

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 Newstands.

SIXTH YEAR—No. 16

ROCHESTER, N. Y., JANUARY 4, 1943

10

PHONE, STONE 6000

If You Do Not Receive
Your Copy Regularly

January Sale!
CANNON TOWELS
20"x40" Regular 30c
Save 60c on every dozen of these soft yet sturdy,
thick, absorbent Turkish towels. White with gold,
green, blue, or rose plaid designs to dress up your
bathroom. One of hundreds of January White
Sale savings!
25c Each
McCURDY'S Street Floor

While 53 Hats Last!
HAT CLEARANCE
AT HALF PRICE
Original prices \$9.50 to
\$29.95. No approvals! No
returns. Now
\$3.75 to \$14.98
PROJANSKY 39 East Ave.

Frings Trimmed
KERCHIEFS
Plaids and solid colors
79c
DARLING SHOP 190 Main St. E.

Semi-Annual Sale Of Men's Ties
Reg. 50c Values!
29c
Men's Shop—Street Floor
See Edwards Large Ad on Page 5

You'll Find
KAY'S COMMENTS
Offer valuable shopping advice; fashion tips;
homemaking helps and provide a guide to better
living.
Each Week In Shopping News

GO 'SALE-ING' INTO JANUARY WITH SHOPPING NEWS

Rochester merchants haven't forgotten that January is the traditional month of "Sales." In fact, they've been preparing for months for these important events. Several pleasant surprises await shoppers when they go through downtown stores this week. Items you hadn't expected to find. Prices lower than you expected, in many cases even lower than you'd hoped for.

Plan a shopping trip soon. Today is a good time, with stores open from noon to 9 p. m. But before you start out, it's good practice to go through the columns of Shopping News for an index of the values merchants are offering. And that's good advice for any week.

A regular reading of Shopping News will result in better living for you and your family. Then too, you'll save shopping hours and shopping dollars.



Beginning the First Full Week, Commencing Monday at Noon and Open Until 9 P. M. on Monday

Projansky Jan. Fur Sale

Brings Purchasing Opportunities and Money-Savings that May Not Come Again for Years



SALE PRICES

Northers Bonded SEAL Coats <small>(Dyed Coats)</small>	\$95 to \$120
MENDOZA BEAVER Coats <small>(Dyed Coats)</small>	\$95 to \$120
PERSIAN HEAD Coats <small>(Grey or Black)</small>	\$125 to \$175
CHEKIANG LAMB Coats <small>(Black, Brown, Grey)</small>	\$120 to \$250
PERSIAN PAW Coats <small>(Fined Russian Imports)</small>	\$125 to \$250
Natural GREY KID Coats	\$225 to \$295
Gr. Silvertone Muskrat Coats	\$165 to \$250
Blk. PERSIAN LAMB Coats	\$150 to \$275

SALE PRICES

Blended MINK MUSKRAT	\$159 to \$245
DYED SKUNK Coats	\$179 to \$250
Lei-Out RACCOON Coats	\$198 to \$300
Nor. Blen'd MUSKRAT Coats <small>(Mink-Sable-Marten)</small>	\$275 to \$325
Nat'l Jersey MUSKRAT Coats	\$275 to \$350
Lei-Out Nat'l Jersey MUSKRAT	\$475
SABLE SKUNK Coats	\$300 to \$375
SIBERIAN SQUIRREL Coats <small>(Grey and Brown)</small>	\$295 to \$395
HUDSON SEAL Coats <small>(Hollander Dyed Mink)</small>	\$198 to \$350
Natural Brown SKUNK Coats	\$250 to \$375
OCELOT LEOPARD Coats	\$275 to \$395
BROADTAIL PERSIAN Coats	\$350 to \$595
JAGUAR LEOPARD Coats	\$200 to \$250
CHINA MINK Coats	\$295 to \$495
U. S. ALASKA SEAL Coats <small>(Brown and Black)</small>	\$395 to \$550

SALE PRICES

Far EASTERN MINK Coats	\$350 to \$550
Grey PERSIAN LAMB Coats	\$250 to \$595
SHEARED BEAVER Coats	\$395 to \$650
RUSSIAN PERSIAN Coats <small>(Black, Brown, Grey)</small>	\$350 to \$595
RUSSIAN CARACUL Coats <small>(Black and Brown)</small>	\$295 to \$595
Lei-Out KOMPO MINK Coats	\$395 to \$595
Lei-Out ARMUR MINK Coats	\$450 to \$750
Lei-Out Far EASTERN MINK	\$495 to \$825
Blended EASTERN MINK	\$795 to \$995
Natural Ranch MINK	\$1,000 to \$1,500
Natural Wild MINK <small>Plus Tax</small>	\$1,200 to \$2,000

FUR JACKETS

"Must" to a greater extent than
ever, the whole appareling situa-
tion demands them. **\$59 to \$29**

**100% WOOL
CLOTH COATS
\$22.95 to \$265**

New Charge Accounts and Budget Payments Invited

Projansky 39 East Ave.

Fur SCARFS

\$10-\$20 to \$100



MONDAY!

8 Value-packed New Year Sales at McCurdy's... to start you on the new year with SAVINGS.
We're ready with what you need... long-lasting McCurdy quality that saves you worry about replacements.
Complete assortments in each of these 8.

January Sales*

You'll find...
Nationally Known Corset Favorites... including \$5.00

Dorothy Bickum Girdles
\$3.95

Curve control with the featherlight touch of tissue-weight latex panels in Girl-of-today girdles and pantie girdles. Favorites of girls-with-a-job, \$3.95.

McCURDY'S THIRD FLOOR

January CORSET Sale

You'll find...
Fine Quality Long-wearing, Well-cut

LACY SLIPS
\$1.79

Regularly \$2.25

Dainty enough to wear under your prettiest frocks... and at McCurdy's January Sale Price, inexpensive enough for anyone's bureau drawer. Rayon satin in petal pink, white, black. 32-40, \$1.79.

McCURDY'S LINGERIE SHOP, THIRD FLOOR

January LINGERIE Sale

You'll find...
Tried-and-True Proved Successes in

Fur-Trimmed Coats
\$49.95

Regularly \$69.95 to \$79.95

Each coat is an exceptional value for you at this January Sale price. It has the true McCurdy quality in its furs and its materials. Misses' and women's sizes and juniors.

SECOND FLOOR

January COATS Sale

You'll find...
Savings of \$20 to \$50 on

McCurdy Quality FURS
\$99.95

Regularly \$119.95 to \$149.95

- Chinese Chekiang Caracul
- Mendoza Beaver (dyed coney)
- Northern Seal (dyed coney)
- Moire Persian Paws

FUR FASHIONS SECOND FLOOR

January FURS Sale

ONLY ONE ITEM OR GROUP OF ITEMS ADVERTISED FROM EACH SALE

You'll find...
10-Gallon Size Covered All-Steel

GARBAGE PAILS
\$1.39

You know how rare garbage cans are at any price these days! These steel cans have covers that lock... at only \$1.39. One of many housewares values in our January sale tomorrow!

HOUSEWARES FOURTH FLOOR

January HOUSEWARES Sale

You'll find...
81x99 or 72x103 Regular \$2.19 Value

PEQUOT Sheets
\$1.98

McCurdy exclusive muslin sheets famed for their long wear, their silky smoothness, snowy whiteness, and easy-to-identify size tabs. All other sizes... and cases... at proportionate January savings.

BEDDING STREET FLOOR

January LINENS Sale

You'll find...
Regular \$4.95 Snowy White Hobnail

BATES Spreads
\$3.95

More than 16,000 fat, fluffy, velvety white tufts in the double bed size! Single or double size, \$3.95 each. Many other January Sale values, beginning tomorrow!

DOMESTICS STREET FLOOR

January DOMESTICS Sale

You'll find...
\$2 to \$2.25 White and Fancy

MEN'S Shirts
\$1.49

6,500 top-quality, Sanforized new shirts! Broadcloths, madrases, chambrays, oxfords. Many patterns woven through! Non-wilt, regulation and button-down collars. Sizes 14 to 17; sleeves 32 to 35.

MENS STORE STREET FLOOR

January SHIRTS Sale

SCORES OF OTHER SAVINGS OPPORTUNITIES THROUGHOUT THE STORE



Attend To Your Bible Reading

"I believe the Bible is the best gift God has ever given to man"

Abraham Lincoln.

"It is impossible rightly to govern the world without God and the Bible"

George Washington.

"That book, sir, is the rock on which our republic rests"

Andrew Jackson.

"The principles of the Bible are the ground-work of human freedom"

Horace Greeley.

A closed Bible helps no one. It must be read and studied and lived to make life wholesome.

When a man lacks vital knowledge of the basic truths upon which have been built the freedoms and blessings which he enjoys, his life lacks true vitality and has little power with which to meet the storm and stress of modern existence. Therefore read your own Bible daily, drink in its truths and build your life thereon in your home, in your church and in your community.

**MAKE
THE BIBLE
YOUR
GUIDE**

ROCHESTER BIBLE CRUSADE

JANUARY 10th - 31st
ACTIVELY SUPPORTED BY:

Federation of Churches of Rochester	Rochester Fellowship Federation of Men's Bible Classes
Council of Church Women	Youth Federation
Pastors Union	Y. M. C. A. Y. W. C. A.

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; Cramer Drug Company; 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.



SAVE ON LINENS
And DOMESTICS!



"PUMA BLANKETS"

Reg. 6.15
Value 4.98

You've heard of the famous "Purrey" Blankets... well, these are seconds of "Purrey" Blankets. They're just as miraculously warm and serviceable. Dainty pastel richly bound with 5" rayon taffeta. Real buys at 6.45. Sensational at 4.98.

REG. \$3 MATTRESS COVERS

Strong, durable covers made of heavy unbleached sheeting with tape bound seams. Protect and keep your mattress clean and fresh. For full or single size beds. Save 62c during our January Sale. **2.38**

REG. 35c STEVENS KITCHEN TOWELS

Good, liberal sized towels. Seconds of this famous Stevens that wear so well and dry so well! Bleached towels with colored borders. Only 27c each or 4 for \$1 during this event. **27c**

REG. 39c LINEN KITCHEN TOWELS

Fine soft absorbent quality towels... the famous Stevens that wear so well and dry so well! Hemmed with colored borders of red, blue or green. Buy a dozen while you can save 17c on each set of three. **3 for 1.00**

REG. 35c CANNON GUEST TOWELS

Everything you look for in guest towels... Jacquard weaves, soft colored borders, good quality. These are seconds... but the imperfections are scarcely noticeable. Ideal for children or guests. **25c**

REG. 59c LARGE CANNON TOWELS

Extra weight, soft absorbent double loop towels. Fine for bath. Size 22x44. White with woven in corded borders of blue, green, peach, dusty rose. Slight imperfections bring the price down 25c on each towel. **39c**

REG. 69c CANNON BATH TOWELS

Look... immense pongy, heavy quality bath towels. You like the way they soak up moisture, dry you quickly and leave you glowing. White with borders of blue, green, peach or gold. 22x44 size. Hard-to-find mill-weaves. January Sale price only 48c. **48c**



COTTON JACQUARD BEDSPREADS

Reg. \$5
Value 3.98

A new basket design in a cotton jacquard bedspread. Just as practical as they are lovely to look at. They are easy to launder, look well and wear well. Other pretty designs, too. To choose from: Dainty, rose, rust, blue, green and gold. Full and single size.

EDWARDS—Second Floor

Stock up on These Much Needed Values Monday!
Shop from 12 Noon 'til 9 P.M.

January Sales

of CORSETS and LINGERIE

Once each year Edwards brings you a money-saving event in our Corset and Lingerie Departments. Wonderful values in slips, gowns, panties are offered. Rengo Belt foundations which pronounce new loveliness for YOUR figure are specially priced for every budget. Come in now and replenish your wardrobe with beautiful... yet practical lingerie and corsets.

RENGO BELT FOUNDATIONS

Group No. I **4.39**

- A. RENGO ALL-IN-ONE with facing inner belt. Bulging ribs, protruding tummy, flabby bust lines all disappear. Short length sizes 36 to 48. Average length 36 to 50.
- B. BUILT UP SHOULDER foundation with lovely lace uplift bra top. Scientific boning curves the back to straighten the shoulders. Inner-belt for smoothness. Sizes 37 to 48.
- C. RENGO BELT — ALL-IN-ONE with jersey bra, side boning of knitted elastic, well boned inner belt. Supple, comfortable garment. 34 to 45 long, 34 to 46 short.

Group No. II **3.39**

- A. INNER BELT—Rengo All-In-One designed to flatten, but not torture the abdomen. Gentle uplift in jersey bra. Well boned. Short and average lengths 34 to 46.
- B. SIDE HOOK GIRDLE, the perfect foundation to make your figure behave in double quick time. Well boned. Sizes 27 to 36.
- C. FRONT CLASP GIRDLE, designed to give straighter line, smart lines. Hip padding docile and smooth. Tummy becomes flat and your posture will be improved.
- D. BACK LACE CORSET will smooth out bumps, bulges and irregular curves into fashion-wise lines. Well boned for back support and straightness. 26 to 40.

EDWARDS—Second Floor



On the Main Floor!

Lynn Loring
Rayon Satin
SLIPS
1.39

Slip Slips in face of tailored style. They give you more freedom and more wear. You'll find no nice ruffled waists. And you'll love their shimmering beauty and serviceability.

Tan and White
Size 32 to 40

10% Wool
SNUGGIES
3 for \$1

Slightly Irregular

Novelty stripe, solid, color-fairing, light in weight, and very warm. Pure elastic waistband. Regular and extra sizes in tan and white.

EDWARDS—Street Floor



January Sale of

RAYON SATIN SLIPS

DEEP V LACE slip cut on the bias. The type of slip every girl longs for... dainty and feminine in tailored line. 34 to 44.

EMBROIDERED—a favorite with the majority of pretty slip lovers. Select one for your summer wardrobe. 32 to 40.

TAILORED CLASSIC—sturdily constructed to give double wear. Tan and White in a slip that can take hard wear. 30 to 44.

1.69

EDWARDS—Second Floor

Slumber Snuggle
GOWNS And
PAJAMAS
1.29

Snug and warm knitted gowns and pajamas with long sleeves. Pajamas have the skid bottom trousers. You'll welcome their warmth for the winter is long and spring is still some months away. These are slumber snuggles—hence the low price. Regular and extra broken sizes.

Blue and Blue

"BUTCHER BOY"
Novelty Stripe
PAJAMAS
2.19

Self stripe pajamas with a lightning effect, woven and long wearing heavy quality rayon. Collar and collarless styles. Quantity limited, so come early for your share.

Tan and Blue

Size 32 to 40

EDWARDS—Second Floor

FASHION DECREES

Travel light if you must travel these days. You can cut down the number of clothes you need

by wearing a suit, bringing several changes of sweaters and gilets, sticking to one basic color to eliminate extra shoes and bags, and packing a pair of sequin butterflies and matching veiling for "heavy" dates instead of carrying a box full of hats. Bottles and jars of creams and cosmetics so often take up a lot of room and make your bag weigh twice as heavy. Kathleen Mary Quinland has solved this problem with a "Fly-by-Night" kit which includes enough of every essential for good grooming to do you a week.

Watch these trends for early Spring wear. The Dandy type of waistcoat styling in suits... bolero dresses of black and navy crepe effectively combined with eyelet embroidered false fronts and blouses... classic gabardine shirtwaist frocks or coat dresses... gay prints with ceramic buttons which repeat the print motif... much gray for sportswear... and, of course, the little soft Navy blue suits with white pique touches.

BIG 5c WORTH

- 16 Pages of Color Comics
 - Colorgrave Magazine Section
 - Main News Section
- GET THE HABIT**
Read the New York SUNDAY MIRROR

AT ALL NEWS DEALERS
In this week's issue full-color photo of Lieut. Gen. "The Eisenhower" suitable for framing.

SEMET SOLVAY **\$1.00**
COKE
L. V. VALLEY HARD COAL
STOVE, NUT EST. OVER 25 YEARS \$12.90
PAYNE & DUNHAM GEN. 586



DIARY of a BEAUTY AUTHORITY
by Helena Rubinstein

New York—When shortages developed in metal, plastics were improved tremendously to take its place. In the sphere of beauty, we can do the same thing. We can improve and brighten our make-up coiffure to compensate for the shortages in dress trimmings. The effect will surprise you very much, especially when all your friends add their pleased comment, and it will be worth the little extra effort.

Concentrate your attention on your lipstick and coiffure because lipstick is the brightest part to your make-up and the colors can so easily be changed around to suit any occasion and any costume. Coiffure, on the other hand, frames your face and a pretty coiffure can "dress" up your costume.

When you want that healthy daytime glow—at work—use an apple red lipstick and set your hair in the new Coil Spring Coiffure. This is one of the new war time coiffures created by Michel of my New York Salon. It is very simple and easy to manage. (The basic hair for the coiffure I shall outline here consists of about two and a half inch hair length.) To set your hair in the Coil Spring,

roll up the strand of the hair from ends to scalp in ringlets all over your head, fasten the hollow coils upright, each with two pins. When dry, comb and brush out in small, soft ringlets all over the head.

On your day off, for outdoor sports where you go as a spectator, try a red coral lipstick, a more brilliant shade than the apple red. For that very young, natural look, I suggest the "Time-Out Trim" a small petal curl hair-do that does not require much fussing. When setting, leave the crown flat not ringletted as in the previous hair do. Make a frame around the face of half curls like flower petals, curving inward toward the scalp and looser than the Coil Spring. Bring the line down lower in back for an oval effect as in a longer bob, and brush down in back. Make a front pompadour of soft petal curls in back of a ridge pressed into the front hair. Remember to turn the curls inward toward the scalp.

For indoor occasions when you must have a more mature, sleek looking coiffure and make-up, use a red raspberry lipstick which is bright, and yet warm and natural looking.

Dress your hair in the "Come To Order Curl". Comb the back hair up away from the nap of the neck and away from the ears. Pin up the back with tight curls that can be brushed up. Wave the hair above the forehead. The emphasis is on the forehead, up over the ears, short and up in back.

For more festive occasions, parties, furlough dates, use a cochinele lipstick, a slightly purplish, dramatic shade, and try the "Furlough Swirl". In this set, the hair is brought forward over the forehead in curl bangs, the sides are brushed up and waved, with the ends curled along a center ridge that runs from the bangs on the forehead to the nape of the neck. The effect is one of the hair combed back from the sides in one center line of curls, from front to back.

(If you wish to know about the Helena Rubinstein Five Day Wonder Course—a complete make-over course of posture and reducing exercises, skin care, hair care, make-up, voice correction and fashions—you may send for the Wonder Course lessons and charts. Just indicate which charts you wish and address: Helena Rubinstein in care of this paper.)

Out Hollywood way designers are putting new life and nerve into suits. Pretty Madeline Lee, better known to radio listeners as Miss Blue of the "Amos 'n' Andy" series, looks as smart as the winner of a quiz program in her new flannel box jacket suit with little notched velvet collar. Dressier models preferred by cinema stars are along cutaway lines with wrap-around skirts.

Sale LUXURIOUS FUR COATS



at One Low Price! **\$48** PLUS TAX

After months of preparation, our fur buyers have secured an all-star collection of special coats at an outstanding value. Extra fine skins... beautifully matched! Skilled workmanship! Plenty of styles from which to make your choice. A complete range of all sizes from 12 to 44.

Shop in comfort. Plenty of room in our new enlarged fur shop.

FUR SHOP — SECOND FLOOR

Darling Shop
190 MAIN ST. EAST



More Power to You!



Let's all make one big resolution for the New Year that has just begun! Let's resolve to increase production, to buy more War Bonds, to co-operate with every rationing regulation and to give all-out support to every war activity. Let's help to make 1943 the VICTORY YEAR!

ROCHESTER GAS and ELECTRIC



ROCHESTER SHOPPING NEWS

The Rochester Sun

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SIXTH YEAR—No. 17

ROCHESTER, N. Y., THURSDAY, JANUARY 7, 1943

PHONE, STONE 6000

If You Do Not Receive Your Copy Regularly



TOP THAT TEN PER CENT ... ISN'T HE WORTH IT?

This message concerns the most precious thing in all the world to you—mother—your child. It asks you to help protect that child—from fear, from starvation, from death—the fate that has befallen millions of children under the rule of Nazi and Jap tyrants. It asks you to urge your husband to join the Pay-Roll Savings Plan—the easy way to buy War Bonds that will furnish the ships and guns and tanks and planes so desperately needed to guard you and yours from the horrors of defeat. Or, if your husband is already buying War Bonds through the Pay-Roll Savings Plan—it asks you to urge him to buy more, to increase his savings to at least 10 percent of his salary or wages. Remember, millions of your brothers, husbands, sons, friends are risking everything. You are asked to risk nothing. War Bonds are the world's safest investment. And at the same time you protect your children for today—you are setting up a savings fund to help bring up, educate and develop that child—tomorrow. Talk it over with your husband tonight. Resolve to put at least 10 percent—not 6 percent or 7 percent or 8 percent—into War Bonds through the Pay-Roll Savings Plan. Do it for that child of yours. Isn't he worth it?

Buy U. S. War Bonds Thru the Payroll Savings Plan

1. If you are . . . already investing 10% of your pay in War Bonds through the Payroll Savings Plan—boost that 10% if you can.
2. If you are . . . working in a plant where the Plan is installed, but haven't signed up yet — sign up tomorrow.
3. If you are . . . 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. A local bank will be glad to help.
4. If you are . . . 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.

Darling Shop's Semi-Annual Main Floor Clearance Guaranteed Money-Saving Values

SKIRTS \$2.29

Formerly up to \$4.49. All sizes. All colors. Variety of materials.

BLOUSES \$1.29

Formerly to \$3.29. Whites and all colors. Long and short sleeves.

SLIPS \$1.19

Formerly to \$2.29. Mostly tearose, some whites and pastels included. All sizes. Fine quality rayon.

GOWNS and PAJAMAS 99¢

Formerly to \$2.29. Some slightly shopworn. Terrific values! Warm flannels included.

JACKETS \$1.99

Formerly to \$5.99. Corduroy and suede . . . quilts. Limited assortments.

HOSE 2 Pair for \$1

Formerly 69¢ each pair. Super-sheer rayon irregulars. We reserve right to limit quantities.

BAGS \$1.29

Formerly to \$2.99. Big assortments to choose from. Blacks and all colors.

GLOVES 58¢

Formerly to \$1.29. Fabric gloves in all colors.

GLOVES \$1.39

Formerly to \$3.99. Genuine leather. Super values.

HATS 59¢

Formerly to \$3.29. Last call on Winter hats. All must go NOW!

Complete Selections — Big Savings
Thousands Of Other Values
Not Listed Here
SHOP DARLING AND SAVE!



HARRIS NUSBAUM

January Clearance 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 on many of these coats after this sale. This is an annual event at Nushbaum before stock taking . . . providing a timely chance to buy for now AND next season.

SHOP TONIGHT — OPEN UNTIL 9 P. M.

Ladies' Fine COATS

UNTRIMMED COATS

Untrimmed Dress and Sport Coats in all the new styles and fabrics. Boxy or fitted styles. A real super value at these savings-prices . . . right NOW at Nushbaum. Broken assortments, but plenty to choose from.

Others at \$19.95

FUR TRIMMED COATS

Rich Fur Trimmed Coats, both in Sport and Dressy fabrics. Styled with the most luxurious furs and unusually good fabrics. Many are regular \$39.50 values. Again we say . . . to be able to buy these luxurious coats at \$26 is a rare opportunity. See them and convince yourself.

Others to \$49.50

LUXURIOUS FUR COATS

Here . . . and . . . NOW . . . invest in a quality fur coat at real savings. Fur Coats that keep you well dressed for this winter weather, and for many winters to come. All carefully styled and expertly made. Choose from Sable Dyed Coats, Persian Paw and others. Former values up to \$89!

Others to \$249.00

\$15

\$26

\$59



HARRIS NUSBAUM

221-229 JOSEPH AVENUE, CORNER KELLY STREET

Open Evenings To 9 P. M. — Free Parking Rear of Store

God Bless our Homes



As we read through the Gospels we notice that Christ in His discourses and teachings referred but little to the various social institutions of His day. He did, however, in several ways inculcate the importance of the family, as we would expect, since it is so fundamental an institution. First of all, Christ, the Son of God, took upon Himself human flesh and was born into a human family, the family of Mary and Joseph. We read in the Gospel: "And He went down with them and came to Nazareth, and was subject to them." (Luke 2:51).

The life of the Holy Family at Nazareth, the model Family of all times, is an example for all Christian families of true love, fidelity and fraternity. In that family group all virtues are found exemplified. The father may well copy the self-sacrifice and vigilance of St. Joseph. The mother has a supreme model of modesty and loving service in the Blessed Virgin. The child may see in the Divine Child the perfect practice of respect and obedience for authority.

The home of the Holy Family at Nazareth should be the model for every home in America.



✦ JAMES E. KEARNEY
Bishop of Rochester

Family Communion

FEAST OF THE HOLY FAMILY, SUNDAY, JANUARY 10

The faithful of the Diocese of Rochester will continue this year their traditional celebration of the feast of the Holy Family by receiving Holy Communion in family groups. Each parish will have special prayers for the members of the family who are absent serving their country and preserving the sanctuary of the home for future generations.



This Page Is Part of a Series Including:

Episcopal, Presbyterian, Catholic, Baptist, Christ Scientist, Congregational, United Lutheran, Evangelical and Reformed Churches; Jewish Synagogues, Mission Groups and all allied religious organizations. It is respectfully sponsored by: Darling Shops, Shafer Fur, Cromer Drug Co., McCurdy & Co., B. Forman Co., H. L. Green Co., Sears Roebuck & Co., Reliable Furniture Co., National Clothing Co., Projansky Inc., Sibley, Lindsay & Curr Co., Weed & Co., Weis & Fisher, McFarlin Clothing Co., 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, W. T. Grant Co., and The Rochester Sun Shopping News.

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Catholic Churches in the City of Rochester

- | | |
|----------------------------|----------------------------|
| SACRED HEART PRO-CATHEDRAL | IMMACULATE CONCEPTION |
| SACRED HEART CONVENT | ST. JOHN THE EVANGELIST |
| ST. AMBROSE | ST. JOSEPH |
| ST. ANDREW | ST. JOSAPHAT |
| ST. ANTHONY | ST. LUCY |
| ST. AUGUSTINE | ST. MARGARET MARY |
| BLESSED SACRAMENT | ST. MICHAEL |
| ST. BONIFACE | ST. MONICA |
| ST. BRIDGET | OUR LADY OF GOOD COUNSEL |
| ST. CHARLES | OUR LADY OF LOURDES |
| CORPUS CHRISTI | OUR LADY OF MT. CARMEL |
| ST. FRANCIS XAVIER | OUR LADY OF PERPETUAL HELP |
| ST. GEORGE | OUR LADY OF VICTORY |
| ST. HELEN | ST. PATRICK |
| HOLY APOSTLES | SS. PETER & PAUL |
| HOLY CROSS | ST. PHILIP NERI |
| HOLY FAMILY | PRECIOUS BLOOD |
| HOLY REDEEMER | ST. STANISLAUS |
| HOLY ROSARY | ST. THERESA |
| | ST. THOMAS |

BUY WAR STAMPS & BONDS AT
Edwards

Shop **FRIDAY** and **SATURDAY** in OUR GREAT

January Sale

of **Corsets and Girdles**

Famous Rengo Belt Foundations

Group No. I **4.39**

RENGO ALL-IN-ONE with lacing, back and flexible T-bar, anti-dig, inner-belt, built-up side, all-adjustable. Short length, sizes 34 to 48. Average length 36 to 50.
BUILT UP SHOULDER FOUNDATION with lacing, back, built-up side, built-up shoulder, built-up bust, built-up back, built-up side, built-up bottom. Sizes 32 to 48.
RENGO BELT — ALL-IN-ONE with lacing, back, built-up side, built-up bottom, built-up bust, built-up back, built-up side, built-up bottom. Sizes 34 to 48 long, 34 to 48 short.

Group No. II **3.39**

INNERBELT — Rengo All-in-One designed to flatten, but not flatten the abdomen. Built-up side, built-up back, built-up bust and average length 34 to 48.
SIDE HOOK GIRDLE — the perfect foundation to make your figure behave in double quick time. Well padded. Size 27 to 34.
FRONT CLASP GIRDLE — designed to give straight, trim smart lines, hips become back and smooth tummy becomes flat and your posture will be improved.
BACK LACE CORSET with smooth, well padded, built-up and irregular curves, built-up bust, built-up back, built-up side, built-up bottom. Sizes 26 to 40.

EDWARDS—Second Floor



Mastercraft Foundations

outstanding in value — style and fit

All-In-One with Lastex Back

6.45

Semi-stylin style with side hook, Lastex back and Alencon type lace bra, flexible waist, and satin straps with elastic shoulder-elastic feature. Sizes 32 to 38, odd and even.

Mastercraft Girdle With Flexible Waist

5.55

Girdle with an all-elastic stretch back, flexible waist, side hook closing. Sixteen inches long, firmly molding, yet amazingly soft to your body. 26 to 32.

Mastercraft Satin and Darleen Girdle

4.95

Here's rigid control with ease... a satin and darleen girdle with plush back, hook closure and cloth back. Sizes 26 to 32.

Subtract Inches From Your Midriff

Vanity Foundations

So soft... so light... and so flexible. They're a treat to get into and slim-modelled. Not are a nuisance. The finely worked in luxury touches include the Talon closing—the careful fagging and the novelty stitching.



1 PC. RAYON SATIN VANITY
3.99

Gleaming rayon satin front panel—novelty stitched. Back section of one-way elastic. Has all-way stretch elastic side panels. New firm, moulding lace bra top. No boring to impair your ease. 22 to 38, odd and even.

RAYON SATIN GIRDLE
4.89

Talon side closure, a mirror closely resembling and more velvety comfortable. Girdle with the one-way elastic back and all-way elastic front and side panels. 24 to 32, 1 1/2 length 25 to 32.

EDWARDS—Second Floor

VANITY NYLON GIRDLE
4.89

Fourteen hook Nylon girdle with Talon side closure. Side sections of lightweight, lined mesh. Shave fagging trim. 25 to 30.

VANITY PANTIE GIRDLE
4.89

Girdle with satin laces back and side hook panels. Mesh side panels. Side hook fagging trim. 26 to 32.



Nylon Formette Bandeaus **79c**

Because they fit so well because they are so beautifully tailored, because the material is Nylon, you'll wear two or three of these Formettes for daily changes. Narrow and Medium widths.

Lastex Foundations **1.69**

A luscious stretch foundation that smooths, de-wrinkles, de-puff, de-bags, and de-lumps. It's so soft and so stretchy that you can wear it with every conceivable lace, rib, elastic strip, line back. Small, medium and large.

'Fitzwell' Foundations

3.29

ONE PIECE GARMENT

Smooth control in this all-in-one of girdle, bralette, soft back, broad shoulder, darleen elastic line sections. Semi-talon side closure and hook bra top. Sizes 32 to 38.

15" Talon Girdle

Delicious rayon satin girdle with 15" Talon side closure. Lightly boned, maximum control anti-back with top hook, maximum boning for extra snug fit. Wide lace side sections. Size 26 to 32.

EDWARDS—Second Floor



Bien Jolie GIRDLES

4.95

Try this recipe for smoothness on your figure... it's one of our finest. This is the rayon satin in the rayon panel, satin back, back panel and side sections of Darleen elastic. Finished with the expert hand of our fitters, your figure is perfectly moulded.

Bien Jolie ALL-IN-ONE **7.95**

Washable rayon satin laces back and lace uplift bra are an absolute recommendation. This All-in-One brings the perfect fit to you. You appreciate the soft comfort and long life of our rayon girdles. 34 to 38.



EDWARDS—Second Floor

Side Hook **'SMARTIES'**

4.95

You may be asked to do without many things... but you'll always get fitted perfectly with 'Smarties'. This girdle of rayon satin with long Talon side sections and satin mesh back, built-up side sections. 32 to 38, 1 1/2 length.

2 Way Stretch GIRDLES **1.95**

Comfortable covering and yet fashioning you that can work for you. Supportive value... especially in laces, panels. We advise you to buy one of each kind... built-up back, built-up side and built-up bottom.

EDWARDS—Second Floor



Society Girl Girdle and Pantie Girdle **\$3**

Rayon satin with laces back and soft, finely lined elastic side sections. Sportsters appreciate the contour control and freedom of action these foundations offer. Small, Medium and large.

Society Girl All-in-Ones **3.95**

With a two-way, one-way laces back and side section. Net lined lace uplift bra top, adjustable grosgrain ribbon straps. Remakes you with supreme comfort, eliminates bumps and bulges. 33 to 39.

EDWARDS—Second Floor

BUY WAR STAMPS & BONDS AT

Edwards

January Sale of MODERNAIRE

Demi-Coats and Shirtwaist Classics

2.39 each

Sold Exclusively at Edwards

"Victory Belle"

Blue, honey beige or yellow.

Sizes: 14-20, 40, 42.

Other Styles Not Sketched

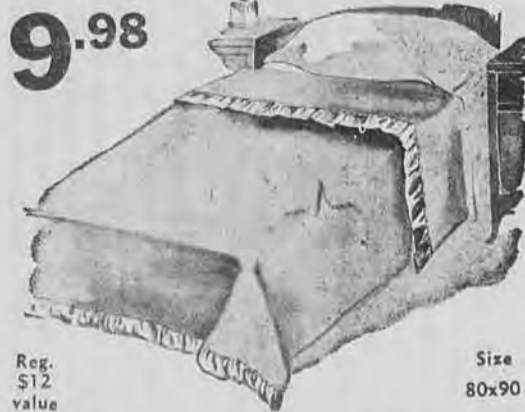
- American Classic
- Three Cheers
- Good News
- Smilin' Thru
- Color Guard

Here are thoroughly American fashions. Pretty little morale builders that are smartly tailored in long lasting quality cottons. They make you look your best at home or when shopping. So easy to whip into these crisp collars after your day's victory duties. Gay, new stripes, checks and floral designs that take to tubbing beautifully.

EDWARDS—Daytime Dress Shop—Third Floor, Rear

SAVE In Our January Sales—Friday and Saturday!

Buckingham BLANKETS



9.98

Reg. \$12 value

Size 80x90

We purchased these a full year ago... that's why you get 80% wool in each blanket. They're big lofty warm blankets... plenty big enough to take care of the six-footers in your family. Lots of tuck in room. Extravagantly bound with 6" rayon satin. It's a marvel of beauty and comfort in six magnificent colors. Save \$2.02 during this January sale.

Reg. 35c Cannon Guest Towels

25c

Has any home ever had too many guest size towels? Not that we know of. Here are a variety of jacquard weaves, soft-colored borders, good quality. They're seconds... but the imperfections are scarcely noticeable.

Reg. 59c Large Cannon Towels

39c

Extra weight, soft absorbent double loop towels. Fine for bath. Size 22 x 44. White with woven in corded borders of blue, green, peach, dusty rose. Slight imperfections bring the price down 20c on each towel.

Reg. 69c Cannon Bath Towels

48c

LOOK! Immense spongy, heavy quality bath towels. You'll like the way they soak up moisture, dry you quickly and leave you glowing. White with borders of blue, green, peach or gold. 32 x 44 size. Hard-to-defect millweave. January Sale price only 48c.

EDWARDS—Second Floor

Fruit of the Loom Springtyde Sheets

(Second Selection of Extra Weight!)

Wonderful durable sheets in the famous 65/72 thread count... meaning longer wear

Size 72x90	Reg. 1.89	Sale Price 1.68
Size 81x99	Reg. 1.98	Sale Price 1.78
Size 72x108	Reg. 1.98	Sale Price 1.78
Size 81x108	Reg. 2.19	Sale Price 1.98

Color: 45x26

Reg. 55c Sale Price 48c

EDWARDS—Second Floor



A Real Investment for Now and the Future!

SAVE Up To \$77 In This Year End FUR COAT SALE

- Sable Dyed Muskrat
- Black Persian Paw
- Black Skunk
- Grey Persian Paw
- Mink Dyed Marmot
- Silvertone Dyed Muskrat
- Natural Silver Muskrat
- Northern Blended Muskrat
- Black Persian Lamb
- Natural Black Skunk
- Hudson Seal Dyed Muskrat
- Natural Red Fox Greatcoat
- Blue Fox Greatcoat
- Natural Silver Fox Greatcoat
- Black Persian Lamb
- Natural Grey Russian Squirrel
- Hudson Seal Dyed Muskrat
- London Dyed Squirrel
- Grey Persian Lamb
- Let-Out Muskrat

Values to \$195

\$137

Values to \$250

\$197

Values to \$354

\$277

All furs subject to tax
EDWARDS—Third Floor

ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT



An Outstanding Bargain In Edwards January Sale!

STARDUST SLIPS

89c

Extra wear is woven right in this beautiful washable acetate rayon fabric. Stardust flatters the figure for the clever cut fits glauciously without twisting or creeping. Slightly irregular or they'd be much more. 32 to 44. Tearose and white.

EDWARDS—Basement

PART LINEN TOWELING

Gay Roman Stripes in part linen toweling. Colors are fast to laundering. Every home can afford new towels at this price.

10c yd.

EDWARDS—Basement

TOWELING UNBLEACHED

Part linen toweling with blue or red borders. Serviceable... durable... absorbent. A super value. Hurry! Hurry!

17c yd.

EDWARDS—Basement



Size 81x99

A SPECIAL VALUE

SHEETS

1.44

Again Edwards does the impossible in bringing to you fine quality sheets at an unheard of low price. Guaranteed to give you 4 years of satisfactory wear. A 64x64 square sheet.

72x99 at ...\$1.34

EDWARDS BASEMENT

PILLOW CASES

Cases in either 80x80 square muslin or 64x64 square sheeting. Sizes 42 and 45x36. Stock up now at this low price.

29c

WHITE FLEECE BLANKETS

Sizes 70x80. Soft fleece sheet blankets that make cozy warm bedding for cold nights. Slightly imperfect.

1.39

EDWARDS—Basement



PLAIN & PRINTED COTTON PAJAMAS

1.59

They're smart... expertly tailored... and so comfy you'll never want to wear any others. Several different styles to choose from... It's a Butcher Boy Pajama with short sleeves and button front. Regular sizes only.

EDWARDS—Basement



THERE'S ONE NEAR YOU!

USE WAR RATION STAMP #28 FOR 1-LB.

SPECIAL BLEND COFFEE

NEW LOW PRICE

25¢ lb.

SAME HIGH QUALITY!

CRISP FLAKY SU-MAR

CRACKERS

2 lb. pkg. 25¢

BEST QUALITY PURE CANE

GRAN. SUGAR

2 lbs. 13¢

PACKAGE OF 200—LORESS

FACE TISSUES

3 pkgs. 25¢

FAMOUS

UTICA CLUB BEER

FULL QUART!
NO DEPOSIT!
NO RETURN!

19¢ qt.

SPECIAL SAVING!

OVEN-FRESH BAKED GOODS

- ASSORTED ICED LAYER CAKES ea. 29¢
- WHIP CREAM PINEAPPLE LAYER CAKES ea. 39¢
- LEMON OR PINEAPPLE CHIFFON PIES ea. 29¢
- RAISIN STOLEN & CIN. RAISIN COFFEE RINGS ea. 29¢
- FRESH WALNUT TOP COOKIES . . 2 doz. 25¢
- CHOCOLATE CHIP COOKIES . . . doz. 25¢



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.



Your Sunday dinner for January 10, lamb stew with spicy cole slaw and hasty pudding, combines health, taste and economy with eye appeal for an attractive mid-winter table.

REMEMBER HIM NOW

A New Novel by Richard Sherman. One soldier's story written especially for all those who wait at home.

