221-229 Joseph Ave.**

The Staff of Shopping News joins wholeheartedly in wishing you everything swell for 1943. May all your troubles be little ones... may happiness and good fortune attend you. Sure—we'll have meat rationing... but Americans eat too much meat anyway; nutritional experts say so! Sure—we're at war... let's pitch in and get that unpleasant business over with in '43... it can be done! Let's all buy more Bonds, give our spare time to help, and cheerfully answer any call to our nation's service. By no "half-way measures" will we win this war—so let's make our New Year's resolution **ALL OUT FOR VICTORY**; what could bring more happiness in the new year than THAT? Our boys will come marching back triumphant—we will have brought peace and freedom and happiness to all of the world. Pitch in gang—here's to the **HAPPIEST NEW YEAR EVER!**



## THIS LITTLE PIG WENT TO WAR

You know the little pig who went to market. Now meet his brother...

The little pig who went to war.

More little pigs... indeed all kinds of meat... are going to market than ever before in our history.

But an ever-growing portion of them — along with beef, veal, mutton and lamb — must be used to supply our

**ARMED FORCES AND FIGHTING ALLIES** with vitally needed nourishment!

With the available supply less than the demand, all of us are asked to **SHARE THE MEAT**... democratically. In this way all of us will get a fair portion... and the war worker who can't go to the store until late in the day will have just as good a chance to get his fair share as will the person who can get there earlier.

### THIS IS YOUR FAIR SHARE

**Able-bodied persons over 12 years old . . . . 2 1/2 lbs. per week.**

**Children between 6 and 12 years old . . . . 1 1/2 lbs. per week.**

**Children under 6 years old . . . . . 1/2 lbs. per week.**

This is a small sacrifice to make for our armed forces and our fighting allies!

2 1/2 pounds per week is enough meat... experts agree... to maintain health.

2 1/2 pounds per week is more than the workers get in any of the countries of our fighting allies or of our enemies. Besides you can have the variety meats... liver, tongue, sweetbreads, heart, and kidneys... and poultry and fish. And you also can get some of the food value of meat

by using more of foods such as eggs, milk, cheese, peanuts, soybeans, and These aren't limited... a far cry from the one egg a month which the average Englishman will get this winter.

Stay within your fair share... at home or when eating out. Help win the war!

This Advertising Space has been Donated to the

**FOOD REQUIREMENTS COMMITTEE**

**War Production Board**

**ROCHESTER SUN - SHOPPING NEWS**

**HARRIS NUSBAUM**

**INVEST NOW . . Sensational Savings**

## PRE-INVENTORY SALE



Here's the most important sale news of the season... a rare opportunity to save many dollars on new and desirable winter merchandise... We definitely will not be able to replace values or prices after the first of the year... This is an annual event before stock taking...

Ladies'  
**LUXURIOUSLY FUR TRIMMED  
DRESS & CASUAL**

**COATS  
\$26<sup>00</sup>**

Values Up To \$39.50

Compare Nusbaums prices with any fur trimmed coat of like quality anywhere. See the savings. Save up to \$13.50 on coats that look twice as costly, and wear as well as expensive ones, too. London dyed squirrel, American Grey Fox, Tipped Skunk and many other fine fur trims. Fabrics alone are worth \$10 more per coat.

**EVERY ONE FROM OUR  
REGULAR STOCK!**

**FUR COATS  
\$59<sup>00</sup>**

Take your choice. Save up to \$30 on as fine a fur coat as you'll hope to own at anywhere near this price. Expert workmanship, choice pelts, warm linings, Seal or Mink dyed coney, Persian Paw, etc. No woman can afford to pass up this opportunity. Stop in and See For Yourself. Today!

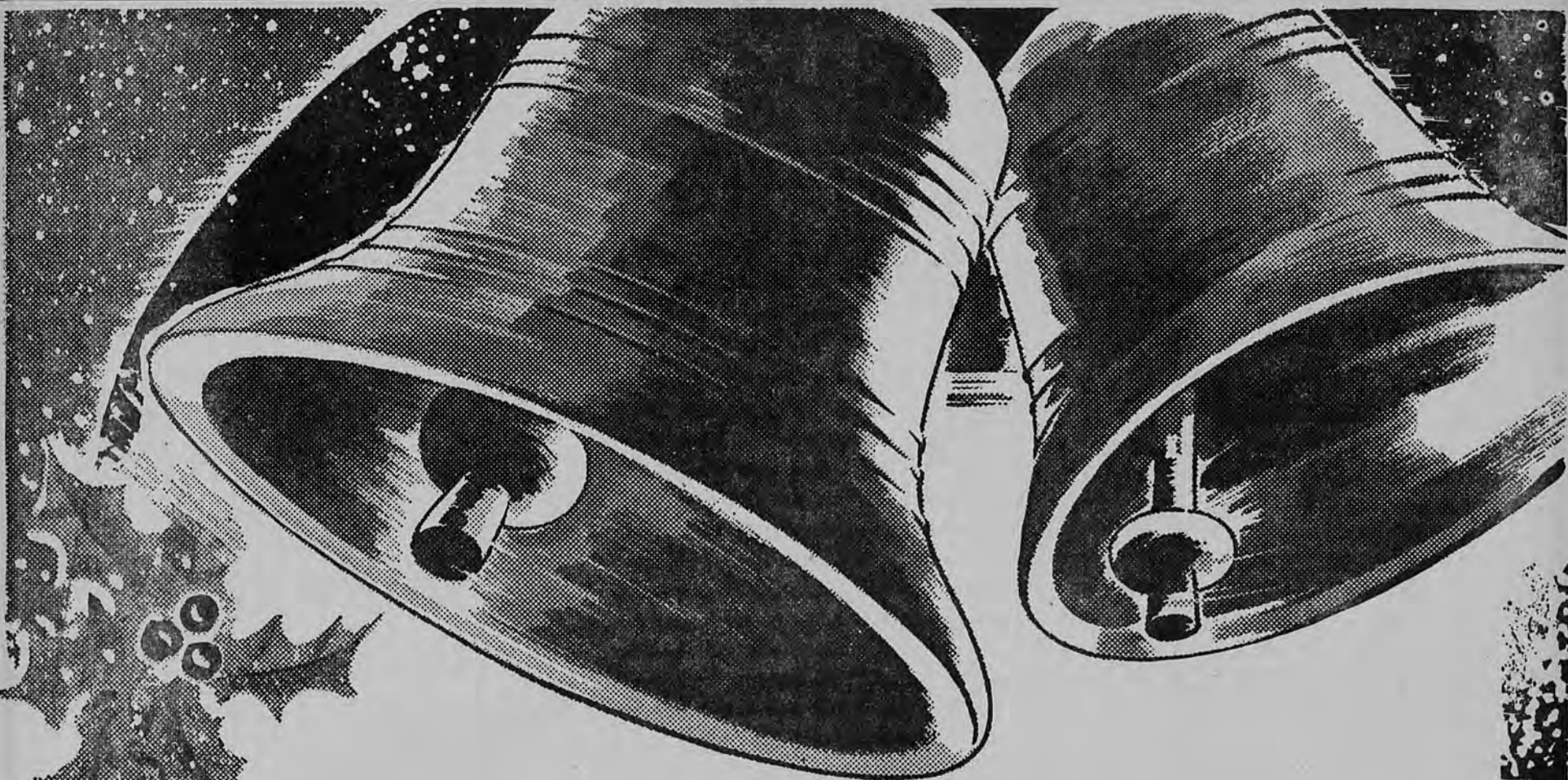
VALUES TO \$89

## HARRIS NUSBAUM

**221-229 JOSEPH AVENUE, corner KELLY**

**OPEN EVENINGS 'TIL 9 P. M. — FREE PARKING REAR OF THE STORE**





# 1943



HE dawn of 1943 approaches and with it, the uncertainties of a new year. Particularly now, in this war-torn world, we seek to peer into the future, to see what the coming months hold in store for us.