THE WIDOW — A COMPLETE NOVEL

PLUS • OTHER INTERESTING FICTION • HOME-MAKING SECTION • STYLE AND BEAUTY

JANUARY ISSUE **M'CALL'S** NOW ON SALE
THREE MAGAZINES IN ONE **15¢**

Whether your dinner Sunday is going to be just a quiet family affair, or a festive social occasion, I am sure all will respond with quick appreciation to this menu planned to whet jaded appetites and supply much needed winter vitamins.

The Dinner

Super Lamb Stew with

- Peas
- Carrots
- Potatoes and Parsley Dumplings
- Cole Slaw
- Hasty Pudding
- Cookies
- Fever size

In planning this menu, here are the foods you will need to serve 6.

- 2 1/2 pounds lamb for stewing
- 1 No. 2 can peas
- 3 potatoes
- 1 bunch carrots
- 1 small bunch parsley
- 1 medium head cabbage
- 1 green pepper
- 1/2 pint whipping cream
- 4 bananas
- 1 small package marshmallows

Super Lamb Stew

- 2 1/2 lbs. lamb shoulder, chuck or shank
- 2 cups water or broth
- 6 small onions
- 6 or 8 medium sized carrots
- 3 medium sized raw potatoes diced
- 1 No. 2 can of peas drained

Cut the lamb in 1 inch cubes. Dredge with flour and brown in hot fat. Season with salt and pepper and cover tightly, after adding 2 cups water or broth. Simmer slowly for 30 minutes and then add whole small onions or sliced onion rings, sliced carrots, diced potatoes, and 1 1/2

(Continued on Page 7)

NOW . . . Vitamins at new, low prices!

34 a day is all you need pay for Major-B-Complex, the natural vitamin, containing the essential B-Complex factors you need for greater energy and pep. At your grocer's.

Major B Complex
NATURAL VITAMIN TABLETS

29¢
Economy size (fill month's supply) 89¢ 700 tablets

Where To Play Bingo

HOLLYWOOD

GAMES EVERY TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY NITE

ALL REG. GAMES — \$5 TO \$10

WORTH	WORTH	WORTH	WORTH	WORTH	WORTH
45c	50c	50c	50c	25c	25c
For You Tues. Jan. 12th	For You Wed. Jan. 13th	For You Thur. Jan. 14th	For You Fri. Jan. 15th	For You Sat. Jan. 16th	For You Sun. Jan. 17th
45c	50c	50c	50c	25c	25c
For Friend Tues. Jan. 12th	For Friend Wed. Jan. 13th	For Friend Thur. Jan. 14th	For Friend Fri. Jan. 15th	For Friend Sat. Jan. 16th	For Friend Sun. Jan. 17th

STAR BINGO
372 ELINT ST. (rear)
MON. 8:15 P. M. \$2 and \$5
* 23 GAMES *

Beeley's Bingo
SUNDAY AT 8 P. M.
MON. TUES. WED. THURS. FRI. SAT. at 8:30
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

COMFORTABLE Tables For All
\$ ADMISSION 27c \$ Plus Fed. Tax—3c

PARK HALL 928 Jefferson Ave. Near Plymouth

THURSDAY AND FRIDAY NIGHTS
ADMISSION 3c—PLUS 2c
TOTAL PER PERSON... 5¢

23 REGULAR GAMES \$5 EA. | BOOK SPECIALS AND TRIPLE BOARD 50c

SAT. ALL GAMES NITE \$10 | SUN. All Reg. Games NITE \$5 to \$10
Admission 28c Inc. Tax Book of Specials and a Triple Board 50¢

DeLUXE BINGO EVERY MONDAY NITE

OVER \$900 IN PRIZES
GRAND PRIZE \$300 Given Every Week | JACKPOT \$120

GOLD AWARD TICKET \$75 GAME AUDITORIUM 50 CHESTNUT ST. 20 DOOR PRIZES

K of C

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 \$4
Mon. 30 Games \$3
Games Tues. Aft. \$5
Wed. 30 Games \$6
Games Thurs. Aft. \$5
FRIDAY - SATURDAY 27 \$5 - \$10
GAMES ON REG. BOARDS \$15 & \$20 Letter "H" — \$25
ADM. 28c Inc. Tax

PHOTOS FOR VALENTINES



Valentines are a beautiful tradition . . . and sending your photo for Valentines Day is not only a thoughtful idea, but one that only you alone can give! Have your portrait made for Valentines where your satisfaction is the first consideration . . . where fine craftsmanship and reasonable price make a combination too good to resist. at Neisner's

Special
TO THOSE WHO HELP US BY ORDERING EARLY
3 Large 8x10 Photos PLUS **1 BEAUTIFULLY HAND COLORED MINATURE** **\$4.95** ALL FOUR!
Just the right size for sending to that lad in the service.

Rochester's "thirst call"
today's GENESEE

Special Party—Tues. Nite Jan. 12th
HOLLYWOOD—HUDSON
COUPON When buying single board and book of special. Jan. 12, Hollywood-Hudson— FOR YOU 45c
ALL GAMES \$10 TUESDAY NITE ONLY SOME \$15
COUPON When buying single board and book of special. Jan. 12, Hollywood-Hudson— FOR A FRIEND 45c

PLAY BINGO AT THE 19th WARD CLUB HOUSE

THURSDAY NITE 8:15 P. M. All Reg. Games \$10
FRIDAY 1:45 P. M. All Reg. Games \$3
FRIDAY NITE 8:15 P. M. \$75 PLUS TAX

THURS. & FRIDAY NITES Triple Board and Book Specials 75¢ PLUS TAX
SAT. NITE 8:15 P. M. All Reg. Games \$5 Admission 50c Plus Tax

SUNDAY 2:30 P. M. All Reg. Games \$5-\$10 Letter "H" \$20
THURS. 8:15 P. M.; FRI. 1:45 AND 8:15 P. M.; SAT., 8:15 P. M. TAKE JEFFERSON AVE. BUS TO HAWLEY ST.

BACK AGAIN!! BINGO

AT **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

UNION LEAGUE HALL
GREGORY ST., CORNER SOUTH AVE.

SPECIAL!! SUN. and MON. NITES \$7
ALL REGULAR GAMES
ADMISSION 28c - 3 BOARD for 58c

MATINEE GAMES EVERY
WED. - FRI. - SAT. — 1:30 P. M.
Wed. \$3 Adm. 25¢ | FRI. and SAT. ADM. 25¢ | EVERY GAME \$3 and \$4
NO COUPON NECESSARY

SLAGER BAND PARTIES EVERY TUESDAY NITE

ADMISSION 28¢

25 GAMES EACH \$8 — 25 WAYS TO WIN ON SPECIALS EACH \$8
JACKPOT \$50.00
155 CHESTNUT ST. BETWEEN MONROE AVE. AND COURT ST.

Sunday Dinner . . .
(Continued from Page 6)
adding a bit more water or stock if necessary.
Parsley Dumplings
2 cups flour, sifted
1 teaspoon salt
cups drained peas. Cover tightly and cook until vegetables are tender — another 45 minutes.

TWO BEAUTIFUL STARS
ANNE BAXTER • JANE WITHERS
Portraits in Full Color Suitable For Framing
PLUS 16 PAGES OF COMICS
48 PAGES OF NEWS FROM ALL PARTS OF THE WORLD
ASK YOUR NEWS DEALER FOR
5¢ SUNDAY NEWS 5¢
NEW YORK'S PICTURE NEWSPAPER

Schine NEIGHBORHOOD MOVIE GUIDE
LAST COMPLETE SHOWS 8:45 P. M.

Judy GARLAND
★ GEORGE MURPHY ★ GENE KELLY ★
FOR ME AND MY GAL

LLOYD MOLAN CAROLE LANDIS
MANILA CALLING

ERROLL FLYNN
GENTLEMAN

JIM
★ ALEXIS SMITH ★
MANILA CALLING

SONJA HENIE EDWARD ARNOLD
PAYNE OAKIE ANN HARDING
ICELAND EYES IN THE

GINGER ROGERS, RAY MILLAND
Major and the Minor

WEST END MAD SECRET ENEMIES

ETA HAYWORTH, ASTAIRE, XAVIER COBART
YOU WERE NEVER LOVELIER

LAKE GRAND TOUGH

HUDSON THEATRE

FRIDAY & SATURDAY
★ CADET GIRL with Geo. Montgomery, Carole Landis
★ TWILIGHT ON THE TRAIL with Gene Autry
SUNDAY & MONDAY
★ WEEK-END IN HAVANA Alice Faye, John Payne
★ HOME IN WYOMING with Gene Autry
BINGO EVERY TUESDAY . . . SEE OUR AD

WEDNESDAY & THURSDAY
★ BELLE STARR Gene Tierney, Randolph Scott
★ MOONLIGHT MASQUERADE Dennis O'Keefe

666 HUDSON AV.

Wow! I'M THE FOX!
WIN GUEST TICKETS TO LOEW'S
Red SKELTON WHISTLING IN DIXIE
ANN RUTHERFORD
GEORGE BANCROFT
GUY DIANA KIBBEE LEWIS
PETER WHITNEY

NOTE:
Write in 25 words or less why Loew's Special Continuous Defense-Workers All Night Show Every Tuesday Is a Great Morale Builder . . . The First Best 25 Letters Will Receive Guest Tickets To Loew's—Mail All Entries To The Rochester Sun Contest Editor Not Later Than Friday, January 10th.

LOEW'S

4 teaspoons baking powder
1/4 teaspoon pepper
1 egg
3 tablespoons melted butter
2/3 cup milk
3 tablespoons minced parsley

Sifting 2 cups sifted flour with 1 teaspoon salt, 4 teaspoons baking powder and 1/4 teaspoon pepper. Add 1 well beaten egg, 3 tablespoons melted butter and 2/3 cup milk. Mix to a moist, stiff batter and add 3 tablespoons minced parsley. Drop by spoonfuls onto stew. Cover closely and cook for 18 minutes. Remove dumplings to platter, arrange vegetables and meat on platter. Thicken gravy in pan with a little flour mixed to a paste with cold water. Add a dash of Worcestershire sauce and pour over meat and vegetables on platter. Serve immediately.

Hasty Pudding
1 cup whipped cream
1 cup brown sugar
1 teaspoon vanilla extract
15 graham crackers
4 bananas
16 marshmallows

To 1 cup whipped cream add 1 cup brown sugar and 1 teaspoon vanilla extract. Blend thoroughly. Add 15 graham crackers, broken in small pieces; 4 bananas quartered and sliced; and 16 marshmallows cut in small pieces. Mix lightly and chill before serving.

Serving Hints
Arrange lamb stew attractively on deep oval platter, if you don't have a silver or metal steak platter. This stew is really so elegant it deserves to be served on a silver platter. Distribute the vegetables evenly and place the dumplings around the edge of the platter, with bits of parsley here and there. This makes up the entire meal except for something crisp and that's where cole slaw shines. It's tasty but inexpensive too. Give it character by arranging the finely shredded mixture on rings of green pepper. Allow one pepper ring for each serving. Top each mound with a sprinkling of paprika.

If you have a few nuts in the cupboard, toast them and chop them coarsely. Use them as a garnish on top of the fluffy dessert and accompany it with crispy cookies. Use dollies under the sherbets (There are lots of attractive paper ones) if you want the dessert to look very dressed up.

Use of Leftovers
If only four persons were served for dinner there might be some of that delicious stew leftover—turn it into a yummy meat pie for the next evening's meal. Place it in a casserole with a few added vegetables perhaps; add gravy too. Top it with cornmeal biscuits. Place in a 375 degree F. oven and bake until biscuits are done and stew is thoroughly heated. Lettuce, with dressing and a small fruit tart will complete this meal.

Hobby Queen
Cinderella had nothing on Miami's Winifred Lewis, recently crowned "Queen of Hobbyists" by Dave Eblan. The pretty and petite southern Miss, who has made a hobby of "queening", was brought to New York to appear on the Hobby Lobby program to tell how she's won several previous crowns, and to "do" the town. With a flick of a magic wand, Winifred found herself with a new glamorous upswart hair-do topped by a triangular floral diadem, a regal white fox coat, a palatial suite at one of New York's biggest hotels and a coach with liveried footman. At a gala party at the Stork Club, Winifred told us that winning the contest was a great thrill. Or it proved her theory about success. "I've always felt that after a girl is recognized and a success in her own town, the Big City will notice her." So girls, look around in your own backyard, before venturing into other hunting grounds.

IF YOU NEED TO BUILD UP RED BLOOD!
And Also Relieve Distress of 'Periodic' Female Weakness!

If you want to build up red blood corpuscles to promote a more restful and vigorous bloodstream, more strength and vitality—try the Fine Blood-Tonic—Lysol E. Pinkham's Compound Tablets (with added iron). Taken as directed—Pinkham's Tablets are one of the best and quickest home ways to increase iron in the blood. Pinkham's Tablets are also famous to relieve distress of female functional monthly disturbances. This is because of their soothing effect on one of woman's most important organs. Taken regularly they help build up resistance against such symptoms.

For year Pinkham's Tablets have been thus helping thousands upon thousands of women. Just try them yourself for 30 days. See if you, too, don't benefit. Follow label directions.

Molasses Gingerbread
That hungry family of yours certainly likes its gingerbread. Hot or cold — plain or fancy — gingerbread is always a tasty treat . . . and an easy, economical way to use molasses for its rich content of food iron so essential in the daily wartime diet.

Below are two tested recipes for old fashioned molasses gingerbread. Clip them and keep them in your file.

The "Favorite" recipe makes a fluffy-textured cake. It is a rich brown DESSERT gingerbread that you will like to serve with a fork . . . and with lots of sauce or whipped cream as a topping. Or frost it as you would a cake.

The second recipe makes a delicious, economical "Quick Gingerbread". This gingerbread makes a good "Up-side-down Cake" too.

FAVORITE OLD FASHIONED GINGERBREAD
(For loaf, layer or cup cakes)
1/2 cup sugar
1/2 cup old fashioned molasses*
1/2 cup milk

QUICK SUGAR-SAYER GINGERBREAD
(Made without eggs and without sugar).
1 cup old fashioned molasses*
1 cup boiling water
4 tablespoons shortening
2 1/2 cups enriched all-purpose flour
1 teaspoon cinnamon
1 teaspoon allspice
1 teaspoon baking soda
1/2 teaspoon salt
1/2 teaspoon baking powder

Mix together the molasses, boiling water and shortening. Stir to melt the shortening, then set aside to cool slightly before using. Sift together the dry ingredients. Stir in the

liquid and beat until smooth. Pour into buttered and paper-lined baking pan. Bake in moderate oven (350 degrees F.) about 45 minutes or until baked through. Serve hot or cold. For an "Up-side-down Cake":

THURSDAY, JAN. 14
ARGENTINITA DANCERS
in an ALL SPANISH Program with **ROCHESTER PHILHARMONIC**
Jose Iturbi Conducting
\$1.10, \$1.38, \$1.65, \$2.20, \$2.75
(Tax Included)

EASTMAN THEATRE
of University of Rochester

GUARANTEED PENNSYLVANIA HARD
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WAR BONDS

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!

The expression packed light as sardines in a can may be changed one of these days to include oysters. You see, WPB has requested packers to increase by 40 or 50 percent the amount of oysters packed in various size containers. This is intended to conserve additional supplies of tin and steel for war production. So when you buy a No. 1 can of oysters you'll be getting 7½ ounces instead of five, and if you choose a No. 2 can you'll have 14 ounces instead of ten.

If Junior has a habit of writing on the walls, better buy him a good thick tablet because you'll want to go easy on your present wall-paper. Production has been curtailed, so even though you can still get the wall-paper when you want it, you'll probably clean up what you have and make it do.

Mrs. Rochester's kitchen garbage can is the latest household item to feel the effect of the war in a WPB order restricting and simplifying the production of galvanized ware. Fire shovels, wash tubs, wash boilers and buckets may be manufactured for the next two months on a restricted basis, but in January there will be a further cut. After January 1, manufacturers of galvanized ware will be allowed to make only six products—garbage cans, garbage pails, wash boilers, fire shovels, pails, and wash tubs. Plastic and fibre substitutes are being developed to take the place of some galvanized ware, and the wooden tub industry probably will increase production to meet part of the demands for tubs.

WAS GRANDMA RIGHT ABOUT THESE

COLD FACTS?

For colds coughing, reducing muffled nasal congestion, chest muscle soreness, pneumonia, Grandpa put faith in home medicated mutton suet and hot brand. 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 50c.



YOUR DAUGHTER HAS A RIGHT TO KNOW

It is every mother's duty to tell her daughter physical facts. How much better than to 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 seriously burn, scar and even disfigure delicate tissue.

Today such risks are needless. Science has given woman a safe—yet amazingly powerful—liquid for the douche, Zonite. So powerful is Zonite, it kills instantly all germinal bacteria with which it comes in contact. Deodorizes—by actually destroying odors, leaving no telltale odor of its own. Frees personal douching. Yet Zonite is non-caustic, non-poisonous, safe for delicate tissues. Over 250,000 bottles already bought. For modern hygiene, protection you may never have known before, get Zonite at your drug store today.

Give Her This Frankly Written Booklet of Intimate Facts

FREE: Frankly written booklet on feminine hygiene. Includes information on douching, menstruation, and other intimate facts. Write to: P. O. Box 100, New York, N. Y.

If you're dependent upon curlers in a day with iron and steel, you might as well prepare to do without them. Curlers for beauty parlor and home use have just been added to the list of items for which iron and steel are prohibited. Buckles for clothing, except overalls and dungarees, miniature toy banks and sewing thimbles are other items for which the use of iron and steel is forbidden. Stainless steel can no longer be used for coffee pots, furniture, hardware, dishes, saucers, plates or cutlery.

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Take good care of that fancy umbrella—there'll be one-third fewer in 1943 than in 1941. They'll do a



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good job of keeping the rain off, but they might not be so glamorous as formerly.

BEST BUYS! Miller's 100% Guaranteed **JEDDO COAL** Stove, Egg, And Nut \$12.90 **R. G. & E. COKE** Dry And Dustless \$11.00 Prices Cash Per Ton Shoveled Off

Maybe you know this one, them. If you fork the onion, but if you don't it will save you you'll also prevent your hands shedding many a tear. Run cool from becoming permeated with water over onions as you peel its juice.

YOU GIRLS WHO SUFFER Distress From PERIODIC FEMALE WEAKNESS Which Makes You Cranky, Nervous—

DAW'S COUPON **CLOTHES BRUSH** 25c Value 8c

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For Those Suffering From RHEUMATISM CONSTIPATION WEAK KIDNEYS BETTER HEALTH

AN IDEAL HEALTHY COLON With BIO-MINERAL you can keep the colon clean and healthy eliminating accumulated poisonous matter.

WONDER MINERALS THE MEDICAL PROFESSION—now we have before us a dramatic demonstration of the importance of MINERAL. We are told that "WE ARE WHAT WE EAT." Foods lacking in Minerals are often the cause of many ailments, such as: Hoarseness, tooth, falling, nervousness, indigestion, kidney and bladder trouble, frequent colds, hay fever, general run-down condition, and other disorders. All Doctors, Hospitals, Sanatoriums, Naturopaths and the Government urge the use of MINERAL. Taking it now, enriches your blood with Minerals and restores it to its normal state. BIO-MINERAL is a combination of the most 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. It is NOT a Mineral Oil, physic or harmful drug. Contains NO alcohol or drug—NO opiates—NO preservatives—NO oil, NOT a SINGLES habit forming ingredient. ONLY Natural, Life-giving Minerals—these same minerals of the world's best springs in highly concentrated liquid form.

DRUGLESS HEALTH ORDINARY cathartics are habit forming and never cure constipation. They force out the foods and digestive juices from your stomach and do not correct the cause of your trouble. If you suffer from Constipation, Gas-Facine, Bloating, Yeast, Kidney, etc., try a bottle of BIO-MINERAL. After 3 or 4 days, with your own eyes you may see wonderful results. BIO-MINERAL is not a physic and does not interfere with the natural foods in your stomach. It reaches down to the root—to the cause of your trouble, eliminating abnormal waste material, cleaning and purifying your intestines thoroughly in a natural, harmless and painless way.

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ROCHESTER SHOPPING NEWS

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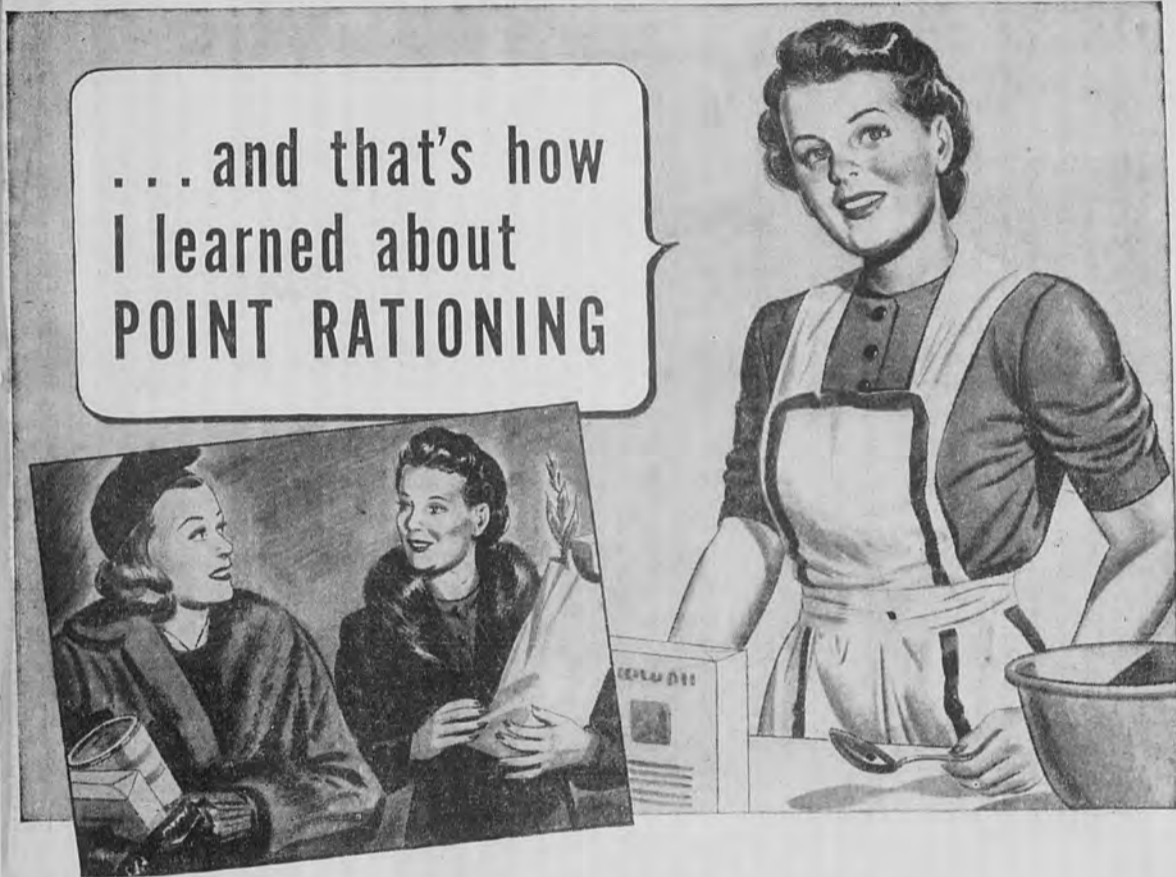
Shopping News Is Now Available
On All Downtown Newsstands.

SIXTH YEAR—No. 18

ROCHESTER, N. Y., THURSDAY, JANUARY 14, 1943

10

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



This message is one of a series devoted to Point Rationing by Shopping News as a consumer education service to our readers.

- Q. Fred says that with our armed forces fighting on so many fronts they'll need still more supplies. Guess that means more rationing.
- A. Yes, but it's a little enough inconvenience to make for those boys who are giving everything they have to win this war. I'm in favor of rationing, myself. Especially Point Rationing.
- Q. Point Rationing? Will that take the place of the kind of rationing we've been having?
- A. Oh no! Straight coupon rationing of gas, sugar, and coffee will go on just the same.
- Q. Well, then, what is point rationing?
- A. The point system will be used for new rationing programs. Commodities that can be rationed in groups.
- Q. You mean like bread and butter?
- A. No, it's for similar or substitutable items. Like all canned, frozen, or dried foods, for example. Each separate kind of canned food will be given a "point" value. They will be rationed as a group.
- Q. How do I get these things? Do I use my sugar ration book?
- A. No. You will use War Ration Book II. Each stamp in this book has a number and a letter. The numbers tells how many points it is worth. The letter tells the period during which it may be used.
- Q. How will I shop under this system?
- A. You'll be allowed a certain number of points to "spend" during a ration period. You may use them any way you like.
- Q. You mean I could spend them all on "high point" items, or buy only "low point" items?
- A. Yes, but when your points for the period are gone you won't have any more until the next stamps are good.
- Q. Do I turn in my stamps?
- A. Yes, when you purchase a rationed item you pay your dealer the cash price, and also the "point value" in stamps.
- Q. How will I know the "point value" of a can of corn, for instance?
- A. The point value of all rationed items will be posted in the stores. You'll see them.
- Q. I guess I'll have to make a regular "point" budget or I'll come out short every time.
- A. Yes, that's a good idea. A "point" budget will help you to get the most from your ration, and also have a better balanced pantry.

DARLING SHOP SUPER - SALE BLOUSES

Some slightly shopworn. Whites and all colors. Long and short sleeves. A Great Value!

\$1.29

VALUES 1.99 to 3.29

CLOSE-OUT SPECIAL

GOWNS & PAJAMAS 99¢

VALUES TO \$2.99

See Our Large Ad On Back Page

Darling Shop
190 MAIN ST. EAST

Don't Worry About a 25% Reduction in Fuel Oil INSULATE WITH CELOTEX ROCK WOOL

Attic insulation alone will save you 25%. A complete job — attic and sidewalls — will save you more.

The WPB has now amended their ruling so that we can take any size job.

Insulate now. The government wants you to insulate to save fuel for the soldiers. It will be the best investment you ever made in money saving and comfort.

Attic insulation will prevent leaks in roof caused by ice on roof melting from inside heat loss. This heat loss causes ice to melt from the underside and water to back up under the shingles.

If you let us blow rock wool into the sidewalls and attic floor (or rafters) your house will be converted into a comfortable fireproof home not subject to quick changes in temperature winter or summer. Protect the health of your family by elimination of drafty conditions caused by hollow walls and uninsulated attic. Buy insulation now. You're going to pay for it in heat losses whether you buy or not.

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- Ladies Polo Shirts 95c



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If you've waited this long for an overcoat wait no longer! Here is a coat that will give you wear and fit. They're priced low, but they look like a million. Hurry! Hurry!

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MEN'S SUITS

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MENS WINTER UNION SUITS

Whatever the temperature in your home, you'll start right if you put on one of these union suits in the morning. They're fine quality cotton made by the Otis Underwear Company. Very slight imperfections. Long sleeves. Ankle length. Gray Random, Ecru, White. Sizes 36 to 46.

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What a buy! Fine quality Worsted Top fabrics with Cotton Back, Heavy Pockets. Finely tailored, Full Cut. Large quantities to choose from. Blue Serge, Banker Gray, Oxford Gray, Stripes, Plaids and Mixtures. Sizes 30 to 50.

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Still at another price level, and another outstanding value. Well tailored "work trousers" to withstand all kinds of hard wear. Full cut. Cotton french back. Dark patterns. Sizes 30 to 48.

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These trousers are made for "double duty". They can be worn as either a "sport" or "work" trouser. Especially fine fabrics usually found in suits selling at 30.00 and 35.00. Herringbone, diagonals, and mixtures. Blue, Tan, Brown, Sizes 29 to 38.

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FOR MEN AT WORK IN DEFENSE PLANTS
BLUE DENIM DUNGAREES
GRAY COVERT WORK SHIRTS

1.49

When there's a real job to be done get into one of these garments. They're full cut and Sanforized Shrink. All pockets riveted for extra strain. Sizes 30 to 42.

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They're built for comfort and durability. Model Brand. Full cut. Sanforized Shrink. Two large pockets. Gray Covert only. Sizes 14 to 16½.

EDWARDS BASEMENT



To make a handy cord or twine holder, suspend a small funnel from a convenient place on the kitchen wall by means of the small ring usually attached to it. Place the ball of string in the funnel so that one end of the string can be run out through the funnel end.

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CORNER EAST MAIN AT SOUTH AVENUE
In Batavia, 109 MAIN ST. — Open Monday Evenings

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.

Your Sunday dinner for January 17, gives you the rich flavor of stuffed pork chops combined with vegetables high in vitamin content so necessary for winter menus, and fruity muffins.

THE DINNER
Stuffed Pork Chops
1 1/2 pounds yellow turnip
1 can asparagus tips
1 head lettuce
Salad dressing
1 pound prunes
4 bananas

Stuffed Pork Chops
Have the butcher cut a pocket in each of 6 pork chops which have been cut 1 inch thick. Make a dressing of leftover dry bread. Break the bread into pieces and mix 1 cup of them with 1 teaspoon chopped parsley, 1/2 teaspoon thyme, 1/4 teaspoon paprika, and salt and pepper to taste. Moisten with 2 tablespoons melted butter and 1 egg. Fill pork chops with this mixture. Brown chops on both sides in hot fat. Season with salt and pepper. Squeeze lemon juice over chops, cover and bake in 350 degree oven for one hour.

Banana Prune Whip
Mix together 1/4 cup prune puree, 1/3 cup sugar and a dash of salt. Cook over low heat, stirring constantly until sugar is dissolved. Cool. Add 1 cup thinly sliced bananas and 1 tablespoon lemon juice. Mix well. Beat 2 egg whites until foamy throughout. Add prune-banana mixture, a little at a time, beating constantly until mixture is smooth, thick and fluffy. Chill before serving.

Dried Beef Cakes
1/4 pound dried beef
4 tablespoons butter
2 cups left-over mashed potatoes
1 egg
Bacon drippings

Use of Leftovers
Naturally there won't be any meat or vegetables leftover, but here's a tip on what you can do with the extra prunes, besides serving them stewed for breakfast.

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!

Cosmetics in the trenches is the newest war wrinkle cooking. Because it has been found that the local mud Marines scoop up on the run for "mudpacks" for their faces as they go into action in the Solomons is often unpleasantly and unhealthily infected, the HQ at Washington is encouraging cosmetic manufacturers to work out a sanitary form of mud packs for shipment in quantity to front lines. Multi-colored blends may be provided, to enable the matching of mud packs for war with surrounding foliage or terrain.

Backing the government campaign designed to stop Americans from innocently repeating bits of apparently harmless information which when pieced together are useful to the enemy, the chiefs of staff of the Army and Navy issued the following statement: "We Americans have always been used to talking without looking over our shoulders wondering who's listening. We're pretty jealous of our freedom of speech. So keeping quiet about bits of information that may seem unimportant . . . learning to force ourselves to stop and think before we talk . . . is going to be quite a job for us. But when you think of what could happen if you don't . . . it shouldn't be too hard. And all of us in the services . . . and our lives and success . . . are depending on you . . . to thing before you talk."

If you have a gas range and are moving into a house wired for electricity, you don't have to turn in your stove for an electric one any more. Although a former WPB order ruled that utility companies could not change over from electricity to gas or vice versa for a customer, the order was amended recently to make it easier for the householder. Now anyone moving into a dwelling not equipped with a range who brings one with him can have the utility service changed to fit his equipment. You also may take your choice of gas or electricity if you are moving into a house which is not piped or wired for either. In easing the restrictions of the original order, however, the WPB has laid down definite quotas for the amount of critical material that can be used in your wiring job.

SALLY SALVAGE SAYS: Did you give a helping hand to the Axis when you cooked last night's dinner? Don't look shocked, because you certainly did if you threw away the likeliest bit of fat. The war has caused us to lose over half of our normal imports of fat—and we, the homemakers of this country, have to make up this loss by saving our kitchen fat.

Breakfast Important Meal

Breakfast takes its rightful place as one of our most important meals, now that a busy day lies ahead for each member of the family. Substantial food which "sticks to the ribs" is needed by all of us. Fruit or fruit juice, toast and cereal may be supplemented by an easily prepared meat dish, to add substance to the breakfast menu. Bacon, ham and sausage links are favorite breakfast meats. For a change, serve dried beef. It can be creamed and served on toast. Here is another good way to prepare it, with left-over potatoes.

There is no aspirin

That can do more for you than gentle pain relief. Aspirin, for why ever pay more? Always insist on St. Joseph Aspirin and refuse substitutes. It's the world's largest seller at ten cents and you save even more on the larger 4 and 36 tablets, 20¢—10¢ tablets only 3¢.

Now I Wear Slacks And Look Swell

Since I Lost That Ugly Fat. You admit it! People may stare at you when you go down stairs without the usual "furniture" but they will stare at you when you look healthy and slim. You're not healthy and slim until you're slim and healthy. That's the only way.

MOST AMAZING VALUES IN TOWN!

- GEM CROCHET COTTON, 5¢
- 12 color, Reg. 10¢
- O.S.T. EMBROIDERY COTTON, 3¢
- 25 yd. spool, Reg. 5¢
- J. P. COATS CROCHET CORD, 5¢
- 100 yd. spool, Reg. 10¢
- GLENDE NITLON, 29¢ plus tax
- 8 1/2 doz. bottle
- COMBINATION HOT WATER AND SPRING, 96¢
- Reg. \$1.39
- J. P. COATS, GEM or CLARK'S BIG BALL CROCHET, 19¢
- Reg. 25¢
- DAIRY 40-YD SKEN MERC BLEND YARN, 12¢
- Reg. 15¢
- 16-OZ. BOTTLE FURNITURE POLISH, 10¢
- Reg. 25¢
- 1000 SHEET ROLL TISSUE, 5¢
- Reg. 10¢
- 80 COUNT PACK EMBROIDERED PAPEER NAPKINS, 6¢
- Reg. 10¢
- RANDITE STRIPS, 2 for 5¢
- 1/2 doz. Reg. 10¢
- 1-1/2 ADHESIVE TAPE, 7 1/2¢
- Reg. 10¢
- CHILDREN'S HEAVY 50/5 WOOL MIXTURE, 19¢
- Reg. 25¢
- GIRL'S WASH DRESSES, LARGE BEAUTIFUL SELECTION, 69¢
- Values to \$1.00
- J. P. COATS MACHINE THREAD, Big Spool, 7 1/2¢
- Reg. 10¢
- TATTING THREAD, 4¢
- 100 Yd. Spool
- SEWING THREAD, Mending, Sewing Machine, Etc., 4¢
- Reg. 5¢
- MEN'S BLUE DENIM BUNGEE PANTS, Reg. \$1.50, 98¢
- LADIES EXTRA SIZE RAYON PANTIES, Reg. 30¢, 33¢
- VELSMOOTH'S PALM AND OLIVE SOAP, Cream, Large Tub, 10¢
- Val. 15¢
- FADIES CHIFFON WEIGHT RAYON HOSE, Reg. 30¢, 33¢
- MEN'S 100% BROADCLOTH DRESS SHIRTS, Reg. \$1.39, 99¢

DOLAN'S

Where You Buy the Cuts of Chicken You Prefer

- BREASTS . . . lb. 59¢
- LEGS . . . lb. 49¢
- WINGS . . . lb. 29¢
- NECKS . . . lb. 15¢
- GIBLETS . . . lb. 25¢
- LIVERS . . . lb. 49¢

DOLAN'S
600 JEFFERSON AVE.
Cor. Barlitt
Telephone Genesee 1417

Get a **VICTORY-CUT** at **VIRGINIAS**

REDUCE... THE LAZY WAY!

For more leisure in these busy times . . . a short, easy-to-care-for \$4 up *

No Exercising! Modern, efficient reducing machines do the work safely and pleasantly. Guaranteed. Try VAPOR BATHS, REDUCOVAC EXERCISE CYCLE, ROLLER REDUCER. Licensed Massage in attendance.

VIRGINIA'S BEAUTY & REDUCING SALON
Present Bldg. 27 S. CLINTON AVENUE — STONE 346

Africa, We Took It And Liked It

What our invasion forces said and did in the minutes before the zero hour. What happened when they landed. A close-up picture of our first big offensive by one who was there.

NEEDLE IN THE NAZIS

The story of Belgium's Underground Newspaper. Printed in secret hide-outs. How Belgium is driving the Nazis frantic.

DEATH IN THE DOLL'S HOUSE

A new mystery serial by Hannah Lee and Lawrence P. Bachmann. Start now and don't miss a single installment of this thrilling tale.

10¢ Jan. 18 Issue The Saturday Evening POST New On Sale 10¢

Wegmans CORNERS
Wegmans SUPER

WEEK-END SPECIALS!

CARLOAD SALE!

LARGE JUICY PINEAPPLE

FLORIDA ORANGES

2 doz. **33¢**

LARGE PACKAGE

MOTHER'S OATS

21¢ pkg.

QUICK ARROW

SOAP CHIPS

21¢ pkg.

BISC-O-BITS

BUTTER WAFERS

15¢ lb. pkg.

10" COVERED CASSEROLE

FIRE-KING OVEN

GLASSWARE

10¢ ea.

3 POUND RAISIN

POUND CAKE

39¢ ea.

WALNUT TOP

COOKIES

2 doz. **25¢**

Wegmans
HOME OWNED SUPER MARKETS

FREE PARKING FOR CUSTOMERS

A RECORD BREAKING EVENT YOU DAREN'T MISS!

Darling Shop's SEMI-ANNUAL DRESS SALE

This Season's Most Beautiful Creations

GROUP 1

THOUSANDS OF REGULAR
\$5.00 WINTER DRESSES

3⁹⁹

All Sizes! All Colors! All Types!

GROUP 2

THOUSANDS OF REGULAR
\$8.00 WINTER DRESSES

5⁹⁹

All Sizes! All Colors! All Types!

Thousands of Dresses to Select From

Honest, Legitimate, Verified Values!

Every Dress Marked With Original Price Tag!

**WHATEVER TYPE OF DRESS YOU WANT
— YOU'RE SURE TO FIND IT HERE**

COMPANION EVENT —

GIANT SEMI-ANNUAL

COAT SALE

GROUP 1

HUNDREDS OF OUR FINER
FUR-TRIMMED COATS
COMPLETE SELECTION!

27⁶⁶

EVERY ONE
IN OUR STOCK
REDUCED!

GROUP 2

HUNDREDS OF OUR FINER
UNTRIMMED
DRESS & SPORT COATS

16⁶⁶

CAMEL SHADES
REDS, TWEEDS
BLACK AND
CHESTER-
FIELDS

**Darling
Shop**
190 MAIN ST. EAST

MUSIC
MUSIC for all occasions. Piano accom-
paniment. Reasonable. Stone 1028-R.

HELP WANTED
GIRL OR WOMAN—Care of children
afternoon. Live in or out. Saturday,
12 Sander St.

TOWNSEND CLUB
Townsend Prosperity Club
No. 19 will meet next Tuesday
at 8 p. m. at 208 Main St. W.

IF YOU
NEED
TO **BUILD UP
RED BLOOD!**

And Also Relieve Distress of
'Periodic' Female Weakness!

If you want to build up red blood
corpuscles to promote a more refreshed
and vigorous bloodstream, more strength
and vitality—try this fine blood-iron
tonic—Lydia E. Pinkham's Compound
'TABLETS' (with added iron). Taken as
directed—'Pinkham's Tablets' are one of
the best and quickest home ways to get
precious iron into the blood.
Pinkham's Tablets are also famous
to relieve distress of female functional
monthly disturbances. This is because
of their soothing effect on one of
WOMAN'S MOST IMPORTANT ORGANS. Taken
regularly they help build up resistance
against such symptoms.
For years Pinkham's Tablets have
been thus helping thousands upon
thousands of women. Just try them
yourself for 30 days. See if you, too,
don't benefit. Follow label directions.

UNIQUE! EXCLUSIVE! PERSONAL!
PHOTO VALENTINES



ORDER NOW!