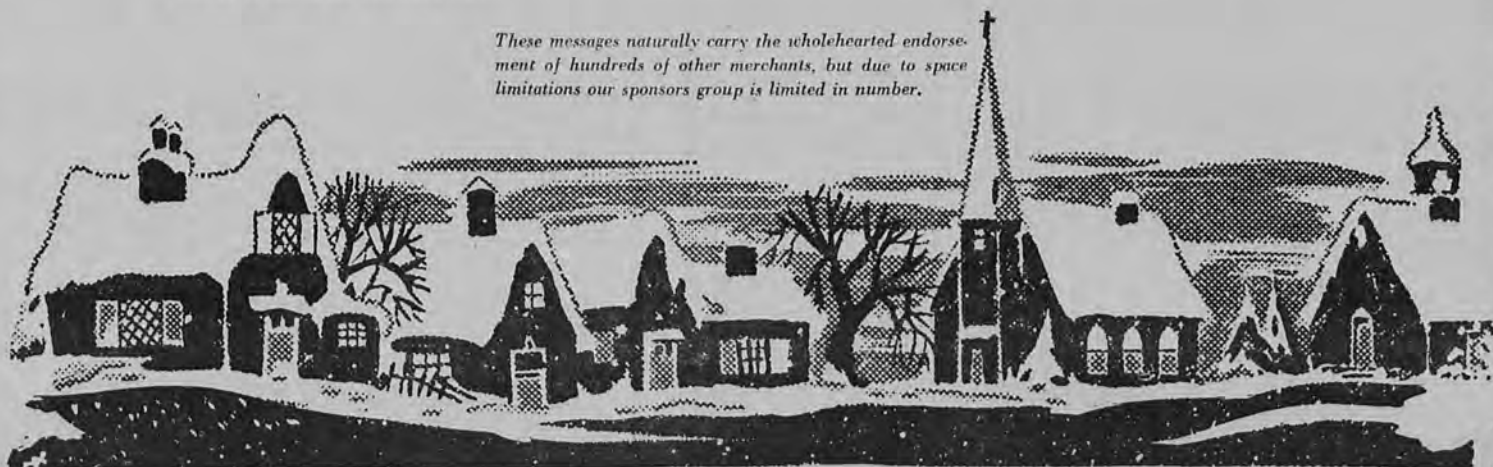
One resolution which should be engraved on each our hearts is to seek the guidance of the Almighty in ordering our daily lives. We, as a nation, and as individuals, need God now, as never before. When the path is bright and cheerful we are apt to forget our creator and depend solely on human resources for our physical and mental well-being. But with the dark days we know are ahead, we will do well to turn our hearts and our thoughts back to God, asking his guidance and praying for his mighty power to sustain us. If we seek God, we shall find him. He is ready and waiting for those who call upon him.

Therefore, let each of us, resolve now to attend CHURCH regularly  
and to support its activities whole-heartedly during 1943.

This page is one of a series dedicated to all religious faiths . . . including; Episcopal, Presbyterian, Catholic, Methodist, Baptist, Christ Scientist, Congregational, United Lutheran, Evangelical and Reformed Churches; Jewish Synagogues, and Mission groups, and respectfully sponsored by the following Rochester institutions:

E. W. Edwards & Sons; Central Trust Co.; Lauer Furniture; Lincoln Stores; Likly's; Key Drug Co.; First Federal Savings & Loan Association; Reliable Furniture Co.; Rochester Sun Shopping News; W. T. Grant Co.; Darling Shops; Shafer Fur; Pidgeons; Cramer Drug Co.; Sibley, Lindsay & Curr Co.; Weed & Co.; Weis & Fisher; McFarlin Clothing Co.; McCurdy & Co.; B. Forman Co.; H. L. Green Co.; Sears Roebuck & Co.; National Clothing Co.; Projansky, Inc.; War Activities Committee of Rochester Theatres, Inc.

*These messages naturally carry the wholehearted endorsement of hundreds of other merchants, but due to space limitations our sponsors group is limited in number.*







MONDAY AT 12 NOON . . . UNTIL 9 MONDAY NIGHT!

# After-Christmas Clearances

SAVE 1/4 TO 1/2 ON THINGS YOU WANT FOR MONTHS AHEAD

While you were busy with Christmas, we've been busy preparing for the New Year. To make way for new things on the way, On Monday we offer sweeping store-wide clearances of timely, current, warm, wanted Winter merchandise... with months and months of usefulness ahead. Widest choice for earliest choosers.

## DRESSES

29 One-of-a-kind dresses, originally \$35 to \$49.95, drastically reduced.

207 Dresses, in rayon crepes and wools, tailored and glitter types, town darks and soft nursery pastels, sizes 12 to 20, 16 1/2 to 24 1/2, \$7.95 to 36 to 44, originally \$12.95 to \$22.95 ..

188 Dresses, tailored styles, day-length dinner dresses, draped crepes, town darks, bombon pastels, 12 to 20, 16 1/2 to 24 1/2, 36 to 44, originally \$14.95 ..

117 Dresses in rayon crepes and wools, one and two-piece styles, misses', women's and deb sizes, originally \$16.95 to \$22.95.

73 Dresses, rayon crepes, wools, velveteens, color, sparkle, business dresses, one and two-piece styles, misses', women's and deb sizes, originally \$19.95 to \$29.95 ..

76 Dresses, darks, brights, pastels, glitter frocks suitable for holiday merry-go-rounding, tailored types, originally \$25 to \$29.95 ..

## SKIRTS

17 All-wool skirts in Shetland tweed, gabardine and plaid, originally \$3.95 ..

35 Wool tweeds, plain colors and patterned wool gabardines, plaids, including our saddle-stitched plaids, originally \$8.95 to \$10.95 ..

## BLOUSES

40 Tailored shirts and soft suit blouses, in rayon crepe, originally \$3.00 to \$3.95 ..

45 Shirts and soft blouses, including the important sissy shirts and glitter evening styles, originally \$3.95 to \$5.00 ..

120 Blouses, shirt and jacket-blouses, including Alice Carol shirts, glitter styles, frilly types. Rayon crepes and wools, originally \$5.95 to \$7.95 ..

## DEB-TEEN FASHIONS

Sizes 10 to 16

36 Sweaters, most of them all-wool, originally \$3.00 and \$3.95 ..

60 Skirts—plaid and plain tweeds, originally \$3.00 and \$3.95 ..

50 Tailored shirts, long or short sleeves, in rayon crepes, aqua, pink and blue, originally \$2.25 ..

# 1/2 PRICE

## Dresses

133 Dresses in rayon crepes and wools. Dressy and casual types, one and two-piece styles. Town darks and pastels, Misses', women's and debutante sizes, originally \$7.95 and \$8.95 ..

307 Dresses in light and dark crepes and wools, including lots of glitter dresses for holiday fun, 12 to 20, 36 to 44, 16 1/2 to 24 1/2 ..

## Coats

18 Natural rayon gabardine raincoats, misses' sizes, originally \$7.95 ..

8 All-wool fleece toppers, camel-tan, misses' sizes, originally \$10.95 ..

14 Sports coats; wool reversibles and wide-wale corduroys, misses' and deb's sizes, originally \$16.95 and \$19.95 ..

21 Herringbones fleece topcoats, misses sizes 10 to 18, originally \$22.95 ..

## Jackets

Alice Carol gabardine jackets, red, green, natural, brown, blue, originally \$8.95 ..

## Shoes

300 Pairs Suede shoes, Queen Quality, Rhythm Step, Fashionette, originally \$7.95 ..

## Hats

100 Hats, pastel and dark felts, a few fabric and ribbon hats, originally \$5 to \$12.95 ..

85 Hats, wool and fur felts, black, brown, colors, originally \$2.45 and \$3.95 ..

## Bridal Fashions

25% LESS

30 Brides' and bridesmaids' gowns, including informal types suitable for furlough weddings.

## COATS

Untrimmed

48 Sports coats in natural camel-hair-and-wool, tweed, fleece, twill, fitted and boxy styles, sizes 16 to 20, and 9 to 15, originally \$16.95 to \$22.95 and \$25 ..

11 Sports coats, tweeds and fleeces, fitted and boxy styles, orig. \$29.95 ..

4 Camel-hair-and-wool coats, originally \$35 ..

4 Nylon fleece coats, French styles, regularly \$49.95 ..

5 Rothmoor untrimmed coats, originally \$49.95 ..

Fur-Trimmed

14 Fleeces, tweeds and plaids, fitted and box styles, in all-wool fabrics, raccoon or lynx-dyed wolf collars, sizes 12 to 18 and 33 to 44, originally \$49.95 ..

24 Dress coats, all-wool fabrics, with Persian, silver fox mink, skunk, sable-dyed squirrel, Misses' and deb sizes, originally \$65 to \$79.95 ..

5 Dress coats with silver fox collars, deb sizes for the woman with a deb figure, originally \$89 ..

## Misses' Fur-Trimmed Coats

NOW

plus tax

1 Mink, black, size 12, originally \$149.95 ..

1 Tipped skunk tuxedo, blue, size 14, originally \$129.95 ..

2 Mink, silver fox, sizes 12 and 14, originally \$119.95 and \$99.95 ..

3 Mink, black, sizes 12 to 16, originally \$99.95 ..

2 Skunk tuxedo front, red in size 14, green in 12, originally \$79.95 ..

1 Muskrat tuxedo front, beige, size 18, originally \$79.95 ..

## FURS

NOW

8 Fur Coats, brown or gray Chinese Chekiang caracul, tipped skunk, half-Persian lamb, blended Russian weasel, Persian paw, sizes 14 to 38, originally \$149.95-\$159.95 ..

1 Mink-blended muskrat, originally \$179.95 ..

2 Hudson seals (dyed muskrat), originally \$299.95 ..

1 Silver Fox jacket, originally \$379.00 ..

# WOMEN'S COATS With and Without Fur

Sizes 38 to 44 and 33 1/2 to 43 1/2

If you wear a woman's size and have waited till now to purchase your winter coat, be here early today. A special collection for women. 100% pure wool fabrics. The trimmed styles lavish with precious furs.