These unusual Valentine Portraits are
frilled and lacy—or tailored and sophis-
ticated to match your personality.
No two alike. Guaranteed to please
you.

Single Photos . . . \$2.00
Valentine . 75c to \$1.50

Early Bird Special!

3 8x10 PHOTOS 4⁹⁵
One Decorated
To Your Order

BREWER . HAYES
251 EAST AVENUE
STONE 5819

Actual Photograph

— APPOINTMENTS DAY OR EVENING —

KEY COUPON
RINSO
Large Box
Limit 1 **18^c**

KEY COUPON
ADHESIVE Tape
1/2"x5 yds. Reg. 10c
Limit 2 **6^c**

KEY COUPON
**COLLINS
Glass CLEANER**
Fint Bottle
Regular 20c
Limit 2 **12^c**

KEY COUPON
**ALUMINUM
HAIR CURLERS**
Spring Lock
Long or Short
Limit 6 **2 for 9^c**

MEN'S OR LADIE'S
SHOE TREES
Adjustable — 20c Value
Limit 2 **19^c Pair**

Sulphur Candles
REG. 10c EACH
4 for **23^c**

**ANACIN
TABLETS**
Regular 75c
Bottle 50 **59^c**

**HOLLAND LINEN
Stationery**
Boxed, 24
Sheets — 24
Envelopes
Regular 35c **19^c**

**HILL'S
COLD TABLETS**
Regular
30c **12^c**

**PHILLIP'S MILK OF
MAGNESIA
Tooth Paste**
Reg. 25c
Size **11^c**

**ASPIRIN
TABLETS**
5 Grain
Bottle 100 **9^c**

**DR. WEST
TOOTH PASTE**
25c TUBE
2 for **29^c**

KEY COUPON
KEY
ROCHESTER'S MODERN
CUT RATE
DRUG STORES
470 N. GOODMAN
NEAR
MAIN
1861
MONROE
NEAR
WINTON
724
WINTON
ROAD NO.
COR.
WICKHAM
457
RIDGE RD W
NEAR
DEWEY

TODAY THROUGH WEDNESDAY

VITAMINS-MINERALS

GET BOTH IN THESE HIGH POTENCY CAPSULES

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 re-
sult is that people get
frequent colds, are easily
fatigued, get nervous and
irritable. The skin becomes
rough, nails brittle and
elimination becomes irreg-
ular.



Sterling Alvita With
Liver & Iron Caps

containing vitamins A, B, C, D, E,
and G are an abundant source of
health giving essentials.
Get this convenient combination
package of ALVITA capsules TO-
DAY and start feeling good with
more pep, vim and vigor.

25 Day Supply \$1.98
50 Day Supply \$3.49

CHECK THE HIGH VITAMIN AND MINERAL
POTENCY OF ALVITA CAPSULES

Vitamin A—20000 U.S.P. Units
Vitamin D—2000 U.S.P. Units
Vitamin E—From 1 Minim.
Wheat Germ-Oil
Vitamin B-1—250 U.S.P. Units

Vitamin C—500 U.S.P. Units
Vitamin B-2—62.5 Gammas
Ribo Flavin
Liver Concentrate 2 Grains
Iron Sulphate—U.S.P. 1/2 Grain

Free
25¢ JERGENS CREAM
with purchase of
50¢ JERGENS LOTION
A 75¢ Value for **39^c**

**Be Wise—Try
Alka-Seltzer**
LARGE
SIZE **49^c**

**HOPPER'S
HOMOGENIZED
FACIAL
CREAM**
A Simple Way to Freshen, Stimulate
and Soften the Skin.
60c Jar . . . Now 49c
\$1.10 Jar . . . Now 79c

Luckies, Camels,
Chesterfields, Raleighs,
Herbert Tareyton,
Pall Mall,
Philip
Morris,
Old Golds
2 PKGS.
**LUCKY
STRIKE
CIGARETTES** **30^c**

**LOTUS
SANITARY
NAPKINS**
WHILE SUPPLY LASTS
Box of 12 . . . Box of 66
Reg. 20c . . . Reg. 1.00
13^c 63^c

Only the purest
and finest chemicals
and pharmaceuticals
are used in our
**PRESCRIPTION
DEPARTMENT**
Authorized Distributors
**SQUIBB
PRESCRIPTION PRODUCTS**

Reg. 10c
Size
2 for **13^c**
Limit 4

**BRING US YOUR
PRESCRIPTIONS**

KEY COUPON
**WALDORF
TOILET TISSUE**
Limit 6
3 for **11^c**

KEY COUPON
**KITCHEN CHARM
WAX PAPER**
125 Feet
Cutter Box
Regular 25c
Limit 2 **13^c**

KEY COUPON
BOOK MATCHES
Box of 15
Limit 2 **2 for 7^c**

KEY COUPON
**Powder Puffs
VELOUR**
Assorted
Shades
Limit 3 **3^c**

**SLOAN'S
LINIMENT**
35c
Size **29^c**

**CARTER'S
LITTLE LIVER PILLS**
25c
Size **19^c**

**VICK'S
VAPO RUB**
35c
Size **27^c**

**BAUME
BENGAY**
Reg.
75c **59^c**

**HEIDES LICORICE
Cough Drops**
Half
Pound **21^c**

G-E MAZDA LAMPS
NEW LOW PRICE
40-50-60
Watts **10^c**

**SACCHARIN
TABLETS**
Bot. 1000
1/4 or 1/2 gr. **49^c**

**PERTUSSIN
FOR COUGHS**
60c
Size **49^c**

ROCHESTER SHOPPING NEWS

The Rochester Sun

Delivered Free To 75,200 Homes In
Rochester, Brighton, Greece and Irondequoit.
Mail Subscription: In Advance, \$2.50 per year within Rochester city
limits outside city limits, \$2.00

Make Shopping Your Guide
To Greater Values

SIXTH YEAR—No. 19

ROCHESTER, N. Y., THURSDAY, JANUARY 21, 1943

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

You Will Receive WAR RATION BOOK TWO Soon

HOW POINT RATIONING WORKS

- Point Rationing is a method of rationing similar or related foods by groups. Under Point Rationing each item within the group will be given a point value.
- For example, suppose it became necessary to ration canned foods. Let us say that the group included:

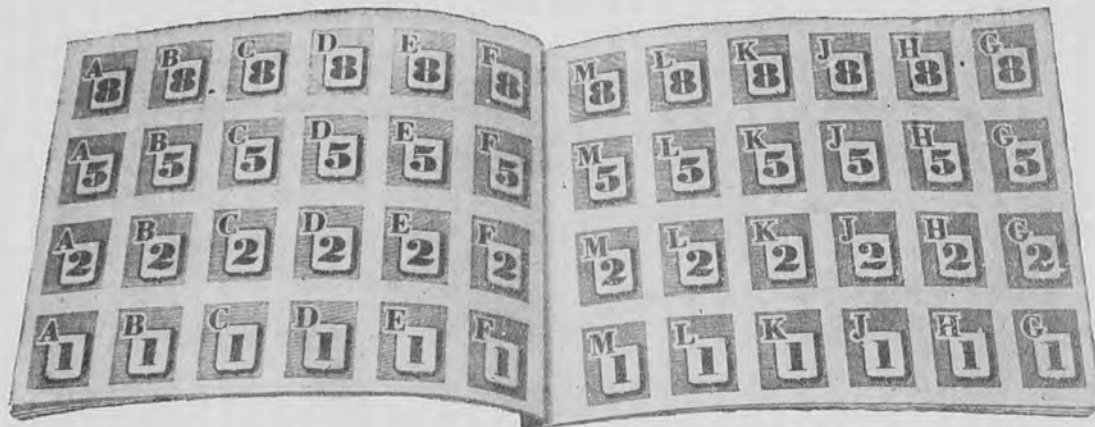


Let's suppose, also, that the supply of canned peas was about as plentiful as usual, and at the same time the supply of canned beans was very small.

- Under these circumstances, canned beans might have a "point value" of 8 points per package.
- On the other hand canned peas being plentiful, would have a low point value—perhaps as low as 1 point per package of the same size.
- In such a case you would be able to buy 8 packages of canned peas for the same number of points it would cost you for 1 package of canned beans.



It will be used for a new kind of rationing
... "POINT RATIONING" ...



The number show the "POINT VALUE" of each stamp. The letters show the time period in which the stamps may be used.

- In other words, with the **WAR RATION BOOK TWO** "Point" system you are free to buy what you choose. You can obtain a larger portion of the rationed foods that are plentiful, or you can use your "points" for the scarce items and receive a smaller share.
- "Point Rationing" means Share and Share alike.

This message is one of a series devoted to Point Rationing by Shopping News as a consumer education service to our readers.

NEW MITTEN ARRIVALS
Just In Time For The Cold Snap!

TEDDY BEAR GAUNTLETS 2.29 PAIR
Beige and Red

BUNNY FUR GAUNTLETS 2.49 PLUS TAX
Extra Long To Cover The Wrist, Fine Leather Palms.

FIRST QUALITY—PERFECT **2 FOR 1.25**
RAYON SLIPS
Lace Trimmed and Tailored. Sizes 32 to 44.

FINE QUALITY
HOSE
2 PAIR \$1

FULL FASHIONED—EXTRA SHEER
Rayon Irregulars.

DARLING SHOP
190 MAIN ST. EAST

LAST 3 DAYS!

WINTER FABRICS

Sale!

Despite present market conditions — scarcities and higher prices, we are running our annual winter sale. All fabrics offered in this event are of our usual high quality. Those who have attended our previous sales know that we offer outstanding savings on quality fabrics.

GABARDINES FLANNELS CAVALRY TWILLS
54¢ yd.

100% WOOL TWEEDS
54" wide. Many Imported Lewis Tweeds for suits, coats.
\$2.25 yd.

PRINTED TAFFETAS Good quality. Large floral, small patterns. **59¢ yd.**
PINWHALE CORDUROY **75¢ yd.**
DRESS CREPES Best quality. Newest weaves. **75¢ yd.**
PRINTED SATINS Washable! For night-gowns, negligees. **54¢ yd.**

100% WOOL PLAIDS
54 inches wide.
\$1.69 yd.

100% WOOL SHETLAND COATINGS SUITINGS
\$1.98 yd.

NEW SPRING WASHABLE PRINTS
Beautifully patterned. Polka dots.
59¢ yd.

GLO-SHEENS Permanent finish, Vat dyed. **54¢ yd.**
MOIRES For dresses, suits, gowns. **59¢ yd.**
JERSEYS 54" wide. All colors. **98¢ yd.**
HAND SCREENED PRINTS 39 inches wide. **98¢ yd.**

Close-out 54" Woolens. Many 100% wool. Skirts, suits, dresses, coats. **\$1 yd.**
Special Close-Out Table. All types of fabrics. **35¢ yd.**

Manhattan Silk Store
381 Main St. E. (Next to Wegman's)

LAST 8 DAYS!
MUST VACATE JANUARY 31

Bargains Galore!

OPEN EVERY NITE 'TIL 9

GOING OUT OF BUSINESS!

- Everything Must Go Regardless Of Cost Or Loss!
- All Fixtures For Sale!



COAT 'N' LEGGIN SETS FOR BOYS

One Of The Best Buys Ever Seen In Rochester
Sizes 3 to 6
Values to \$12.95

\$6.89

Whole Table Boys' & Girls'

SHOES

Highs in Whites and Blacks, Oxfords and Sandals all colors. Assorted sizes.

Values to \$2.95

79¢

GIRLS' COATS

And **COAT 'N' LEGGIN SETS**
Sizes 3 to 14

MANY **Reversible Coats Included**

Plaids, Herringbone, All colors and styles.

\$6.89



GIRLS' DRESSES

Sizes 3-14

Values to \$2.95

85¢

Assorted Lot Boys' & Girls' **Sweaters**
Long Or Short Sleeves
\$1.39



Val. to \$2.50

BOYS' WASH SUITS **65¢**
Sizes 3 to 6. Values to \$2.50.

TABLE GIRLS' HATS **69¢**
All colors and styles. Sizes 20 to 22 1/2. Values to \$1.79.

GIRLS' HOUSECOATS **85¢**
Sizes 8 to 16. Quilted collars. Values to \$1.59.

UNDERWEAR **19¢**
Take what's left at way below cost! Values to 35¢.

ASSORTED BLOUSES **59¢**
Just a few. Values to \$1.59.

HUNDREDS OF ODDS 'N ENDS
NAME YOUR OWN PRICE

Boys' & Girls' **SNOW SUITS**

Some with zipper hoods, zipper fronts, contrasting colors. Nice 4 1/2" selection but broken sizes.

\$4.75

Values To \$9.95



You're Right When you Buy at
LEFT'S
126-128 CLINTON AVE. S.
126 CLINTON AVENUE SO.
NEXT TO LOEW'S THEATRE

TAX FILING COMPULSORY
Regardless of possible change in law
INCOME TAX \$2.00
RETURNS
Complete by Our Income Tax Ac-
countants, Days, Evening, Sundays
and Holidays, in Our Established
Income Tax Department. (We have
both forms.)
KALBFLEISCH TRAVEL
AGENCY
Lincoln Alliance Bank Bldg., Suite 578
Serving Rochester for 30 Years

Plaid bonnet cloche with
matching bag are fashions veic-
est darling. They sell for about
\$5 each. Not bad. Bags are
usually tailored nicely. A pick-
up for your wardrobe at this time
of year.
Send your warrior hero a
game. Pocket size checker set
in pseudo leather. Looks much
like a flat billfold when not in
use. Sells for about a \$1.

HERE ARE GIFTS YOUR SERVICE MAN WANTS



...and Rudolph's Service Bar
Is the Place to Get Them!

Send him the kind of gifts he wants and
will use. Rudolph's has carefully selected
a great number of gifts that are sure to
be welcomed by the service man.



Money Belt
2.98
EASY TERMS

Soft gloveskin
leather with se-
cret pockets. To
hold the service
man's valuables.



Service Signet
22.50
EASY TERMS
Handsomeness 10-K
yellow gold ring
with service in-
signia and large
initial.



Service Medal
3.95
EASY TERMS

Sterling silver St.
Christopher medal
with identification
plate. Complete
with chain.

Duffle Bag
5.95
EASY TERMS

Toiletries, sewing
needs, and shoe-
shine equipment.
In khaki or navy.



Eversharp Set
12.95
EASY TERMS

Famous Eversharp
fountain pen and
matching repeat-
ing pencil. He'll
use these!

Heart Shield
Testament
1.95
EASY TERMS

Pocket size New
Testaments with
engraved gold-
plated armor-steel
covers.



DE LUXE CATHOLIC
EDITION 3.98

RUDOLPH'S
CORNER EAST MAIN AT SOUTH AVENUE
IN BATAVIA, 109 MAIN STREET—Open Monday Evenings

KAY'S COMMENTS

American home women
at the rate of more than
fifty thousand a week are
quitting what was recently
called "a woman's place"
to enter offices, factories
and the armed forces.
Government officials say
that women are capable of
doing 80% of all war
work and that five million

will be needed for indus-
try and farm labor before
1944. If you are one of
these, and the man of
your heart is away in ser-
vice, a career will make
your days actually easier.
Upon the most troubled
mind, work forces some
semblance of organization
and at least temporary

forgetfulness. War is a
time to try the heart.
There is for us, and all
free people, the confi-
dence of victory. But
changing fortunes of the
hour, the swift and up-
set event, may bring a
mood of disappointment
and concern. These are
times the bravest of us

experience. Believe me,
it practically tears your
heart in two, to watch
those good-byes as draf-
tees leave the N. Y. Cen-
tral station. Yet you're
proud, you gather new
vision, new courage, for
the task at hand.
Devotedly, Kay.

Since so many of us
are still puzzled
over this rationing
and shortage of foods, par-
ticularly meat, AUNT JENNIES,
who are always imaginative
about foods, have worked out
the most toothsome recipes
using items from the govern-
ment lists as VICTORY FOODS.
This means you may serve
them as often as you like, with-
out a twinge of conscience as
to your patriotism. For in-
stance, their toothsome concei-
tion of noodles and sausage
hamburg goes a long way in any
meal. Spanish Rice is delicious.
Their baked beans and salads
are considered indispensable
these days. Cakes, pies, rolls,
and cookies, their first love, are
dressed on with particular af-
fection. Remember AUNT
JENNIES are closed all day
Monday, 516 MONROE AVE.

Have you noticed how
little sunshine we have
had the last few weeks?
You know of course that
sunshine provides Vita-
min D. There's little sun-
shine, but there is HOMOGEN-
IZED VITAMIN D MILK. Call
BRIGHTON PLACE, Glen 144
and have this health building
milk delivered to your home.
Try it for two weeks, no ques-
tions asked if you're not
satisfied. Never too rich, never too
thin. ALWAYS JUST RIGHT.
HOMOGENIZED VITAMIN D
MILK.

THE NEW PRINTS at RIP-
TON DRESSES will keep any
woman feeling serene after
dozens of wearings. Basic sim-
plicity is the reason. If you've
been longing for navy, they
have those too. Sizes to 24 1/2.
\$8.95 to \$19.95. 739 MONROE
AVE. Hrs. 10 A.M. to 9 P.M.

PROJANSKY'S have a
light hand with fur
coats. As a witness,
look to the best
dressed women in
town, who proudly
display the Projansky
label in their gar-
ments. This year there
are new variations in
their distinguished theme. For
this particular month of Janu-
ary, worth-while savings are
yours for the picking at PRO-
JANSKY'S, 39 East Ave.

WOMEN who have
hair the embarrassment of
sunburned hair more often
than the younger women. Con-
sult CHARLOTTE WHITE. Her
method is endorsed by Doctors.
No electric needles—no pain—
no scars. 222 CUTLER BLDG.
Stone 503.

In these times the trial
and error method is
too expensive to apply
to the purchase of a
FUR COAT. You must
be sure the FIRST time.
Assurance is yours if
you buy at SHAFER
FUR. If you have been
toying with the idea of
a new fur coat, now is
your harvest. Save in the JAN-
UARY SALE. Even if you plan
on buying a fur coat in the
next two or three years, it
would PAY you to BUY NOW.
The selection at Shafer's is
still excellent. There are sub-
stantial savings this month of
January. And the Shafer repu-
tation goes for twelve months of
the year. Drop in today. All
prices include TAX, so add this
to your special prices for Janu-
ary, and look what you have.
SHAFER FUR, 51 EAST AVE.

TAKE IT EASY—
Pause once in a while
these hectic days—
see a few friends—
relax with good talk
and good food—
good drink—good entertain-
ment. Where do you get all this,
ODENBACH'S of course. For
years this well-run establish-
ment has been the favorite
meeting place of "people in the
know". At the present our
home-town boy HUGHIE BAR-
RETT is "giving out" with
music. Hughie's platform man-
ner is gay, informal, yet sophis-
ticated. Elaine Moore is the gal
with the band. A entertaining
lark to say the least. Well what
are you waiting for. Next time
you're dated make it
ODENBACH'S, Main at Clinton.

Opportunities for Women at Rochester Gas & Electric

We have many opportunities for women,
starting with messenger jobs for high
school graduates, earning while they are
being trained for better jobs. Other posi-
tions available at various times are office
jobs, clerical, typing, multigraph, address-
ograph, bill deliveries, etc. Make applica-
tions at Employment Office—Room
702—89 East Avenue.

Women holding jobs in other War
Production Plants need not apply.

Good points to remember
about BREAST-O-CHICKEN BRAND TUNA FISH



U.S. Needs US Strong ★ Eat Nutritional Foods!

Bears

NOW RIGHT WHEN YOU NEED THEM—TO CONSERVE FUEL
EASILY INSTALLED! WOODGUARD TREATED FRAME!

Carload Sale Storm Sash

1.98
Up

Size 2-0x3-11 1/2
Ventilators 20c Extra
On Sale
Both Stores



Genuine Powdered Pine frame, woodguard, heated against
swamp and weather. Storm sash may be installed easily in
cold weather and most sizes are proper width to fit frame.
For cutting to length, you let sash to window frame and
mark bottom. One cut is usually adequate. Buy on our
budget plan for the entire house. PHONE AND MAIL
ORDERS PROMPTLY FILLED.

ALL ORDERS FILLED PROMPTLY—NO WAITING!
FILL IN FORM BELOW OR SIMILAR ONE TO ASSIST
OUR SALESMEN IN HELPING YOU TO FASTER SERVICE!

Partial List of Standard Sizes In Stock

1-10x-7 1/2	Size 2.09	2-6x4-7 1/2	Size 2.49
2-0x4-11 1/2	Size 2.29	2-8x4-11 1/2	Size 2.69
2-2-0x4-7 1/2	Size 2.19	2-8x5-7 1/2	Size 3.48
2-0x3-11 1/2	Size 1.98	2-8x3-11 1/2	Size 2.49
2-2x4-3 3/4	Size 2.49	2-8x4-3 3/4	Size 2.79
2-4x3-3 3/4	Size 1.89	2-8x4-7 1/2	Size 2.69
2-4x3-11 1/2	Size 2.19	2-10x4-7 1/2	Size 2.98
2-4x4-7 1/2	Size 2.49	2-10x3-3 3/4	Size 3.49
2-4x4-11 1/2	Size 2.49	2-0x4-11 1/2	Size 3.39
2-4x3-3 3/4	Size 2.69	3-4x4-7 1/2	Size 3.79
2-4x3-7 1/2	Size 2.89	3-4x3-3 3/4	Size 4.19

HEIGHT		WIDTH		QUALITY NEEDED
Foot	Inches	Foot	Inches	

JANUARY SAVINGS FRIDAY & SATURDAY

BUY WAR STAMPS & BONDS AT
Edwards

SAVE up to 16.75 in this
SALE of
100% ALL WOOL

**WINTER
COATS**
\$ **53**

Made to
sell up
to 69.75

Note These Beautiful Furs:
Mink Silver Fox
Squirrel Red Fox
Blue Fox Kit Fox
Persian Beaver
London Dyed Squirrel
Norwegian Fox

A STYLE FOR EVERY SIZE

For Juniors 11 to 15
For Misses 12 to 20
For Women 36 to 46

For 1/2 sizes 31 1/2 to 45 1/2
Including our Famous



If you need a Winter coat we sincerely urge you to buy now. Not only do you get quality pure wool fabrics and the finest furs available, but you save a substantial sum at the same time. Edwards is famous for fine coats . . . these are no exception. They're style-right beauties that you'll wear for seasons to come. Better act right away. Values like this won't be on the racks long.

EDWARDS—Third Floor

Entire Stock of Women's
Walk Over SHOES

Reg. 6.95 to 7.95
Reduced to **4.95**

A smashing sale of famous nationally advertised Walk-Over shoes . . . known from coast to coast for their smartness of style and excellent fitting quality. Priced so amazingly low you'll be able to afford several pairs.

GRAINED LEATHERS PUMPS TIES STEPINS
GABARDINES

EDWARDS—Third Floor

Repeat SALE

3000 Yds. 50' High Lustre

**DRAPERY
DAMASK**

Values
to **1.29**
2.29 Yd. Yd.

Imagine 3,000 yards of these match-lessly beautiful fabrics in figured patterns. Rich shades of rose, blue, green, wine, gold and natural. You don't have to be an interior decorator to give your home a professional look. Not with drapery damasks like these to dress up your rooms. A truly amazing value at 1.29 a yard.

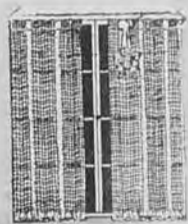
EDWARDS—Fourth Floor

ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT

IF YOUR'E AIMING AT SAVING - HERE ARE A FEW SUGGESTIONS FOR YOU!

SOME WINDOW IDEAS!

LACE
CURTAINS
87c



Regularly 1.19 pr.
Size 2 yards 6 inches
long

For the thrifty-minded homemakers with an eye for beauty. Scranton's first quality curtains. Ready to hang. Selection of many dainty designs. Color—Ecru.

JUST 1000 • VALUES TO 29c
MARQUISSETTES

34 TO 36
INCHES WIDE
IVORY
ECRU
COLORS

19c

MANUFACTURERS
CLOSE OUT
SOME DOTS
OTHERS
FIGURED

Edwards Basement

BUILT TO COVER PLENTY
OF MILEAGE WITHOUT
A BREAKDOWN!

THE FAVORITE



**SADDLE
OXFORDS**
3.15

For students, housewives, salespeople, teachers, and war plant workers. The dependable all-year-round shoe. Snowy white upper with deep brown saddle. Heavy rubber soles.

Edwards Basement

LOOK YOUR PRETTIEST IN A

"SUNNY"
BERET

Mail
Orders
Fitted



1.98

The gay, all-purpose beret . . . wear it as YOU like and be the talk of your friends. Our "Sunny" beret is in practically any color you can think of. (White slightly higher).

Edwards Basement

IF YOU NEED A FLEECE OR
PART WOOL BLANKET-SEE THESE!

Just 500!

WHITE FLEECE
BLANKETS

1.39

A real comfort on cold nights. Every blanket first quality! Extra long. Shell stitched. Sizes 70x99. A 1.59 value!



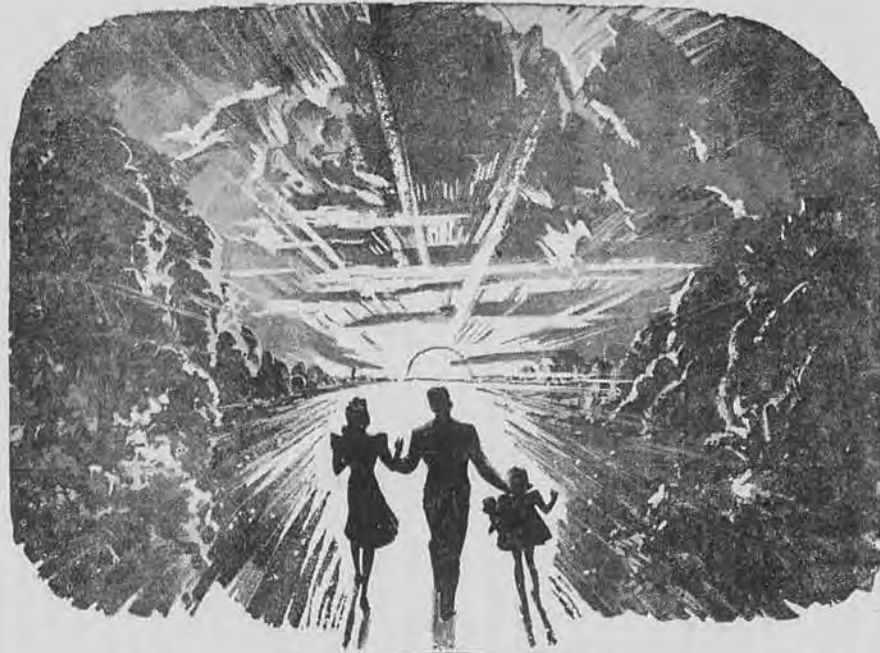
TREAT YOURSELF TO ONE OF THESE
Part Wool BLANKETS

Beautifully soft and cozy. Sateen bound in block plaids of Cedar, rose, duhomet, blue, green and white. Slightly imperfect. Size 72x84. A 2.29 value.

1.98

Edwards Basement

The Church: A Source Of Inspiration and Comfort



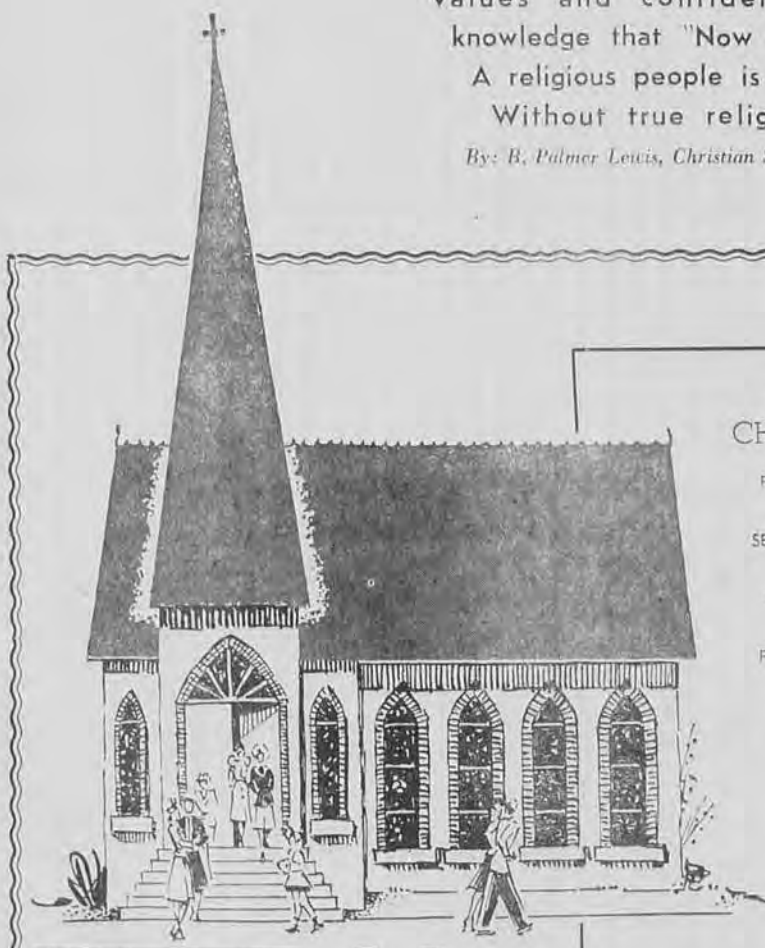
"Heal the Sick,
Raise the Dead,
Cleanse the Lepers,
Cast out Demons."

Since the dawn of civilization, man has yearned for the guidance and protection of a higher power above and beyond himself. History proves that all great, constructive leaders have sought such direction. The purpose of all church services is to acquaint us with God.

At a time when the whole world is crying out for surcease from sin, sickness and oppression, nowhere else can suffering humanity turn and find the quiet, and comfort so needed. The wise individual will seek at church service release from wordly cares. He will find comfort and inspiration; a true sense of values and confidence to go forward, secure in the knowledge that "Now are we the sons of God" (1 John 3: 2).

A religious people is a guarantee of a righteous government.
Without true religion, self-government is a mockery.

By: B. Palmer Lewis, Christian Science Committee on Publication for the State of New York



CHRISTIAN SCIENCE CHURCHES of ROCHESTER

- FIRST CHURCH OF CHRIST, SCIENTIST
East Avenue and Prince Street
- SECOND CHURCH OF CHRIST, SCIENTIST
Seneca Parkway at Maplewood Avenue
- THIRD CHURCH OF CHRIST, SCIENTIST
Marsh Street at Brooks Avenue
- FOURTH CHURCH OF CHRIST, SCIENTIST
37 South Washington Street

CHRISTIAN SCIENCE READING ROOMS

- THE TRIANGLE BUILDING,
335 MAIN STREET EAST
- 150 FLOWER CITY PARK
MARSH STREET AT BROOKS AVENUE
- 37 SOUTH WASHINGTON STREET

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; Cramer Drug Company; 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.

If you are tired of serving potatoes boiled, baked, mashed, which two tablespoons of prepared mustard have been added. Bake in moderate oven for twenty minutes or until slightly browned.

Income Tax Service Offered Sun Readers

Readers of The Rochester Sun will greet with jubilation the announcement that the Service Department of this paper has created an organization to aid taxpayers in making out their returns.

The Rochester Sun Income Tax Service will be housed at 68 Main st. E. until March 15 and will be staffed by a corp of tax consultant experts secured by this paper to aid in the service. Each member of the staff has had extensive experience in income tax service and the supervisor of the department is one of the city's foremost accountants.

Many times officials of the United States Treasury have impressed upon the public the importance of filing accurate returns. The government wants only what is due—no more, no less. Figures show that many thousands of taxpayers unwittingly pay more than they owe, through lack of knowledge of just what items and to what extent, are tax exempt. Hence this service. Taxpayers who are making their first return this year will particularly appreciate the expert advice and help offered by the Rochester Sun Income Tax Service which is designed to save money—save money for you by seeing that you do not pay more than you actually owe. And also to save Uncle Sam money by advising you the correct tax bill.

A large majority of errors on income tax returns are made through ignorance of the law. Very few people intentionally "cheat" the government, and very few people purposely pay more than they owe—lack of knowledge of the regulations is usually the answer.

Therefore, it behooves every income tax payer to make certain his return is accurate. This can be very easily accomplished by consulting the Rochester Sun Income Tax Service. The small fee charged will be many times repaid. Tax experts place a high value on their services, but, by combining their talents with the Sun Service Department it has been possible to keep the fees way down below the usual costs. In many cases the entire cost of the income tax service is as low as two dollars.

Officials of the organization have urged everyone to file returns early. They suggest you come in during the month of February to avoid the rush. Tax consultants will then have more time to give you every bit of service you require.

So, forget your income tax problems. Let a Sun Tax expert do your worrying for you.

Make a costume of a cardigan sweater and skirt of a print dress. Face the sweater jacket with the print and add a sash belt.

New Magazine Makes Bow

The first issue of Fiction Magazine, a new monthly periodical, is now on Rochester newsstands. In this issue are stories by many top-flight authors, including Nina Wilcox Putnam, Dorothy Black, Arthur Stringer, Richard Powell, and others.

Keep your spice containers as carefully as you would your perfume bottles.

Add a dash of salt to your coffee pot to improve the body and taste of the brew.

FRIDAY EVE., JAN. 22
Robert CASADESUS
Brilliant Pianist
\$1.10, \$1.38, \$1.65
\$2.20, \$2.75
(Tax included)
Easman Theatre
of University of Rochester

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 Duckless Coffee—Famous Since 1760
TURNER'S
385 East Main St.
"Economize With The Best"

EDWARDS
Valentine
PHOTO OFFER
1/2 Price Special
Regular \$3.50
Now **\$1.75** Only
The perfect gift for military men
No Appointment Necessary
PHOTO STUDIO
Green Room

Valentine's Day
February 14th

12 PROOFS SUBMITTED

KEY WAR STAMPS & BONDS AT
Edwards

1ST THOUGHT
of millions at first warning of simple headache or cold? Painful misery 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? 36 tablets 20c; 100 for 35c. Demand

St. Joseph ASPIRIN

EGGS! EGGS! EGGS!
NEST-TO-YOU—GRADE A WHITE
LARGE EGGS 49¢ doz.
FRESHLY GATHERED FROM NEAR-BY HENNERIES

GRADE A WHITE
MEDIUM 45¢ doz.

CHOCOLATE OR VANILLA CREAM-FILLED SANDWICH

COOKIES Lb. **19¢** Pkg.

ASSORTED ICED LAYER CAKES 29¢ Ea.

3 POUND RAISIN SPICE BAR CAKE 39¢ Ea.

AMAZING NEW "MINUTE" MOP WITH DRAINER
Making Mopping and Cleaning EASY!
Mop made of Cellular Sponge. Simply hook drainer on your bucket, rest your Minute Mop on the drainer, lean lightly on the handle, and quick as a flash, mop drains into bucket. Mop absorbs twenty times its weight in water!

Complete \$1.45

Wegmans HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

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 Geneva 1417

COLDS HELP PREVENT THEM—DRINK MILK!

Now is the time to be doubly sure you drink enough milk every day! It's a delicious, inexpensive beverage... and it stores up in your system a goodly supply of cold-fighting Vitamin A, health insurance for the blustery weather ahead.

The State of New York Says:
SATISFY THIRST FORTIFY HEALTH DRINK MILK!

Vitamins for "vitalness"
Helpful for reducing diet
Alkaline reaction for tongue
Vitamin "A" for cold resistance

Minerals for well-being
Calcium for clear complexion
Nature's choicest complete food
Perfect for the whole family

FREE! VICTORY MEAL PLANNER... complete with menus, recipes, meal-planning chart, calorie chart, reducing diet! Send name and address to: Bureau of Milk Publicity, Albany, N. Y.

THE STATE OF NEW YORK

Sibley, Lindsay & Curr Co.

Two More Terrific Days of Saving on Things You Need! OUR GREAT JANUARY SALE OF LINENS, BEDDING & COTTONS ENDS SATURDAY!

SAVE on Household Cotton Needs! Main Floor

Pequot Percal Pillow Tubing
Smooth, durable quality, as you expect of this famous brand!
Bleached snow-white.
40"-42-inch width yd. 42c
51"-45-inch width yd. 44c

Pequot Percal Pillow Tubing
Silken-smooth, deluxe quality percale, white and fine, for lavatory uses! 45 inches wide.
Reg. 69c yd. yd. 59c

Bleached Cotton
25"-Cloth of Gold, fine quality, 36" wide yd. 21c
25"-Heavy, strong Lonsdale cotton, 36" wide yd. 22c
Special! 36" bleached, soft-finish Hill cotton yd. 29c
Special! 36" Fruit of the Loom cotton yd. 29c

Unbleached Muslin
16c-36" unbleached muslin yd. 14c, 1 yd. 52c
23c-40" Black Rock yd. 19c
25c-32" unbleached Pequot muslin in 5 to 10 yd. lengths, cut to meet your needs yd. 19c
20c-36" Cast Iron muslin yd. 25c
22c-39" unbleached cotton, 80x80 square weave yd. 19c

Pillow Ticks
Special! Printed art ticks in green, blue, rose gold. 21x28 inches ea. 55c
89c-Printed novelty ticks in rose, blue or green. 21x28 inches ea. 79c
89c-Printed saten ticks in soft colors: rose, blue, green, peach. 21x28 inches ea. 79c
79c-Strong, sturdy ticks printed in rose, blue. 21x28 inches ea. 39c
40c-Heavy, woven blue-and-white striped A. C. A. type ticks, feather-proof, 21x28 inches ea. 42c

Tower Oilcloth Table Cloths
Both attractive and practical table cloths, so easy to keep spotless with a damp cloth! Wide selection of styles, printed in colors, or embossed all-white.
\$1.39-Size 54x34 inches 1.19
\$1.79-Size 54x72 inches 1.59

Outing Flannel Scoop!
2000 yards of heavy, durable striped outing flannel, 10 to 20-yd. lengths, cut to suit your requirements. 36 inches wide.
Reg. 26c yd. yd. 19c

Striped Outing Flannel
Heavy, soft warm flannel that wears and wears. 36 inches wide, in full pieces.
Reg. 36c yd. 25c

SAVE on Staple and Fancy Linens! Main Floor

Hand-Made Tuscan Lace Cloths
Fine Tuscan, made by hand, yet priced less than machine made! Limited quantity.
Reg. \$2.98-Approx. 54x72 inches 3.69
\$4.98-Approx. 60x80 inches 3.99
\$4.98-Approx. 72x72 inches 3.99
\$5.98-Approx. 72x90 inches 4.89
\$6.98-Approx. 72x108 inches 5.99

Embroidered Dinner Sets
Exquisitely sheer grass cloth, hand-embroidered with traditional Chinese rose design and hemstitched edge. 68x80 cloth and a dozen 19x16 napkins.
Reg. \$10.00 set 6.98

Embroidered Bridge Sets
Choice of white, or solid-color grounds, with contrasting hand embroidery and borders. Cotton.
Reg. \$1.29 set 99c

Hand-Made Scarfs
Beautiful Tuscan lace, made by hand in Point Marguerite designs—for less than machine-made scarfs!
Approx. 14x34 inches 39c
Approx. 14x43 inches 49c
Approx. 14x50 inches 59c
White cotton scarfs with gay colored cross stitch hand embroidery. 3 sizes: 14x34, 14x43, 14x52 inches.
Extra Special! Any size 49c

Filet Lace Cloth
Approx. 72x90" with scalloped edge. Reg. \$4.99 3.99

Breakfast Cloths
Charming selection of printed cotton cloths for breakfast and lunch tables.
Reg. \$1.29-Size 52x52 inches 1.09
\$1.79-Size 52x52 inches 1.39
\$2.19-Size 52x58 inches 1.74

Hemmed Cotton Damask Napkins
Mercedized cotton damask with Basco finish. Size 17x17" in floral patterns, hemmed.
Reg. \$2.98 doz. 2.44

Irish Linen Damask Cloths
Heavy, rich dinner cloths of pure linen damask with a shimmer like satin. Hemmed, ready for use.
Reg. \$6.98-Size 66x86 inches 5.98
\$7.98-Size 66x88 inches 6.98
\$10.50-Size 66x104 inches 8.88
\$6.98-Size 14X18-inch napkins doz. 5.98

Linen Damask Dinner Sets
Exquisite sets, beautifully hemstitched. Woven of selected pure flax yarns with satiny luster. Classic floral pattern.
Reg. \$ 8.98-55x72 cloth and six 14" napkins set 7.98
\$15.98-66x86 cloth and eight 17" napkins set 13.88
\$20.00-66x104 cloth and twelve 17" napkins set 16.98

Guest Towels
Fine spun rayon guest towels in blue, peach, gold, green, and white, with lovely band of white embroidery.
Reg. 39c ea. 33c

Cotton Huck Towels
Especially fine for use in barber shops, beauty shops, offices.
Reg. 25c-15x32 white 23c
25c-17x32 colored border 25c
25c-17x34 colored border 29c
29c-17x35 colored border 33c

Huck Towels
Serviceable weave of rayon and cotton, heavy, absorbent, with red, blue, green or yellow borders.
Reg. 39c-17x32 inches 33c
49c-18x34 inches 38c

Irish Linen Towels
Exquisite quality, wide damask borders, fine hemstitching.
Reg. \$1.29-Size 17x32 ea. 1.09
\$1.29-Size 20x34 ea. 1.18
\$1.59-Size 18x32 ea. 1.39
\$1.69-Size 18x32 ea. 1.29
\$1.89-Size 18x32 ea. 1.69

Bath Towels
Soft, absorbent, plain and striped turkish towels by Fieldcrest and Dunder. Blue, red, green, gold. 28x40 inches.
Reg. 25c-35c ea. 29c

SAVE on a Wide Variety of Bedding! Third Floor

Pillow Scoop!
150 high-grade chicken-feather pillows with blue-and-white striped ticking. Practical, serviceable. 21x37 inches. Cut size.
Reg. \$1.39 ea. 1.15

Krasoid Inside Pillow Cases
Specially treated as a protection for those suffering from dust or feather allergies. Sanitary, washable, waterproof, with zipper fastening. No rubber or rubberized materials. 21x37 inches.
Reg. \$1.19 ea. 99c

Sculptured Chenille Spreads
Beautiful luxuriously-tufted spreads in handsome "sculptured" patterns in solid colors: dusty rose, blue, green, peach, wendrose.
Reg. \$4.98 ea. 4.59

Jacquard Bedspreads
Choice of two delightful patterns in smart, sturdy woven spreads, double bed size, lovely colors.
Reg. \$2.98 ea. 2.66

AN ANNOUNCEMENT OF IMPORTANCE TO INCOME TAX PAYERS

To assist Rochester's approximately 200,000 income tax payers this year in filing complete and accurate returns with the Government —

THE ROCHESTER SUN SERVICE DEPT.
HAS OPENED AN
INCOME TAX SERVICE CENTER

— AT —
68 MAIN ST. E.

(NEAR FRONT ST.)

Millions of persons who never before filed income tax returns are required by law to do so this year. In Rochester, officials estimate that 200,000 people will file returns. The Sun has engaged a corps of expert income tax consultants to help you make out your return properly. Each member of the staff is equipped to guide you, to answer your questions, to fill out your form—assuring you that what you pay to the government is exactly what you owe. Each year thousands of taxpayers unwittingly overpay or underpay income taxes. Don't let this happen to you. The government doesn't want you to pay a penny more than you actually owe. Don't make mistakes which will cost you money. Put your tax problems in our experts' hands. They will solve them.

**IF YOU EARNED \$500 OR MORE (SINGLE, OR \$1200 IF MARRIED)
DURING 1942—YOU MUST FILE A
RETURN BY MARCH 15th**

FACTS

**YOU SHOULD KNOW
ABOUT YOUR INCOME
TAX RETURN**

1. You may take a credit of \$350.00 for a dependent if you furnish more than half of the support of a person under 18, or over 18 who is incapable of self-support.
2. If you are single it is possible to be considered head of the family providing you support and maintain in your home a person or persons who are related to you and over whom you have the right to exercise family control. As head of the family you may then claim a credit of \$1,200 instead of \$500.00.
3. That no matter what pay-as-you-go income tax law is passed this year you must file your income tax return and pay at least one quarter of it before March 15th.
4. In filing your return this year your Social Security number is required.

The above are only a few of the problems that arise in filing your income tax for the year of 1942.

You must file a return this year even if your credits and exemptions mean you have to pay no tax. Don't take chances. Come to The Rochester Sun Income Tax Service Center and find out if you must pay an income tax, and how much. Our experts can compute your tax right down to the penny. They have the knowledge and you can benefit by their experience at a minimum cost. Fees are as low as two dollars.

**DON'T DELAY—
ACT NOW AND
AVOID THE RUSH**

Income Tax Service Center Open Daily
10—5:30, Mondays 10—9:30. Other Even-
ings and Sundays by Appointment.

**ROCHESTER SUN
INCOME TAX SERVICE CENTER
68 MAIN ST. E.**

When reheating your roast in thickly buttered paper. By on the second day, it won't dry this means the roast bastes it-out half as much if you wrap self as it heats through.

BRAND NEW!

DEAR EDITOR:
Your smart, new magazine FICTION is the most entertaining and interesting thing that's happened in a blue moon! FICTION is a superbly blended magazine of Mystery, Romance, Adventure and Humor! I suppose such fine authors as Nina Wilcox Putnam, Dorothy Black, Richard Powell, and all the others are bound to make the magazine sparkle. I read every one of the nine stories, the complete novelette, the serial and all the features. They're great! Good luck to the new magazine FICTION!

Yours truly,
JANE DOE

FICTION Magazine
February, 1943
At Your Favorite News Stand
15c

Genuine INLAID LINOLEUM
Standard Gauge
Burlap Back
Cemented To Your Floor
Small additional charge for feltting and double cementing—Union Labor.
\$1.79 Per Yd. Free Estimates

EMPIRE FURNITURE CO.
164 MAIN ST. W. near WASHINGTON MAIN 5389

The Land of the Free

prefers today's **GENESEE**

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

KEY
ROCHESTER'S MODERN
CUT RATE
DRUG STORES

470 N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTON
724 WINTON ROAD NO. 102 NEAR WINTON
457 RIDGE RD. W. NEAR DEWEY

TODAY THROUGH WEDNESDAY

KEY COUPON
NAPKINS
Reg. 10c Box of 80 Limit 2 **6c**

KEY COUPON
NAPKINS
Box of 12 Limit 2 **13c**

VITAMINS-MINERALS
GET BOTH IN THESE HIGH POTENCY CAPSULES

Now you can get all the vitamins and minerals you need in this easy to take form. Modern, over-refined foods are often deficient in important health giving vitamins and minerals, causing a breakdown of normal health and vigor. The result is that people get frequent colds, are easily fatigued, get nervous and irritable. The skin becomes rough, nails brittle and elimination becomes irregular.

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

CHECK THE HIGH VITAMIN AND MINERAL POTENCY OF ALVITA CAPSULES

Vitamin A—20000 U.S.P. Units
Vitamin B—2000 U.S.P. Units
Vitamin E—From 1 Minim. Wheat Germ-Oil
Vitamin B-1—250 U.S.P. Units
Vitamin C—500 U.S.P. Units
Vitamin B-2—62.5 Gammas Ribo Flavin
Liver Concentrate 2 Grains
Iron Sulphate—U.S.P. 1/2 Grain

KEY COUPON
Drinking Glasses
9-oz. Size Non-Chip Edge
2 FOR **5c** Limit 4

KEY COUPON
WAXPAPER
CUTTER BOX Heavy 100 Feet Limit 2 **10c**

ALVITA
LIVER & IRON CAPSULES

At All Key Stores

KEY COUPON
RAT-TAIL COMBS
Assorted Colors — Limit 2 **7c**

KEY COUPON
MILK MAGNESIA TABLETS
Reg. 50c Bottle 100 Limit 1 **17c**

Brewer Yeast TABLETS
Bottle of 250 Reg. \$1 Limit 2 **39c**

KEY COUPON
Brewer Yeast TABLETS
Bottle of 250 Reg. \$1 Limit 2 **39c**

KEY COUPON
Ironized YEAST TABLETS
Dollar Bottle **49c**

ELECTRIC HEAT PAD
3 Switch Control \$2.50 Value **\$1.79**

KEY COUPON
ASPIRIN
Bot. 100 Tablets **59c**

KEY COUPON
Medicated THROAT DISCS
PARKE DAVIS Box 60 **15c**

ONE-A-DAY
VITAMIN AND IODINE TABLETS
30 Day Supply **49c**

KEY COUPON
CANNING JAR RUBBERS
BOX OF 12 **4 FOR 19c**

KEY COUPON
Thermometer
\$1 Value Oral or Rectal **49c**

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

KEY COUPON
AMPHOJEL
\$1.50 Size **\$1.29**

KEY COUPON
CEREVIM
BABY FOOD NEW LOW PRICE! Pound Size **39c**

COUGHING COLDS RELIEVE DISTRESS WITH
VICKS VAPORUB
Regular 59c Size Cut to **59c**

KEY COUPON
PERTUSSIN
FOR COUGHS 60c Size **49c**

KEY COUPON
IPANA Tooth Paste 50c Size **39c**

HAZARDS
Although continually in danger of infection and contagion, you perhaps rarely give it a thought. Your physician, however, is evermindful of the situation and keeps pace with the advancement of medical science by constant study. We are glad to cooperate by filling his prescriptions with the finest prescription chemicals, pharmaceuticals and biologicals obtainable.
We use Merck Prescription Chemicals.

KEY COUPON
POLIDENT POWDER 60c Size **49c**

KEY COUPON
BORDEN'S PLAIN MALTED MILK \$1.29 5 Pound Can — \$2 Value

HEAVY AMERICAN MINERAL OIL
PINT25c
QUART45c
1/2 GALLON85c
GALLON1.49

KEY COUPON
GROVES LAXATIVE Bromo QUININE 35c Size **27c**

KEY COUPON
BUSINESS ENVELOPES Pkg. of 25 **4c**

Lucky Strike CIGARETTES
2 PKGS. **30c**

KEY COUPON
SCHICK TYPE BLADES INSECTOR STYLE Pkg. of 12 **49c**

KEY COUPON
DR. WEST NYLON TOOTH BRUSH **25c**

SPECIAL STOCK UP SALE
3 ROLLS **19c**

KEY COUPON
SCHICK TYPE BLADES INSECTOR STYLE Pkg. of 12 **49c**

21, 1943
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V. Neusch
Smith
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The Rochester Sun

SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 5 St. Paul St., Rochester, N. Y. Distributed free to 75,200 homes in Rochester, Greece, Brighton and Irondequoit. Mail subscriptions \$1.50 a year in advance (within Rochester city limits). Outside city, \$2.00 per year.

SIXTH YEAR—No. 20

ROCHESTER, N. Y., THURSDAY, JANUARY 28, 1943

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

DIARY

OF A
BEAUTY
AUTHORITY



Helena Rubinstein

New York—It is an everyday sight in Times Square to see men in the uniforms of Dutch or Greek Navy, the Canadian, New Zealand or Australian army, or to read about a Russian woman gunner touring this country. Newspaper headlines, and the fact that so many of our boys are in Africa, Australia and England, cause us all to have a far broader outlook than ever before. So I thought it might be interesting to note the influence of the United Nations on American make-up and coiffures.

Of course, we adapt these influences to the convenience and taste of American women. For example, what I call the Chinese hair-do is one created by Mr. Michel, hair stylist of my New York Salon, but it bears a strong Chinese influence. In this coiffure, the hair is pulled straight up off the neck and at the sides. It is combed into a heavy flat roll high above either ear. The hair at the front of the head is combed forward into a flat Chinese roll on the forehead.

Chinese influence in make-up can be seen in the porcelain-like foundation which smart women wear these days. An effect that can be achieved by using a cake make-up or a thin, filmy cream (Continued on page seven)

'MOTHER AND SON STYLE



MATCHED STYLES for mothers and sons are a fashion first in the new sports lines. CBS actress Joy Hathaway dresses her young son, Charles, in a pair of tartan plaid slacks to match her own, and a cypress green cardigan to complement her jacket.

Spaghetti Dinner Planned By O. E. S.

A meeting of Germania Chapter, O.E.S., will be held next Monday in Room A, Mas-

nic Temple, with Worthy Marion Anna Batlem, presiding. Preceding the meeting a spaghetti dinner will be served in Star Dining Hall from 5 until 7 o'clock. Grace Kurzrock is chairman. The public is cordially invited to attend the supper.

DECREES OF FASHION

By ROSELLEN CALLAHAN

Hats, hats, hats. Fashion has completely gone to our head the last couple of weeks. Leading New York milliners have come forth with the finest collection of hats we've seen for quite some time. And good news, ladies, they flatter your face and pamper your pompadour. First of the important showings was presented by the Millinery Fashion Inspiration triumvirate—Lilly Dache, John-Frederics and Sally Victor. The big three pooled their talents and created a line of models which gives wholesale milliners definite trends to follow in manufacturing hats for nationwide distribution.

Pretty as a picture were the hats Lilly Dache sprung on us for Spring 1943. Her coil and capot styles take years off your age. As an added attraction, film star Anita Louise modeled a few of the most fetching of these flowered and beaded capots. A divine collection of dim-out hats—white and creamy satin cloches, chalk spangled fedoras and beaded passementerie eveline pillboxes—dress up your plain black suit or basic frock to within an inch of its life.

Birthday Ball Saturday To Have Two Bands

Two topnotch local bands under the direction of Norbert Klem have been engaged to play at the President's Birthday Ball to be held simultaneously in two ballrooms of Hotel Seneca on Saturday night.

Funds raised through this annual event, together with money received from coin boxes now in stores and public places throughout the city, will finance work for crippled children in the Rochester area.

The Birthday Ball is held each year and in Rochester is Chapter of the National Foundation for Infantile Paralysis, headed by Mrs. George C. Schlegel.

The March of Dimes coin boxes are contained this year in a poster showing a cripple child in a wheel chair who pleads: "Help Me To Win MY Victory." Last year more than \$2,000 was collected in this effort.

Tickets for the ball will be on sale at the door Saturday night, or may be obtained at Monroe Chapter headquarters in the Seneca Hotel.

Part of the funds will be used to finance instruction in the now famous Kenny treatment for poliomyelitis.

Other projects made possible by these funds include research at the Municipal Hospital under the direction of Dr. R. Plato Schwartz, and the purchase of equipment needed for the treatment of infantile paralysis sufferers.

Readers Hail Shopping News Tax Service

With federal forces admittedly inadequate to handle all consultations prior to March 15 when an estimated 200,000 Rochester area residents file income tax returns, announcement last week of the opening of an Income Tax Service Center by Shopping News created more than usual interest.

The project, sponsored by the Service Department of this paper, was designed to ease the burden on individual taxpayers and to furnish them the services of expert accountants and tax consultants at a nominal sum. This, it is believed will insure a greater percentage of accurate returns from the Rochester area.

The Sun-Shopping News Income Tax Service Center will help each taxpayer to fulfill his duty in filing an income tax return which is letter perfect. Most patrons of the service find that they save many times the small fee by letting an expert make out their paper. The government doesn't want one penny not actually owed. But, if a taxpayer does not know just what deductions and allowances may be made he will, in effect, overpay his income tax. And no one will be able to tell just how much he overpaid.

Therefore it behooves every taxpayer to get the advice of an expert. Particularly this year when so many changes have been made in tax laws.

For the convenience of readers who wish to avail themselves of the Shopping News Income Tax Service, the bureau, located at 68 Main St. E., will be open every day from 10 a. m. to 5:30 p. m. and on Monday will remain open until 9 p. m. Appointment may be made for evenings or Sundays by calling Main 5967.

Officials of the service center have urged that taxpayers come in early, before the March rush. It is a habit for many people to wait until March 14 or 15 and then stand in line for hours while tax consultants rush through the returns. All this can be avoided, say officials, by making out the return early. Early in the day and early in the month.

Amusements

- AUDITORIUM "WATCH ON THE RHINE" Feb. 1 and 2. With Lucille Watson, Paul Lucas, Mady Christians.
- CENTURY ★ Menly Wooley in "LIFE BEGINS AT 4:30"; also "WHEN JOHNNY COMES MARCHING HOME"
- LOEWS "THE CRYSTAL BALL" with Paulette Goddard and Ray Milland; also "UNDERGROUND AGENT" with Bruce Bennett.
- PALACE ★ James Cagney in "YANKEE DOODLE DANDY"; added: "PARADE OF TIME—" "RUSSIA 1943"
- CAMEO & WEST END ★★ "NAVY COME THROUGH" with Pat O'Brien and George Murphy. Cameo 2nd Feature, "HENRY ALDRICH EDITOR"; West End 2nd Feature, "RHYTHM PARADE."
- CAPITOL ★ Bing Crosby, Bob Hope, Dorothy Lamour in "ROAD TO MOROCCO"; also "STREET OF CHANCE"
- DIXIE ★★ "THUNDER BIRDS" with Preston Foster and Gene Tierney; also "RHYTHM PARADE"
- HUDSON ★★ "SERGEANT YORK" with Gary Cooper, Joan Leslie and Walter Brennan.
- MADISON & MONROE ★★ "FOR ME AND MY GAL" with Judy Garland and Gene Kelly; also "FALCON'S BROTHER" with George Sanders.
- REGENT ★★ "ARABIAN NIGHTS" in Technicolor; also "7 MILES FROM ALCATRAZ"
- REXY ★★ Judy Canova in "JOAN OF OZARK," also Robert Stack in "MEN OF TEXAS"
- RIVIERA ★★ "SPRINGTIME IN THE ROCKIES" with Betty Grable and John Payne; also "MAN IN THE TRUNK" with Lynn Roberts and George Holmes.
- STATE & LIBERTY ★★ "SEVEN DAYS' LEAVE" with Victor Mature and Lucille Ball; also "THE GLASS KEY" with Brian Donley and Veronica Lake.
- TEMPLE ★ HENRY BUSSEY AND ORCHESTRA on stage. "THE GREAT GILDERSLEEVE" end screen.

Founder's Day Fete Planned By PTA

Founders Day will be celebrated by the Central Council of Rochester PTA at Monroe High School next Tuesday at 8 p. m. A concert by the Inter-High Orchestra under the baton of Karl Van Hoesen will be fol-

lowed by a roll call of PTA units represented in the council. Highlight of the evening's program will be a pageant depicting the purpose, work and people of the PTA. Groups of several nationalities will participate, symbolic of the many races which go to make up America. Mrs. Einar T. Anderson is chairman of the committee in charge.

Starts Tomorrow Morning!

PRICES HIT BOTTOM IN THIS GREAT FEBRUARY

SALE OF FINE FURS

Select your coat NOW, while Stocks are Complete! We guarantee the prices will not be lower this year! A saving on every purchase in this annual event—GUARANTEED!

We List a Few of the Hundreds of Fine Fur Bargains!

Finest PERSIAN PAW	\$98 to \$129
CARACUL (Gray and Black)	\$119
DYED FOX 1/2 COATS (Silver-Blue and Red)	98.00
SILVER MUSKRAT (Natural)	135.00
SILVERTONE MUSKRAT	129.00
Mink & Sable Blended MUSKRAT BACKS	159.00
Finest Mink & Sable HOLLANDER Blended NORTHERN MUSKRAT BACKS	215.00
Finest Let-out SILVER RACCOON	239.00
Seal Dyed CONEY	69.50
Hudson Seal Hollander-Dyed MUSKRAT	239.00
DYED FOX JACKETS	59.00
Natural RUSSIAN SQUIRREL	\$229

9 EVERY NITE

CLIFFORD FUR CO.

1283 CLIFFORD AVENUE ONE BLOCK OFF PORTLAND
CLIFFORD FUR SELLS FOR LESS

SPECIAL GROUP!

BLACK & BROWN PONY
POSSUM DYED SKUNK
GRAY AND BROWN Caracul Paw
KIDSKIN (Black)
KID PAW AND MANY OTHERS

\$69.50

Values to \$150

SPECIAL GROUP!

FINEST Persian Lamb Coats

Would COST \$200 each to replace in today's fur market!

While They Last! **\$150.00**

★ ★ NO GAS! ★ ★

MOST OF OUR SALESMAN'S SAMPLES GOING ON SALE — NO GAS, SO THEY HAVE TO TAKE TRAIN — CONSEQUENTLY CAN'T CARRY MANY SAMPLES. ALL OUR HEAVY COLLEGE SAMPLE SWEATERS, JERSEYS ETC. BIGGEST OPPORTUNITY IN YEAR TO STOCK UP ON WARM WINTER WEAR.

CHAMPIONS SEMI-ANNUAL ODDS AND ENDS SALE!

STARTS TOMORROW 9.30 A. M.

BUY NOW FOR NEXT YEAR AS THERE IS A DEFINITE SHORTAGE OF HEAVY WARM MERCHANDISE WHICH WILL BE FELT BY THE CONSUMER MORE ACUTELY NEXT YEAR WE HAVE ALL WOOL SWEATERS AND HUNDREDS OF OTHER ITEMS OF WINTER SPORTSWEAR TO NUMEROUS TO MENTION THAT WOULD BE WORTH YOUR WHILE TO BUY!

NOW!

Hundreds of Warm All Wool Sweaters and Sport Jackets At Just A Fraction of Their Regular Selling Price!

BUY NOW!

MEN'S NAVY REJECT CREW SHIRTS (SECONDS)

29¢ EA. 4 FOR \$1.00

SIZES: — SMALL — MEDIUM — LARGE PLAIN OR WITH DESIGN

Champion
KNITWEAR CO. | 71 ST. PAUL ST.

CHILDREN'S WARM SNO SUITS Of the Better Quality Sizes 6 to 12

CHILDREN'S SEPARATE SKI PANTS \$3.79 Sizes 6 to 12

MEN'S AND BOYS' MACKINAW SWEATERS \$3.69 EA.

BUY WAR STAMPS & BONDS AT



TRADE IN Your Old FURNITURE and RUGS in FEBRUARY SALES for the HOME

CONVENIENT
TERMS
ARRANGED

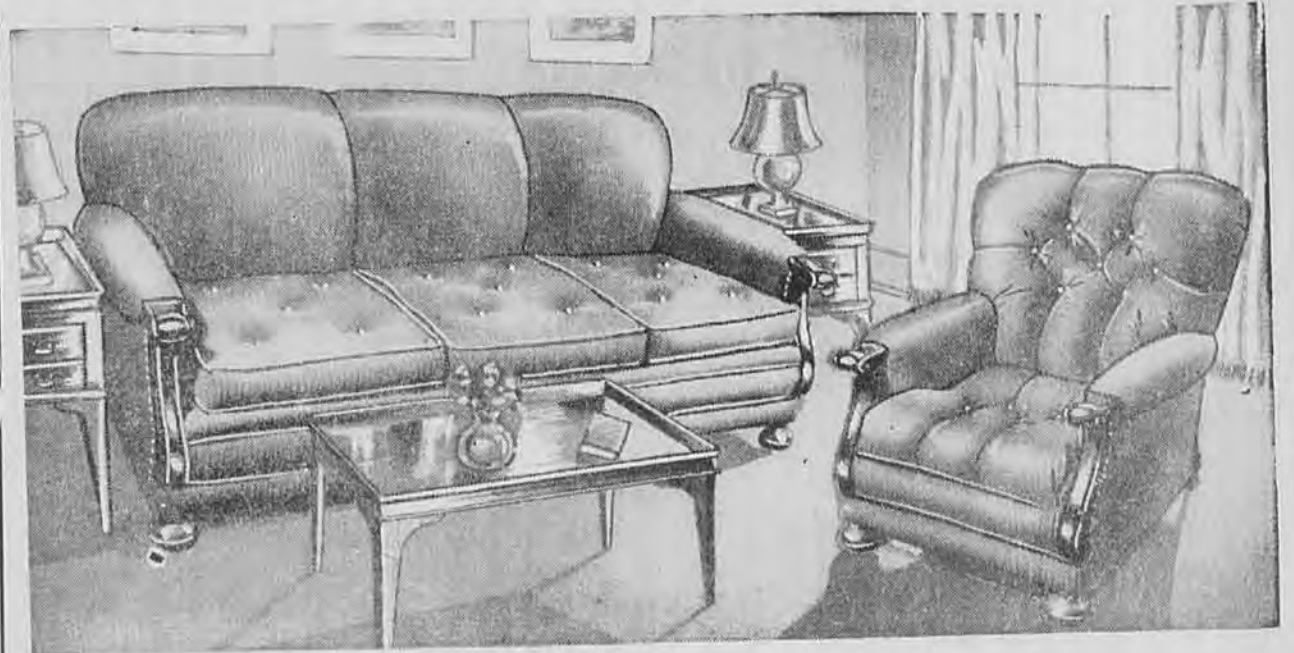


3-piece 18th Century Bedroom Suite

119.50

This handsome 18th Century Suite is finished in a rich Mahogany tone. The suite includes a heavy panel bed with headboard cut out, large chest with 5 roomy drawers, dresser with a fine plate glass mirror. And note these expensive details—shaped fronts, excellent cabinet work, fine hand rubbed mahogany veneers, dustproofing, center drawer guides. Furniture luxury on a budget.

EDWARDS—Fifth Floor



This Fine Lounge Type 2-Pc. Living Room Suite **149.50**

You really want to concentrate on your living room these days and make it as attractive as possible. This fine living room suite, combining enduring quality, careful construction, comfort and good looks is priced well within the average budget. Sturdy hardwood inner frames give unusually fine support. Sofa and large matching tufted back lounge chair. Wide selection of attractive coverings.

EDWARDS—Fifth Floor

Stearns & Foster Winsome Felt Mattress

15.95

Upholstered with cotton picker felt, sturdy outer roll edge, four rows of side stitching, extra high side wall, cotton tufts, strap handles. Furnished in single, three-quarter and full sizes.

EDWARDS—Fifth Floor

Heaviest Marbleized Inlaid Linoleum

1.99
Sq. Yd.

You're sure to find your taste in color in this beautiful marbleized effect. The same color or contrasting colors can be used as a feature strip, border or on work counter and back splash of sink. You can make your room strikingly individual to harmonize with your color scheme. And remember, you're getting over twice the wearing thickness of the ordinary qualities that sell for just a few cents less a yard.

EDWARDS—Fourth Floor

ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT

COME IN AND SEE THESE HARD TO BEAT VALUES!



IN TIME FOR ZERO WEATHER

MEN'S OVERCOATS

FLEECE
HERRINGBONE
DIAGONALS **\$15** SINGLE AND
DOUBLE
BREASTED

An exceptional value at this price! All the popular styles. In Dark Gray, Brown, Navy Blue and Teal. Regular and Shorts. Hurry! Hurry!

A GARMENT MADE TO PLEASE MEN'S SUITS

- Worsted and Twist
- Blended Yarn
- Fine Fit
- Regular, Shorts And Stouts

19.95

Edwards Basement



SELECTED FOR SERVICE!

WOMEN'S RAYON HOSIERY

First quality flawless hose, Sheer Chiffon. All Rayon leg. Cotton reinforced foot. Also Service Weight. Colors—Valorous, Glorious and Victorious.
69¢
2 prs.
for 1.25
Sizes 8½ to 10½

STURDY PILLOW CASES

A great buy... these pillow cases! An 42x36 Sturdywear variety, also an 45x36...
29¢
80x80 square muslin case.

WHITE TURKISH TOWELS

Just 200! A heavy navy style double thread towel. Slightly imperfect. — Size 22x44.
59¢

Edwards Basement

GAY, REFRESHING PRINT DRESSES 2.99

French Crepe

A darling print dress that will pep you up and make you forget about the cold. All colors, in sizes 14 to 20 and 38 to 52.

ALSO POLKA DOT DRESSES AT THE SAME PRICE!

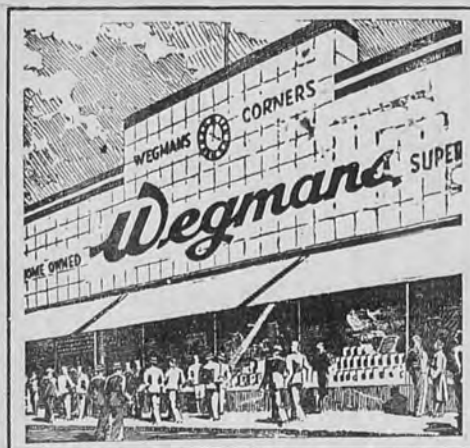
Colors—Navy, Green, Blue, Red and Luggage.

Sizes—14 to 20 and 38 to 44

Edwards Basement



BUY A
BOND
TODAY



Brighter Breakfasts
Breakfast cannot often be leisurely in these busy times, but we can make it brighter by a touch of novelty—for instance a different cereal each morning of the week. Fortunately for nutrition, all the cereals in the line of the world's largest manufacturer either are made from whole grain or restored to whole grain nutritive values.

French Toast Bars

4 slices day-old bread
3 eggs
1/2 teaspoon salt
1/4 cup corn flakes
1/4 cup shortening
2 tablespoons powdered sugar
Trim crusts from bread, halve each slice lengthwise. Beat eggs lightly and add salt. Crush corn flakes to make coarse crumbs. Dip each piece of bread in egg and roll in corn flakes crumbs. Fry in shallow hot fat until golden brown. Sprinkle with powdered sugar and serve at once.

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.



Surround Yellow Turnip With a Lima Bean Ring

*Lima Bean Ring (or Roast Veal with Pan-Browned Potatoes)
Buttered Mashed Rutabaga
*Lime Molded Vegetable Salad

Fruited Jello Beverage

*Recipes Included: Approx. Cost \$2
This menu is properly balanced for nutritional value. It supplies: Lima Bean Ring Mold; Vitamins A, B, B-1 and G; Carbohydrates, Proteins, Minerals as calcium, potassium, iron and Alkaline.
Rutabaga: Vitamins A, B, C, Protein, Minerals as above.
Molded Vegetable Salad: Minerals, Vitamins A, B, C, and G; Carbohydrates, Fats, Proteins in mayonnaise. Dessert: Vitamins A, B, C; Carbohydrates, fats and minerals.

Use of Leftovers

Don't fret over any leftover limas. Mash them, including the other ingredients of the ring mold. Add a bit of fine diced onion. Mix the vegetables with 2 cups cracker or bread crumbs, a dash of salt, pepper, and a bit of finely chopped parsley. Add 1 beaten egg, 2 tablespoons melted butter and a bit of milk if mixture seems dry. Form into croquettes, roll in cracker or bread crumbs and fry in deep hot fat (375 degrees F.) until nicely browned. Serve with white sauce garnished with chopped parsley.

Hot, Nutritious Soup Featured For Lunch Box

The parade of the lunch boxes marches on! Five days each week millions of these boxes, packed by nutrition-conscious American mothers, make their way to schools. Others are carried to factories and war plants—not five days, but seven days in the week!

The problem of providing variety in lunch boxes grows more perplexing as the season progresses, and with wintry weather the need for something hot becomes more urgent.

A thermos of hot, nutritious soup is one of the best solutions to the problem of something warm, something satisfying and something to add good stores of body-building nutrients.

Cream of Lima Bean Soup is one of the happiest solutions to this problem. Without dipping into the meat ration, this soup supplies a wealth of essential food elements. The dried lima beans furnish three times as much iron as spinach, large amounts of protein, good stores of essential vitamins B1 and G, as well as an amazing amount of quick-energy-giving carbohydrates.

It's easy to make, too. For most trifty homemakers will keep some cooked dried beans on hand for such luncheon uses. It's just as easy to cook up a double or triple portion of economical limas at one time so that they'll be ready for use in quick salads and soups as well as in the evening's dinner entree.

To revive the fresh juicy tenderness of two cups of dried California limas, soak them in cold water from 4 to 5 hours. Cook in same water 20 minutes, add salt and cook 10 to 20 minutes longer or until beans are tender.

Cream of Lima Bean Soup
1 1/2 cups cooked dried California lima beans
1 tablespoon parsley, finely minced
1 cup top milk or thin cream
2 tablespoons butter
1/2 teaspoon flour
1/2 teaspoon salt
1/4 onion, minced
1/4 teaspoon pepper

Rub limas through a coarse sieve. Melt butter, add onion and cook 5 minutes. Remove onion, add flour to remaining butter, blend until smooth. Add pureed lima beans, cream, salt, pepper and minced onion. Bring to boiling point. Pour into thermos for lunch box or serve immediately. Soup may be garnished with whipped cream if desired.

Valentine PHOTO OFFER



Valentine's Day, February 14th
No Appointment Necessary
1/2 PRICE
LOVELY PORTRAIT MINIATURE
Regular \$3.50 Value
Now Only **1.75**

Perfect for the Men in the Armed Forces
12 Proofs Submitted
Special in This Week's Issue
Full-color photograph of Captain Eddie Rickenbacker and his family suitable for framing.
On Sale Throughout The Week At All Rochester News Dealers!
GET THE HABIT
Read The New York SUNDAY MIRROR

BIG 5c WORTH

16 Pages of Color Comics
Coloring Magazine Section
Main News Section
Special In This Week's Issue
Full-color photograph of Captain Eddie Rickenbacker and his family suitable for framing.
On Sale Throughout The Week At All Rochester News Dealers!
GET THE HABIT
Read The New York SUNDAY MIRROR

For BETTER MEALS at BIGGER SAVINGS!



"52 SUNDAY DINNERS"
64 pages—52 pictures

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
Mail or Bring This Coupon With Your 25c Today

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 this Coupon at 25c per copy, including mailing cost.

Name _____
Street _____
City _____

MONEY-BACK GUARANTEE
If, after buying and using this book, you decide you don't want it, return it within 7 days and Shopping News guarantees you return of purchase price.

JUST ARRIVED THREE CARLOADS of CANNED MILK!

Carnation Tall Can 10c

JERSEY BRAND 3 TALL CANS 29c

Van Camps Tall Can 10c

BUY NOW WHILE SUPPLY IS PLENTIFUL



Dry shampoos seem destined with a newly laundered brush for a come-back. Women who work in war-plants haven't the time or energy to frequent the hair-dresser as often as the dome needs shampooing—so back comes the dry shampoo. Rub in with turkish towel, whisk out!

TOWNSEND CLUB
Townsend Prosperity Club No. 19 will meet Tuesday, at 208 Main St. at 8 p.m.

YES! WE HAVE THEM — NEW HOME SEWING MACHINES QUALITY GAS RANGES

BICYCLES \$32.50
QUAKER RUGS --- 9x12 \$6.95
RE-BUILT ELECTRIC CLEANERS \$22.95
One gallon covers entire room.
KEM-TONE PAINT \$2.98

NO DOWN PAYMENT Charge Account Plan
EASY TERMS Our Installation Plan Conforms to Government Regulations

UNIT PARTS ROCHESTER CORPORATION
1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD

WM. F. & G. GEO. SHAFER
Formerly President and Vice-President of **MENG & SHAFER**

You'll Have to Hurry Now

January FUR SALE

Fur Coats
Within the Incomparably Low Price Range of **\$79 to \$695**
A Few of Many Examples:

Persian Paw \$132 to \$187
Caracul \$143 to \$220
Sable-Blend Muskrat \$198 to \$286
Kidskin Coats \$198 to \$231
Skunk Coats \$165 to \$319
Black Persian \$231 to \$495
Raccoon \$195 to \$242

Fur Jackets \$44 to \$352
Fur Scarfs \$11 to \$1870

Charge Accounts ALL PRICES INCLUDE TAX
Budget Accounts

SHAFFER CO.
51 EAST AVENUE

OLD DUTCH CLEANSER 8c

ELSCO QUALITY FOODS STORES

CUT RITE WAX PAPER 17c

OCTAGON PRODUCTS
LAUNDRY SOAP 5c
CLEANSER 5c
GRANULATED SOAP 25c
SOAP POWDER 5c
TOILET SOAP 5c
SOAP FLAKES 25c

20 MULE TEAM BORAX 15c
BORAXO THE PERFECT HAND CLEANER 15c

IVORY SOAP
Guest Size 5c—Large 11c
Medium Size .2 for 13c
IVORY FLAKES Large .24c

IVORY SNOW Large .24c
CAMAY SOAP .8c
LAVA SOAP .7c

CHIPSO Large Package .24c
D U Z Large Package .24c
OXYDOL Large Package .24c
SELOX .15c
P & G SOAP .5c
CRISCO 3 lbs. .73c

KIRKMAN'S
BORAX SOAP 5c
SOAP FLAKES 25c
GRANULATED SOAP 25c
CLEANSER 5c
FREE Handkerchief in Each Package

LUX TOILET SOAP .8c
Lux Flakes Med. 10c Lge. 24c
Spry, 3 Lbs. .73c
Fairy Soap .4 for 17c
RINSO Small .10c Large .24c
LIFEBUOY SOAP .8c
SWAN Med. 2 for 13c Large .11c
GOLD DUST POWDER Large Package .18c
PALMOLIVE SOAP 8c
KLEK. Med. .11c

SUPER SUDS 24c

Sears FEBRUARY FURNITURE and RUG SALE

BOTH STORES ARE OPEN FRIDAY AND SATURDAY 'TIL 9 P. M.

GENUINE INLAID LINOLEUM

Laid And Cemented To Floor

Another of Sears "Firsts" in our gigantic February Sale. Genuine Inlaid Linoleum laid and cemented to your floor by our factory trained experts, a pattern, color and price for every budget. All labor included, no further charges, altho there is a slight extra charge for out of town installations. Buy on our Budget Plan. On sale Second Floor Monroe.

YOUR CHOICE 3 QUALITIES



**THRIFT!
LINOTRED!
GIBRALTER!**

Not one but a complete price range for every budget. Sears Floor Coverings have long been noted for their beauty and long wearing features. Our complete stock of Tiles, Florals, Geometrics in every wanted color for every room reduced for our February Sale!

GOOD

\$1.19

Square Yard Applied

Genuine Inlaid Linoleum that is budget priced to give good quality at low cost. Trouble free because of patented felt back, easily removed if desired.

BETTER

\$1.49

Square Yard Applied

Linotred a heavier, stronger, genuine inlaid linoleum, exceptional beautiful and long wearing. Glowing satiny surface is easy to clean. Marble tile and geometric designs.

BEST

\$1.79

Square Yard Applied

Gibraltar our finest, smartest, longest wearing, genuine inlaid linoleum. Extra thick, extra smooth, with extra heavy backing. Spot-proof and water-proof. Marble tile and geometric.