## Furred Dress Coats

Few-of-a-Kind

1 Mink collar and tuxedo, black, 39, originally \$179.95 ..

2 Silver fox, mink, black, sizes 35 1/2 and 41 1/2, originally \$129.95 ..

4 Silver fox, black, sizes 2-37 1/2, 2-39 1/2, originally \$99.95 ..

5 Mink, Persian, brown, blue, black, 3-39 1/2, 2-37 1/2, orig. \$79.95-\$99.95 ..

10 Basarisk, Persian, black, sizes 38 to 40, 41 1/2 to 43 1/2, originally \$69.95 ..

City Casuals Trimmed with these Furs

5 Wolf, raccoon, rust, wine, tan, sizes 1-38, 1-39 1/2, 1-41 1/2, 1-31 1/2, originally \$69.95 ..

## Untrimmed Coats

NOW

plus tax

12 Black dress and sport styles, originally \$22.95 ..

20 Coats with zip-out lining, black and colors, originally \$25.00 ..

27 Untrimmed dressmaker and sports coats with quilted lining, originally \$29.95 ..

15 Wool fleece sports coats, natural, black brown, sizes 36 to 42, originally \$35 to \$39.95 ..

18 Rothmoor Coats, dress and casual styles, box and fitted, 35 1/2 to 41 1/2, 38 to 44, originally \$49.95 ..

Sports Coats with These Furs

2 Lynx-dyed wolf, sizes 16, 18, originally \$89.95 ..

2 Raccoons on tweed, sizes 12, 14, originally \$79.95 ..

## 25 COATS

Furred Dress  
and  
Sports Coats

**\$49.95** plus tax

Originally \$69.95 and \$79.95

Sizes 40 to 44

Sizes 35 1/2 to 39 1/2

All-wool dress fabrics

All-wool sports fleeces

All-wool tweeds

Fitted and box styles

Black and colors

## 18 COATS

Furred  
Dress Styles

**\$59.95** plus tax

Originally \$79.95 and \$99.95

Sizes 38 to 44

Sizes 33 1/2 to 43 1/2

All-wool fabrics

Warmly interlined

Our own Rothmoors

and other McCurdy

Exclusive Coats



**It's Not Too Early**  
Imagine, with winter winds blowing full blast on us, the first straw hats are beginning to appear here and there in the stores. If you don't feel quite

daring enough to brave a snow-storm in a straw hat, try one of straw cloth. It satisfies both your desire for a new-season hat, and the feeling that you should dress to suit the present season.



**Helena Rubinstein**  
By HELENA RUBINSTEIN

New York.—During my long experience, I have seen over and over again what wonders women can accomplish with their appearance and personality, by just a little careful self-stocking and efficient planning. The Five Day Wonder Course now in session at my Fifth Avenue Salon helps women do just that — it is a check-up course to improve the figure, voice, hair, skin and make-up. The main aim of the Course is to design a simple daily routine to

be carried on at home — a routine of effective exercises, hair and skin care, of proper make-up and hair style. Lastly the Course teaches women how to suit the fashion of the moment to their own type of figure.

The lessons just completed in this column resembled those in the Salon course and I hope they acted as a home correspondence course for my readers. Last week I described fashion colors and told how to combine color with your make-up. I also mentioned a few general fashion hints. Today I would like to say something about design and how you must adapt style to your own particular kind of figure.

**Rules of Design**

When selecting clothes, keep the principal in mind that vertical lines add height and horizontal lines make you appear wider.

A large person should wear large accessories, a wide or large hat, wide lapels, etcetera, whereas the small figure should stick to small things, small ornaments, hats, bags, etcetera. The slender figure can take horizontal lines but not exaggerated width in hats.

Also, the large person should wear darker colors and avoid wide sleeves and short skirts. The small person should wear light colors and long sleeves and long skirts.

If your arms are long, wear either very short or long sleeves, but not short sleeves or three-quarter length sleeves as the latter add length to the arm. Naturally, if you have short arms it is flattering to wear three-quarter length sleeves.

If you have a long or a thin neck, wear a high neckline. If you have a short neck or a well rounded one, wear a lower neckline. A V neck is always easy and youthful, so when in doubt be safe with a V neckline.

On the other hand, a square neckline is difficult to wear and should only be worn by a person with a good contour and never by one whose bones are conspicuous or who has a hollow chest.

The following little examples will illustrate how you can be your own designer and still be fashionable.

A woman who is slim on top with heavy hips, should not wear a dress with heavy folds or fullness at the sides but should have fullness, if any, come in front. If two-toned dresses are worn, the light tone should always be at the top.

A short person should avoid wide belts as they are shortening and should keep the belts thin or have dresses with self belts.

A person that is heavy all over should stick to simple, dark clothes and avoid two-toned costumes even though they are fashionable. The larger bust type should have a dividing motif such as buttons, hooks or trimming in front of the blouse or top of the dress. This person should never wear tight clothes and should avoid horizontal lines, but can wear vertical or diagonal lines, large accessories and jewelry.

From these brief hints, I think it is possible for each woman to complete the style picture for herself with regard to other details. Next week I will talk about "trimming" your basic dress with the proper choice of lipstick and coiffure.

(If you wish to reconstruct the Helena Rubinstein Five Day Wonder Course for yourself, you may find the following hints also available as pointers and spot reducing exercises, voice exercises and make-up charts for the broad, round, oval or long narrow face. Just indicate which charts you wish. Address Helena Rubinstein in care of this paper.)

**Meet a New Brim**

Meet the newest development in hat brims—the thick, rolled look. This is being used now in all types of hats, especially in sailors and turbans designed to be worn with suits.

# KAY'S COMMENTS

**SALE** Catch the next bus to the SALE at MARLENE HAT SHOP. All their better hats for the sum of 88c. Yes, Ma'am, only 88c. Values to \$5.00. Top that if you dare. — HOTEL SENECA.

Did you give your pledge of blood to the Boy Scout who called on you the past week? If you didn't get yourself down to the Red Cross Center Exchange st. cor. of Broad and give a pint of blood for our armed forces. Resolve for 1943 you'll give as much as blood as your health permits. Thousands of our boys are being saved every day through the blood plasma. Did you hear Eddie Rickenbacker tell about it the other afternoon on the air? So hurry up! They need YOU!

**Superfluous** One of your New Year's resolutions should be — let your hair be short. No electric hairdressing — no scissors — no pain. 222 Cutler Bldg. Stone 503. Eve. Appt.

With so many parties looming for the holidays — stop worrying who is going to care for the kiddies. Call Culver 51 — For 35c hr., Blanche Reynolds will send a Proxy and relieve you of all worry. "PARENTS BY PROXY" is fast becoming one of the most popular services in the city. Remember Culver 51.

Twinkling lights — New Year's Eve, you in a harmony of love — a new frock from C. B. THOMAS. These "one of a kind" dresses lend a thrill to every woman who wears one. Drop in at 722 HOTEL SENECA and I'm sure you'll agree. Velvet, crepe all dressy enough for the New Year's festivities. C. B. Thomas.

A charming lady told me this the other evening — when you bake apples slit the skin over so lightly through the middle — lightly understand — this prevents the apple from the usual upheaval — I bought a gadget to remove cores from apples the other day — perfect for grapefruit also. Much to my surprise, it works.

Cherish each gay evening hour stolen from this troubled world. Laugh, be gay, have fun at ODENBACH'S. Plan your New Year's Eve celebration there. Drop in any evening, there's always a crowd, people you know and like. — Hear HUGHIE BARRETT who has been held over for the holidays. Elaine Moore is the sweet gal who signs with the band. It's Rochester's most popular rendezvous. Needless to tell you the food leaves nothing to be desired. Drop in at the cocktail hour and I'll bet you'll linger for dinner. ODENBACH'S, Main at Clinton.

My Scottie Angus, and Virginia Scottie, Maz were both suffering from a skin disease. Both pups were a mess. I stumbled onto the cure, SANAHIDE. You massage into the parts affected. In one week, both mutts were much better. In two weeks they were cured. Try it, you can buy it in department store pet shop. SANAHIDE. The price is 35c.

What's that I see around the corner? — A new year, as I live! Well, I for one, will be glad to see it. The past year hasn't been any too good for most of the world. Imagine how it will go down in history! Thank heavens I won't have to study about it. But here is a new year, brand new; something to put all our hopes in. Nineteen forty-three means harder work for all of us. So what? It's a small price for the things America gives us. All day you work hard, in the uniform of your profession — but outside, be your best self. What if your man is in the fighting zones? He'll come back, I'm sure of that. So stay the girl he left, think the right things, keep up with the best books, movies. Patch up old Quarrels, try not to be petty in this 1943. It will be worth all the effort. And here are my best wishes — for a HAPPY NEW YEAR, the greatest year you've ever had, for a year that will bring VICTORY and our BOYS home to us again. HAPPY NEW YEAR!

Devotedly, KAY.

Spend that Christmas cheque for a new dress at ROSE MARTIN'S. Some are sequin trimmed. Others dressy pastels. All to add to the New Year's festivities. 1390 Culver Rd. Webster Ave. bus to door. — Open Eve.