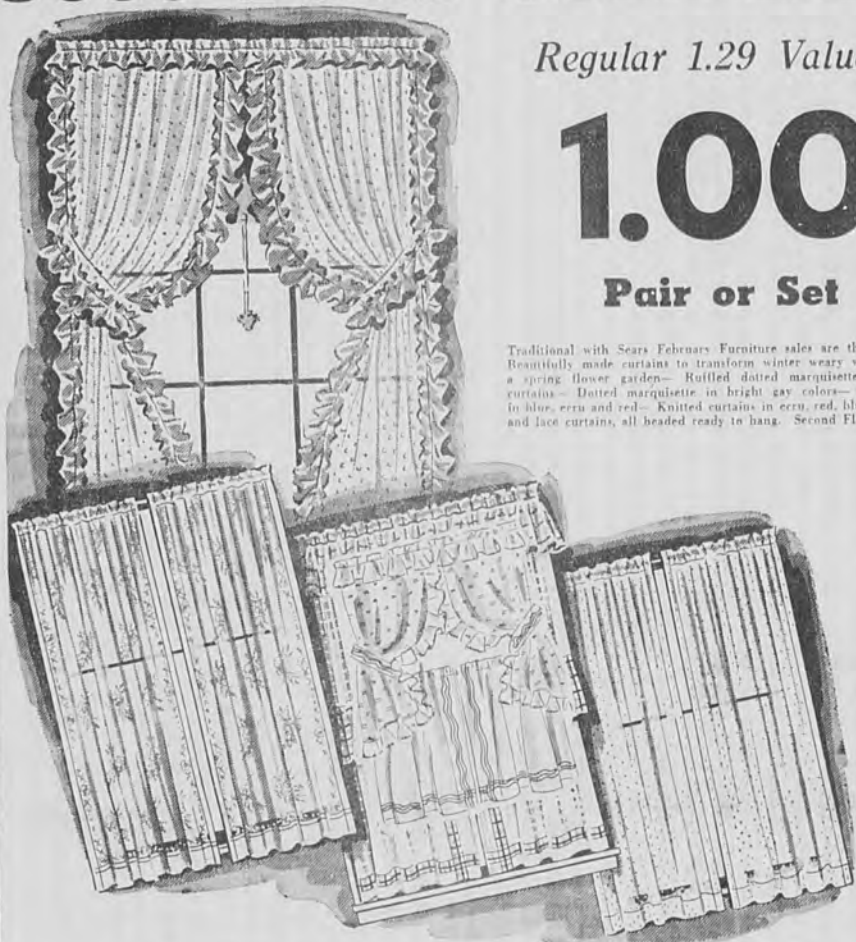
Remember all installations done by Factory Trained mechanics—On sale Second Floor Monroe Ave. Store

3000 Pairs CURTAINS

Regular 1.29 Values!

1.00

Pair or Set



Traditional with Sears February Furniture sales are these savings! Beautifully made curtains to transform winter weary windows into a spring flower garden—Ruffled dotted marquisette—Tailored curtains—Dotted marquisette in bright gay colors—Cottage sets in blue, ecru and red—Knitted curtains in ecru, red, blue and green and lace curtains, all headed ready to hang. Second Floor, Monroe.

Every Pair Perfect Quality

All Headed Ready To Hang

All Made With Deep Hems

RUFTEX and HOMESPUN



Drapes 3.98

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Ready to hang and frame every window in your home—Heavy textured, with patterns woven throughout and through 2 1/2 yards long by 72 inches wide, to the pair. Buy on Budget Plan in amounts of \$10 or over. Second Floor, Monroe.

RAYON MARQUISETTE



Curtains 2.49

Pair

Not only exceptionally fine curtains for the money but a selection wide enough to suit every taste and need. Every curtain 44 inches wide by 2 1/2 yards long, all headed, hemmed, ready to hang. Second Floor, Monroe.

FRAME OR VENETIAN STYLE

Clear Glass Mirrors

1.00

A once in a lifetime buy—are these smartly styled mirrors, for no home has too many of them. Mirrors for hanging over the mantel, over the buffet, in the hallways, in extra corners, choice of several sizes. On sale Second Floor, Monroe.

CHOICE OF PATTERNS

36 In. Curtain Marquisette

10c Yard

If you hanker to make your own curtains at a distinct savings and still have quality here's your opportunity. Sheer, fine material in assorted colors and patterns. On sale, Second Floor, Monroe.



STAIR CARPET

1.00 Second Floor Monroe
Regularly \$1.39 yard. Standard stair width. Choice of colors and patterns.



CHENILLE RUG

2.00 Second Floor Monroe
Regularly \$2.98. Large size, thickly tufted rugs in assorted colors and patterns.



REGULAR \$39.95

9x12 ALL WOOL AXMINSTER RUG

37.77 Second Floor Monroe

Deep luxurious soft pile, tightly woven. Patterns that are modern, add beauty to your home. Every one a masterpiece of color blendings, choose from florals, hooks and orientals. Buy on our Budget Plan.

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Made To Sell For \$2.39
18x30 SIZE

Coco Mats

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Both Stores

Heavy quality, long fibre genuine coco mats. Ideal for porches, hallways, etc. All with strong bound edges.

MADE TO ORDER 2 PIECE SLIP COVER SET



Choice of Fabrics At Amazingly Low Prices

21.95 Sofa And Chair

Second Floor, Monroe

Just like having new furniture at a small price—Have your chair and sofa recovered over by Sears expert workmen. Choose from numerous floral and tailored stripes. Cut and measured in your home, beautifully tailored into slipcovers with pleated flounces, french seams and snap fasteners. Buy on Our Budget Plan.

SEARS, ROEBUCK AND CO.

Monroe Avenue, At S. Union
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Stuff chops with corn flakes ent, too — for the corn flakes crumbs for variety. It's a good way to add valuable food elements made by the world's largest manufacturer of ready-to-eat cereals are restored to whole grain values of thiamin (vitamin B), niacin and iron.

GUARANTEED PENNSYLVANIA HARD R. & P. COAL
EGG STOVE PLUS TAX \$12.70
R. G. & E. COKE—FAMOUS READING ANTHRACITE MARSHALL'S
COAL AND COKE CO. 296 Driving Pk. Glen 109

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From our large selection of patterns, all colors through to back, it is still possible to modernize that kitchen floor with
Armstrong INLAIN LINO FLOOR
ANY ROOM-SIZE UP TO 10x12 \$18.75
COMPLETE WITH LABOR AND MATERIALS

VENETIAN BLINDS AT BIG SAVINGS
Minimum 10 sq. ft. 38c ft.
SAVE ON WINDOW SHADES
Bring your own rollers to be recovered. Selection of colors.
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KEM-TONE \$2.98 gal.
Covers an entire room.

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NIGHT or DAY—BUY WAR BONDS and STAMPS AT LOEW'S

LOEW'S
Win Guest Tickets to Loew's
Ray Milland Paulette Goddard
THE CRISTAL BALL
Gladys George Virginia Field Wm. Bendix
Under What Sign of the Zodiac Was Paulette Goddard and Ray Milland Born—The First 25 Correct Answers Will Receive Guest Tickets To Loew's. Mail All Entries To The Rochester Sun Contest Editor No Later Than Fri. Jan. 29th.

YOUNG WIVES NEED NOT BE EMBARRASSED CONCERNING THIS INTIMATE PROBLEM

Jingle Writers To Receive Free Movie Tickets
Ten pairs of guest tickets to Schine Theatres will be awarded readers of Shopping News who send in a jingle explaining the merits of attendance at Schine neighborhood theatres.
An example of a jingle you might submit would be:
Why Wives and Eels If Gas You Can't Get
And Your Patience is Running Low?
The Pictures You've Missed Are All
Our Gas!
And We'll Always Have a Good Show!

Form for jingle submission with fields for Name, Street, City, State, and Zip.

IRONIZED YEAST 47c
4-WAY COLD TABS. 17c
SLOAN'S LINIMENT 29c
Gold Medal HAARLEM OIL CAPS 18c

JOY
Good Health—Sufferers of RHEUMATISM CONSTIPATION WEAK KIDNEYS
For Better Health!
RHEUMATISM. Arthritis is a painful disease. It causes agony and misery. In America, we have the wonder Mineral Springs in Georgia, patronized by thousands year after year. In France is the Lorraine and Aix Le Bains, and in Greece the very famous Spring of Thronon where, according to the legend, Hercules, the God of Strength and Youth, drank his health to rejuvenate; to be forever young.

Wonder Minerals
Bio-Mineral is a combination of vitally important minerals, blended by Nature for those suffering the agony of Rheumatism, Arthritis, Stomach and Kidney ailments. It comes from the depths of the earth—Nature's laboratory. It is NOT a Mineral Oil, phytic or harmful drug. Contains NO alcohol—NO drugs—NO opiates—NO preservatives—NO fillers. A SINGLE habit forming ingredient. ONLY Natural, Life-giving Minerals—these same minerals of the world's best springs in highly concentrated liquid form.

Try it at Our Expense
ORDINARY cathartics are habit forming and never cure constipation. They force out the foods and digestive juices from your stomach and do not correct the cause of your trouble. If you suffer from Constipation, use Tonic, Riolin, Water, Kidney, 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 physic and does not interfere with the natural foods in your stomach. It reaches down to the root—the cause of your trouble, eliminating abnormal waste material, and purifying intestines thoroughly.

BIO-MINERAL—SPECIAL OFFER!
2 bottles \$1.85—3 bottles (60 DAY TREATMENT) \$2.75—1 bottle \$1.00
GUARANTEE: We Will Refund Your Money In Full, If You Are Not Satisfied After 5 Days' Trial
DAW'S DRUG STORES

Wedding Rice
Here the tradition is to throw rice at weddings, but in far off Burma the bridal couple shares a bowl of rice as a central feature of the wedding ceremony—symbolic of the cereal's life-supporting power. Rice food values are available to Americans in the form of a crisp breakfast food, oven popped rice cereal, which is restored to whole grain nutritive values of thiamin (vitamin B), niacin and iron.

DOLAN'S CHICKEN
You Prefer BREASTS... 52c, LEGS... 49c, WINGS... 29c, NECKS... 15c, GIBLETS... 25c, LIVERS... 49c
DOLAN'S
600 JEFFERSON AVE.
Tel. Barlett Telephone General 1417

Girdle Shortage Need Not Worry Certain Fat Women
You don't know how often slim women without excessive diets and lackluster exercises when you wear fat in due to thyroid deficiency and you have nothing else to wear with you. Just get Marmala and take Marmala tablets only according to the recommendations and instructions with the package.
Marmala is not a cure-all. It is doubt as any time about advisability of treatment and for further information as to the properties and action of the Marmala ingredients, consult a physician.
If you need Marmala, why not lose those extra pounds and enjoy the Marmala way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

DAW'S COUPON
FRUIT-FLAVORED SUCKERS Box of 18 Assorted 8c
Reg. 15c Value (Limit of 2 Boxes)
DAW'S COUPON
PAPER NAPKINS 2 for 11c
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Old? Get Pep, Vim with Iron, Calcium, Vitamin B.
MEN, WOMEN 49c
FALSE TEETH 2 for 11c
DENTUR-EZE 9c

Vitamin-Tested COD LIVER OIL 69c
BARBASOL Shave Cream 21c
MARROW Oil Shampoo 29c
SODAMINT TABLETS 4c
Absorbine JUNIOR Liniment 68c
SHAEFFER BLADES 29c

Waterproof Baby Pants 29c
GERBER'S Cereal or Oatmeal 14c

GILLETTE SHAVE CREAM 33c
GIANT SIZE

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New COMBINATION NIPPLE and CAP 20c
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CASTILE SOAP 2 for 15c
CRIB SHEETING 29c
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Rectal Soreness Prolarmon Rectal

Genuine INLAIN FLOOR COVERING
Large Selection of Patterns. All Colors Through To Back
98c
Modernize Your Kitchen
EMPIRE FURNITURE CO.
164 MAIN ST. W. near WASHINGTON MAIN 5389

A BEST KNOWN MEDICINE
made especially to relieve 'PERIODIC' **FEMALE PAIN**
And Its Weak, Cranky, Nervous Feelings—
Take heed if you, like so many women and girls, have any or all of these symptoms: Do you on such days suffer cramps, headaches, backache, weak, nervous feelings, distress of "irregularities"—due to functional monthly disturbances? Then start at once—try Lydia E. Pinkham's Vegetable Compound. Pinkham's Compound is so helpful to relieve such distress because of its soothing effect on one of woman's most important organs. Taken regularly through the month—it helps build up resistance against such symptoms. Thousands upon thousands of women report benefits! There are no harmful opiates in Pinkham's Compound—it contains nature's own roots and herbs (fortified with Vitamin B). Also a fine stomachic tonic! Follow label directions. Write for FREE Pamplet.

DAW'S COUPON
DAW'S COUPON

IRONIZED YEAST 47c
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A Generous Size Package of CEREVIM Baby Food

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Rectal Soreness Prolarmon Rectal

Rectal Soreness Prolarmon Rectal

A SAVING on Every Purchase or Your Money Back Just 5 Minutes by Bus from Main and Clinton "Look For The Flashing Red Arrow"

ROCHESTER JOBBING HOUSE

Sale! FINGER-TIP COATS

FOR MEN AND BOYS

Our stock of finger tip coats TODAY is larger than most stores stock at the peak of the season. Jobbing House stocks are always big, so you can still be picky and not have to buy what's left over. AND AT A REAL SAVING TOO!

"Buy Direct From the Jobbing House and Save"

Men's and Boy's Reversible FINGER-TIP COATS

- Warm Wool Corded
- Reversed to Water-Repellent Poplin
- Colors Brown, I. v. Green

\$6.88 Reg. \$9.00 Val.

Ladies' and Girls' Sport Sweaters

- Slipon
- Button
- Contrasting
- Solid Colors
- Sizes 14 to 40

77c Reg. Val. \$1.25

Children's SNO-SUITS

- Hood Included
- Lined Zipper Ski Pants
- Double Breasted Belled Coat
- Sizes 10 and 12 Only!

\$3.99 Reg. Val. \$5.25

OTHERS PRICED TO \$12.95 Sizes 4 to 12

WAR TIME STORE HOURS

Monday 12 Noon to 8:30 P.M.
Tues. 9:30 A.M. to 8:30 P.M.
Wed. 9:30 A.M. to 6:30 P.M.
Thur. 9:30 A.M. to 8:30 P.M.
Fri. 9:30 A.M. to 8:30 P.M.
Sat. 9:30 A.M. to 9:00 P.M.

Many Other Winter Items Drastically Reduced!

ROCHESTER JOBBING HOUSE
159-161 JOSEPH AVE. Cor. Nassau St. STONE 2-260
Open til 9 Every Evening Unrestricted Parking

BEAUTIFUL, LACY

PHOTO - VALENTINES \$1.00

8x10 INCHES

Each Valentine expressly designed to accent your own picture. Each photograph carefully arranged to portray you at your best! Larger sizes and more elaborate decorative Valentines up to \$3.00.

EXTRA 4x5 PRINTS . . . 50c EACH

- Every One Different
- 8 Proofs To Choose From
- Appointment Necessary—Evenings and Sundays For War Workers
- Make-Up Service

BREWER • HAYES
STONE 5819
251 EAST AVE.
ACROSS FROM LITTLE THEATRE

There is no aspirin

—that can do more for you than genuine pure St. Joseph Aspirin. So why ever pay more? Always insist on St. Joseph Aspirin and refuse substitutes. It's the world's largest seller at ten cents and you save even more on the larger sizes. 36 tablets, 20¢—100 tablets only 35¢. Always demand St. Joseph Aspirin.

IF YOU NEED TO BUILD UP RED BLOOD!

And Also Relieve Distress of 'Periodic' Female Weakness!

If you want to build up red blood corpuscles to promote a more refreshed and vigorous bloodstream, more strength and vitality—try this fine blood-iron tonic—Lynia E. Pinkham's Compound TABLETS (with added iron). Taken as directed—Pinkham's Tablets are one of the best and quickest ways to get precious iron into the blood. Pinkham's Tablets are also famous to relieve distress of female functional monthly disturbances. This is because of their soothing effect on one of woman's most important organs. Taken regularly they help build up resistance against such symptoms. For years Pinkham's Tablets have been thus helping thousands upon thousands of women. Just try them yourself for 30 days. See if you, too, don't benefit. Follow label directions.

KEY WOODBURY FACIAL SOAP 10c SIZE **3 for 13c** Limit 3

KEY WOODBURY SHAMPOO Coconut Oil, Castile 50c Size Limit 1 **21c**

KEY WOODBURY ELECTRIC IRONING CORD SET Reg. 35c Limit 2 **19c**

KEY WOODBURY ALMOND ROSE HAND LOTION Reg. 50c Limit 1 **19c**

KEY WOODBURY BOOK MATCHES Box of 15 Limit 2 **2 for 7c**

KEY WOODBURY GEM BLADES MICROMATIC Pkg. of 5 **23c**

KEY WOODBURY ZINC OINTMENT U.S.P. 1-Oz. Tube Regular 25c **13c**

KEY WOODBURY MODESS Box 56 **89c** 2 for \$1.75

KEY WOODBURY HILL'S COLD TABLETS Regular 30c **12c**

KEY WOODBURY ISOPROPYL RUBBING ALCOHOL Pint Bottle **23c**

KEY WOODBURY EPSOM SALTS U.S.P. 1-Lb. Box Reg. 10c **6c**

KEY WOODBURY ASPIRIN TABLETS 3 Grain Bottle 100 **9c**

KEY WOODBURY Feenamint CHEWING GUM Laxative 25c Box **19c**

KEY ROCHESTER'S MODERN CUT RATE DRUG STORES

470 N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTON
724 WINTON ROAD NO. ONE (MELROD)
457 RIDGE EDW. NEAR DEWEY

TODAY THROUGH WEDNESDAY

ENJOY PACQUINS HAND CREAM A definite "must" in your beauty ritual for romantic, lovely-looking hands. Exclusive formula gives special protection from rough-looking effects of water. Unbelievably daily. 50c Size **39c**

KEY WOODBURY SHAVING CUP SOAP Reg. 5c Limit 4 **3c**

KEY WOODBURY KITCHEN CHARM WAX PAPER 125 Feet Cutter Box Regular 25c Limit 2 **13c**

KEY WOODBURY IMITATION VANILLA Large 6-Oz. Bottle Limit 2 **8c**

KEY WOODBURY ANACIN TABLETS Regular 75c Bottle 50 **59c**

KEY WOODBURY SQUIBB MINERAL OIL Quart 50c Pint 30c **89c**

KEY WOODBURY MEAD'S Dextri Maltose POUND CAN Regular 75c **63c**

KEY WOODBURY DR. WEST TOOTH PASTE Giant 40c Tube **20c**

KEY WOODBURY HEIDES LICORICE Cough Drops Half Pound **21c**

KEY WOODBURY LUDEN'S COUGH DROPS 5c Size **3c**

KEY WOODBURY G-E MAZDA LAMPS NEW LOW PRICE 40-50-60 Watts **10c**

KEY WOODBURY NOXZEMA CREAM New Large 25c Size **19c**

KEY VALENTINE CARDS Complete Assortment **1c to 25c**

KEY SPECIAL UNION LEADER PIPE TOBACCO 2 Tins **13c** Reg. 10c Each

KEY BRUSH your teeth the safe liquid way **Teel** Medium **23c** Large **39c**

KEY IF NOSE CLOGS AND SPOILS SLEEP **VICKS VA-TRO-NOL** CLEARS TRANSIENT CONGESTION 30c Size **24c**

KEY RELIABILITY CONFIDENCE Only the purest and finest chemicals and pharmaceuticals are used in our **PRESCRIPTION DEPARTMENT** Authorized Distributors **SQUIBB** PRESCRIPTION PRODUCTS **BRING US YOUR PRESCRIPTIONS**

KEY COLGATE GIANT SIZES YOU SAVE MONEY when you buy these "GIANT SIZES" **COLGATE DENTAL CREAM 37c** YOU SAVE 8c **PALMOLIVE SHAVE CREAM 39c** YOU SAVE 15c **'VASELINE' HAIR TONIC 63c** YOU SAVE 48c **HALO SHAMPOO 79c** YOU SAVE 15c **COLGATE SHAVE CREAM 39c** YOU SAVE 15c **CUE LIQUID DENTIFRICE 39c** YOU SAVE 16c **PALMOLIVE BRUSHLESS 39c** YOU SAVE 18c **CASHMERE BOUQUET LOTION 33c** YOU SAVE 3c

KEY STOCK UP—AT THESE LOW PRICES!

KEY TOBACCO Pound Cans at Cut Prices

KEY EDGEMOUTH MODEL \$1.01
KEY BLUE BOAR \$1.70
KEY PRINCE ALBERT .74c
KEY HALF and HALF .74c
KEY Union Leader, 14-oz. 61c
KEY GEO. WASHINGTON 61c
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KEY BRIGGS (Canister) \$1.17
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RELAX!

YOUR INCOME TAX IS OUR PROBLEM

... when you turn your headaches over to the staff of expert accountants the Rochester Shopping News has engaged to help you file your return. This year more problems confront the average taxpayer than ever before. There are new regulations... new minimums... new angles to the 1942 income tax. Our group of experts knows all the answers. They've been retained by Shopping News to render quick, accurate service to you at a minimum charge. They can fill out your tax blank in short order... and cover every possible angle. Their charge is as low as \$... and they'll very likely save you that much or more by filling an accurate statement of your MINIMUM TAX REQUIREMENT.

A FEATURE OF THE SUN SHOPPING NEWS SERVICE BUREAU

Bring This INFORMATION with you. It will help us in making out your return.

1. Based on all income and sources from which derived (commissions, salaries, rents, interest and dividends, etc.)
2. All figures on allowable deductions (contributions, taxes, medical expenses, interest paid, losses, etc., etc.)
3. If engaged in business, a profit and loss statement.
4. A record of all transactions involving capital assets such as sales of stocks and bonds or real estate.

DON'T DELAY Don't wait for the last minute rush. Come in now while our experts have plenty of time to give you all the service you need.

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68 MAIN ST. E. MAIN 5967

The Rochester Sun

SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 5 St. Paul St., Rochester, N. Y. Distributed free to 75,200 homes in Rochester, Greece, Brighton and Irondequoit. Mail subscriptions \$1.50 a year in advance (within Rochester city limits). Outside city, \$2.00 per year.

SIXTH YEAR—No. 21 ROCHESTER, N. Y., THURSDAY, FEBRUARY 4, 1943

Officials Urge Taxpayers To Seek Expert Advice

With the advice of Federal officials to seek expert aid in filing income tax returns—ringing in their ears, Rochester taxpayers, in constantly increasing numbers, are turning to the Income Tax Information Center sponsored by The Rochester Sun-Shopping News located at 68 Main St. E.

The center, organized to assist Shopping News readers in filing accurate federal and state income tax returns, is staffed by a corps of expert tax consultants, headed by one of the city's foremost accountants, and is equipped to offer a complete tax service for individuals and corporations. A small fee is charged to defray the expense of the project. Most patrons of the service find that they save many times the price of the service because the consultants are able to advise them of every legal deduction they may make.

Federal officials anticipate a flood of 200,000 returns from the Rochester area and have advised that their staff cannot be expanded enough to take care of all those who seek advice.

The Rochester Sun-Shopping News Income Tax Information Center is open daily and Monday evenings. Its location at 68 Main St. E. (opposite the Democrat & Chronicle) is near Front St. and is next to the Kinney Shoe store.

BOY SCOUT WEEK OBSERVANCE IN CITY TO MARK ORGANIZATION'S 33rd ANNIVERSARY

"Toughen Up! Buckle Down! And Carry On To Victory" is the slogan adopted by the Boy Scouts of America as they enter their 34th year of activity in the nation next week.

Boy Scout week, to be celebrated next week during the movement's 33rd anniversary will be observed in Rochester with all troops participating. Patriotic events, recognition of Scouts in service, Boy Scout Sunday services, dinners, parent's nights, court of honor, troop and division mobilization and rallies have all been scheduled by individual troops.

Boy Scout Sunday will be observed in many churches on February 7 when Scouters will attend services in uniform in a body. Others will attend individually in uniform, obeying the precepts of the 12th Scout Law, "A Scout is Reverent." Catholic Scouts will conduct special services with many receiving the Ad Alteri Dei Award for services at the altar during the year.

Without departing from its traditional non-military status, the Boy Scouts are this year emphasizing the body building phases of the Scout program. Many former Scouts and Scout leaders are now serving their country with valor at the fighting fronts, and numbered among them are many of the present military heroes.

Officials of the Rochester Council, in conjunction with the 33rd anniversary have announced that the summer camping program will be carried on as usual at Camp Warren Cutler during July and August.



Fathers, Sons Banquet Planned By Troop 53

Fathers and Sons banquet for Boy Scout Troop 53, Lake Avenue Baptist Church, will be held in the gym next Tuesday, at 6:30 p.m.

Mothers Auxiliary of the troop will present the dinner with Mrs. Elmer W. Verwey in charge of arrangements.

Guest speakers for the affair include Dan Earle, Assistant Scout Executive; Frank Binsack, District Commissioner; and Herb Erb, Assistant District Commissioner of the Genesee

Radio Luminary To Head B'nai B'rith Bond Rally Here

With a total war bond sale nearing the \$200,000 mark, members of the B'nai B'rith have completed plans for their Victory Auction and Bond Rally next Monday at Hotel Seneca, to climax the organization's five-week bond selling campaign.

Scrip, with which to bid on merchandise to be offered at Monday's auction is being given to each bond buyer during the campaign. Dave Elman, nationally known radio figure will come to Rochester to act as auctioneer.

In addition to Elman, other nationally known figures who will participate in the closing phases of the drive will include Claire Luce, the former Rochester girl who danced her way into the hearts of Londoners during the blitz in 1941. She will return to tell of her London experiences at the rally. With her she will bring her dancing teacher and friend Mrs. Florence Colebrook Powers, socially prominent Rochesterian, now living in New York.

Chief speaker of the rally will be Joseph M. Levy, for 16 years chief of the Middle East Bureau of the New York Times. He will recount his observations in North Africa since the Allied invasion last November.

Famed Radio Band To Play At Police Benevolent Ball

"We thought for a while there that we might have to go out and place them under arrest," said Deputy Chief William R. Miller, recounting his difficulties in locating top-notch bands for the annual Police Benevolent Association Ball, to be held Saturday night, February 13 simultaneously in three halls.

Many of the country's big bands have been broken up, players and leaders are now working for Uncle Sam in the Armed Forces. Travel difficulties also entered the picture, said Miller. But all's well that ends well, and the copper's band quest has ended with three bands lined up and a fourth also under consideration.

Leading the 'Parade of Bands' which will play for the Blue-coats' dance are the McFarland Twins and their band who have recently zoomed up near top spot of the nation's bands. They are currently appearing on the Jack Benny Show Sunday evenings and will return directly after their appearance here for the Sunday show. They will play at Convention Hall. The ball will also be held at the Columbus Civic Center and the Roller Palace at 155 Chestnut St. Patrons will be welcome at all three halls and may divide their time among them as they desire.

At the Columbus Civic Center Norbert Klem and his melody Lane band will be on the bandstand. Klem directs one of the city's leading bands. Also in the same hall, playing square and other old-fashioned dances will be WHAM favorite Max Raney and His Hi-Boys.

Tickets, which are \$3.30 a couple, including tax, may be obtained from any policeman or at the door of any of the three halls.

Sauerkraut Supper Planned By Church Aid Group

A sauerkraut supper for the benefit of the St. Francis of Assisi Children's Recreation Center, 71 Whitney st., will be held next Thursday from 4:30 to 8 p. m. The public is invited. Mrs. Paul Strigl and Mrs. Carrie Tischler are co-chairmen, assisted by a large committee.

Amusements

- CENTURY** "PITTSBURGH" with Marlene Dietrich and John Wayne; "IT COMES UP LOVE". Now Playing.
- LOEWS** Noel Coward in "IN WHICH WE SERVE"
- PALACE** "CASABLANCA" with Humphrey Bogart and Ingrid Bergman; "OVER MY DEAD BODY" with Milton Berle and Mary Beth Hughes. Now Playing.
- ARNETT** "ONCE UPON A HONEYMOON" with Guy Cavitt, George Raft, and Margaret Chapman. (Sun., Tues.)
- CAMEO & WEST END** "ONCE UPON A HONEYMOON" with Guy Cavitt, George Raft, and Margaret Chapman. (Sun.-Mon.)
- CAPITOL** "GEO. WASHINGTON SLEPT HERE" with Jack Benny, Ann Sheridan; "NIGHTMARE" with Diana Barrymore, Brian Donley. Now Playing.
- DIXIE** "FLYING TIGERS," John Wayne and Anna Lee; "MRS. WIGGS OF THE CABBAGE PATCH," Fay Bainter. (Sun.-Mon.)
- HUDSON** "MY GAL SAL" with Rita Hayworth and Victor Mature; "ISLE OF MISSING MEN" with John Howard. (Sun.-Mon.)
- MADISON & MONROE** "SEVEN DAYS' LEAVE," Yvonne De Carlo, Leslie Bell; "TREET OP GRACE," Bette Davis, Randolph Clair, Trevor. (Sun.-Mon.)
- REGENT** "YANKEE DOODLE DANDY" with James Cagney; added attraction March of Time "RUSSIA 1943". Now Playing.
- REXY** "SERGEANT YORK" with Gary Cooper, Joan Leslie, Walter Brenna; "DAUGHTER OF ROSIE O'GRADY" with Al Sheehan. (Sun.-Mon. and Tues.)
- RIVIERA** "FOREST RANGERS" Fred MacMurray, Paulette Goddard; "PRIORITIES ON PARADE" Ann Miller and Jerry Colona. (Sun.-Mon.)
- STATE & LIBERTY** "SPRINGTIME IN THE ROCKIES" with Gene Kelly, John Payne; "MAN IN THE TRUNK" Gene Balfanz. (Sun.-Mon.)
- TEMPLE** "JACARE" Frank Buck, Bing, Em Back Alive picture; also "LIVING GHOST" with James Dunn and Jean Woodbury. Now Playing.

Dealer Predicts Furniture Shortage At End of 1943

Enough furniture to fill normal buyers demands during the first six months of 1943, is the hopeful prediction of Frank P. May, president of the Frank P. May Furniture Co., 259 North St., upon his return from the Chicago and Grand Rapids Furniture Markets, recently.

However, May's prediction was confined to the present six-month period. He said increased demands from dealers aggravated by a shortage of materials and manpower among manufacturers, portends a tightened market during the latter half of the year.

May has been associated with the furniture business locally for 25 years and for the past 10 years has operated his own company at the North St. location.

McFarlin's Salutes America's BOY SCOUT

This week and next, we join in a nation-wide salute to the Boy Scouts of America . . . and to the great traditions of Scouting which are so much a part of the principles for which we fight. Today, Scouts are in the thick of battle on the home front . . . serving in civilian defense, collecting scrap, selling and buying War stamps, and serving in a hundred other vital ways. During National Boy Scout Week, and all the rest of the year, let us all try to match the glorious War effort of the Boy Scouts with our own renewed Victory efforts. . . to prove that we too know the meaning of the Scouts oath: "On my honor I will do my best, to do my duty to God and my country!"



Official Boy Scout Outfitters

McFARLIN'S

Projansky FEBRUARY



Fur SALE

Begins Its First Big Week-End . . . With Savings That Will Not Come Again

- MENDOZA BEAVER** \$95 to \$126 (dyed Coney)
- NORTHERN SEAL** \$95 to \$126 (dyed Coney)
- PERSIAN PAW** \$119 to \$195
- PERSIAN LAMB** \$195 to \$495
- CARACUL COATS** \$150 to \$200 (Black or Brown)
- Blended Bink Muskrat** \$195 to \$285
- SKUNK COATS** \$179 to \$295
- HUDSON SEAL** \$198 to \$350
- U. S. Alaska SEAL** \$350 to \$495
- Far Eastern MINK** \$350 to \$550
- Sheared BEAVER** \$395 to \$650
- Let-Out KOMPO MINK** \$395 to \$595
- Blended EASTERN MINK** \$795 to \$995
- Natural Ranch MINK** \$1,000 to \$1,500
- Natural Wild MINK** \$1,200 to \$1,750
- FUR JACKETS** \$59 to \$395
- FUR SCARFS** \$10 to \$150 (Russian Kolinsky per skin To per skin)

New Charge Accounts and Budget Payments Invited

39 East Ave.

Projansky

BOY SCOUT WEEK CHAMPIONS

ODDS AND ENDS SALE

NOW IN PROGRESS

HUNDREDS OF NEW ITEMS ADDED EVERY DAY!

CHOOSE WARM WINTER WEAR MARKED AS LOW AS 54¢ AND UP

ODD LOTS SWEAT SHIRTS FOR MEN, WOMEN AND CHILDREN.

CREW SHIRTS FOR MEN AND BOYS 29¢ ea. — 4 for \$1

HEAVY WARM ALL WOOL SWEATERS \$4.00 AND UP

LADIES SLACKS VARIETY OF MATERIALS \$1.49 PR. AND UP EXTRA SIZES TO SIZE 42 \$1.89 PR.

Champion KNITWEAR CO. 171 ST. PAUL ST.

KAY'S COMMENTS

The masquerade is over. The war has put an end to snobbery. It's noticeable in your contacts with humans everyday. People are kinder, more considerate, of one another. You find yourself talking to people in buses and stores. Even if you have never seen them before, and may never see them again, you feel a closeness, that isn't possible except in wartime. It's a small something to come out of this awful mess, but if we'll all stay in this better frame of mind, think of how much nicer this world will be to live in after our boys come home again.

Devotedly, Kay.

CHINA. One of the most direct routes to values in H. B. GRAVES' February SALE for the HOME. Our nomination for the week is the SALE of the famous NORITAKE dinnerware. This high-grade china is selling for HALF-PRICE. Patterns are lovely even if it's called a odd and end sale, the selection is goodly, plenty of those hard-to-get cups and saucers, generous dinner plates, soups, salad plates. A group of GLASSWARE is selling HILLY-RICE also. First quality, of odds and ends in sherberts, cocktails, large and small tumblers, goblets. The glassware is finely cut, gleaming, and a value if I ever saw one. Remember it well set-up table builds up the morale of your family. So hurry to H. B. GRAVES and get your share of the HALF-PRICE on odds and ends of NORITAKE dinnerware and GLASSWARE. H. B. GRAVES, 78 State St.

In answer to the many calls received at the office of SUN SHOPPING NEWS the rack for slicing bread may be purchased at EDWARDS. You'll find them on the main floor and in house furnishings. The price 49c for the rack alone, \$1.80 for the knife. However your own bread-knife will do the trick. Let me know if you like it. Thanks.

Mrs. America - The problem of keeping your family well is all up to you. At HOME SERVICE ROCHESTER GAS & ELEC. you'll be cheerfully given sheets of receipts, not only for home consumption, but for that lunch box which must be packed daily for the war-worker in your family.

The things you miss by not going to ODEBACH's Hearing Jim Vincent and his snappy band, Bernice Foley, who "makes like" Lillian Russell, to say nothing of the pleasant atmosphere, the best of food and drink. Try this spot at the cocktail hour. It's Kay, you'll bound to meet people you know. If you can linger, have dinner, dance and enjoy yourself. Odebach's for years have put out the best entertainment in town! It's been the slogan of Rochesterians to say, "Let's make it the Coffee Shoppe, meet you there at Six." So what are you waiting for? ODEBACH'S Main at Clinton.

Save fabric—that's the voluntary new program of American designers. Out of this comes the shoe-string silhouette. Saw a coat dress of grey wool jersey simple straight, sparing of fabric, perfect for spring. Becoming too.

Personal To Certain Fat Women

You admit fat people may often slim down with Marmalin diet and backbreaking exercise. When your excess fat is due to thyroid deficiency and you have nothing else to try, Marmalin diet is the only one that takes Marmalin tablets only according to the recommendations and instructions with the package. Marmalin is not a cure-all. It is doubt as any time about advisability of treatment and for further information as to the properties and effects of the Marmalin ingredients, consult a physician. If you need Marmalin, why not have those eight comfortable, pleasant, Marmalin tablets. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

CARRIERS WANTED
for
SHOPPING NEWS ROUTES

Applications received by 12 to 14 year old boys. All sections of the city.

Particularly 1 the Culver Rd. East Main St. and the Culver Rd. — Merchants Rd. Sections.

Salary. Pleasant work one afternoon a week. No collecting.

Apply By Letter or In Person to

Circulation Department
SHOPPING NEWS
420 Burke Bldg., 5 St. Paul St.
Rochester, N. Y.

Hard to stretch yourself into two persons, — yet most American women are attempting it with both war and homework. That's why I continue to recommend AUNT JENNIES BAKERY. Especially NOW you can't afford to be vitamin-deficient, tired, nervous — nor can any member of your family. So drop into this famous Aunt Jennies and pick up your dinner. Hot dishes, such as Spanish Rice, their famous concoction of ground beef and noodles, delicious puddings (try heating them) luscious rolls, pies, cakes. Remember they are closed all day MONDAY. AUNT JENNIES BAKERY, 516 MONROE AVE.

Did you know that Tintex have come out with a stocking dye. So if you're lucky enough to have stockings that wear, but have become colorless, try it, the cost is small, the results grand.

There must be spirit in your buying — these days. You expect value and you'll get it at C. B. THOMAS that shop that boasts the "one of a kind frock" Classic details, beautiful tailoring in every dress that leaves 723 HOTEL SENECA.

Try a make-up foundation. I use Max Factor, but there's lots of good ones on the market. The House of Westmore have come forth with a new one. One divine hint in one dainty soap. "I know you'll like them, positively, or I'll eat my wig."

Superfluus. No one will ever know that once you suffered the scourge of Hair of superfluus hair, when you are discharged from the skillful hands of CHARLOTTE WHITE. An expert in her field with years of experience to back her up. Free consultation is yours for the asking. CHARLOTTE WHITE 222 CUTLER BLDG., Stone 503.

Tangerines—They're plentiful now. Arrange sections in layers or at bottom of chilled custard or puddings. Adds sunshine color, delicate flavor to fruit salads.

INCOME TAX \$200 RETURNS
Completed by Our Income Tax Accountants, Days, Evenings, Sunday and Holidays, in Our Established Income Tax Department.
KALBFLEISCH TRAVEL AGENCY
Lincoln Alliance Bank Bldg., Stone 872
Serving Rochester for 15 Years

Cook whole cored apples in spicy strip. Cool, eat in petals. Fill heart with cranberry sauce. It's still elegant. Serve for salad course or dessert.

Our government says "take care of the home you have." It is abuse more than you than causes those petty troubles, that harass every housekeeper. Cast a suspicious eye around, your guests do, and then that could stand a coat of paint, that bathroom, that is getting shabby, those cracks in the plaster, spots on your walls, a break in your linoleum. At H. H. SULLIVAN'S you'll find all the "fixings" for any of these tragedies. Free advice is yours with the purchase. Remember H. H. Sullivan 67 South Ave.

If you can't get pancake syrup, and who can, try a little orange syrup to thin out. I tried it and it was pretty good.

Yesterday's apple-sauce makes apple whip or spicy snow. This is an economy dish that will suit old and young alike.

Walnuts—For frozen and gelatine salads, break to keep their crunchiness. Add them chopped not ground, to cheese mix for stuffed celery.

Hard sauce for spiffy desert? Flavor with grated orange, chill, form in balls, or cut fancy, top with walnut halves.

Listen Mothers — you owe to yourself and your children to get "out" once in a while. "PARENTS BY PROXY" have a service that will see you through. Call Culver 51 and BLANCHE REYNOLDS will send a Parent by Proxy to take care of your small fry for exactly 85c per hour. Culver 51.

Is there any other food which is better than milk as a carrier of Vitamin D? NO! NO! NO! American's leading medical journal says "Of all the common foods available, milk is most suitable as a carrier of Vitamin D. Homogenized Vitamin D Milk is concerned with the utilization of calcium and phosphorus of which milk is an excellent source. Remember BRIGHTON PLACE will deliver HOMOGENIZED VITAMIN D MILK to your home on a two weeks trial basis. Call Glen 144 for better health. 45 Fulton Ave.

Cap-sleeves are new. Instead of being set in, they are mere shoulder extensions. Long gloves help this kind of costume.

The temperature of the baby's room should be regulated properly. During the first month, the temperature during the day should be 70 degrees, at night 65 degrees. Later on, the temperature may vary between 50 and 60 degrees.

Man Appeal

BY TONI MARSHALL

She was highly rouged, and looked rather quietly and contentedly silly than anything else.

Jane Austen

Don't make the mistake of using too much rouge. A well-blended make-up with just the right color and amount of powder, rouge, lipstick and eye make-up will give you the beauty you are looking for. Don't paint up like a clown, make-up like a lady.

Speaking of rouge, you should try the lovely, warm tones of Princess Pat rouge. Just a little applied smoothly will give your cheeks the glow of youthful loveliness. Princess Pat rouge is toned to match all complexions.