Please listen — We've recommended heaps of things to you before, but we can't remember ever wishing so desperately that you would listen to this. There is going to be a shortage on FURS. This inside "info" comes straight from head quarters. I dropped into SHAFER FUR CO. a few days ago and Mr. George Shafer was deep in conversation about the subject. So, if for some reason or another, you've put off buying a fur coat, don't delay another minute, GIT UP there at once. During the month of January you'll be able to buy extra value in furs. So, what are you waiting for? Grab that Christmas cheque and use it to good advantage. Buy yourself the smart fur coat you've always wanted. Honest Injun, if you don't hurry, you'll be sorry, when the cheque has dwindled away and the fur shortage is upon us. Remember SHAFER FUR CO. for January values. 51 East Ave.

**SEND FLOWERS** this New Year's. To the sweet young thing you've invited out to celebrate the advent of the New Year! To your adoring Mother! To your faithful Wife! To the Shuttles! Please tell your story more eloquently than you ever could. Call LLOYD FLOWER SHOP, 38 West Main next to Powers Hotel, Main 6633.

Make it a point to pack one hot food in that lunch box for the member of your family who must carry his lunch. This advice comes from the HOME SERVICE, Rochester Gas & Elec.

Did your feet give out after all that shopping? They wouldn't have if you were properly shod in VITALITY'S. The shoe that gives comfort plus smartness. Sold at GENESEE BOOTERY — Genesee at Bronson.

**SALE!** You've been waiting for it — Here it is! A SALE at RIPTON DRESSES. Mid-winter frocks reduced \$5.95 to \$8.95; values to \$18.50. All sizes. Hurry to 379 MONROE AVE. Hours 10 A.M. to 9 P.M.

**AS GRANDMA RIGHT ABOUT THE COLD**  
"For colds" coughing, to reduce swelling, nasal congestion, chest muscle soreness pioneer Grandma put faith in home medicated naiton and hot brand. Today others use Penetro—the excellent modern medication with the mutton met base. Penetro never fails to function 2 ways. Aromatic vapors go inside with every breath—outside it comforts like a warming, soothing plaster, tubbed on chest and throat, it works fast. Try Penetro and agree "Grandma's right." Satisfaction or your money back. W.C. Penetro Company, Inc.

**Joels** After you have purchased a War Bond with your Christmas cheque, use the balance to buy a chapeau at JOELS. There's a hint of spring in this shop even if the winds are blowing at below zero temperatures. A gay plaid hat saucy as all getout with bag to match makes bright splashes in the window at Joels. Priced very reasonable considering the ensemble is expertly tailored. Felts with splashes of straw, the much-in-vogue Beret. All with that flair Joels is so famous for. 215 East Main.

Is your husband one of those individuals who is always burning his clothes with live cigarette ashes? You can't do much about that — but you can have the damage repaired at EMPIRE TEXTILE WEAVERS 409 BURKE BLDG.

When clothes are hung to dry, fine fabrics, see mean, especially in the winter time, place an extra cloth between the clothespin and the line.

In Homogenized Vitamin D Milk, you get NINE valuable advantages of Vitamin D, and NINE important benefits of Homogenization. It's the milk for you to buy, because it's better for you and your family. It tastes better and is better. Order Homogenized Vitamin D from BRIGHTON PLACE today. Glen 144. Try it and see — that's all we ask. 45 Fulton Ave. Clinton.

Beginning Monday . . . Open Noon to 9 P. M.

## Projansky

**AFTER-CHRISTMAS SALE REDUCTIONS**

**1/4 1/3 1/2**

**FUR COATS, JACKETS, SCARFS, HATS, DRESSES, CLOTH COATS, SUITS**

after-Christmas Savings.

Many choice, one-of-a-kind items at traditional Projansky

New Charge Accounts Invited and Budget Payments

**39 EAST AVENUE**

**CALENDAR FOR 1943**  
IN FULL COLORS SUITABLE FOR FRAMING

**PLUS** 16 PAGES OF COMICS  
16 PAGES OF COLOR PHOTO  
40 PAGES OF NEWS FROM ALL PARTS OF THE WORLD  
ASK YOUR NEWS DEALER FOR

## SUNDAY NEWS

NEW YORK'S PICTURE NEWSPAPER

## ANNOUNCEMENT!

George A. Swalbach announces the opening of a retail liquor store, with a complete stock of choice wines and liquors. The store is

### Swalbach's Central Liquor Store

345 CENTRAL AVENUE  
Opposite N. Y. C. Station  
Phone Main 5780 Delivery Service

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

## ELECTROLUX

Complete With Attachments

**\$16.95** EASY TERMS

IF YOU CAN'T COME IN—PHONE OR WRITE FOR FREE HOME DEMONSTRATION

NEW VACUUM CLEANERS RELEASED BY ORDER OF U. S. GOV.

## PENN VACUUM STORES

**30 SOUTH AVE. • STONE 6747**  
Open 'Til 7 P. M. Mondays and Thursdays 'Til 8

BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

**STARTS TOMORROW**

# SALE

## Red Cross Shoes

**\$5.45** Regularly \$6.95

Thousands of pairs..every material..every size..most styles included.

## Arthur Kent

Rochester's Only Exclusive Red Cross Shoe Store  
**23 EAST AVE.**  
Open Monday Evenings

## TROPIC COAL

Egg—Stove—Nut . . . Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Albion Bank Bldg.  
**\$11.85** PER TON  
Stone 7080

## THE AUDITORIUM — New Year's Eve

Friday January 1st and Matinee and Evening Saturday January 2nd  
THE PLAYWRIGHT CO.  
presents  
**"THE EVE OF ST. MARK"**  
by MAXWELL ANDERSON  
Hilarious—Heroic—The Foremost Play of the Season  
SEATS ARE NOW ON SALE!

# Sears

## STORE WIDE CLEARANCE

**Starts MONDAY At BOTH Stores Every Department**

A clearance Sale that defies description, an event that will set new value records for even our "More for your money" store. . . Every department shares, everybody saves! Look for the Red and White Clearance signs throughout both stores for the dramatic savings.

**ROGERS MILLAND**  
The Major and the Minor  
HENRY ALDRICH  
EDITOR

**STATE** ASHLEY HAYWORTH  
**LIBERTY** You Were Never Lovelier  
**MADISON** PIERRE OF THE PLAINS  
**MONROE** ADOLPHE MENOU  
**CAMEO** "HERE WE GO AGAIN"  
**WEST END** "DESPERATE JOURNEY"  
**DIXIE** WAKE ISLAND  
**GRAND** WAKE ISLAND  
**LAKE** BAMB  
**BIG** GALA NEW YEARS EVE MIDNITE SHOWS  
**UNIT** RIVIERA STATE MADISON MONROE



After you  
have purchased  
War Bond  
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9 P. M.

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**FIRST BABY OF 1943 CONTEST**

Who'll be the first baby of the new year? No one knows, but below are some of the things he or she will receive FREE in the annual Shopping News FIRST BABY CONTEST from some of Rochester's foremost stores. Look them over — you'll find plenty of gift ideas for blessed events, whether they're first in forty three or just runners-up.

Winner of the First Baby Contest will be announced in the January 7th issue. All entries must be made at the Sun office before Tuesday Jan. 5th. Baby must be born within the Rochester city limits to be eligible.

**For Health, the Spotlight's on BARTHOLOMAY MILK**

**Free**

A QUART A DAY FOR A MONTH... BARTHOLOMAY'S HOMOGENIZED VITAMIN D MILK... TO GIVE 1943's first baby the good start he deserves. Nothing is more important than starting baby on the right kind of milk, and Bartholomay's Homogenized Vitamin D milk is developed specially for this. Adults enjoy Bartholomay Milk just as much as baby, and in these times everyone should be well supplied with the important vitamins and materials in good milk. Phone today!

Deliveries Started Promptly... Phone Main 6520

**BARTHOLOMAY DAIRY INC.**  
555 ST. PAUL STREET

**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!

**FREE TO 1943's FIRST BABY**

**BEACON BLANKET**

Soft and warm, with cute nursery designs. Your choice of colors.

**LINCOLN'S**

**HAWRMPPH z z z z**

**CHENILLE CRIB SPREAD**

Given To First 1943 BABY

Young in life 1943's First Baby will learn to appreciate the quality and style of Pauls merchandise. You too will appreciate the vast selection of Curtains, Draperies, Bed Spreads, and Bath Sets offered by Rochester's largest curtain shop.

**PAULS CURTAIN SHOP**

**76 CLINTON SO.**  
Between Forman's and Weis & Fisher's

**ONE TON ANTHRACITE**

**COAL**

**FREE**

TO THE PARENTS OF 1943'S 1ST BABY

GUARANTEED R. & P.

**COAL**

SEMET SOLVAY AND R. G. & E. COKE. \$11.00 ton

**D & H AND FAMOUS READING ANTHRACITE**

EGG-STOVE-NUT \$12.90—PEA \$10.90

**MARSHALL'S COAL CO.** 296 Driving Pk. Glen 109

**HEAPS OF HAPPINESS TO THE No. 1 EVENT OF '43**

**FREE GIFT TO BABY: ELECTRIC BEANERY**

Can be quickly and conveniently turned into an efficient bottle warmer. Many other uses.

**Kemp Equipment Co.**

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BENDIX WASHERS — MOTOROLA RADIOS — GIBSON REFRIGERATORS — QUALITY RANGES — BIRD ROOFING & ROCK WOOL INSULATION

**SPECIAL BOUQUET**

**Flowers**

GIVEN TO FIRST MOTHER

**NEW YEARS EVE SPECIAL**

**CORSAGES**

ORCHIDS, VIOLETS, ROSES, GARDENIAS

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FREE DELIVERY

58 LAKE AVE.

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NEW YEAR'S EVE. MAIN 1986

START THE NEW YEAR RIGHT HAVE THE KIDDIES PHOTOGRAPHED

**THE NEW Kodatron WAY**

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3 Beautiful 8x10 Border

**FREE**

To Rochester's First 1943 BABY

One Beautiful 8x10 PORTRAIT

We will issue a certificate good anytime during 1943 to the parents of Rochester's first 1943 baby. For one free portrait.

**Edwards**

No Appointment Necessary

**PHOTO STUDIO**

Green Room



1 "Sunday Dining, are prepared readers, and are Institute.



serve ham—baked in a surround it with candied imale cups and a cran-fins to accompany. For int ice cream.

erving Hints

aked ham slices on er and garnish with sweets and alternate fresh parsley. he peas in timbale ch you can purchase very or make yourself try. Line cupcake tins pastry and bake until owned. Cool and fill iced peas. The salad ive just as it is, and so with the bright red nberries and the deli- of the lettuce. e of Leftovers are some bits of ham scallop it with rice. up uncooked rice. Cut small dices. Arrange rice in alternate lay-sserole, starting and ith rice. Season with er and butter. Add 3 : and bake in 350 de-ven for 1 hour. Serves

ver Is Good

is a meat we're all re these days when ing to keep in line voluntary meat ration-ism. The flavor of liver cate as that of many iced and scarcer cuts, ndle it properly. or pour boiling water o and hog liver before t. Be sure to drain it ly before you put it in g pan. Beef and calf d not be scalded. overcook liver. Use a heat, and cook only ough to change the

UCH WALL SPACE?

have a bothersome e in your living room try using a console me top is hinged in the Have half of the top o against the wall, and lecticks or ornamental n the table.

**Imagine!**

READY-TO-SERVE COCKTAILS RIGHT OUT OF YOUR REFRIGERATOR

Add No Ice, Just Serve

**ete Hagen's COCKTAILS**

MANHATTAN DRY MARTINI SIDE CAR DAIQUIRI OLD FASHIONED

ONLY \$1.79

BUY U.S. WAR BONDS & STAMPS

at all 45 Booth

or Merson Co., Inc., Rockefeller Center, New York

neighborhood Liquor Shop or Write Our N. Y. Office

These Biscuits Are "Honies"

Those who crave biscuits often or insist upon serving them to guests will appreciate the following carefully tested recipe:

**HONEY BISCUITS**

2 cups sifted cake flour; 2 tea- spoons double-acting baking powder; 1/2 teaspoon salt; 5 ta- blespoons butter or other short- ening; 1/2 cup milk.

4 tablespoons butter; 1/2 cup honey.

Sift flour once, measure, add baking powder and salt and sift again. Cut in shortening. Add milk all at once and stir carefully until all flour is dampened. Then stir vigorously until mixture forms a soft dough and fol- lows spoon around bowl. Turn out on lightly floured board and knead 30 seconds. Roll 1/3 inch thick and cut with floured 2 1/4 inch biscuit cutter. Bake on un- greased baking sheet in hot oven (450 F.) 12 to 15 minutes.

Cream butter, add honey, and blend. Remove biscuits from oven; split in halves. Spread with honey mixture. Put halves together and serve with remain- ing honey mixture. Makes 18 biscuits.

**DIAMONDS**

GOLD, BRIDGE WORK, Antique jewelry, watches, silver- ware. We pay you for watch movements separate. We buy from the public and dealers. Wherever you go, "Barton Gold Co." will always pay you more. 202 Burke Bldg. Look for the gold letters on the electric sign. Walk straight from the elevator.

**BARTON GOLD CO.**

ST. PAUL ST. 202 BURKE BLDG.

**DOLAN'S**

Where You Buy the Best of Chicken You Prefer

- BREASTS... lb. 59c
- LEGS... lb. 49c
- WINGS... lb. 29c
- NECKS... lb. 15c
- GIBLETS... lb. 25c
- LIVERS... lb. 49c

**DOLAN'S**

600 JEFFERSON AVE. Cor. Bartlett Telephone Genesee 1417

**A MILLION BUBBLES**

**Anderson's CLUB SODA**

SPARKLING WATER Super-Carbonated A FAVORITE FOR 35 YEARS

Anderson Beverage Co. Since 1888



HERE ARE SAMPLES OF THE **WINE & LIQUOR VALUES**

YOU'LL FIND AT BERGHASH THROUGHOUT 1942 AND 1943

IMPORTED FROM SCOTLAND

**John Beggs Blue Cap**

**SCOTCH**

"The best Scotch buy at this price" — consumer survey. 100% Scotch whiskeys. Blended and bottled in Scotland. Let your own taste convince you. 85.8 proof.

**\$3.99**

Fifth

OLD LEWIS HUNTER — KENTUCKY

**STRAIGHT BOURBON**

WHISKEY... 5 YEARS OLD

**\$2.89**

Fifth

RIVERDALE CLUB—86 PROOF

**BLENDED WHISKEY**

A blend of 3, 4, 5, 6 and 7 year old whiskeys. Try this exceptional 3-way blend that has everything.

**\$3.69**

FULL QUART

GALLAGHER & BURTON

**BLACK LABEL**

Blended with 4 and 5 year old whiskeys. Truly smooth and fine tasting. A famous brand.

**\$3.39**

FULL QUART

BOTTLED IN BOND — 100 PROOF

**BARCLAY'S RYE**

100 PROOF — TOP QUALITY

**\$3.25**

FULL QUART

IMPORTED FROM VIRGIN ISLANDS

**RON CARABEE RUM.. \$2.29**

FIFTH

WOODBROOK BOTTLED IN BOND

**MARYLAND STRAIGHT RYE**

4 YEARS OLD... 100 PROOF

Distilled and bottled by Frank L. Wight Distilling Co. No finer Rye is made at any price!

**\$3.99**

Quart

**25 YEARS OLD**

J. FAVRAUD

Imported From Portugal

**BRANDY**

Accompanied at the time of im- portation by a bond from the government of Portugal guarantee- testing age. 84 proof. One of the foremost Brand- ies available.

**\$3.35**

FIFTH

**APPLE JACK BRANDY**

6 YRS. OLD

Reynolds

"OLD POST TAVERN"

**\$3.30**

Full Quart

**100% PURE CALIFORNIA WINES**

"Diplomat" \$1.95  
Limited selection of varieties. Full gallon.

"Cream of California" \$2.25  
Full Gallon

"Chateau Chillon" \$2.50  
Full Gallon

Cordials, Champagnes, Wines, Vermouths, and Scotches. We offer you complete selections from Rochester's Largest Wine and Liquor Store.

Parking Free

**BERGHASH**

Opp. Store

124 CLINTON AVE. S. MAIN 786

Parking Free

Opp. Store



PAGE FOUR

Look For Your Name Between The

PAGE SIX Rochester Sun, Monday, December 28, 1942

**It's Not Too Early**  
Imagine, with winter winds blowing full blast on us, the first straw hats are beginning to appear here and there in the stores. If you don't feel quite

daring enough to brave a snow-storm in a straw hat, try one of straw cloth. It satisfies both your desire for a new-season hat, and the feeling that you should dress to suit the present season.

## DIARY OF A BEAUTY AUTHORITY by

**Helena Rubinstein**  
By HELENA RUBINSTEIN

New York.—During my long experience, I have seen over and over again what wonders women can accomplish with their appearance and personality, by just a little careful self stock-taking and efficient planning. The Five Day Wonder Course now in session at my Fifth Avenue Salon helps women do just that — it is a check-up course to improve the figure, voice, hair, skin and make-up. The main aim of the Course is to design a simple daily routine to

be carried on at home — a time of effective exercises, and skin care, of proper make-up and hair style. Lastly Course teaches women how to suit the fashion of the moment to their own type of figure.

The lessons just completed this column resembled those the Salon course and I have acted as a home correspondence course for my readers. Last week I described fashion colors and told how to combine color with your make-up. I also mentioned a few general fashion hints. Today I would like to say something about sign and how you must adapt to your own particular kind of figure.