For a matching nail polish and lipstick, try Revlon. It is smart and correct to use a matching lipstick. They work the wonders of completely blending accessories for you. Try the new Revlon shades for

a perfect combination that will go with any outfit.

You can help the war effort by washing your undies in Ivory Flakes. You must save your things, keeping them as best you can, because you may not be able to replace them. I have found the safest way to wash my things is with Ivory Flakes.

1ST CHOICE
of millions for simple headache or cold's painful miseries, 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, 35c.

St. Joseph ASPIRIN

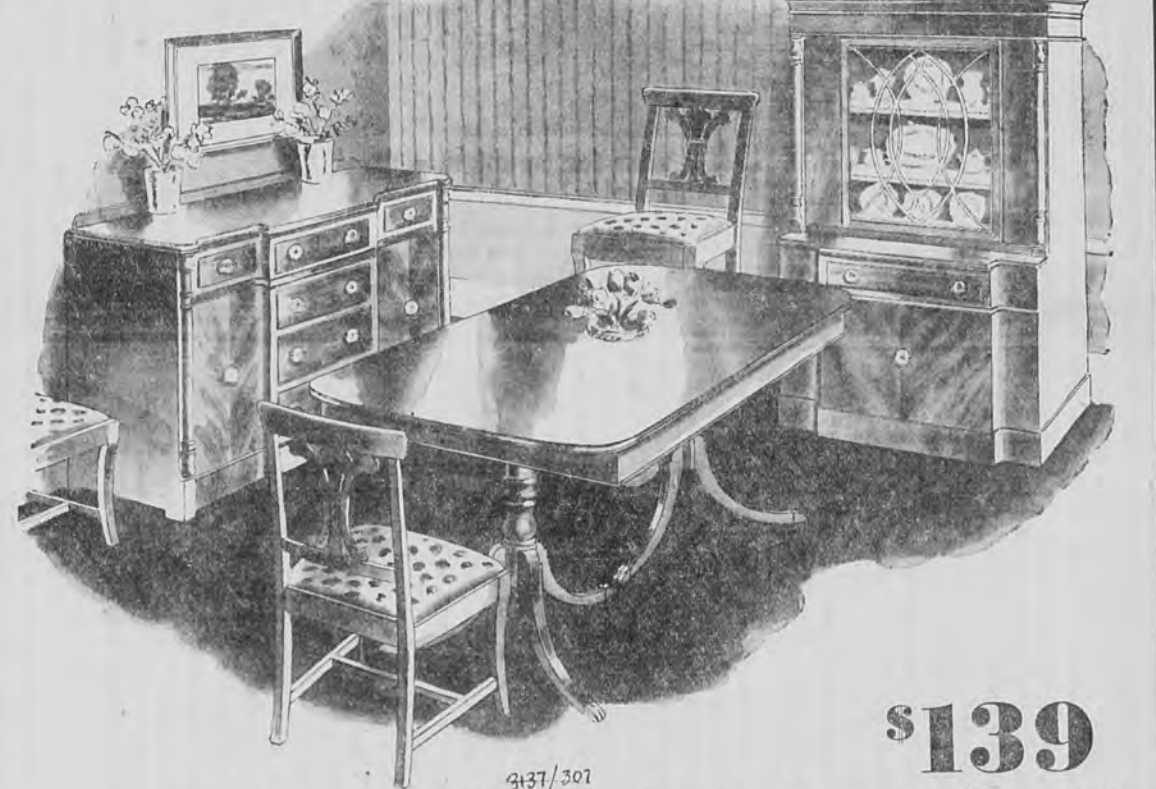
JIM SHAW
Soyas! If you're buying FURNITURE We'll furnish the INSURANCE!

MARKIN'S MAIN AGENCY, Inc. 4741
16 STATE ST.

Save On These Hit Values

Here are more Reliable best sellers. All priced to give Rochester outstanding value in better quality for the home. Choose from a wide variety of 18th Century and modern pieces.

Easily arranged Budget Terms make it a simple matter to enjoy a smart comfortably furnished home. Choose what you need. . . You may take as long as twelve months to pay.



\$139

437/307

Lovely 18th Century Dinette In Mahogany Veneers

Seven Pieces. A handsome group styled along authentic 18th Century lines, veneered in richly grained Mahogany on gumwood with oak interiors, center drawer guides. Note the recessed ends, the rounded posts, the correct hardware. Cabinet Base China and Buffet, Pyrie Extension Table, Four Chairs.

Reliable Budget Terms Only \$2.25 Weekly!



Mahogany Veneered WINTHROP DESK

With full Colonial interior, four ball and claw feet, three drawers with locks and keys. Veneered in Mahogany on gumwood with Oak interiors. It brings a charming touch to your home.

\$34.95

Terms Only \$1.25 Weekly

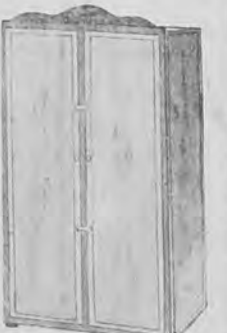
Thrilling Value!

AXMINSTER CARPETING

Deep piled carpeting in decorator's colors suitable for every room. Available in nine foot widths, cut to any length you desire. Splendid values at

\$4.98

LIBERAL TERMS



Famous Stor-Aid CABINET \$4.95

Wood grain finish craftboard with wood frame for extra strength. Two door, hanger for clothing. Splendid for extra storage.

Easy Credit Terms

The **RELIABLE** 80-84 STATE ST. ROCHESTER

Evening Appointments can easily be arranged if you call Miss Adams, Main 4193. Just tell her your most convenient time.

Eastman To Stage 'Pinocchio' in Children Series

A story-book favorite for years, and a smash hit movie several seasons ago, the most famous puppet of all times will come to life on the Eastman Theatre stage Saturday afternoon, February 13 when the Children's Theatre Company of New York presents "Pinocchio" for the edification of Rochester juveniles.

All the characters in the original story will be on hand, too: Old Gepetto, with his warm heart; the circus ringmaster and the Blue Fairy, the Fire Eater and the Cat and the Fox. A real message is hidden in this three-act fantasy but mostly one sits back and enjoys the antics of "Pinocchio" and his friends and enemies.

The Service Department of Shopping News again affords its readers the opportunity of purchasing tickets for "Pinocchio" at a substantial discount.

The discount coupon printed on page 4 is made possible by the cooperation of the Educational Committee of the Civic Music Association and is sponsored by Shopping News because 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.

Mrs. Clare Tree Major, director of the company is bringing a very large New York cast of professional actors here for this presentation which is given locally under the auspices of the Educational Committee of the Women's Division of the

Rochester Civic Music Association.

An exceptionally large audience is expected to greet this performance which incidentally will begin at 2:30. To coin a phrase, "There's hardly a puppet who doesn't love this puppet."

O. E. S. CHAPTER MEET

Anna Betlem Officer's Club of Bermania Chapter O. E. S. will meet February 12th in the 3rd floor dining room, Masonic Temple. Louise Silsbe, Mabel Walzer, Emma Schieber, Carrie Zemple, Ethel Brennen, Alberta Rand, Dorothy Kofahl will be hostesses of the evening.

Discard nipples with holes so large that the milk flows through in a rapid stream. The use of such nipples permits the baby to get his food without enough sucking, makes him swallow large amounts of air, and may cause him to vomit.

TROPIC COAL \$12⁷⁰
Egg — Stove — Nut Anthracite
Rochester & Pittsburg Coal Co.
Lincoln-Alliance Bank Bldg. Stone 7080

KEEP UP WITH THE WAR NEWS
In this Sunday's issue a double-page map in colors of Eastern European war zone showing area of German retreat.

PLUS 16 PAGES OF COMICS
16 PAGES OF NEWS FROM ALL PARTS OF THE WORLD
ON SALE THROUGHOUT THE WEEK AT ALL NEWS DEALERS

5¢ SUNDAY NEWS 5¢
NEW YORK'S PICTURE NEWSPAPER

OUR ANNUAL RECORD BREAKING DRESS EVENT

LESS THAN 1/2 PRICE SALE

OUR ENTIRE REMAINING STOCK OF THIS SEASON'S DRESSES

- ★ Thousands and Thousands of Dresses to Select From!
- ★ These Dresses Are Honest, Legitimate, Verified Values!
- ★ Every Dress Marked With Original Price Ticket!

GROUP ONE
All of Our Regular
\$4.99 & \$5.99 Winter Dresses

\$2⁵⁰

All Sizes! All Colors! All Types!

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All of Our Regular
\$7.99 and \$8.99 Winter Dresses

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All Sizes! All Colors! All Types!

Downstairs Fashion Center **DARLING SHOP** Downstairs Fashion Center
190 MAIN STREET EAST

A MESSAGE FROM THE SUN SHOPPING NEWS
Income Tax Bureau
68 MAIN STREET E. OPP. DEMOCRAT & CHRONICLE

BE PATRIOTIC
★
BE SENSIBLE

★
FILE AN ACCURATE INCOME TAX RETURN NOW!



It's patriotic to file an accurate return. Your government doesn't want you to spend too much for your taxes any more than for anything else. It's patriotic to do it early, too — to avoid congestion and inefficiency of the machinery set up to handle your returns.

It's sensible to have an expert accountant figure your tax — don't risk possible penalties for underpayment — don't risk wasteful overpayment. The men retained by Shopping News to assist you are experienced and know all new regulations, exemptions, etc. They'll save you time, bother and money. Their charge is as low as \$21. It's sensible to file your statement early — to save waiting in last minute crowds, and to get the business out of the way. Why not come in TODAY?

Reprinted From Times-Union
Area Taxpayers Urged To Seek Advice of Income Levy Experts

Faced with one of the greatest tax collection jobs in history, Federal Internal Revenue Department officials urge prospective payers to utilize every available agency in seeking advice to file their returns.

Professional aid can be secured from accountants, public accountants, attorneys, and other persons who are up to date on the subject.

BRING THIS INFORMATION ALONG:
It Will Help Us In Making Your Return

1. Record of all income and sources from which derived (commissions, salaries, rents, interest and dividends, etc.)
2. All figures on allowable deductions (contributions, taxes, medical expenses, interest paid, union dues, etc.)
3. If engaged in business, a profit and loss statement.
4. A record of all transactions involving capital assets such as sales of stocks and bonds or real estate.

CONVENIENT DOWNTOWN OFFICE
OPEN MONDAYS 10 A. M. TO 9 P. M.
DAILY 10 A. M. TO 5:30 P. M.
EVENINGS AND SUNDAYS BY APPOINTMENT

SUN SHOPPING NEWS INCOME TAX SERVICE
68 MAIN E. OPPOSITE DEMOCRAT & CHRONICLE

New! FOR BATHROOM, KITCHEN, CLOSET
TOWEL SHELF
AND GENERAL UTILITY RACK



\$1.29

Holds stacks of towels, wash cloths, etc. Sleek, lustrous chrome bars are excellent for drying hosiery and lineries. Bar ends turn up to provide convenient utility hooks. Will lead a most useful life in your home.

BATH TUB SEATS
\$1.25



White enamel finish seats with chrome plated supports that have rubber covered hooks.

MAIN 7900

Weed's
15
EXCHANGE ST.

An Important Message To Mothers

During the month of January more than 1500 street lamps were smashed in Rochester. This represents a form of waste which has reached alarming proportions, say officials of the Rochester War Council. It drains vital materials such as copper and tungsten used in the manufacture of street lamps as well as using vitally-necessary manpower to replace the shattered globes.

Officials of the council attributed much of this damage to thoughtless pranks of heedless boys. Therefore, Shopping News addresses this plea to all mothers to stress the importance of street-light care to their boys. There isn't a good red-blooded American lad in this city who would intentionally hamper the war effort. But, unintentionally they are now doing that very thing. Of course, your boy may never even have thought of breaking a street lamp, but he can still help if he will urge his pals to exercise the same restraint.

Baby will not suffocate if (1) he sleeps in a special sleeper bag; (2) you pin down his blankets and covers around him to the mattress or bed spring with a large safety pin or blanket clips. This will also prevent the baby from kicking the blankets, so that he will not be uncovered while sleeping.

A thin hair pillow is best for children. Feathers make them perspire.

Robert Weede To Sing 'La Traviata' Lead At Eastman Performance

Said by many of his local admirers to be a "second John Charles Thomas" Robert Weede will head a brilliant cast in two performances of Verdi's opera "La Traviata" at the Eastman Theatre tomorrow and Saturday evenings.

Coming from the Metropolitan Opera Company with Weede will be Susanne Fisher, to sing the soprano lead and William Hain, tenor.

But interest is expected to center on Weede who studied here at the Eastman School of Music before his rise to international fame. A native of Maryland, Weede spent four

years in this city and then went on to triumph on the nation's leading concert stages. Five years ago he made his debut with the Metropolitan and today rate as one of the leading operatic baritones of this era.

Like Weede, Susanne Fisher is no stranger to Rochester. She scored a distinct triumph here several seasons ago with her portrayal of the lead role in Puccini's "La Boheme."

Both performances of the opera will begin at 8 p.m. instead of the earlier hour of recent concerts.

COUPON

This Coupon Is Worth
10c

Towards Price of Admission To See

"PINOCCHIO"

EASTMAN THEATRE

Saturday, Feb. 13, 1943
2:30 O'clock

Seats: 30c, 40c, 55c, 83c (including Tax)

Present this coupon at theatre box office, before 6 p.m. Friday, February 12. Good for 10c reduction on any priced seat in the theatre for the performance herein specified.

Name

Address

Age

Notice of Real Importance

FURNITURE Hard-to-Get

Instead of the general scarcity of the better kind of Upholstered Furniture with steel spring construction, none of which has been manufactured since November 1st, last year, MANGURIAN presents over 200 Living Room Suites and Sofas and over 200 Upholstered Chairs of all types. In addition, there are 3 floors of Bedroom, Dining Room, Suites, and Dinette, Lamps and Tables on all of which comparison with other stores' prices is invited. . . .

Open Even 7 to 9

(Except Fri. and Sat.)



HARRY T. MANGURIAN

Whose foresight has provided his customers with finest web spring construction, so far as a 4-6 Chairs out of Grand Rapids, and Jamestown. NOW at exceptionally low prices which invite comparison.

MANGURIAN

Park Ave. Bus Stops at Door **Park Ave. & Meigs**

— COME TO SEE — TO HEAR —

RADIO'S CELEBRATED AND AMUSING

Star-DAVE ELMAN

THAT ENTHUSIASMIC PERSONALITY OF

Hobby Lobby

STAGING HIS UNIQUE PATRIOTIC SHOW . . .



TICKETS Without Charge at Bond Booths of All Larger Downtown Stores

"VICTORY AUCTION"

HOTEL SENECA — MON. FEB. 8th — 8 P. M.

VALUABLE MERCHANDISE AWARDS . . .

These desirable items will be auctioned in the inimitable Elman style to the highest bidders in War Bond pledges. Included for auction are, Diamond Rings, Furniture, Portable Radios, Nylon Stockings, American Flags and a host of others, in addition to a valuable group of "oddy items" selected by Dave Elman personally from all corners of the world.

ADDED ★ ★ ★ ★ ATTRACTIONS . . .

CLAIRE LUCE

Rochester's famous dancing daughter.

JOSEPH M. LEVY

Chief of the N. Y. Times Bureau in the middle east—presenting background of that war theatre thru personal acquaintance with military men and Arabs.

TALKING LETTERS

Every war bond purchaser entitled to make a Voice Record to be recorded and sent without cost to anyone in America's Armed Forces.

TICKETS AVAILABLE WITHOUT CHARGE AT BOND BOOTHS OF ROCHESTER'S LARGE DOWNTOWN STORES

THIS ADVERTISEMENT MADE POSSIBLE BY THE FOLLOWING

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HARRY PAUL
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HOTEL SENECA - MONDAY FEB. 8th - 8 P. M.

UNDER AUSPICES OF ROCHESTER LODGE B'NAI BRITH

Vendita di Febraio
(FEBRUARY SALE)
OF FINE FURNITURE



OUR ANNUAL SAVINGS EVENT — Planned to bring you the finest in home furnishings at worthwhile savings! Now at the season's lowest prices—During our great FEBRUARY SALE!

TERMS UP TO A YEAR TO PAY

EXTRA SPECIAL!
Bed Room Suites

Many of these bed room suites cannot be replaced for the duration. Maple, Mahogany, Early Colonial and Modern Streamlines. . . Now at exceptional savings below our regular savings-prices.

Your home to be happy and gay. Buy your furniture, at Frank P. May.

\$89
Formerly To \$119.00

FRANK P. **MAY FURNITURE CO.**

259 NORTH STREET . . . MAIN 427

OPEN EVENINGS TO 9 P. M.

Loew's

WIN GUEST TICKETS TO LOEW'S

NOEL COWARD IN "IN WHICH WE SERVE"

with CELIA JOHNSON • KAY WALSH • JOYCE CAREY

RELEASED THROUGH UNITED ARTISTS



THEIR LAST KISS?
Against the battle's roar they steal a few moments of forbidden joy!

CONTEST RULES

Write in 25 words or less why you would like to see NOEL COWARD in "IN WHICH WE SERVE". . . The first best 25 answers will receive guest tickets to Loew's. Mail all entries to The Rochester-Sun Contest Editor no later than Fri. February 5th.



A GREAT SCENE!
Ten men, helpless on a life raft, re-live their entire lives!

PHONE STONE 6500
AS EARLY AS 8 A. M.

Sibley, Lindsay & Curr Co.

In the Daytime Dress Shop...

TOWN and COTTAGE PRINTS

French Rayon Crepe Dresses
In Young All-Day Styles

4.99

Lovely washables! Unusual prints! The pretty dresses that give you a lift just to look at them! Distinctively styled buttons and details. There's one for every duty in the lives of you busy women. Soft new pastels, beautiful color combinations. Simple, slimming lines you like. All colors! Sizes 16 to 20, 40 to 44, 16½ to 20½, and 38 to 46. Big value dresses for just \$4.99! Come in tomorrow and see for yourself. We know you'll want several.

DAYTIME DRESS SHOP, THIRD FLOOR



A. TEA TIME. Short ruffles down the bust and on the sleeve cuffs. Full skirt, pleated skirt. Dark buttons. Brown, 3999. Blue, 4020, 40-44.



C. LUNCHEON DATE. Delicate floral print. Raglan sleeves with plange neck. Belt on grey grounds. Matching detail. Green, blue, brown or white. 18½-24½.



B. COMPANY FOR DINNER. Fragile lace girls on a roadstead print of lace, blue wheels with matching buttons. Copon, rose, luggage, green. 38-46.



D. MARKETING. Classic dressmaker style with tucked pockets. Lace and three-triangle print. Copon, rose, luggage, green. 16-20, 40-44.

E. EAR WORK. Early dogwood flower print. Fine white pleats button down the front and on the flap pockets. Blue, luggage, rose, green. 16-20, 40-44.

PHONE STONE 6500 OR MAIL THE COUPON BELOW!

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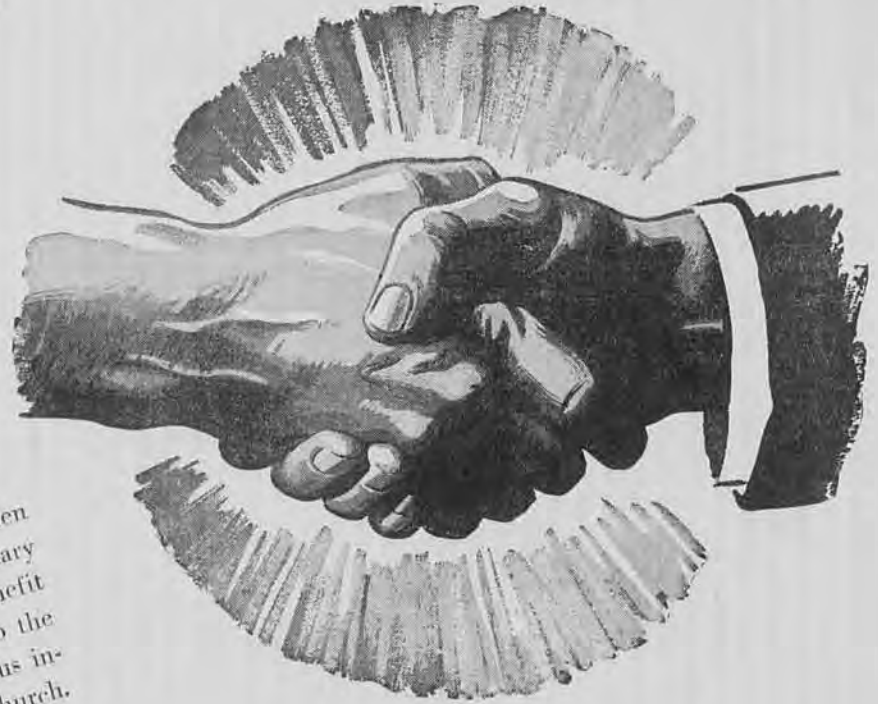
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"LOVE THY NEIGHBOR"



"The poor Ye always have with you." So said Jesus of Nazareth, Who at the beginning of His earthly ministry declared His mission and work in these words: "The Spirit of the Lord is upon me because He has anointed Me to preach the gospel to the poor. He hath sent Me to heal the brokenhearted, to preach deliverance to the captives and recovering of sight to the blind; to set at liberty them that are bruised." Mission work is the extension work of the Church. Their object to reclaim from sin those men and women who, owing to their condition and habits, are not reached by the ordinary methods of evangelism, and help them to lead lives that will honor God and benefit their fellow men. Missions are oases in a desert of despair and a haven of hope to the homeless and heavy-hearted while poverty, unemployment, drink, sin and religious indifference are in our midst. Missions are truly the salvage departments of the Church. The record of the Missions lives today as the story of an effort for the betterment of human life, and the furtherance of Christ's Kingdom—ever worthy to be remembered with honor for faithfulness and self-sacrifice. Whatever be the type of mission—gospel, community, welfare or industrial, the aim is the same—to rehabilitate men, women and children, and win them for Christ. God alone knows how many lives have been changed, and how many souls up and down the length and breadth of this land are witnesses of God's saving grace and His goodness through the work and ministry of these havens. May the coming years with the blessing of God, bring to the Missions an increasing measure of success in their work of giving succor to the needy and destitute, in raising the fallen, cheering the discouraged, and in bringing the Light and Love and the Joy of the Christ into many lives.



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This page is one of a series dedicated to all religious faiths, including Episcopal, Presbyterian, Catholics, Methodist, Baptist, Christ Scientist, Congregational, United Lutheran, Evangelical and Reformed Churches, Jewish Synagogues, Mission groups and all Allied Religious Organizations.



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Pound Box \$1.10
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For The Boys and Girls
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Let LOWNEY'S CHOCOLATES CARRY YOUR VALENTINE MESSAGE

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EASY TO LAUNDRER
COTTON SLIPS
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Edwards Basement

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MEN'S ENGLISH RIB
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5 PAIR
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JUST 200
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SHEET BLANKETS



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Something warm under your chin these chilly nights. A soft, fleecy, finely textured sheet blanket. Shall stitched. Make cozy sheets. Sizes 70x99

**SOFT, WARM, FLEECY
PLAID BLANKETS**
A whole assortment of colorful plaids. Slightly imperfect. In rose, blue, coral, green, and white. Stitched, shall stitched. Size 70x80. 1.00 Value.
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Edwards Basement

Army Medics See Need For Vitamins Among Draftees
Malnutrition is widely prevalent in America today, in spite of our great abundance of food. Army authorities discovered this when they were forced to reject thousands of draftees showing marked signs of vitamin deficiency.

While vitamins are contained in the food we eat, modern foods, extensively prepared and tend to lose much of their vitamin content. As vitamin preparations have grown in popularity, their price has dropped. No longer at prohibitive levels, they are now in the price class of food and nowadays everybody can afford them. With sales confined exclusively to food stores, Major Brand Vitamins are said to be the largest selling vitamin products in that field today. Major B Complex tablets are really low-priced, well within the means of all. Leading Rochester grocers now have them in stock.

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Guaranteed AT LOW GROCERY STORE PRICES
APPROVED BY AMERICAN INSTITUTE OF FOOD PRODUCTS
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BREASTS . . . lb. 59c
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Challenge the glamor of the Stars
Thrill your sweetheart with a Valentine Portrait of you that has movie star magnificence! The only thing Hollywood glamor girls have that you haven't got is a make-up man and an expert photo-artist. Neisner's will supply you with both. Hollywood lighting, make-up and camera technique will make your photo the proudest Valentine you've ever sent!
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Three beautiful 6x10 inch photos and one lovely miniature. Proofs to choose from. No Appointment Necessary!
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Odd Davenport (woodrose) . . . 33.00
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LIVING ROOM SUITE
4 Pc. Modern Walnut BEDROOM SUITE
\$39
BEDROOM SUITES
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WHAT'S HAPPENING TO OUR CHILDREN?
MOTHER'S HAD A HARD LIFE
News And Fiction • Homemaking • Style And Beauty
FEBRUARY ISSUE **MCCALL'S** NOW ON SALE 15c
THREE MAGAZINES IN ONE

MR. SMITH GOES TO MARKET...
WEGMANS HOME OWNED SUPER-MARKETS
ALL YOUR FOOD NEEDS HERE UNDER ONE ROOF!

NEST-TO-YOU GRADE A
LARGE EGGS 45c doz.
SPECIAL SALE EVAPORATED MILK
JERSEY MILK 6 55c TALL CANS
CHOCOLATE ICED Angel Food Cakes 49c

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Pet Milk . . . tall can 10c
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No. 2 Can Tender Cut
Green Beans . . can 13c
Wegmans
HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

Judge To Have Valentine Party
The Robekan Lodge will follow the business sessions, next Thursday in the I. O. Members are asked to bring a O. F. Temple, 11 Clinton ave. valentine for the box. Entertainment, with N. G. Elsie Fien, pre-tainment and refreshments usiding. A valentine party will der the direction of Past Noble

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While They Last!
NEW SINGER DELUXE VACUUM CLEANERS
Extraordinary Values



with Hand Vacuum Cleaner and Accessories
LIMITED QUANTITY

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Perfectly Balanced — Highly Efficient

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Trades Accepted—Terms If You Wish

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SEMET SOLVAY COKE \$11.00
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STOVE, NUT \$13.45 Plus Tax
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IF YOU NEED TO
BUILD UP RED BLOOD!
And Also Relieve Distress of 'Periodic' Female Weakness!



For your Lydia Pinkham's Tablets have been helping thousands upon thousands of girls and women. Just try them yourself for 30 days, you'll see the result. If you, too, don't benefit! Follow label directions. Worth trying!

JOB OPEN
IF YOU ARE 16 OR OVER...
and are a willing worker, there is a job for you in the food industry. Immediate openings available in several of our stores. Experience helpful but not necessary. See Mr. Frankenstein at

WEGMAN'S
EMPLOYMENT OFFICE
80 WEST MAIN STREET

THE SPORT SHOP
COMPLETE YEARLY CLEARANCE
Odd Items Sharply Reduced
One And Two Of A Kind Only

63 SKIRTS All wool and part wool Values to \$6.00	2 ⁵⁹	47 SWEATERS 100% all wool. Values to \$5	1 ⁷⁹
GLOVES - HATS & MITTS Val. to \$2.00	59 ^c	SKI PANTS Values to \$3.50	2 ⁸⁹
SKI SUITS Wool and gabardine Val. to \$20	11 ⁸⁹	Odd Corduroy JACKETS Wool. Values to \$6	3 ⁵⁹
WINTER COATS Values to \$35	24 ⁵⁰	Winter Coats Values to \$23	19 ⁷⁵
Reversible Coats Values to \$15	9 ⁰⁰	Wool Jackets Values to \$12	7 ⁶⁹
White Teddy Bear JACKETS Values to \$22.50	12 ⁰⁰	ODD BLOUSES Values to \$2.50	1 ⁵⁹

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23 CLINTON Opp. HOTEL SENECA
Open 'Til 8 P. M. Every Night

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★ SPECIAL GROUP ★

- Black & Brown Pony
- Possum Dyed Skunk
- Gray & Brown Caracul Paw
- Kidskin (Black) ● Kid Paw
- And Many Others

Finest PERSIAN PAW \$98 to \$129
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DYED FOX 3/4 COATS (Silver-Blue and Natural Red) \$119 to \$135.00
SILVER MUSKRAT (Natural) \$135.00
Mink & Sable Blended MUSKRAT BACKS \$159.00
Finest Lot-out SILVER RACCOON \$239.00
Seal Dyed CONEY \$69.00
DYED FOX JACKETS \$59.00
Natural RUSSIAN SQUIRREL \$229.00

CLIFFORD FUR COMPANY
1283 CLIFFORD AVE.—1 Block Off Portland
"Clifford Fur Sells for Less"

News
For the Sufferers of
RHEUMATISM CONSTITIPATION WEAK KIDNEYS
For Better Health!

WITH YOUR OWN EYES! SEE AND BELIEVE the relief you get from these ailments. By a NATURAL, astonishing easy way. Without the use of harmful drugs. You may UP-ROOT and drive them OUT of your system. Regardless of how long you have been suffering. It takes ONLY 3 days to prove it. TO SEE—NOT to guess the results.

DRUGLESS HEALTH—NATURE'S WAY... Cathartics DO NOT CURE constipation. Doctors can tell you that! BIO-MINERAL is NOT a cathartic. It works the NATURAL way. Watch your elimination from your bowels after taking BIO-MINERAL. In 2 or 3 days, the waste, black as coal and hard as rock, may break from the walls of the colon, and you will see it in the stool. It is almost unbelievable that such waste could be in your intestines, UNTIL YOU SEE IT!

Drugless Health!
AFTER 3 DAYS examine your urine. You may see small pieces of white stone, threads and crystal-like matter, which should not be in your system — POISONS — coming out, relieving you! THESE poisons, collecting there probably for years, like rust in an old iron pipe, were weakening your kidneys and ruining your digestive system. Be sure to watch for these symptoms. You realize the priceless value of BIO-MINERAL.

Natural Minerals!
FOR MANY CENTURIES, Medical science has believed in the curative properties of minerals. Now, as never before, Doctors, Hospitals, Sanatoriums, Naturalists and Specialists are stressing the importance of Minerals. The cry is: MINERALS! MINERALS!!

Sufferers go to mineral springs to get cure or relief. In BIO-MINERAL you get the very same Natural minerals of the famous springs in highly-concentrated form. As a logical thing, there should be a bottle of BIO-MINERAL in every home to take the place of physics, cathartics, oils and all harmful drugs.

See With Your Eyes!
BIO-MINERAL gets down to the root and works in your intestines... neutralizing, throwing away waste materials, gas, toxins and bloating. Not like physics, oils and cathartics do... but in a Natural, harmless and painless way—doing a real "house-cleaning." It is easy to take and safe for delicate organisms. Try it! It is marvelous.

GUARANTEE:
We Will Refund Your Money in Full, If You Are Not Satisfied After 5 Days' Trial.

BIO-MINERAL—SPECIAL OFFER!
2 bottles \$1.85—3 bottles (45 Day Supply) \$2.75—1 bottle \$1

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Choice Of Lather Or Brushless Large 25c Size **12^c**

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PHONOGRAPH NEEDLES
Made of HIGH QUALITY SURGICAL STEEL
● High Fidelity — Low Surface ● Each Needle Plays 15 Records.

REGULAR 25c
PACKAGE OF 30 **19^c**
None Sold To Dealers

PHILLIP'S MILK OF MAGNESIA TOOTH PASTE
25c Size **13^c**

HOREHOUND DROPS
1 lb. Pkg. **18^c**

MINERAL OIL PURE U. S. P.
Pint Size **13^c**

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1-Lb. Pkg. **4^c**

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\$1.35 Size **68^c**

BORIC ACID POWDER
1-lb. Pkg. **18^c**

PEROXIDE Antiseptic
Pint Bottle **12^c**

Smith Bros. Cough Drops
Reg. 5c 2 Boxes for **5^c**

VITAMIN-TESTED COD LIVER OIL
Plain or Mint Flavored
Genuine medicinal Cod Liver Oil, U. S. P. Strength—rich in Vitamins A and D. Choice of plain or mint flavored.

Full Quart **\$1¹⁹**
PINT BOTTLE **69^c**

Colgate's Tooth Paste Large Size **21c**
Saccharin Tabs. 1/2 oz. Grains Bottle of 100 **9c**
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Cocillana For Coughs 2-ounce Size **17c**
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Lavoris Mouth Wash 5oz. Size **39c**
Menthol Inhaler For Colds Reg. 10c **6c**
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Get Relief New Easy Way — Sit in Comfort

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Prolaron Rectal is a quick, dependable reliever of itching, painful rectal soreness, piles and hemorrhoids. Brings soothing sense of comfort upon contact, forms protective film over sore area, helps destroy infection, eases, and Nature heal up raw, broken tissues. No oil — no greasy stain. Get this modern relief today... ask for **PROLARON RECTAL**

ONE-A-DAY VITAMIN A and D TABLETS
Compare THESE PRICES
Box of 30 Bottle of 50 **\$1¹⁷**

SMOKERS BARGAINS
T. E. BROOKS PERFECTO CIGARS
5 FOR **24^c**
BOX OF 50 **\$2³⁵**

With This Coupon
BRAND NEW! PLASTIC TOBACCO POUCH
● Cheapest ● WILL NOT CRACK ● Moistureproof ● WILL NOT DRY UP
Preserves the aroma of your favorite pipe tobacco and keeps it fresh!
Daw's Low Price (Limit of 2) **9^c**

Prince Albert, 1 lb. 74c
Union Leader, 14 oz. 61c
Granger, Model, 1 lb. 71c
Velvet, Dills, 1 lb. 74c
Geo. Washington, 1 lb. 61c
Edgeworth, 1 lb. \$1.01
Kentucky Club, 1 lb. 74c
Half and Half, 1 lb. 74c
Canister 1 lb. \$1.17
Big Ben, 1 lb. 74c
Willoughby Taylor, \$1.25

Sir Walter RALEIGH TOBACCO
Full Pound **74^c**

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Superior-grained, selected Briars made by a well known manufacturer. Many styles and shapes to choose from.
Easily Worth \$1.00 and More
DAW'S LOW PRICE 59^c

The Rochester Sun

SHOPPING NEWS

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SIXTH YEAR—No. 22

ROCHESTER, N. Y., THURSDAY, FEBRUARY 11, 1943

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

Police Name Four Bands For Valentine Ball

Rochester will take its place as the nation's swing band center Saturday night when the Police Benevolent Association takes over three of the city's largest halls for their annual Valentine Ball.

At Convention Hall patrons will dance to the music of the MacFarland Twins and their orchestra who have recently zoomed to fame for their radio and recording work. At present they are appearing on the Jack Benny program and have received outstanding recognition from swing critics.

Over at the Columbus Civic Center, second of the three halls in which the ball will take place, Joe Marsala is bringing his New York City band for its initial local appearance. Marsala, a comparative newcomer to the national band field enjoys a wide reputation in New York City. He is now broadcasting over the NBC networks five times weekly and each week plays a program for soldiers overseas through the British Broadcasting Corporation. He recently completed a tour of 300 USO centers at military camps. Local swingsters will

Victory Gardening To Be Taught At Madison Night School

A course in Victory Gardening will be given at Madison High Evening School beginning next Tuesday at 7:30 p. m. under the sponsorship of the Board of Education and the Victory Garden Council.

Rudolph Illig, a science teacher and graduate of the College of Agriculture at Cornell will be the teacher. The course will include a study of the identification and culture of vegetables, the proper soils and fertilizers, control of insects and diseases, seed planting, garden planning, and other related subjects.

Registrations will be accepted any Tuesday or Thursday evening from 7:30 to 9:30 p. m. at Madison High School.

TOWNSEND MEETING

Townsend Prosperity Club No. 19 will meet in the club rooms next Tuesday at 208 W. Main St. Refreshments will be served following meeting.

\$84,200 QUOTA SET FOR CIVIC MUSIC ASSOCIATION DRIVE OPENING TOMORROW



300 Workers To Canvass City, Surrounding Area

Rochester's drive to maintain its far-famed reputation and prestige as one of America's great music centers gets under way tomorrow night when more than 300 volunteer workers gather on the stage of the Eastman Theatre to launch the 15th annual maintenance fund campaign of the Rochester Civic Music Association. Drive dates are February 12 through 23.

The goal has been announced as \$84,200—a figure described by Arthur M. See, executive director of the CMA, as the absolute minimum amount necessary if Rochester's entire musical program is not to be imperiled.

This year, says See, directors recognize that rationing restrictions and other adverse influences probably will make the drive unusually difficult, but points out that nearly all civic and national leaders are agreed that in war times more than ever we need the beneficial influence of good music.

Besides the sponsorship of artists in concerts, grand opera and educational endeavors, the CMA is principal supporter of the Rochester Philharmonic and Rochester Civic Orchestras, both of which rank among the nation's leading symphonic groups.

Leadership of the more than 300 solicitors who will canvass the city and more than 20 surrounding cities and villages for supporting membership is in the hands of L. Dudley Field, vice-president of the association, as

(Continued On Page 4)

No. 34 PTA To Honor New School Head

Carl Smith will preside at a meeting of the Lexington School No. 34 PTA tonight at 8 p. m. to honor the school's new principal, Miss Edith Briggs.

Dr. Howard Seymour, coordinator of child services, will speak on the subject, "Vocational Adjustments in Time of War." Lyell A. Keichum will show his collection of photographs of the west.

Refreshments will be served by mother of the school's fifth graders.

Republicans In 16th Ward Elect New Officers

The 16th Ward Republican Club elected the following officers recently at the Ontario St. headquarters:

Gordon Zimmerman, president; Charles Andolino, vice-president; James Nast, recording secretary; Burt J. Wolff, financial secretary; and John Mascioli, treasurer.

A membership campaign has been opened under the direction of Patsy Laudisi, executive committee.

Men of Laurelton PTA To Conduct Quiz Show

A quiz program will occupy members of the Laurelton PTA at their meeting in the school next Thursday at 8 p. m. After a short business session under the direction of Mrs. Mark Putman, president, the men of the will take over. The quiz program will be under the direction of Elmer Weiland and members of the school board.

As an added feature, a member of the WAAC's will be present as an honor guest.

Refreshments will be provided by the men of the organization.

Shopping News Income Tax Bureau Aids Readers

Despite congressional agitation for a pay-as-you-go income tax plan, officials of the Internal Revenue Department have announced that all income taxpayers will have to file a return with at least a 25 percent payment prior to March 15. To date returns have been under normal years and it is believed that persons are holding off anticipating a total or partial forgiveness of their 1942 tax liability. Regardless of what the new tax form may be, the March 15th date is still the day of reckoning as far as Uncle Sam is concerned.

Officials of the Rochester Sun-Shopping News Income Tax Service Center join with the federal tax gatherers in urging everyone to file their income tax early. All signs point to the greatest last minute rush in history. This rush can be avoided by getting the return in during February.

Patrons of the Shopping News Income Tax Center find that the filing of a return is a simple procedure when handled by an expert accountant. Instead of spending hours trying to interpret obscure tax regulations, they are turning their tax worries over to men who spend their entire time at just such

(Continued On Page 4)

No. 37 School PTA Plans Founder's Day Program For Tuesday

"The value of P.T.A. as a Force in Home Defence" will be the theme of a Founder's Day Program and Tea, to be held at 37 School next Tuesday at 1:30 p. m.

A candle light ceremony will open the program after which Mrs. Elmer A. Davies, state student loan chairman, will explain the student loan system and make a life membership presentation.

Refreshments will be served by mothers of first grade children, with Mrs. Herbert Bates and Mrs. Samuel Wharmby in charge.

All former members are urged to be present.