**Rules of Design**  
When selecting clothes, keep principal in mind that vertical lines add height and horizontal lines make you appear wider. A large person should wear accessories, a wide or large hat, lapels, etcetera, whereas the slender figure should stick to small trimmings, hats, bags, etcetera. The slender figure can take horizontal lines but not exaggerated wide ones.

Also, the large person should wear darker colors and avoid wide sleeves and full skirts. They should keep fit of their clothes within a strait body line and avoid light fitting. If your arms are long, wear very short or long sleeves, but the shortened or three-quarter length sleeves as the latter length to the arm. Naturally, if you have short arms it is flattering wear three-quarter length sleeves. If you have a long or a thin neck wear a high neckline. If you have a short neck or a well rounded one wear a lower neckline. A V neck always easy and youthful, so will in doubt be safe with a V neck. On the other hand, a square neck is difficult to wear and should be worn by a person with a good contour and never by one whose bones are conspicuous or who has a hollow chest.

The following little example will illustrate how you can wear your own designer and still fashionable.

A woman who is slim on top with heavy hips, should wear a dress with heavy folds or fullness at the sides. It should have fullness, if at all, in front. If two-toned dresses are worn, the light should always be at the top.

A short person should avoid wide belts as they are shortening and should keep the belt thin or have dresses with a belt.

A person that is heavy over should stick to simple dark clothes and avoid too many costumes even though they are fashionable. The largest bust type should have a diving motif such as buttons, horizontal trimming in front of blouse or top of the dress. The person should never wear tight clothes and should avoid horizontal lines, but can wear vertical or diagonal lines, large accessories and jewelry.

From these brief hints, I think it is possible for each woman to complete the style picture for herself with regard to other details. Next week I will talk about "trimming" your hair dress with the proper choice of lipstick and coiffure.

(If you wish to reconstruct the Helena Rubinstein Five Day Wonder Course for yourself, you may send for the free booklet. Also available are picture and reducing exercises, voice exercises in making charts for the broad, round, or long narrow face. Just indicate which charts you wish. Address Helena Rubinstein in care of this paper.)

### Meet a New Brim

Meet the newest development in hat brims—the thick rolled look. This is being used now in all types of hats, especially in sailors and turbans designed to be worn with suits

## NEW YEAR'S EVE AND NEW YEAR'S NIGHT IN PERSON Sigmund ROMBERG

THE MAN WHO WROTE THE SONGS YOU LOVE

Composers of  
THE STUDENT PRINCE  
THE NEW MOON • MATTIME  
THE DESERT SONG • BLOSSOM-  
TIME and many others

50 ARTISTS 50  
including a 50  
CONCERT ORCHESTRA

featuring  
MARIE NASH  
GRACE PANVINI  
GENE MARVEY

Seats — Both  
Performances  
\$1.10, \$1.25, \$1.50,  
\$1.95, \$2.25, tax incl.  
EASTMAN THEATRE  
at University of Rochester

## STARTS TOMORROW SALE

Red Cross Shoes

\$5.45  
Regularly \$6.95

Thousands of pairs...every material  
...every size...most styles included.

Arthur Kent

Rochester's Only Exclusive Red Cross Shoe Store  
23 EAST AVE.  
Open Monday Evenings

TROPIC COAL \$11.85  
Egg—Stove—Nut... Anthracite  
Rochester & Pittsburgh Coal Co.  
Lincoln-Albion Bank Bldg.  
Stone 7080

THE AUDITORIUM — New Year's Eve  
Friday January 1st and Matinee and Evening Saturday January 2nd  
THE PLAYWRIGHT CO.  
presents  
"THE EVE OF ST. MARK"  
by MAXWELL ANDERSON  
Hilarious—Heroic—The Foremost Play of the Season  
SEATS ARE NOW ON SALE!

# Sears STOREWIDE CLEARANCE

Starts MONDAY  
At BOTH Stores  
Every Department

A clearance Sale that defies description, an event that will set new value records for even our "More for your money" store... Every department shares, everybody saves! Look for the Red and White Clearance signs throughout both stores for these dramatic savings.

**GINGER ROGERS**  
The Major  
**RIVIERA**  
STATE  
LIBERTY  
MADISON  
MONROE  
CAMEO  
WEST END  
DIXIE  
GRAND  
LAKE  
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UNIT SHOW

## use 2/3 of last year's fuel

# INSULATE BLOWING ROCK WOOL

If the Ration Board has cut  
Your Fuel Ration 30%

You can save this amount and keep room temperature at 72° by insulating with Celotex Rock Wool. Rock Wool insulation keeps the heat in during the winter and the heat out in the summer. It is fireproof, protects property and lives of your family, also vermin proof and sound proof. Your home is no warmer than a dry goods box or packing case if not properly insulated. The average home is just a shell and full of heat leakages, especially the attic. Four inches of rock wool is equal to twelve feet of plaster or concrete. With only a half inch of plaster in the ceiling your heat is going up and out and you are heating the wide, wide world. You won't be paying for heat to melt the snow off your roof if same is insulated with Celotex Rock Wool. Secretary Ickes and various government agencies have urged insulation as a war effort to conserve fuel. Owners of recently insulated homes tell us that they are glad they were rationed as they are getting more comfort with less fuel. You pay for Rock Wool whether you buy it or not. An investment of \$75.00 to \$100.00 on attic job may pay you a dividend as high as \$20.00 a year fuel saving. Rock Wool can be blown into the attic or sidewalls without discomfort or inconvenience to you as all work is done from the outside. We have been insulating homes from Rochester to Oneonta for over ten years and we were the first to blow Rock Wool in Rochester. Phone at once for free estimate.

WAR PRODUCTION BOARD HAS PLACED  
INSULATION ON PRIORITY LIST AND  
WE CANNOT ACCEPT ORDERS FOR  
LARGE JOBS OR SIDE WALL AND ATTIC  
JOBS THAT RUN OVER \$200.00 AFTER  
JANUARY 1ST.

No Down Payment — 3 Years To Pay

**KEMP ROOFING CO.**

331 W. MAIN ST. Phone MAIN 1786

## UNION LEAGUE HALL

GREGORY ST., CORNER SOUTH AVE.

**SUN & MON. NITE**  
**ALL PRIZES \$5**  
ADMISSION 28c — 3 BOARDS FOR 58c

**2 JACK POTS EACH NITE**

\$50 7 Numbers \$100 55 Numbers  
\$50 Jackpot — 7 Numbers These Amounts Good Monday  
Monday Nite If Not Taken Sunday

MATINEE GAMES EVERY

**WED. - SAT. — 1:30 P. M.**

Wed. Adm. \$3  
25c Every Game  
SPECIAL GAME FRIDAY  
Afternoon (New Year's)  
2 P. M.  
ADM. 25c NO COUPON NECESSARY

## CAPITOL HALL

85 W. MAIN ST.

Mon. — Tues. — Thurs. 1:30 P. M.  
Sun. 2:30 P. M.  
Wed. — Fri. — Sat. 8:30 P. M.

Games Sun Afternoon

\$4 Special for \$25 War Bond  
Mon. 30 Games \$3

\$4 Games Tues. Aft.

Wed. 30 Games \$6

Games Thurs. Aft.

FRIDAY - SATURDAY

27 \$5 — \$10

GAMES ON REG. BOARDS \$15 & \$20

Letter "H" — \$25

ADM. 28c Inc. Tax

**Beeley's Bingo**  
SUNDAY AT 8 P. M.  
MON., TUES., WED., THURS.,  
FRI., SAT. at 8:15  
EXTRA BOARD FREE  
WITH TRIPLE BOARD  
142 GENESEE ST. in REAR

**★ STAR BINGO ★**  
372 FLINT ST. (rear)  
MON. 8:15 P. M. \$2 and \$5  
All Games  
★ 23 GAMES ★

Another Big Pre-New Years Party

**STRAND TUES. EVE. DEC. 29**

Adm. 1.10 Includes All—We Don't Sell Extras

30 Games ★ NO JACK POTS ★ All Prizes Go

1st 5 Games . . ea. \$5.00 COVERALL \$75.00

Coverall . . . . . \$20.00 Around the Outside \$50

Letter X . . . . . \$10.00 3 Games . . . ea. \$10.00

5 Games . . . ea. \$15.00 Bingo \$10 Full Card \$30

4 Corners . . . \$15.00 3 Games . . . ea. \$7.00

All Across Top, \$10.00 Cover All . . . . . \$30

5 Games . . . . . ea. \$20

AND LAST BUT NOT LEAST

3 Cards will be BINGO . . . \$25.00

given to each person for this giant AROUND THE \$300

CASH AWARD. OUTSIDE . . \$50.00

COVERALL . . \$225.00

The Strand Management and Employees Wish You All A Merry Christmas and A Happy New Year

**PARK HALL** 928  
Jefferson Ave.  
Near Plymouth

FOR THE HAPPIEST, LAUGHINGEST

FUNFEST... GREET THE NEW YEAR

AT OUR BIG PARTY

THURSDAY, DECEMBER 31st

**"HELLPOPPIN NITE"**

FROM 8:30 P.M. TIL?

LAUGHS — FUN — FAVORS  
FOR EVERYONE!