Amusements

CENTURY "SILVER SKATES," Kenny Baker, Patricia Morrison; "TIME TO KILL," Lloyd Nolan.
NOW PLAYING

LOEWS "RANDOM HARVEST," Greer Garson, Ronald Colman.
NOW PLAYING

PALACE "THE PALM BEACH STORY," Joel McCrea, Claudette Colbert; "LUCKY JORDON," Alan Ladd.
NOW PLAYING

ARNETT "WHITE CARGO," Hedy Lamarr and Walter Pidgeon; "ENEMY AGENTS MEET ELLERY QUEEN," Wm. Gargan.
SUN. THRU TUES.

CAMEO-WEST END "WHITE CARGO," Hedy Lamarr and Walter Pidgeon; "JUNIOR ARMY," Freddie Bartholomew.
SUN. THRU TUES.

CAPITOL "ARABIAN NIGHTS," Jon Hall, Sabu; "THUNDERBIRDS," Gene Tierney, Preston Foster.
NOW PLAYING

DIXIE "SPRINGTIME IN THE ROCKIES," Betty Grable and John Payne; "JUNIOR ARMY," Freddie Bartholomew.
SUN. THRU WED.

GRAND Judy Garland, Geo. Murphy, Gene Kelly in "FOR ME AND MY GAL," also Bruce Smith in "SMITH OF MINNESOTA."
SUN. AND MON.

HUDSON "MY SISTER EILEEN," Rosalind Russell, Brian Aherne; "ACROSS THE PACIFIC," Humphrey Bogart, Mary Astor.
SUN. AND MON.

LITTLE Leslie Howard in "MISTER V"
BEGINS SAT.

MADISON-MONROE "REUNION IN FRANCE," Jean Crawford, John Wayne; "WHISTLING IN DIXIE," Red Skelton.
SUN. THRU WED.

REGENT "YANKEE DOODLE DANDY," with James Cagney.
NOW PLAYING

REXY "FLYING TIGERS," John Wayne, John Carroll and Ann Lee; "MOONLIGHT MASQUERADE," with Dennis O'Keefe.
SUN. THRU TUES.

RIVIERA "STAND BY FOR ACTION," Robt. Taylor, Chas. Laughton; "GIVE OUT SISTERS," The Andrew Sisters.
SUN. THRU WED.

STATE-LIBERTY "FOREST RANGERS," Paulette Goddard, Fred MacMurray; "PRIORITIES ON PARADE," Ann Miller, Jerry Colona.
SUN. THRU TUES.

TEMPLE "CASABLANCA," Humphrey Bogart, Ingrid Bergman, Paul Henreid; "OVER MY DEAD BODY," Milton Berle.
NOW PLAYING

English Instructor To Lecture At "Y"

Miss Lula B. Coleman will lecture on "Correct English" at the Central YMCA on Friday, February 19. The program is open to the public.

Miss Coleman is an instructor in "The Miller System of Correct English" which will begin at the Central Y.

O.E.S. Chapter Plans Meeting

Germania Chapter, O. E. S. will meet in Room A, Masonic Temple, next Monday, with Worthy Matron Anna Betlem and Worthy Patron Richard Betlem, Sr., presiding.

Anna Betlem Officer's Club will meet tomorrow in 3rd floor dining room, Masonic Temple.

AT CHAMPION'S

RE-GROUPED! RE-PRICED!

ODDS AND ENDS SALE

TABLES OF WARM WINTER MERCHANDISE PRICED AT

39¢ ea. 2 for 75¢

Hundreds Of Items Worth From 1.00 To 2.000 At These Ridiculous Prices

MEN'S AND BOY'S WHITE

CREW SHIRTS

29¢ ea. 4 for \$1.00

WARM ALL WOOL JACKETS AND SAMPLE SWEATERS

\$4.00

And Up
VALUES TO \$10.00

Champion

KNITWEAR, CO. 71 ST. PAUL ST.

LAST FEW DAYS

DARLING SHOP'S SENSATIONAL ANNUAL

DRESS EVENT

LESS THAN

1/2 PRICE SALE

Still Hundreds to Choose From, Plus Many Added for This Week End

GROUP 1 All Our Reg. 4 ⁹⁹ and 5 ⁹⁹ WINTER DRESSES \$2.50	GROUP 2 All Our Reg. 7 ⁹⁹ and 8 ⁹⁹ WINTER DRESSES \$4.00
-------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------

100% PURE VIRGIN WOOL

SWEATERS

White and pastels. All Sizes.

\$1.69

FINAL CLEARANCE! BETTER

BLOUSES

Some slightly shopworn. 2.99 and 3.99 values.

\$1.29

HOSE Slight irregulars of fine quality sheer rayon.

2 PAIR \$1

DARLING SHOP

190 MAIN STREET E.

1.69 2.49 2.49 3.98 3.95

Charge It!

RUDOLPH'S

Corner East Main at South Avenue
In Batavia—109 Main Street
Open Monday Evenings

KAY'S COMMENTS

February to my mind, is the month that needs Christmas in it. And some sunshine too. In line with this firm though wistful belief, I have gathered the facts below in hope of lifting flagging spirits. Of course by now you know all about shoe rationing. The news commentators are telling about it; warning you to check your 17 coupon in red so you won't forget. However the bright spot is that you can use your better-half's coupon to buy yourself a pair if you think this is necessary. My only concern was whether house slippers would be rationed—they will not—understand. After staggering round this town day after day, if I couldn't have those house slippers to leap into, I would give up. It occurs to me that if you're allowed three pairs of shoes a year, to be able to purchase them two pair at a time, would lengthen the life of both pair. You know what happens to shoes, when they are worn every day. What do you think?

Devotedly,
KAY.

H. B. GRAVES boast of one of the most complete lines of UNFINISHED FURNITURE in town. And rightly so. Give a thought to this type of furniture to fill those empty yawning spaces in your home. You'll find no end of opportunity to exercise your ingenuity. A little paint, a little time, a little money and you have it. For instance, Drop Leaf Tables sturdy, good size for only \$4.95. Kitchen Chairs from \$1.39 up. Several different styles to choose from. Chest of Drawers (four drawers) for only \$5.95. Utility tables in different shapes and sizes \$1.98 up. Bookcases of goodly size \$2.98. Unfinished wall and base cabinets for kitchen. Hard wood, with chrome handles. They come in sections. Well, what are you waiting for—Grab your hat and coat and GIT. To H. B. GRAVES—78 State St.

First call for Spring—NAVY from RIPTON DRESSES. There's something about Navy in the spring that does things for us. Take a peek at the ones with frothy lingerie trim. Plenty of tailored models too. Prints in profusion. Prices \$8.95 to \$19.95. All sizes 739 MONROE AVE.—10AM to 9PM.

Make bookmarks for your book-loving friends. Lengths of moire ribbon with legends done in cross-stitch in sentimental colors—“For Virginia”, “For Ann” or “Esteem the Giver”. Do you like that?

There's a new product on the market called “Dryer-Drier-Out”. It comes in a paraffined-cardboard container, as you open the lid blocks go to work to dry out damp air in basement or closet. A cedar fragrance for your closets—others for your basement. It sells for about \$2. Try it.

It's easy to digest—this HOMOGENIZED VITAMIN D MILK. That feeling of overfulness which some adults and children have after drinking regular milk usually does not occur when milk has been Homogenized. For this famous milk forms light, small soft curds. The digestive juices of the stomach can act readily on these curds. Whether you have real milk drinking problems in your family or not try HOMOGENIZED VITAMIN D MILK. BRIGHTON PLACE DAIRY, 45 Fulton Ave. Glen 144.

Have home-baked beans in thirty minutes. Partially dried, precooked navy beans are an exciting new food product in a brand you know. Add hot water and seasonings, and bake a half-hour. A grand one-dish meal—or mix with tummy pickles for sandwiches. A 12-oz. box, about 15¢ serves 6. Van Camp's is the canner.

HOME SERVICE at ROCHESTER GAS says: Plan the lunch box you must pack every day for that defense worker in your home. Shop ahead, use paper containers with covers, envelope bags for sandwiches wax paper for dry foods. Make it a point to keep things looking appetizing.

Take care of your skin—not by spasmodic beauty treatments but by consistent effort. Ten minutes a day for the daily scrub with soap and water followed by a good emollient cream. Ten minutes a day for putting on that good foundation before you brave the February winds.

Those carelessly flicked cigarette ashes on your precious damask seem like an irreparable tragedy, but not when you know ERS Precision work at gentle prices. 409 BURKE BLDG.

Polka-dots with navy is always used for spring—but somehow—when we see it—we like it. Or spruce your last year's navy with polka dots collars and cuffs.

ODENBACH'S manage to go on year in, year out, never wavering in the quality of their food and service. This is their other qualifications. Their entertainment for instance, Jimmie Vincent and his boys are “giving out” for the present. Their music is gay, modern, Bernice Foley the little lady who is billed as “The Lilian Russell of today” is a knock-out. You'll enjoy her. Drop in at the cocktail hour and linger for dinner. ODENBACH'S, Main at Clinton.

Tucks distributed in the most flattering places will do things for your figure. When you see a frock with tucks—give it some thought—it usually looks much better on than off.

Superfluous There's a way out of everything. Hair Even superfluous hair. CHARLOTTE WHITE will give you new courage and tell you how simple her process is to rid of this scourge. NO ELECTRIC NEEDLES. NO PAIN. NO SCARS. Free consultation 222 CUTLER BLDG. Stone 503.

Whether he's admiral-general buck-private—he'll like the cross-strap slippers that are the masculine equivalent of scuffs. Point-toe take up a negligible amount of space, which counts in any man's army.

“PARENTS BY PROXY” is an efficient organization headed by BLANCHE REYNOLDS. CULVER 51. A simple telephone call and a “Proxy” will arrive at your home, to take complete charge of your small fry leaving you free for social dates, your Red Cross work etc. The cost is 35¢ per hour. Culver 51.

You'll like the smart details of the “one of a kind frock” show at C. B. THOMAS. That friendly shop located at 273 HOTEL SENECA. All sizes, many in the much wanted half-sizes—all chosen with care and good taste. Prices are marked so it's easy to afford a couple. Drop in today.

To team up with your slacks—try a woven cotton string sandal on a gabardine wedge—nice for cotton clothes in the summer too.

H. KATZOWITZ is the dean of veteran tailors. Get ready for an early spring. Let Katzowitz make you a classic suit or coat or both. Designed just for you, on thrilling lines, easy drape, young shoulders, in material selected by you, a garment labeled “Katzowitz” is a delightful experience. H. KATZOWITZ 707 Clinton St.

Fish with macaroni—sounds good—but it is nice. Cook a medium-sized onion in a cup and a half of white sauce. Add two cups of cooked macaroni, one cup cooked fish—a little minced pimento. Season-top with crumbs. Bake till brown.

When the “SPIRIT OF ROCHESTER” delivers that knockout blow to the Axis, will your money have helped to “get her up”? The drive is on for more and more WAR BONDS. Fill up those War Stamp Books. Fill a couple more. Do your share in seeing this Giant Bomber built piece by piece with money from Rochesterians. Who knows, this may be the Bomber that delivers the knockout blow to the Axis. Start right now, buy more War Stamps and Bonds, just as fast as you can and help build a Bomber for Rochester. Drop into Edwards. On the main floor you'll find “BOMBER BASE” where you may make your purchase of War Bonds and Stamps. As a tribute to your patriotism at this time, you will receive besides the War Bond itself, a handsome certificate suitably paraphrased to commemorate your helpfulness in this costly effort for your Country's sake.

Remember visit EDWARDS “BOMBER BASE” on the Main Floor for War Stamps and Bonds.

Memo to all people who come screaming—“I don't know what to give so-and-so, she has everything.” Go out and get some of Schiaparelli's sleeping soap. Shaped like bed-pillows, they sell for about \$1.75. Or six tiny guest-sized pillows. Is that all right? Yes—Well stop bothering me.

A morale-builder-upper for spring would be a spanking new costume tailored by PROJANSKY. We use the word costume, 'cause that is just what the finished product is when it bears the label of Projansky. The selection of materials will surprise you in these days, prices are gentle—workmanship superb—remember PROJANSKY when you think of spring clothes. 39 EAST AVE.

Draw a list of accusations against your house as it stands. Ten chances to one, none will be very serious. A fresh coat of paint here and there, a bit of wax for that dingy linoleum, mending materials for those unsightly cracks in the walls and ceiling. Caulking compound to stop those leaky windows. A tube of special glue to fix those antiquies Sonny has hurled downstairs. All this can be accomplished with a little elbow-grease plus a trip to H. H. SULLIVAN'S. Free advice on the use of these articles will be given cheerfully. — 67 SOUTH AVE.

INCOME TAX \$200 RETURNS up Completed by Our Income Tax Accountants, Days, Evenings, Sundays and Holidays, in Our Established Income Tax Department.

KALBFLEISCH TRAVEL AGENCY Lincoln-Alliance Bank Bldg. Stone 871 Serving Rochester for 50 Years

Joels Roses are Red, Violets are Blue, Valentine Day is the 14th. JOELS KNOW IT TOO. The accent of the month is on “Sweetheart”. So be his Valentine in one of the new spring hats from Joels. Breathtaking models are arriving every day. The new beret—the off-white cloche, pretty plinks, doll sized bonnet, quilted little numbers of jersey, tulips, roses, violets nodding at becoming angles. Drop in and see for yourself. JOELS, 215 E. Main.

Fit-Fitter-Fittest — That should be every woman's motto, for there is no room for the delicate flower in this modern world. Let PETTIS take off those excess pounds with her famous BATTLE CREEK REDUCING LOUNGE. Permanent results — more vigorous health—less pounds — moderate tariff. Call PETTIS today, Stone 6210, 323 BURKE BLDG.

A low flame is best for heating milk. A high flame will scorch it and ruin the flavor.

Hard to Believe, Yet It's TRUE!
GIANT 9x12 FELT BASE RUGS

9'x12' SIZE Reg. \$5.95... \$4.99
6'x9' SIZE Reg. \$4.00... \$2.59

Excellent patterns, every one a desirable color combination. This is one of the best known brands, “Feltona”, thoroughly guaranteed for its superior quality. These are bordered rugs... not just felt base squares.

MAIN 7900
Ward's
15 EXCHANGE ST.
Free City Deliveries
FREE PARKING OPPOSITE with purchase of \$1.00 or more

WM. F. and S. GEO. SHAFER MEND & SHAFER Formerly President and Vice-President of

Take Advantage NOW of Our Greatest Ever

FEB. FUR SALE

Always a great Fur buying month, this February is more so than ever. The reason is clear. Part of the preference for Shafer's Fur Coats is due to the low price range for highest quality.

\$69 to \$690

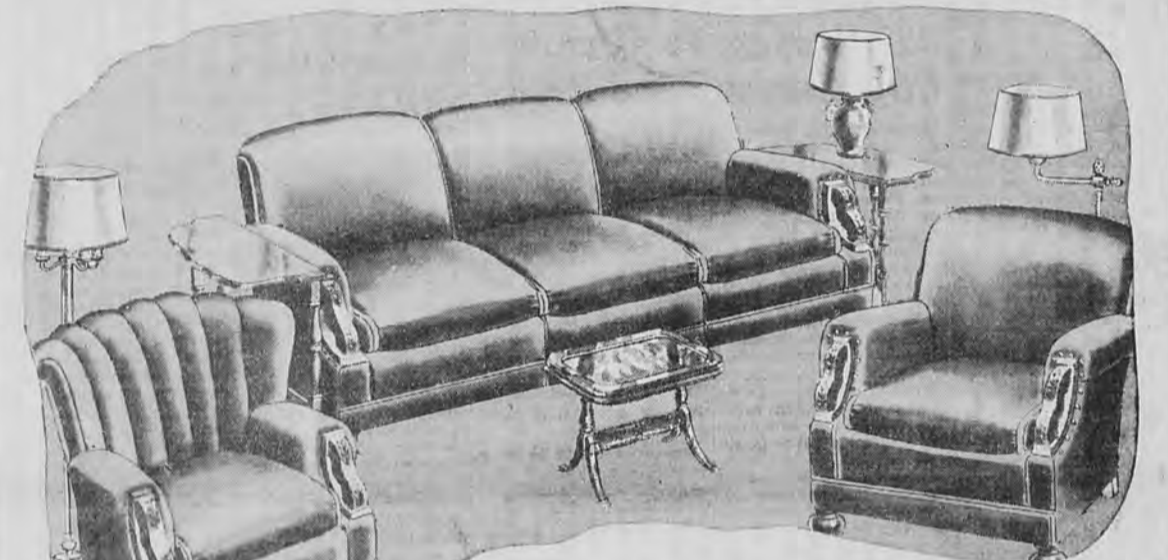
All Prices Include Tax

Charge Accounts Budget Accounts

SHAHER CO. 51 EAST AVENUE

COMPLETE ROOM ENSEMBLES!

On RELIABLES Easily Arranged Credit Terms—Open An Account!



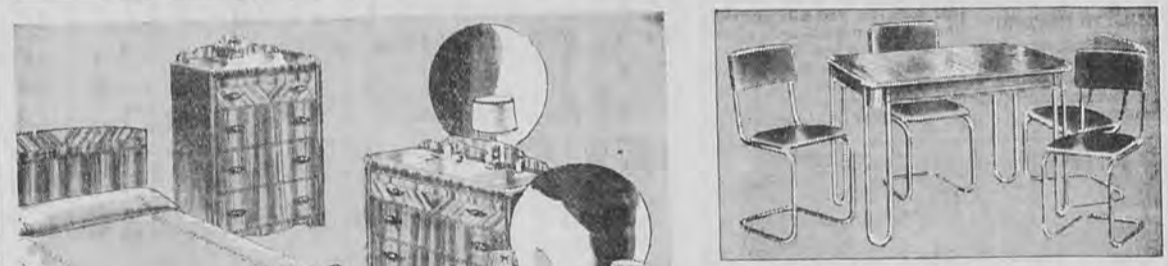
10 PC. LIVING ROOM ENJOY LUXURY, BEAUTY FOR ONLY

Includes the Following:

- Sofa • Club Chair • Barrel Chair
- Coffee Table • Two Lamp Tables
- Floor Lamp • Bridge Lamp
- Two Vase Base Table Lamps

 Exceptional value in a completely furnished living room! The three big pieces of the suite are in heavy tapestry, have carved wood grip arms, quality tested coil spring construction throughout. The balance of the pieces, listed at the left, have been selected with quality as well as beauty in mind.

\$119.95
TERMS \$2 WEEKLY



CHROME & OAK DINETTE
FIVE PIECES! The table has top and extension leaf of Solid Oak, the four chairs have seats and backs of washable leatherette. All with modern Chromes-steel frames.
Only \$1.25 Weekly

\$39.95



MODERN BEDROOM OUTFIT OF TEN PIECES! UNUSUAL VALUE!
\$89.95
Only \$1.50 Weekly

Felt Mattress
All standard sizes of heavy felt with rolled edge, full utility. Open An Account \$16.95

Lane Cedar Chest
Matched Walnut veneers on heavy cedar lining. Has Automatic Tray! Liberal Terms \$29.95

Waterfall Modern, in a striking new ensemble in richly grained walnut veneers. Includes the DRESSER... CHEST OF DRAWERS... BED... ROLLED EDGE MATTRESS... TWO BOUDOIR LAMPS... BED ROOM BENCH... TWO PILLOWS... 25% WOOL BLANKET. See it today... we expect to sell out quickly at this smashing low price!

THE RELIABLE FURNITURE CO.
80-84 STATE ST. ROCHESTER

BUY WAR STAMPS & BONDS AT
Edwards

**Attention Boys From 5 to 14 Years Of Age
Edwards Is Headquarters For The Famous
Superman-Tim Club**



O BOY... I SURELY WANT TO GET THE
"SUPERMAN-TIM"
AND BECOME A MEMBER OF THE CLUB. THIS
WILL MAKE ME ELIGIBLE FOR BIG CONTESTS,
SPECIAL GIFTS AND EVERYTHING ELSE THAT
MEANS FUN!

Name: _____
Address: _____
Age: _____ City: _____

F. W. EDWARDS & SON
Boys' Dept.—Street Floor

**SUPERMAN TALKS ABOUT THE
BIG SUPERMAN-TIM CLUB FOR BOYS
EVERY MEMBER GETS A SWELL
BOOKLET EACH MONTH FROM THE
SUPERMAN-TIM STORE. IT'S A NEW
KIND OF SUPERMAN PUBLICATION AND
DOESN'T COST EVEN ONE PENNY!**

JOIN NOW!

**Get Your Free Membership
In EDWARDS Superman-Tim Club
Fun For Boys 5 to 14 Yrs.-Contests-Prizes-Hurry!**

Shop In Western New York's
Largest and Most Complete Candy Department

VALENTINE CANDIES

This Valentine Day you'll particularly want to remember the boys and girls in the Service. Don't let them be disappointed. Send one of these colorful, beautiful heart boxes filled with good chocolates for their enjoyment. Don't put it off another day—remember the time it takes to ship them. Phone orders filled! Call Stone 2300.

Lowney's Chocolates
Heart Shaped Boxes

80c to 3.50

Also In Beautiful Gift Boxes

Whether you choose one of the lovely heart shaped boxes or one of the other beautiful gift packages, you'll be assured of delicious candy inside.

Page & Shaw Chocolates

Satin Heart	Mother of Pearl Heart
1 lb. box . . . 1.75	1 lb. box . . . 1.25
2 lb. box . . . 3.50	

The chocolate of distinction in beautiful heart shaped boxes.

Apollo Chocolates

Satin Heart	Mother of Pearl Heart
1 lb. box . . . 1.75	1 lb. box . . . 1.35
2 lb. box . . . 3.50	
Fancy Heart	Special Heart
1 lb. 1.10	1 lb. 80c
2 lbs. 2.20	2 lbs. 1.60

Each heart shaped box contains a delightful variety of delicious centers, coated with finest quality rich chocolate.

EDWARDS—Street Floor



1. Defense Oxford
With wedge heels and insulated sole, safety toe box that will withstand 300 lbs. of weight. Tan or red.

2. Prince of Wales
Tan walled toe oxfords, perforated for added comfort. Walking heel.

3. Barrie
Perforated Chillumie with wedge heel and platform sole.

4. Gladys
A comfortable tan calf pump with walking heel—for more dressed-up walking occasions.

You'll Enjoy Walking in
Low Heel Comfort

\$5

Maybe you can't ride these days, but you can walk and like it. You'll love to wear these low heeled beauties the whole day through. Just any shoe won't do . . . you want comfortable, serviceable shoes . . . shoes that will keep your feet flying tireless through hours of service on the Homefront, in the factory, behind the counter, wherever your job for victory may call you. Yet you want your feet to look smart—tailored—yet feminine. These shoes fill all these qualifications.

All Shoes X-Ray Fitted

EDWARDS—Third Floor

ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT

ABSOLUTE FOOT REST FOR YOU!

Our Women's Famous

"TENDERFOOT"

Arch SHOES

3.95



- Flexible Construction
- Built-up or Covered Heels
- Moulded Arch Feature
- Combination Lasts
- Cushioned Rubber Toplifts
- Calfskins, Kidskins and Gabardines

Here are shoes in keeping with the time . . . comfortable shoes that you can stand or walk in for long hours. They give your feet a trim look. Casual, work or even dress styles in sizes 4 to 10 and widths AA to EE. Black

Edwards Basement

FOR PLAY & SCHOOL

Children's

OXFORDS



Sizes 9-3

A good sturdy shoe. Brown or black elk with tips. Brown moccasin type. Goodyear welt sewed soles. A real saving!

2.89

**SAVE! GIRLS!
ACTIVE SHOES**

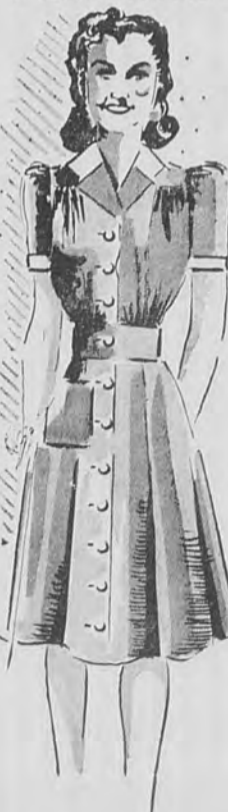


3.49

Girls, as well as War workers pick these comfy, good looking shoes for active days. Low-heeled oxfords with leather or rubber soles. Genuine Goodyear welts. Black or Brown. Sizes 4-9. Widths AA to C. A real Saving!

Edwards Basement

FOR BUDGET WISE WOMEN!



WHITE
BLUE
TAN

*A Princess
Peggy*

IN
SIZES
14-44

SERVICE DRESS

1.98

Look crisp and fresh, while you keep your house looking spic and span . . . in a smart all around house dress. Serviceable as a uniform and perfect for the war worker. In poplin material. A dress that you'll never tire of.

Edwards Basement

Man Appeal

BY TONI MARSHALL
In these troubled times you have to be able to laugh, and to realize that your laughter means better morale for all. Don't cry, or fuss, or fret, cooperate with others and laugh for others.
When you see many young and beautiful girls with lovely complexions, just ask them their secret. They'll tell you, it really isn't any secret, it's just Woodbury's Facial Soap that does the trick. A gentle, effective soap that will make your face glow with youthful glamor.

I sent three pocket books, Mission to Moscow, The Coming Battle for Germany, and the Silent Witness, to my brother in the Navy. He wrote and told me they are just the kind of books he was glad to receive. They are small, compact and interesting. And for 25 cents they are really wonderful bargains. This is an excellent way to build up your library. Buy the 25 cent Pocketbooks, you'll be delighted with them.
If your doctor tells you that Junior needs a laxative, be sure that you give the child a laxative that has been prepared especially for delicate constitutions. Get Fletcher's Castoria,

the product that has been famous as a children's laxative for generations.
There is a new macaroni product on the market that is just the last word. It is Tenderoni, all prepared, cooks in 7 minutes and is positively delicious. Serve it with spaghetti or mushroom sauce, and see how your family will love it.
Keep your kitchen and bathroom porcelain at its best, you know you won't be able to get new equipment. One way to keep your porcelain shining, is to use BAB-O. BAB-O will eliminate all stains and grease. For a thorough cleaning... use BAB-O.

Tax Bureau . . .

(Continued from Page 1)
tasks. Not only is the use of the Shopping News Income Tax Service a time saver but more than 90 percent of the taxpayers availing themselves of the service to date have found their tax bill considerably less than they had figured. Knowing what deductions to legally take is just as important a task as knowing what entries to make.
Because of the thousands of new tax payers this year, and because of the shortage of help in the federal office here, numerous concerns have opened for tax consultant business in various parts of the city. Those who come to the Shopping News Center at 68 Main St. E. have the assurance they are dealing with a thoroughly reliable, local established business organization, employing some of the foremost accountants in Rochester. Charges have been set at a minimum to bring the service within the reach of all taxpayers.
Many people have called the Sun office to inquire the exact location of the Income Tax Service Center. The address is 68 Main St. E. and that location is next to Kinney Shoe Company, near Front St. and opposite the Democrat & Chronicle. The office is open daily from 10 a. m. to 10 p. m.

Eggs Offer Excellent Meat Substitute

Here are two excellent stuffed egg recipes—one hot, one cold—which you'll find substantial substitutes for meat.
Stuffed Eggs Bombay is CBS actress Frances Woodward's suggestion for a taste-tingling salad. For four portions, cut in half lengthwise 8 hard boiled eggs. Remove the yolks, rub through a sieve, add 1/4 tsp. salt, 1/4 tsp. pepper, 1/2 tsp. paprika, 1/4 tsp. curry powder, 1/4 tsp. mustard, 1/2 tsp. Worcestershire sauce, 1 1/2 tsp. grated onion and 2 tps. melted butter. Stir thoroughly, add 1/4 cup of mayonnaise and beat until fluffy. Add

2 tbs. chopped pickles. Fill whites with this mixture, and serve on a bed of crisp lettuce.
Eggs Stuffed With Mushrooms for six portions is made by peeling 1/4 lb. of mushrooms, separating stems and caps; saut each separately in butter with 1 tsp. of chopped onions. Cut in half lengthwise 6 hard cooked eggs. Mash yolks, season with a bit of salt, 1/4 tsp. cayenne pepper and 1 tsp. mustard. Add 1 tbs. cream and mushroom stems. Fill whites with mixture, place in baking pan, and pour 1 cup white sauce and mushroom caps over them. Top with buttered bread crumbs and bake until crumbs are brown.

It is very simple to enlarge the holes or make additional holes in the nipple. Turn nipple inside out and pass the point of a red hot needle directly through the tip.

Rice, not wheat, is the staff of life among Far Eastern peoples. It remained for America to present this nutritious cereal in a new, crisp, appetizing form—oven popped rice cereal.

LOUCHEUR'S FEBRUARY SPECIAL
PERMANENT \$3.98
Fully Guaranteed \$6 Wave
loucheur's SUITE 300 BURKE BLDG.
Open Evenings by Appointment—Main 2951

Sears FEBRUARY FURNITURE and RUG SALE
SPOTLIGHT Specials
SENSATIONAL PRICE SMASHING SALE

LOUNGE CHAIRS

Straight Backs! Channel Backs! Fan Backs!
All in a rich choice of bright coverings!

9.77 Was 11.95
You save \$2.18 on this beauty, choice of several comfortable styles in long wearing tapestry covers.

14.77 Was 15.95
You save \$1.18 if bought during our February Sale! Channel back style with spring filled seat, choice of colors.

18.77 Save \$2.82! Covered in red or green with large comfortable arms and deep spring filled seat.

Designed to Give the Utmost in Comfort
TILT BACK CHAIR
With Matching Ottoman

27.77

Made to sell for \$29.95. Smart button back chair upholstered in durable, rich velour. Tilts back by body pressure, when you lean back. Complete Ottoman.

REGULARLY 44.95
41.77

Big massive arm chair with big slopping ottoman. Finest velour covered in a choice of colors.

REGULARLY \$39.95
36.77

A COLOR-STYLE FOR EVERY TASTE
Without a doubt these are the finest chairs we have ever offered at these money saving prices. All are style chairs made by leading upholsterers. Buy yourself style and comfort at a substantial savings.

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

Music Drive . . .

(Continued from Page 1)
general campaign chairman, Mrs. F. Hawley Ward, chairman of the woman's division; Frank M. Houston, chairman of the men's division, A. E. Metzendorf is in charge of management.

Running co-incidentally with the fund drive will be Rochester's first "Music Week" designed to focus attention upon the city's musical advantages. Public and parochial schools will hold special music emphasis days; sermons based on the importance of good music will be preached from many of the city's pulpits; motion picture theaters as part of their war activities work will publicize the campaign on their screens.

Civic luncheon clubs will devote parts of their programs to music events, and the city's three radio stations are to unite for a special broadcast enlisting a Rochester originated concert program. Newspapers will stress the necessity of maintaining the city's musical resources at this present peak.

Worker report meetings are listed for noons, Monday, Wednesday and Friday during the week of the campaign with the final report dinner set for Tuesday evening, Feb. 23 on the stage of the Eastman Theater.

Police Ball . . .

(Continued from Page 1)
know him through his recording work for Decca. Featured with Marsala will be the "world's greatest swing harpist," Miss Adelaide Girard.

Third of the dance halls will be the Roller Palace, 155 Chestnut St. where Norbert Klem will divide music honors with Max Raney and his Hi-Boys from WHAM. Klem and his Melody Lane orchestra is the current rave of local dancers. Max Raney and his group will confine their activities to square and other oldtime dances. This is the first year that the coppers have furnished oldsters with the type of band they prefer.

Patrons of the ball may cruise from hall to hall, their one admission ticket being good at any or all three halls. Proceeds from the dance will be used to replenish the Police Benevolent Association treasury which has paid out \$26,000 in death benefits since April, 1942.

Ticket sales have been unusually brisk, according to Deputy-Chief William R. Miller, Miller, who has expressed the gratification of the Police Department for the public's wholehearted support.

Tickets may be purchased from any policeman, or at the door of any of the halls on the night of the dance.

DIAMOND CIRCLE
Diamond Circle No. 443 Companions of the Forest of America will meet next Wednesday at 688 South Ave. A business meeting at 7:30 will be followed by a social hour at 8:30. All companions and friends are invited to attend.

★ NOW OPEN 10 A.M. to 10 P.M. ★
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CONVENIENTLY LOCATED
INCOME TAX BUREAU
68 MAIN ST. E.
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1. Record of all income and sources from which derived (commissions, dividends, rents, interest and dividends, etc.)
2. All figures on allowable deductions (charitable contributions, taxes, medical expenses, interest paid, tuition, etc.)
3. If engaged in business, a profit and loss statement.
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Sibley, Lindsay & Curr Co.

In the Lingerie Shop...

For Your Valentine!

A Special Group of Pretty Slips
Both Tailored and Lacy

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Lacy as valentines or smartly tailored. Slips to please all tastes. Delicate narrow bands of lace or lavishly wide ones. Excellent fitting, severely tailored types too! In fine quality rayon crepes and satins. Now is the time to buy several of these lovely slips at this amazingly low price of just \$1.69! In Sizes from 32 to 40.

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A. Dainty embroidery design on a rayon satin slip\$1.69

B. Wide lace top and scalloped lace hem. Rayon crepe \$1.69



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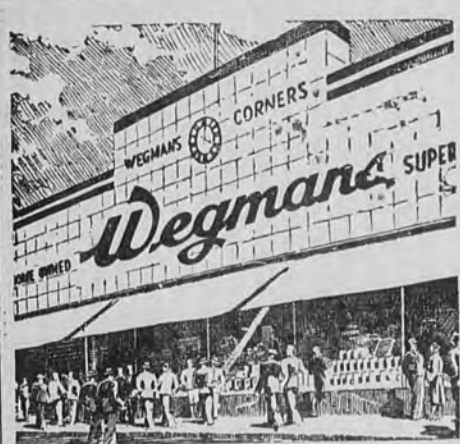
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VALENTINE
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B E A N S
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GENESEE

B E E R
or **A L E**

Plus Deposit **22¢** qt.

LARGE JUICY FLORIDA
O R A N G E S
2 doz. **49¢**



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.

- *Crusty Salmon Loaf (for Danish Pot Roast and Baked Potatoes)
- *Cabbage Delmonico
- Cucumber, Celery and Green Pepper Salad
- *Coconut Cup Custard
- Cookies Beverage

This menu is properly balanced for nutritional value.

To Serve 6 You Need

- 1 loaf sandwich bread
- 1 lb. can salmon
- 1 large head cabbage
- 1 cucumber
- 1 bunch celery hearts
- 1 head lettuce
- 1 green pepper
- 1 small package coconut
- 1 small can raspberries

(Balance of materials among staple supplies).

Crusty Salmon Loaf

- 1 small loaf sandwich bread
- 3 tablespoons melted butter
- 1 1/2 cups soft bread crumbs
- Juice from salmon
- 1/3 cup evaporated milk
- 1 teaspoon salt
- 1/16 teaspoon pepper
- 2 cups (1 lb.) canned salmon
- 3 hard cooked eggs
- 2 tablespoons chopped parsley

Remove crusts from sides and ends of loaf. Level off the top and cut out the center leaving 1/2 inch around sides and on bottom of loaf. Place in 350 degree oven to dry loaf, for fifteen minutes. Remove from oven, brush with melted butter and return to 425 degree oven to toast lightly. Remove from oven. Mix crumbs, salmon juice, evaporated milk, seasonings. Flake salmon and put a layer of it in bottom of loaf. Reserve three or four slices of egg—chop the rest and sprinkle over salmon with parsley. Then put a layer of the bread crumb mixture in the loaf. Alternate with salmon, eggs and bread crumbs until loaf is full. Dot with butter and bake in 425 degree F. oven for 30 minutes. Season white sauce with chopped pickles and olives and serve with the loaf.

Cabbage Delmonico

Cook shredded cabbage in boiling salted water until tender. Drain and serve with Delmonico Sauce poured over.

- 2 tablespoons flour
- 2 tablespoons butter
- Salt and pepper
- 1 cup milk
- 1/2 cup grated American cheese

Stir flour into melted butter and place over heat. Season with salt and pepper and add milk gradually. Cook until thickened and fold in grated cheese. Stir until cheese is melted into sauce then pour over cooked shredded cabbage. Serve immediately.

Coconut Cup Custard

- 2 cups scalded milk
- 3 eggs
- 4 tablespoons sugar
- 1/4 teaspoon salt
- 1/2 teaspoon vanilla
- 1/4 teaspoon nutmeg

Scald milk. Mix sugar, eggs, salt and flavoring and combine with scalded milk. Pour into custard cups or baking dish. Set in pan of hot water and bake in 300 degree F. oven until firm (about 1 hour). Cool slightly. Turn out of cup onto dessert plate. Surround with moist coconut and pour raspberry sauce over custard. Make sauce by adding 2 tablespoons cornstarch to 1 cup canned raspberries and juice. Cook until thickened over low heat. Chill slightly before serving with custard.

Serving Hints

If you have a deep platter or chop plate, place the salmon loaf in the center and pile the cabbage delmonico around it. The delicate green of the cabbage compliments the golden brown of the loaf. If you prefer not to garnish it with sliced eggs, use wedge sliced pieces of lemon.

Score the peel of the cucumber before slicing it in thin slices. Lay three rings of green pepper on lettuce leaf and lay 2 slices of cucumber on each ring of pepper. Slice celery hearts over all and serve with French dressing or mayonnaise. The cup custard looks very attractive in a bed of snowy white coconut. And the red raspberry sauce, just dribbled over the top adds just the right flavor and color touch, for an attractive as well as a nutritious dessert.

Use of Leftovers

Slice the loaf in 1/2 inch slices and place them under the broiler to brown with a half slice of bacon on each slice. If you prefer not to use bacon, just dot them with a little butter. Just before removing from broiler, top each with a spoonful of chili sauce.

Exercise Helps to Keep You Feeling Fit

Has your doctor gone to war? Whether he has or hasn't, you'll find that doctor's services are at a premium. The so-called "common cold" victims and those with minor aches and pains will have to resort to home remedies. Better still, keep yourself in such good condition that it won't be necessary to take up a physician's precious time. A balanced diet, plenty of sleep, fruit juices, at least six glasses of water a day and exercise make an almost fool-proof health plan.

Here are a few setting-up exercises which will keep you in the pink. And, ladies, they'll slim down those waistline and hipline bulges. Begin by skipping rope. Work up from 30 skips a day to 100. Break this exercise up by alternating the left and right foot for half the number of skips you plan to do. Then finish off by skipping with both feet at a time.

TROPIC COALS \$12.70
Egg—Stove—Nut... Anthracite
Rochester & Pittsburg Coal Co.
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ELEANOR ROOSEVELT TELLS:
HOW BRITAIN IS TREATING OUR SOLDIERS
FOR ALL MEN BORN—A Complete Novel
15c Feb. Issue Ladies' Home JOURNAL

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Genuine PINE TOILET SOAP
Extra Large 10c BARS
Box of 6 33¢
Hawthorn's famous PINE BUDS with its invigorating and invigorating odor of pine forests. Wonderful for face, bath.

DAW'S COUPON
WAXED SANDWICH BAGS
8¢ PKG. of 40 (Limit of 2)

ASSORTED De Luxe CHOCOLATES
Beautifully Packaged For Valentine's Day Giving
1-LB. BOX 49¢ 2-LB. BOX 89¢

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LARGE 35c SIZE 13¢

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NEW, WATERPROOF, RAYON COSMETIC BAGS
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CONTI CASTLE SHAMPOO 37¢
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Old? Get Pep, Vim with Iron, Calcium, Vitamin B, MEN, WOMEN

ASPIRIN TABLETS
5-Grain Pkg. of 100 8¢

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FALSE TEETH
FIT LIKE NEW! Dentur-Eze, the new cushion plastic, makes loose dentures fit comfortably for weeks. No powder, no paste. Economical. Thousands of satisfied users. Get a trial of Dentur-Eze today! 100¢ size tube 89¢—New large size 98¢

FITCH'S Talc Powder
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YES! YOU CAN GET TIRES!