GAMES ALSO ON SAT., SUN., FRI. NITES

## TOWNER-HALL

SEE THE NEW YEAR IN  
AT OUR HILARIOUS

**"FUNZAPPOPIN NITE"**

THURSDAY NITE, DEC. 31st

LAUGHS — FUN — FAVOR FOR ALL

23 REG. GAMES

ALL GAMES \$10.00

GAMES AT TOWNER HALL ALSO ON

SATURDAY NITE, SUNDAY NITE, WEDNESDAY NITE

ALSO GAME AT HOLLYWOOD ON

SAT. NITE — SUN. NITE — TUES. NITE — WED. NITE

## HOLLYWOOD

DeLUXE BINGO EVERY MONDAY NITE

**OVER \$900** IN PRIZES

GRAND PRIZE \$300 Given Every Week

JACKPOT \$160

GOLD AWARD NITE \$75 GIVEN

**K of C** AUDITORIUM

50 CHESTNUT ST.

20 DOOR PRIZES

SAVE TIRES AND GAS

**PLAY BINGO** AT THE

19th WARD CLUBHOUSE, 257 Hawley St.

Thurs. 8:15 P.M. FRIDAY NITE SAT. Admission Plus Tax

Sat. 8:15 P.M. 8:15 P.M. NITE Triple Board and

SUNDAY 2:30 P.M. Reg. Games \$5-\$10 LETTER "H" \$20

19th WARD CLUB HOUSE — Take Jefferson Ave. Bus To Hawley St.



**30% TO 40% SAVINGS  
ON FUR COATS  
AND JACKETS**  
SEAL-DYED  
**CONEY \$69.00**  
Luxurious, Durable  
Fur Coats for All  
Occasions Wear  
Clifford Fur Co.  
1283 Clifford Ave.  
Block off Portland  
CLIFFORD FUR  
SELLS FOR LESS

**1st CHOICE**  
of millions for simple, radach or  
cold's painful miseries, their choice  
makes it the world's largest seller at  
10c. No aspirin can do more for you—  
why pay more? 36 tablets, 10c, 36c.  
**St. Joseph**  
ASPIRIN

**Sunday Dinner**  
By Ruth Mavis Stone, Director Household Science Institute

Another appetizing, nutritional and economical "Sunday Dinner." These recipes, which appear each Thursday, are prepared exclusively for DOWNTOWN SHOPPING NEWS readers, and are kitchen-tested by the Household Science Institute.

The Dinner  
\*Baked Ham Slice  
\*Sweet Potatoes on Orange Slices  
\*Buttered Green Peas in Timbale Cups  
\*Cranberry Star Salad French Dressing  
Hot Muffins Butter  
\*Peppermint Ice Cream  
Beverage

(Recipes Included)  
This meal is properly balanced for nutritional value. It supplies: The Meat: Vitamins A, B, and G, minerals, carbohydrates and fats. Sweet Potatoes and Orange slices: Vitamins A, B, C, and G, minerals, carbohydrates and fats. Peas in Timbales: Carbohydrates, proteins, minerals, Vitamin A, B, C, and G. Salad: Minerals, Vitamins A, B, C, and G; carbohydrates. Muffins and Butter: Vitamins A, B, C, D, and G, minerals and carbohydrates. Dessert: Carbohydrates, minerals, Vitamins A, B, C, and G.

To Serve 6 You Need  
2 whole slices smoked ham,  
1 inch thick  
4 large sweet potatoes  
2 oranges  
2 No. 2 cans peas  
1 can Cranberry Sauce  
1 head lettuce  
1 quart vanilla ice cream  
4 peppermint candy sticks  
(Balance of materials among staples)



If your family is small, here's an elegant way to serve ham—baked in a large slice for Your Sunday Dinner, January 4. Surround it with candied sweet potatoes on orange slices. Serve buttered peas in timbale cups and a cranberry star salad on shredded lettuce, with hot muffins to accompany. For dessert, leave the beaten track and serve peppermint ice cream.

**Baked Ham Slice**  
2 slices ham, 1 inch thick  
3 tart apples  
1/3 cup raisins  
1/2 cup brown sugar  
1 cup fruit juice  
Cut ham slices several places around the outside edge to prevent curling. Place one slice of ham in baking dish. Cover with apple rings cut 1/2 inch thick. Fill centers of rings with raisins and sprinkle with brown sugar. Place other slice of ham over the top. Moisten with fruit juice. Bake in 350 degree oven until apples are tender and ham is baked, (45 minutes). Serve ham on a hot platter.

**Serving Hints**  
Place baked ham slices on hot platter and garnish with candied sweet potatoes and alternate sprigs of fresh parsley. Serve the peas in timbale cups which you can purchase at the bakery or make yourself out of pastry. Line cupcake tins with the pastry and bake until nicely browned. Cool and fill with buttered peas. The salad is attractive just as it is, and colorful too with the bright red of the cranberries and the delicate green of the lettuce.

**Use of Leftovers**  
If there are some bits of ham leftover—scallop it with rice. Wash 1 cup uncooked rice. Cut ham into small dice. Arrange ham and rice in alternate layers in casserole, starting and ending with rice. Season with salt, pepper and butter. Add 3 cups milk and bake in 350 degree F. oven for 1 hour. Serves 6.

**Liver Is Good**  
Liver is a meat we're all using more these days when we're trying to keep in line with the voluntary meat rationing program. The flavor of liver is as delicate as that of many higher priced and scarcer cuts, if you handle it properly.

**TOO MUCH WALL SPACE?**  
If you have a bothersome wall space in your living room or hall, try using a console table whose top is hinged in the center. Have half of the top turned up against the wall, and use candlesticks or ornamental pottery on the table.

**Most Amazing Values in Town!**  
PLAID or WHITE RAYON MUFFLERS, Regular 50c... 29c  
6-OUNCE WATER GLASSES, Regular 4c... 2 for 5c  
HEAVY WHITE SHEETING, 21 x 36, wide Reg. 49c... 49c  
WHISKY TUMBLERS, 2 for 5c  
Regular 4c  
1-INCH ASSORTED RAYON RIBBONS, Regular 25c... 2 yds. 5c  
VELVETSMOOTH PALM AND OLIVE SHAVE CREAM... 10c  
Large tube, Vat 25c  
10 BIRDSEYE DIAPERS, \$1.16  
Regular \$1.35  
1000 COUNT TOILET TISSUE, 5c  
Regular 10c  
J. P. COATES or CLARKS CROCHET COTTON, Big ball, Regular 25c... 19c  
LARGE ASSORTMENT NOVELTY PINS, Values to 20c... 8c  
MENTHOLATED FACIAL TISSUES, Package of 100... 5c  
Regular 10c  
SQUARE RAYON HEAD KERICHEFS, 22 in. Reg. 35c... 23c  
J. P. COATES CROCHET CORD, 100 yd. 50c, Reg. 10c... 5c  
CHILDREN'S SOFT WOOL MITTENS, Cloth, Reg. 35c... 19c  
CLARK'S EMBROIDERY FLOSS, 25 yd. spool, Ass'd. colors, Reg. 5c... 3c  
XMAS SEALS, WRAPPINGS, ICICLES ETC. All regularly 10c... 8c  
INFANTS' FLANNEL HANKIES, Regular 25c... 24c  
25 BEAUTIFUL CHRISTMAS CARDS, Bored, Assorted, Reg. 35c... 21c  
GENUINE RUG YARN, Reg. 25c... 18c  
HEAVY TURKISH TOWELS, 20 x 40, Reg. 75c... 29c  
PROOF PILLOW TUBING, 48-inch, Reg. 40c... 39c  
Above Are But a Few of Our Permanent and Amazing Bargains  
Every Buy a Bargain at  
**BILL'S BARGAIN STORE**  
98 East Main St.  
Near Water

These Biscuits Are "Honies"

Those who crave biscuits often or insist upon serving them to guests will appreciate the following carefully tested recipe:

**HONEY BISCUITS**  
2 cups sifted cake flour; 2 teaspoons double-acting baking powder; 1/2 teaspoon salt; 5 tablespoons butter or other shortening; 1/2 cup milk.  
4 tablespoons butter; 1/2 cup honey.

Sift flour once, measure, add baking powder and salt and sift again. Cut in shortening. Add milk all at once and stir carefully until all flour is dampened. Then stir vigorously until mixture forms a soft dough and follows spoon around bowl. Turn out on lightly floured board and knead 30 seconds. Roll 1/3 inch thick and cut with floured 2 1/4 inch biscuit cutter. Bake on ungreased baking sheet in hot oven (450 F.) 12 to 15 minutes. Cream butter, add honey, and blend. Remove biscuits from oven; split in halves. Spread with honey mixture. Put halves together and serve with remaining honey mixture. Makes 18 biscuits.

**DIAMONDS**  
GOLD, BRIDGE WORK, Antiques, jewelry, watches, silverware. We pay you for watch movements separate. We buy from the public and dealers. Wherever you go, "Barton Gold Co." will always pay you more. 202 Burke Bldg. Look for the gold letters on the electric sign. Walk straight from the elevator.  
**BARTON GOLD CO.**  
ST. PAUL ST. 202 BURKE BLDG.

**DOLAN'S**  
Where You Buy the Cuts of Chicken You Prefer  
• BREASTS... lb. 59c  
• LEGS... lb. 49c  
• WINGS... lb. 29c  
• NECKS... lb. 15c  
• GIBLETS... lb. 25c  
• LIVERS... lb. 49c  
**DOLAN'S**  
600 JEFFERSON AVE.  
Cor. Barlett Telephone Genesee 1417

**A MILLION BUBBLES**  
**Anderson's CLUB SODA**  
SPARKLING WATER (Super-Carbonated) A FAVORITE FOR 35 YEARS  
Anderson Beverage Co. Since 1907

**HAPPY NEW YEAR**  
Larry Berghash

HERE ARE SAMPLES OF THE  
**WINE & LIQUOR VALUES**  
YOU'LL FIND AT BERGHASH THROUGHOUT 1942 AND 1943

IMPORTED FROM SCOTLAND  
**John Beggs Blue Cap SCOTCH**  
"The best Scotch buy at this price" — consumer survey. 100% Scotch whiskeys blended and bottled in Scotland. Let your own taste convince you. 86.8 proof.  
**\$3.99** Fifth

OLD LEWIS HUNTER — KENTUCKY  
**STRAIGHT BOURBON**  
WHISKEY... 5 YEARS OLD  
**\$2.89** Fifth

RIVERDALE CLUB—86 PROOF  
**BLENDED WHISKEY**  
A blend of 3, 4, 5, 6 and 7 year old whiskeys. Try this exceptional 5-year blend that has everything.  
**\$3.69** FULL QUART

GALLAGHER & BURTON  
**BLACK LABEL**  
Blended with 4 and 5 year old whiskeys. Truly smooth and fine tasting. A famous brand.  
**\$3.39** FULL QUART

BOTTLED IN BOND — 100 PROOF  
**BARCLAY'S RYE**  
100 PROOF — TOP QUALITY  
**\$3.25** FULL QUART

IMPORTED FROM VIRGIN ISLANDS  
**RON CARABEE RUM**  
4 YEARS OLD... 100 PROOF  
**\$2.29** FIFTH

WOODBROOK BOTTLED IN BOND  
**MARYLAND STRAIGHT RYE**  
4 YEARS OLD... 100 PROOF  
Distilled and bottled by Frank L. Wright Distilling Co. No finer Rye is made at any price!  
**\$3.99** Quart

**25 YEARS OLD**  
J. FAVRAUD  
Imported From Portugal  
**BRANDY**  
Accompanied at the time of importation by bond from the government of Portugal guaranteeing age, 86 proof. One of the foremost Brandy brands available.  
**\$3.35** FIFTH

**APPLE JACK BRANDY**  
6 YRS. OLD  
Reynolds  
"OLD POST TAVERN"  
**\$3.30** Full Quart

100% PURE CALIFORNIA  
**WINES**  
"Diplomat" \$1.95  
Limited selection of varieties. Full gallon.  
"Cream of California" \$2.25  
Full Gallon  
"Chateau Chantillon" \$2.50  
Full Gallon

Cordials, Champagnes, Wines, Varmouths, and Scotches. We offer you complete selections from Rochester's Largest Wine and Liquor Store.  
**BERGHASH**  
Parking Free  
Opp. Store  
124 CLINTON AVE. S. MAIN 786

**The People's Choice**  
today's **GENESEE**

**MILLER'S JEDDO COAL**  
Stove, Egg or Nut  
**\$12.90** Ton  
Cash! Show. Off. Prompt Delivery!  
**ARDEAN R. MILLER**  
Know Your Dealer! PHONE GENESEE 20 Finest Service For 32 Years

**NOETH'S**  
Look at These Low Prices For Your New Years Wines and Liquors!

**FAMOUS**  
Gallagher & Burton  
**Black Label Blended Whiskey**  
Finest 4 and 5 year old whiskeys have made this blend noted since 1877. You'll find Black Label You'll find smooth and fine taste in the tradition of this famous house. Exceptionally low priced. 86.8 proof.  
**\$2.49** 4.5 Quart  
A Most Exceptional Buy!

**BOTTLED IN BOND**  
Old Master  
**BOURBON WHISKEY**  
5 Yrs. Old  
**\$2.59** 1/2 Qt.  
REG. \$3.35 VALUE  
**NOETH'S SPECIAL**  
**Straight BOURBON**  
Extraordinary Value  
Fine quality, very smooth and mellow. Distilled by a nationally known distiller and guaranteed by us as one of our best buys.  
**\$2.39** Full Quart  
Reg. \$3 Value

**CONVENIENT LOCATION!**  
Right in the Heart of Downtown near main on 80, Clinton, and directly opposite the Hotel Seneca. Most bus lines pass within a few steps. — Do your liquor shopping WHILE your shopping at the handy downtown store.

**VAT 69 SCOTCH**  
An International famous Scotch at 86.8 proof. Exceptionally low prices!  
**\$3.69** 4.5 Quart  
Reg. \$4.75 Value  
**EXTRA SPECIAL**  
A RENOWNED BRAND  
**Sparkling Burgundy**  
AT A VERY LOW PRICE  
**\$1.98** LARGE BOTTLE

**WE ARE FEATURING N. Y. AND CALIFORNIA WINES**  
Specially priced for New Year's entertainment, including GOLD SEAL — TAYLORS — WIDMERS and other well known brands in gallons, half gallons and quarts.  
**PAUL NOETH**  
DELIVER ★ 19 CLINTON AVENUE, SOUTH ★ MAIN 874  
Just a Step Off Main St. Opposite Hotel Seneca — Open Every Night Till Midnight





# After Christmas Events

Start **MONDAY** at 12 Noon—Shop till 9 P. M.



All Wool And Part Wool  
Slip-over Styles  
\$2.98, \$3.25  
Third Floor

## Sale 100% Wool SWEATERS

Values 2.98 and 3.25

**2<sup>43</sup>**

Values in sweaters that we cannot replace... every one 100% wool. Soft, wooly sweaters to keep you warm in chilly rooms. Cardigans in regulation or boxy models.

In Assorted Sizes  
High Shades And Pastels

EDWARDS  
Sportbar—Street Floor



## Semi-Annual Sale of 12,000 Men's Reg. 55c TIES 29c

We defy you to "tie" this sale! Imagine 12,000 fine, well-made neckties that just a few days ago were grabbed up at 55c... now being offered for 29c. It's almost unbelievable. Buy them for all the men folks in the family. Buy a few extras for birthdays.

Acetates — Twills — Satins — Moires  
Spun Rayons

EDWARDS—Street Floor.



## After Christmas SALE of 1200 Good Industry SHIRTS

**1<sup>39</sup>**

Made To Sell Up To \$2 Each

They're soiled or counter-tossed, that's why we are offering these shirts at this figure. Every one is a better shirt... that sells for as high as \$2 in regular stock. You can save 61c on each one. They'll disappear like magic... so better hurry down for yours.

Broadcloth-Madras, Slub Broadcloth, Oxford Prints

White — Blue — Fancy

EDWARDS—Street Floor



## AFTER CHRISTMAS SALE of 500 FUR TRIMMED COATS

Values To 59.75

Values To 69.75

Values To 79.75

**\$44**

**\$54**

**\$64**

Here's a real "shopportunity" for you thrifty women. There's no economy without quality, so every one of these coats is 100% wool. Some are boxy, some are fitted. All are trimmed with the finest furs of the season... flat furs, plump fluffy furs, sleek furs. All colors! All sizes! All styles! And 500 lucky women will wear 500 of the best coats we've ever sold (and at a saving, too!).

### COLORS:

Black Nutria  
Blue Brown  
Green

### FUR TRIMMINGS:

Persian Blue Fox  
Mink Wolf  
Wolf Red Fox  
London Dyed Squirrel

### SIZES:

9 to 15  
12 to 20  
31 1/2 to 49 1/2

EDWARDS—Third Floor



## New Moonstone Hobnail LUNCHEON SETS

23 Piece Service For 4

**1<sup>79</sup>**

Looks like real old Colonial hobnail. Use it with colored linens for luncheons, bridge and informal entertaining. Has a soft milky hue, a brilliant sparkle.

### Set Consists of:

4 Luncheon Plates 4 Tea Saucers  
4 Tea Cups 4 Goblets  
4 Sherberts 1 Sugar & Creamer  
1 Cake Plate

EDWARDS—Second Floor

## Sale! Odd Pieces JEWELRY 59c

Buy three or four pieces of jewelry to brighten up your costumes... lapel lore, necklaces, pins, clips, earrings. All formerly higher priced. Street Floor

## After Christmas Sale! BETTER NECKWEAR 59c

It's not a bit too soon to look like Spring. You can do it too with frosty bits of froth at your neckline. Pique and lace in every wanted style. All are white as the driven snow. Street Floor