- ★ GRADE ONE
- ★ GRADE TWO
- ★ GRADE THREE

One of these grades is specified by the ration board for YOU! If you need tires... YOU CAN GET THEM... come to UNIT PARTS and well tell you how! Complete Tire Service. UNIT PARTS will sell you the tires AND help make them last longer too!

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Unit Parts will sell you the tires you need and give you EASY TERMS too! Complete details at either store.

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For those allergic to wheat, use of corn flakes or oven pop-

ped rice cereal for "crumbing" solves an important dietary problem.

IF YOU NEED TO BUILD UP RED BLOOD!

And Also Relieve Distress of "Periodic" Female Weakness!

If you want to build up red blood corpuscles to promote a more refreshed and vigorous bloodstream, more strength and energy—start today—try this fine blood-iron tonic—Lydia E. Pinkham's Vegetable Compound TABLETS (with added iron). When taken as directed, Pinkham's Tablets are one of the best and quickest home ways to get precious iron into the blood.

Pinkham's Tablets are also famous to relieve distress of female functional monthly disturbances. This is because of their soothing effect on some of woman's most important organs. Taken regularly they help build up resistance against such annoying symptoms.

For years Lydia Pinkham's Tablets have been thus helping thousands upon thousands of girls and women. Just try them yourself for 30 days. You will see and feel if you, too, don't benefit! Follow label directions. Worth trying!



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Shopping News Pattern



No. 2025—The most dependable item in your wardrobe, the suit-dress. Sizes 12 to 14. Size 36, 4 yds. 39-in. fabric.

No. 2026—Beautifully smooth Princess lines, with pleated skirt. Sizes 12 to 14. Size 36, 3 1/2 yds. 39-in. fabric.

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No. 2524—Beautifully fitted lined suit. This dress sport as something in it! Sizes 12 to 14. Size 36, 3 1/2 yds. 39-in. fabric.

No. 3588—Smart little junior style long sleeved and snugged in with a sash. Sizes 6 to 14. Size 8 for jumper 2 yds. 35-in. fabric; and for blouse, 1 1/2 yds.

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!

Book-Length Novel Featured in March Issue Of "Personal Romances"

The March issue of Personal Romances Magazine, now on newsstands, features first person stories in bringing the glamour of real romance, stories dealing with the problems confronting today's young people.

In all, thirteen stories including a book-length novel, are featured in the March Personal Romances. Also included are fashion and beauty news, some exciting new recipes and an astrological feature, Romance in March.

Crumbed corn flakes add flavor and a tempting crisp coating to baked fish. All small fish, as well as fillets or slices of the larger varieties, may be prepared this way.



Don't throw out those old radio tubes! Early this year WPB will make it necessary to turn in old tubes before new ones can be bought. This will make it possible to salvage the tube bases which can often be refabricated. There'll be fewer kinds of tubes under the new ruling, too. Cut from 700 types to 375 last April, varieties will be further reduced to about 120 which will take care of about 90 percent of existing requirements, it is said.



Junior can smear the peanut butter on more thickly now that this product has been brought under a temporary 60-day price ceiling. And salted and shelled peanuts also now are under price control. These three commodities have been exempt from price control since last July, but now Mrs. Rochester will not be charged more than the ceiling price which was each individual seller's top price from December 19 to 23, inclusive.



One of these days if the wooden matches you keep on the back of the range come from the grocer about a quarter of an inch shorter, that will mean 7 million board feet of wood saved. Shortening match sticks is being considered by match manufacturers to conserve the supply. Meantime, WPB continues asking us to think twice before striking matches wastefully. Every year we use more than 500 billion matches. Incidentally, 45 percent of these are book matches requiring even more steel for their wire staples than is used by the printing industry for binding purposes.



The spice picture was changed last week when the War Production Board issued a new spice order, reflecting some changes in the import situation. The shopper will find during 1943 that there is more ginger and more cloves to be had. At the same time, cinnamon—one of the most common of the household spices—will be scarcer. There'll be the same amount of mace, nutmeg and pimento, as there was last year. Cinnamon is imported mainly from Ceylon, the Netherlands East Indies and China, the WPB reports, and the present shortage is due to the difficulty of transportation.

DOLAN'S

Where You Buy the Cuts of Chicken

You Prefer

- BREASTS ... lb. 65c
- LEGS ... lb. 55c
- WINGS ... lb. 29c
- NECKS ... lb. 15c
- GIBLETS ... lb. 25c
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DOLAN'S
600 JEFFERSON AVE.
Cor. Bartlett
Telephone GENESEE 1117

Income Tax Advice For The Wage Earner

It's our patriotic duty to pay our share of taxes. But the government does not want you to pay more than your share. This article will help you prepare an accurate return.

WHENEVER YOU ARE — I LOVE YOU

A book-length true story of two lovers who learned the greatest lesson of all. Also a true story by Portland Hoffa, wife of Fred Allen, other thrilling true stories and novelettes, special features and housemaking hints.

10c March Issue **TRUE STORY** Now On Sale 10c

Genuine INLAID FLOOR COVERING

Large Selection of Patterns
All Colors Through To Back
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From our large selection of patterns, all colors through to back, it is still possible to modernize that kitchen floor with

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ANY ROOM-SIZE UP TO 10x12 \$1875
COMPLETE WITH LABOR AND MATERIALS

VENETIAN BLINDS AT BIG SAVINGS
Custom made, Minimum 10 sq. ft. 38c sq. ft.

SAVE ON WINDOW SHADES
Bring your own rollers to be recovered. Selection of colors.

Quaker Made **RUGS, 9x12 \$6.95** **KEM-TONE \$2.98 gal.**
Covers an entire room.

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RINSO

Large Box Limit 1 **18c**

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Bottle of 250 Reg. 51 Limit 2 **39c**

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Bot. 100 Tablets **59c**

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50c Size **39c**

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Regular 60c Size **49c**

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Large Assortment **1c to 25c**

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Black or Brown **98c** (Val. \$1.50)

HEAVY AMERICAN MINERAL OIL

PINT .25c
QUART .45c
1/2 GALLON .85c
GALLON 1.49

CLAPP'S BABY FOOD (STRAINED)

3 for 20c

MEAD'S Dextrin Maltose POUND CAN

Regular 70c **63c**

DR. WEST NYLON TOOTH BRUSH

25c

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50c Size **39c**

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U. S. P. Lb. Box, Reg. 15c **4c**

SQUIBB Dental CREAM

Large Size **37c**

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The Straight Whiskies in This Product Are **6 YEARS OR MORE OLD**

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World Famous Scotch VAT 69

Imported by Park & Tilford 4 yr. Old

\$3.69 per Quart

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All whiskies in this blend are 4 years old OR MORE! 27% — straight whiskies; 73% — grain neutral spirits, 40 & 50 proof.

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Imported from Ireland
10 Yrs. Old Irish Whisky

Distilled — Pure Pot Still Whisky & made in Ireland. 40 proof.

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BOTTLED IN BOND — 5 YEARS OLD "Old Master" Bourbon

Supremely Mellow — One of the most desirable of all the Great Whiskies from Kentucky. Every drop straight bourbon whiskey.

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SIXTH YEAR—No. 23

ROCHESTER, N. Y., THURSDAY, FEBRUARY 18, 1943

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

Shopping News Offers Income Tax Service

A complete income tax return filing service is offered Rochester taxpayers by Shopping News through its Income Tax Service Bureau at 68 Main St. E. At the Income Tax Bureau, which is located directly opposite the Democrat & Chronicle, patrons find a staff of expert accountants who have the knowledge and ability to completely fill in a return, making all legal deductions.

One of the main reasons so many taxpayers seek outside advice is that the average layman does not know exactly what deductions may be made and which ones may not. The result is that thousands upon thousands of income tax payers pay more than they actually owe. This costly procedure is eliminated when an expert makes out the individual's return.

For the convenience of war workers, the Rochester Sun Income Tax Bureau is open daily from 9 a. m. to 10 p. m. and from 10 a. m. to 3 p. m. on Sundays. Enough accountants are now available at the bureau to insure immediate service. Those who file their returns now through the Income Tax Bureau will be relieved of all crowding, rushing and waiting. The fee for the service is as low as two dollars for each return.

SLICE WITH EASE

To slice bread paper thin, you'll be much more successful if you chill the loaf in the refrigerator for a half-hour before slicing.

REGISTRATION FOR WAR RATION BOOK TWO STARTS MONDAY

Upwards of 300,000 persons in Rochester will register next week for War Ration Book 2, which goes into effect March 1 inaugurating point rationing of canned fruits, vegetables, soups, juices and sauces.

A staff of 2,600 volunteers received instructions earlier this week in the handling of registrations at all city schools. School Superintendent James M. Spinning will use 1,600 teachers, 700 members of the PTA and 300 from the Volunteer Office of the Rochester War Council to complete the task in the five day period starting Monday.

One member may apply for and receive the new ration books for each family group but registrants will be required to bring Ration Book 1 for each family member with them, as well as a "Consumer Declaration of Processed Foods and Coffee on hand." They will also have to bring an unusual memory with them, as question number one on the Consumer Declaration asks the consumer to declare the number of "pounds of coffee owned on November 28, 1942, minus 1 pound for each person included in this Declaration whose age as stated on War Ration Book One is 14 years or older." Wow!

City schools will issue books between 2 and 9 p. m. Monday through Friday. School classrooms will close at noon Tuesday through Friday and will be closed all day Monday, Washington's Birthday.

Consumer Declarations may be obtained at the school where registration is made.

The Trouser-Top Skirt



The newest skirt on the fashion horizon is the trouser-top skirt, designed by Morris Kraus in a grey and white Forstmann woolen. The placket fastens at the front with a short zipper; the pleats are softly arranged to give grace without adding bulk to the outline. The jacket is young in outline, and its five-button closing is new in itself. With the suit is worn a very new bow-tie blouse in a crisp pique.

RATIONING At a Glance

SHOES—Stamp 17 good for one pair through June 15.

COFFEE—Stamp 25 for one pound through March 21.

SUGAR—Stamp 11 for three pounds through March 15.

GASOLINE—No. 4 stamps in A-book good for three gallons each through March 21.

FUEL OIL—No. 3 coupon good until February 20; No. 4 coupon good until April 12.

TIRE INSPECTION DEADLINES—March 31 for A-book holders and February 28 for B, C and T-book holders.

N. Y. Newspaper Announces Price Jump

The New York Sunday Journal-American has announced that its price, effective with the February 21st issue, will be 12¢ per copy.

This advance is in line with price increases recently announced by other New York newspapers on their Sunday editions.

BANQUET PLANNED

Thirty-eighth annual banquet of the American Ladies' Benefit Society will be held next Thursday at 1239 Lake Ave., beginning at 7:30 p. m. Reservations, which must be made before next Tuesday, may be had by calling Genesee 6755-M.

When bathing a baby, fold a thick turkish towel and lay it in the bottom of the bathtub. This will prevent slipping or injury from a fall.



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!



The well-known phrase, "Easy as taking candy from a baby" won't hold water when it comes to Point Rationing and baby foods. Fearful lest some not-too-scrupulous adults might purchase unrationed canned baby foods for their own use—especially things like strained and chopped foods made of fruits and vegetables in order to enlarge their own ration of canned goods, it has been decided to include many of these baby foods in rationed goods. But mothers needn't worry. This definitely doesn't mean that there's a shortage of baby foods. It's only a precaution that there won't be shortages as might happen if lots of grown-ups decided to eat them.

The new pack of canned tomatoes, peas snap beans and sweet corn will sell for just about what last year's pack did, OPA announced. These vegetables—the four major canning crops—have been held down in price by government control which offset the increased manufacturing costs.



If some little gadget on the family car starts acting up and the service station mechanic says you need a new one, your chances of getting it are going to be better in the future than they have for some time past. War Production Board has just issued a new order covering automotive replacement parts which means that more of these

Amusements

CENTURY NOW PLAYING "CHINA GIRL" with Gene Tierney, Gene Montgomery, Lynn Bari; plus "HI BUDDY", Bob Fosse, Harriet Hilliard.

LOEWS NOW PLAYING "RANDOM HARVEST," Greer Garson, Ronald Coleman

PALACE NOW PLAYING "THEY'VE GOT A COVERED," plus "CALABOOSE" with Mary Brian.

ARNETT THURS., FRI., SAT. "GONE WITH THE WIND" with Vivien Leigh and Clark Gable in TECHNICOLOR. Sun., Mon., Tues., "GLASS KEY", Brian Donlevy, Veronica Lake; plus "GARY".

CAMEO SUN., MON., TUES. "REUNION IN FRANCE," with Joan Crawford and John Wayne; "THE GLASS KEY", with Veronica Lake and Brian Donlevy.

CAPITOL NOW PLAYING "SPRINGTIME IN THE ROCKIES", Betty Grable, Carmen Miranda, John Payne; plus Richard Greene in "FLYING FORTRESS".

DIXIE "WHITE CARGO", with Hedy Lamarr and Walter Pidgeon; "DARING YOUNG MAN" with Joe E. Brown.

GRAND Charlie Chaplin in "THE GOLF BUSH" and Gale Storm and The Mills Bros. in "TYTAN PARADE".

HUDSON SUN., MON. "DESPERATE JOURNEY" with Earl Flynn, Ronald Reagan; "ARE HUSBANDS NECESSARY", with Ray Milland and Betty Fields.

LITTLE "PRIDE AND PREJUDICE" with Greer Garson & Laurence Olivier BEGINS SAT.

MADISON-MONROE SUN., THRU WED. "FOREST RANGERS" with Paulette Goddard and Fred MacMurray; "PRIORITIES ON PARADE" with Ann Miller and Jerry Colona.

REGENT NOW PLAYING Claudette Colbert, Joel McCrea in "PALM BEACH STORY"; plus Alan Ladd in "LUCKY JORDAN".

REXY "ACROSS THE PACIFIC" with Humphrey Bogart, Mary Astor; "SHEPARD OF THE OZARKS" with Weaver Brothers.

RIVIERA "ROAD TO MOROCCO" with Bob Hope and Bing Crosby; "ARMY SURGEON" with James Ellison and Jane Wyatt.

STATE-LIBERTY SUN., MON., TUES. "STAND BY FOR ACTION" with Robt Taylor and Brian Donlevy; "GIVE OUT, SISTERS" with The Andrews Sisters.

TEMPLE NOW PLAYING East Side Kids in "KID DYNAMITE" plus "TRAITOR WITHIN", Don Barry, Jean Parker.

WEST END SUN., MON. "REUNION IN FRANCE" with Joan Crawford and John Wayne; "LAUGH YOUR BLUES AWAY" with Bert Gordon and Jinx Falkenburg.

parts are going to find their way on to civilian cars. And that means more cars can be kept running longer.

February

FUR SALE

\$48

OTHERS TO \$98

Furs Included:

★ Caraculs	★ American Seals	★ Persian Paw
★ Raccoons	★ Skunk Opposum	★ Beaverettes
★ Kidskins	★ Mink Dyed Coney	★ Marmots

And Many Other Fine Furs

Remember . . .
Darling's 5-Point Guarantee With Every Coat

Darling's SHOP

190 MAIN ST. EAST

SINGER SEWING MACHINE CO.

Special Services For The
WOMAN WHO SEWS

If you sew, or are considering starting, you'll be interested in Singer's speedy hemstitching, button hole service, and button and buckle covering.

SINGER'S MIRACLE

DRESS FORM

Your exact double in light-weight, sturdy plastic to do away with try-ons and guess work in dress-making. A VERY SPECIAL PRICE!

SEWING LESSONS

Special Clothing or Home Decorations sewing courses. Expert instruction in Singer's spacious, completely equipped school. Mornings, Afternoons and Evenings. Very Low Fee! Make it yourself and save the difference. Enroll Today!

REPAIRS

Prompt, Reliable Service on ANY MAKE. Have It Repaired or Sell It! Your Sewing Machine is needed for active duty on the home front. WE'LL BUY IT!

RENT or BUY a NEW SINGER

You can still buy a new pre-war Singer Sewing Machine. Trades accepted. Terms.

ALL ACCESSORIES

Convenient, one-stop shopping for all your sewing needs! THREAD • ZIPPERS • NOTIONS • PARTS • NEEDLES • OIL. Expert advice on any sewing problem.

NEW SINGER VACUUM CLEANERS

Still a few New Singer Deluxe Vacuum Cleaners. Terms if you wish. Last call. Limited quantity.

SINGER SEWING MACHINE CO.
47 EAST AVE. STONE 5260 58 STATE ST. MAIN 818
Open Monday Evenings

SEARS

A Huge Purchase Packed With Real Values!

SPRING SAVINGS FOR WOMEN - MISSES

Cotton Dresses

1.29

Button Top Shirt Types!
Classic Coat Dresses!
New Unusual Trims!
Stripes and Florals!

Advance styles—in a stimulating array, just when you're in the mood for bright new cotton! So get yours now—and take advantage of these Sears savings. Novelty stripes, floral prints, sizes 14 to 20, 38 to 44. Second Floor Monroe.

SEARS, ROEBUCK AND CO.

Monroe Ave. at S. Union Main 7000

Kay's COMMENTS

When the label "KATZOWITZ" is finally sewed into your coat or suit—it will be a garment you'll always be proud to wear. Tailored just for you, with form practically melted in to it. You pick out your model and material. Katzowitz will do the rest. Think about a classic suit for spring with an oblong companion topcoat. This type of outfit will take you through many seasons. H. KATZOWITZ, 707 Clinton No.

Perfect fit with fine fabrics are PROJANSKY's forte. Clothes that carry the signature of this famous shop possess enduring qualities which you will cherish now as never before. Advance fashion details, always youthful. Remember, what you buy now must last! So buy the best—where?—PROJANSKY'S, 39 East Ave.

H. B. GRAVES is offering a very special value in bedroom furniture for the month of February. A charming 18th Century Mahogany suite for the sum of \$109.50. All the charm of Colonial days is rolled into this smart suite, plus the convenience of today's craftsmanship in their substantial modern construction. Drawers are dust-proof with mahogany bottoms. There's a vanity tray in the dresser and partitioned shirt drawer in the chest. The quality of the mahogany is particularly good. Every piece is matched perfectly. It's the ideal suite and the price is something to consider these days. This Bed-Chest—choice of Vanity or Dresser is yours for exactly \$109.50. Drop in and ask to see this particular set—it's my choice of values for the month. H. B. GRAVES, 78 State St. Use a Graves convenient charge account of "Insured" Budget plan.

One precious bit of strategy milady is to buy your FUR COAT NOW! This advice comes from SHAFER FUR CO. The price tags dangling on these lovelies make them practically irresistible. Whether by design or coincidence, stocks at Shafer's seem to be just as plentiful as ever. This makes your selection of a coat easier than to be imagined in the month of February. Drop and talk it over. You may do one of two things. You may walk out right now with your choice—there's lots of winter weather ahead you know—or you may choose a fur coat to your liking—pay a pittance on it—leave it in the store 'till next fall—keep paying a little now and then—and presto—next fall—your coat is practically all paid for. So what you waiting for—get in there this week. Remember every price tag INCLUDES TAX. That's something— isn't it? SHAFER FUR CO., 51 EAST AVE.

Buy a WAR BOND at the "Bomber Base" on EDWARDS main floor today. Every penny spent is one step forward in sending the Rochester Bomber to deliver the knockout blow to the Axis. The Bomber will be called "The Spirit of Rochester". So here's your chance Rochesterians to get in a telling blow at the Axis. Here's your chance to put your fighting dollars into a Bomber all our own—a Bomber for Rochester—a Bomber for the fighting front. When the "Spirit of Rochester" wings its way from Rochester into the sky to a quick Victory, your Stamp albums and War Bonds will be responsible for it. So Let's Go Rochester—starting right now to buy more War Stamps and Bonds just as fast as you can and help build a Bomber for Rochester. Drop into Edwards today and buy your share. You'll receive besides the War Bond itself a handsome certificate—a document your children and their children will be proud to possess, for it will identify you as one who responded to his country's call. Hurry—buy today—at EDWARDS.

Get to work with what you have. A little paint, wax, "fixing materials" and you'll transform drabness into sparkling charm. I'm talking about your house, of course. Houses are just like people, if they are neglected it takes a lot of money and time to get them back in shape. (The army is proving that every day). So don't let your house get run down, for the sake of a little time and a trip to H. H. SULLIVAN'S. The store where you can buy the materials to keep everything in apple pie order. Wax, paint, mending material, caulking compound for windows, anything you can think of—plus friendly free advice on how to use them. H. H. SULLIVAN, 87 South Ave.

Down to earth clothes—the kind you'll practically live in—that's what you'll find at C. B. THOMAS. Their selection of "one of a kind" frocks is excellent. Their prices are easy on the budget. Special group has been reduced 20%. Hurry to 723 HOTEL SENECA.

If you're "Five by Five" try the Five for Five at VIRGINIA'S BEAUTY & REDUCING SALON. Yes ma'am five luxurious treatments for just \$5. In five treatments wonders will be accomplished. Let Virginia give you details at Stone 346. Your beauty needs can be cared for at the same spot. What more do you want? 27 Clinton St., Present Bldg.

Cook your scrambled eggs in a double boiler. Remove as soon as mixture thickens. Fluffy and pleasing eggs are the result.

EMPIRE WEAVERS are master-menders. Not only can they repair, but leave practically no trace of the site of the former damage. Their deft needles are veritable speed demons. Your treasured things are returned to you in a minimum space of time, for a minimum amount of money. 409 BURKE BLDG.

Fried apples and onions make an appetizing and inexpensive dinner dish. Cook in a small amount of fat until browned. Just before you remove them from the fire sprinkle with a little salt and sugar. Serve piping hot.

Pay Day... FRIDAYS

MAIN OFFICE, EXCHANGE & BROAD STS. VALLEY OFFICE, 1475 MT. HOPE AVE.

OPEN 4 EXTRA HOURS UNTIL 7 P. M.

TAKE THE SUBWAY to our Main Office. The City Hall Station is at our door. There's also good bus service to both of our Rochester offices and excellent parking facilities.

Member F. D. I. C. Buy War Bonds

GENESEE VALLEY TRUST COMPANY
ROCHESTER, N. Y.

MAIN OFFICE, EXCHANGE & BROAD STS. VALLEY OFFICE, 1475 MT. HOPE AVE. Spencerport Office, Spencerport, N. Y., Open Sat. 6:30 to 8:30 P. M.

When you shop for new colons, consider the wear your family ordinarily give to bath and bed linens, and then wisely buy the best quality your budget will stand.

Old Doc Weary—bones orders a teaspoon of bath salts in your bath after a hard day. Drop a bit into the water when you are giving your linens a bath too. Just as kind to your undies as your mug.

Even mothers get tired and deserve an afternoon or evening off. "PARENTS BY PROXY" is a business created to relieve you of the cares of your children. If you call Culver 51, Blanche Reynolds will dispatch a Proxy who will arrive promptly, leaving you free for a much earned afternoon off. 35c per hour is the cost. Isn't that fair?

Chopped bologna may play an important part in meat loaf. Substitute a half pound of it for the same amount of ground veal or beef, and add just a tablespoon of chopped onion.

In these days of meat rationing—serve HOMOGENIZED VITAMIN D MILK to help fill out meals. All the needed vitamins and minerals are present in this famous milk. It's a GOOD BUY, because it's milk—plus. You see, natural milk lacks Vitamin D, which insures the utilization of calcium in the milk. In Homogenized Vitamin D Milk you get nine valuable advantages of Vitamin D and nine important benefits of Homogenization. It's the MILK to buy, because it's better for you and your family. It tastes better and is better. Try it and see, that's all we ask. BRIGHTON PLACE DAIRY, 45 Fulton Ave. Glen 144.

Try a pique dickey in last year's suit. Saw a darling—pique bows on starch white organdy—white only—anything else would be sacrilege.

When you feel the need of a spine stiffener—try a new hipstick. How about Charles of the Ritz in Pink Geranium. The first cost is \$1.50 but refills only cost 75c. Try it and see if you don't like it.

When you shop for new colons, consider the wear your family ordinarily give to bath and bed linens, and then wisely buy the best quality your budget will stand.

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Repeating OUR POPULAR COMPLIMENTARY SITTING OFFER

We regret that many who came to our studio during our recent complimentary sitting offer were unable to be cared for due to the tremendous response. Therefore, in the interest of those who were disappointed we are repeating this offer for 8 more days.

TO ACQUAINT YOU WITH LINCOLN'S NEW

Kodatron SPEEDLAMP
It's DIFFERENT! It's BETTER!

You'll recognize the superiority of Kodatron portraits the moment you see them. Clear, natural, life-like pictures caught by the instantaneous flashing of this amazing Kodatron Speedlamp. Now you can move and talk and sit at ease while we catch 12 poses with our cinema action camera.

Please Accept This INVITATION TO A **COMPLIMENTARY SITTING**

Offer Expires Monday, February 22

Try our new Kodatron method at our expense. We know the portraits will please you. Just stop in at our studio anytime (no appointment necessary) before this offer expires and share in this exceptional offer. We'll make our regular 12 pose sitting of you without the usual deposit. When you see the 12 proofs, you can order as many or as few as you want—or none at all. If you are not entirely satisfied it won't cost you one cent. No red tape—no obligation to buy. This is your opportunity to be photographed FREE.

Special OFFER 1/2 PRICE
8x10 Vignette **PORTRAIT**

Regular \$1.50
\$3 Value

Choose from **12 Proofs**

"NO APPOINTMENT NECESSARY"

LINCOLN'S PHOTO STUDIO
Main E. at St. Paul
Main Floor

Shopping News Pattern

2630, SIZES 8-14

A darling frock for a girl; but so simple and well-cut that it's easy to make, and suitable for almost any fabric, from washables to lightweight wool or rayon.

Style No. 2630 is designed for sizes 8, 10, 12 and 14. Size 8 requires 1 1/2 yards 35-inch fabric, with 1/4 yard for belt.

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.**

10 PIECE MODERN BEDROOM GROUP

Dropside Maple Crib \$12.95
Solid maple in natural finish, with convenient dropside, panel head and foot. A splendid value!

EASY TERMS!

Plastic Kitchen Table \$9.95
With laminated Plastic Top! Stainproof chipproof, spotproof! Efficient work table for your kitchen.

OPEN AN ACCOUNT!

Samson Card Table \$1.98
In choice of patterns! Nationally famous quality, carefully braced. Fold compactly for storage.

9 x 12 Axminster Rug \$35.88
Attractive patterns in deep piled, tightly woven rugs suitable for every room in your home.

ONLY \$1.25 WEEKLY!

Striking Waterfall Modern Outfit Priced To Give You An Outstanding Value!

All Ten Pieces Included! Here's a complete Modern bedroom outfit that's packed with value and lasting quality... at a budget price to fit any Rochester home! The three big pieces of the suite are veneered in richly grained Walnut on gumwood, have graceful Waterfall fronts, concealed drawer pulls. Listed below are the ten pieces included:

- Chest of Drawers • Bed • Dresser or Vanity • Mattress
- Two Pillows • Bench • 2 Boudoir Lamps • 25% Wool Blanket

Reliable Terms Only—\$1.75 Weekly

Complete 11 Piece Living Room \$159

Your living room... completely furnished... comfortable, handsome in appearance! The suite is in finer quality velours with fully guaranteed coil spring construction throughout. The outfit includes the SOFA, CLUB CHAIR, BARREL CHAIR, COFFEE TABLE, TWO BOOK TROUGH END TABLES, TWO TABLE LAMPS, MAGAZINE RACK, BLOOR LAMP AND FLOOR LAMP.

\$159
Terms \$2.50 Weekly

All Bus Lines Pass Near The Reliable! Shop This Convenient Way—Save Gas!

Buy War Stamps and Bonds!

THE RELIABLE FURNITURE CO.
80-84 STATE ST. ROCHESTER

The Big Basement

SIBLEY, LINDSAY & CURR CO.

Sensational Money Savers for You in Sibley's February Basement

Sale! FURNITURE & FLOOR COVERINGS



\$56.00 Is What You'd Expect to Pay for This Maple or Walnut Finished Amberwood

3-Pc. COLONIAL BEDROOM

SUITE INCLUDES:

- Chest of Drawers
- Vanity or Dresser
- Full or Twin Size Bed

49.00

A bargain in rich honey-toned maple or a beauty in deep, deep brown walnut! A beautiful addition to your home in either finish and a grand saving for you now . . . when every penny counts. Generous size mirrors in your choice of swinging or wall type. See this value now . . . during Sibley's Big Basement sale of fine furniture. Extra specially low price in tune with the times to save you real money.

A Convenient Budget Plan May Be Arranged for the Payment of Your Furniture If You Wish!

aisle 15



For Real Home Comfort Within Your Means!

OCCASIONAL TABLES

2.75

- Radio Tables!
- End Tables!
- Lamp Tables!
- Nite Stands!

Extra comfort for your home at small additional cost! Boons to war time newly weds! Solid maple in six modern styles, priced at a low \$2.75 during the Big Basement Furniture Sale.

aisle 15



For a New High in Comfort!
Companion High Back

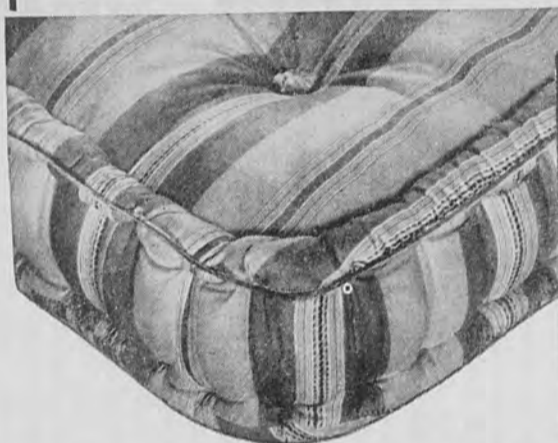
CHAIR and ROCKER

8.95

- Hard Wood Frames!
- Tapestry Covers!
- Rich Walnut Finish!
- Wonderful Gifts!

If the high point of your day is relaxing in a chair with a back high enough to support your head, this is your dish! The rocker is wonderful for knitters and home sewers! The straight chair will be the pet of the entire family.

aisle 15



\$11.75 Is What You'll Pay After This February Sale!

"SWAN" MATTRESS

9.75

Money saving . . . health preserving! A real investment in refreshing sleep today when steady nerves are more important than ever before! Blue or tan striped ticking covers. Rolled edges. Twin or full size.

aisle 15

You Can't Afford Broadloom?
Then You Haven't Seen Our

"MARVAL" BROADLOOM

Usually \$1.29 **1.00** Sq. Yd.

Broadloom by Bigelow that's a full 9 feet wide and a demon for long wear. Whatever your color scheme our floral, block or figured designs will fit right in because we have them in burgundy, blue, green, rust or tan. For a very slight additional cost you may have your broadloom rug with fringed ends.

aisle 16

February "Wonder" Buy in
100% All Wool Face

AXMINSTER BROADLOOM

Irregulars of \$5.49 **4.49** Sq. Yd.

If you've been putting off the purchase of that new rug because of the cost, this event is a windfall for you. Deep, rich, wool face broadloom carpeting with only slight pattern irregularities. Only \$4.49 a square yard in 9 and 12 foot widths. Broadloom that'll wear for years and give your home a decorator's touch — at savings.

aisle 16

Lies Flat on the Floor!
Cleans in a Flash!

"GOLD SEAL" CONGOLEUM

Regularly 59c **47c** Sq. Yd.

A golden opportunity to brighten up your kitchen, bath or dining room with first quality "Gold Seal" at a rock-bottom February Sale price! You not only get lasting quality and good looks, but a floor covering that's easy to keep looking its bright best because a swish of soapy water and a mop make it new again. Brilliant selection of patterns.

aisle 16

Water-Proofed Back
Long Time Investment

INLAID LINOLEUM

98c and \$1.19 Values! **89c** Sq. Yd.

You'll do well to cover your floors with this supreme quality linoleum, inlaid with a water-proofed back. During this gigantic February sale of floor coverings it's yours at Sibley's for just 89c a square yard — a small investment for years of wear and all time good looks. Get in on this value now!

aisle 16

Hurry... "Times" a Wastin'!"
FEBRUARY SPECIAL
PERMANENTS \$3⁹⁸
Fully Guaranteed \$6 Wave
loucheur's Suite 300 Budke Bldg.
Open Evenings by Appointment—MAIN 2951
Open Monday Noon to 9 P. M.

WM. F. and S. GEO. SHAFER
Formerly President and Vice-President of **MENG & SHAFER**

Record Low in Prices in
FEB. SALE OF Fur Coats
\$69 to \$690
Prices Include Tax



SHAFER Furs are of fine quality and represent the utmost in Fashion. The many who are buying for a year hence will do well to remember that here is a reputation for dependability extending over a Half Century.

Charge and Budget Accounts
SHAFER Co.
51 EAST AVENUE

DIARY OF A BEAUTY AUTHORITY
by

Helena Rubinstein

New York—One of our main concerns these days is the conservation of all types of materials. In the field of beauty preparations, as well as in everything else, we must learn to extract the maximum out of every purchase, to choose our cosmetics carefully and to develop ingenious methods of overcoming shortages.

Basic Preparations: Every woman needs four basic beauty requirements. They are a good all-purpose cream which can combine the functions of a cleansing, massage and lubricating cream; a make-up foundation to protect the skin and keep the make-up looking fresh and pretty all day; face powder, and lipstick which may be used as a substitute for rouge. And while talking about lipstick, let me remind you to save your lipstick cases and compacts so that they may be used again and again with refills.

Perfume Conservation: Be sparing with your perfume because of the alcohol shortage. Save it for special occasions and apply your perfume directly to your skin instead of to your lingerie. It is a known fact that the skin retains the fragrance longer. Keep your perfume

bottles tightly stoppered, and in a dark place to avoid evaporation. For everyday use, a more economical way to acquire an all-over fragrance is a perfumed foam bath.

Conservation of Creams: Buy large jars for economy, and keep in the refrigerator to prevent the oils from turning rancid, transferring to a smaller jar as necessary. Always select a rich concentrated cream which will last much longer and do more for your skin than a thin, watery cream. Use the proper massage movements to help along the work of the cream, and massage whatever cream remains on your fingers into the back of your hands, to save hand cream.

Curls Without Metal: If your dime store has already reached the exhaustion point where bobby pins and hair pins are concerned, drag out the family box of toothpicks to keep your pin curls in place. When setting your hair, pin curl large sections of hair, using about three or four toothpicks to keep each pin curl in place.

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 to do but eat. Just eat smaller and take Marmola tablets only according to the recommendations and instructions with the package.

previously given here, the five lessons are available and will be sent on request. They comprise lessons in posture and reducing exercises, skin care, hair care, make-up and voice correction. Just address Helena Rubinstein in care of this paper.

So many people skip or neglect breakfast, it is sometimes termed the "forgotten meal". Yet the earliest studies of malnutrition among school children proved that the "no breakfast" habit undermines health.

GUARANTEED PENNSYLVANIA HARD
R. & P. COAL \$12⁷⁰
EGG STOVE PLUS Cash
NUT TAX Show Off
R. G. & E. COKE—FAMOUS READING ANTHRACITE
MARSHALL'S COAL AND COKE CO. 296 Driving Pk. Glen 109

INTRIGUE IN MOROCCO
A novelette by C. P. Donnel, Jr., teller of high adventure in North Africa.
COUNTERFEIT MURDER
Ben Ames Williams contributes a thrilling tale of a man who planned the perfect crime—but it wasn't perfect.
Other fascinating FICTION stories by Dorothy Black, Dana Burnett, Patterson Dial, H. H. Stinson and others.
15c MARCH ISSUE FICION Magazine NOW ON SALE 15c

19th Ward Women Democrats To Meet Tuesday
Members of the 19th Ward Women's Democratic Club will meet at the home of Mrs. Frank Hubbard, 967 Genesee Pk. Blvd., next Tuesday evening for a business session. Hostesses at the social hour which will follow include Mrs. Thomas Pickering, Mrs. Ella Holihan

1ST THOUGHT
of millions at first warning of simple headache or cold's 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? 38 tablets 20c; 100 for 35c. Demand
St. Joseph ASPIRIN

INCOME TAX \$200 RETURNS
Completed by Our Income Tax Accountants, Days, Evenings, Sundays, and Holidays, in Our Established Income Tax Department.
KALBFLEISCH TRAVEL AGENCY
Lincoln-Alliance Bank Bldg. Stone 878
Serving Rochester for 20 Years

A BEST KNOWN MEDICINE
made especially to relieve 'PERIODIC'
FEMALE PAIN
And Its Weak, Cranky, Nervous Feelings—
Take heed if you, like so many women and girls, have any or all of these symptoms: Do you on such days suffer cramps, headaches, backache, weak, nervous feelings, dizziness, or "irregularities"—due to functional monthly disturbances? Then start at once—try Lydia E. Pinkham's Vegetable Compound. Pinkham's Compound is so helpful to relieve such distress because of its soothing effect on one of woman's most important organs. Taken regularly through the month—it helps build up resistance against such symptoms. Thousands upon thousands of women report benefits! There are no harmful opiates in Pinkham's Compound—it contains nature's own roots and herbs (fortified with Vitamin B). Also a fine stomachic tonic! Follow label directions. Worth trying!
Lydia E. Pinkham's VEGETABLE COMPOUND

"And When I Need Money to Pay Up My Taxes or Other Bills, The Lincoln-Alliance Is the Bank for Loans"

When YOU find it necessary to borrow money to meet emergency expenses or accumulated bills—apply for a Lincoln-Alliance PERSONAL LOAN. You may borrow from \$100 to \$2500 if you meet our simple, business-like requirements. And Lincoln-Alliance PERSONAL LOANS are much lower in cost than most loan plans!

Figure It Out For Yourself

You Borrow	Charge For Year	Life Insur. Prem.	You Receive	12 Monthly Paym'ts
\$100	\$ 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	12.56	.72	202.32	18.00
240	14.40	.80	234.80	21.00
300	18.00	1.00	281.00	25.00
360	21.60	1.20	337.20	30.00

Apply at Any of the 12 Bank Offices of the
LINCOLN-ALLIANCE
BANK AND TRUST COMPANY

- MAIN OFFICE: 173 Main St. E.
- EAST END OFFICE: 160 North Goodman St.
- DEWEY-STONE OFFICE: 285 Dewey Ave.
- LINCOLN OFFICE: 71 Exchange St.
- MONROE AVE. OFFICE: 360 Monroe Ave.
- IRONDEQUOT OFFICE: 621 Titus Ave.
- LAKE AVE. OFFICE: 1495 Lake Ave.
- PORTLAND-CLIFFORD OFFICE: 520 Portland Ave.
- NEWARK OFFICE: Newark, N. Y.
- WEST END OFFICE: 356 Main St. W.
- TWELVE CORNERS OFFICE: 1851 Monroe Ave.
- BROOKPORT OFFICE: Brookport, N. Y.

Member Federal Reserve System Member Federal Deposit Insurance Corporation

KEY ROCHESTER'S MODERN CUT RATE DRUG STORES
TODAY THROUGH WEDNESDAY

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

CASTILE SOAP 3 for **11c** Limit 6

WAX PAPER HEAVY Cutter Box 100 Feet Limit 2 **10c**

LORESS Facial Tissue Box of 200 Reg. 12c Limit 2 **8c**

TOBACCO Geo. Washington Reg. 10c Size 2 for **13c**

CREAM Daggett & Ham-dell Cold or Cleansing \$1.00 Size **69c**

EPSOM SALTS U.S.P. Lb. Box **4c**

BLADES Schick Type Pkge. of 12 **49c**

PHILLIPS MILK OF MAGNESIA 50c Size **21c**

LYLIA PINKHAM Vegetable Compound \$1.35 Size **69c**

IDEAL for FEMININE HYGIENE
Zonite 23c 47c 79c

ANACIN TABLETS 50c Reg. 75c **59c**

VICKS Vapo-Rub 35c Size **27c**

DR. SCHOLL'S ZINO-PADS For Corns, Callouses, Bunions. Quickly relieve pain and gently soothe and cushion sensitive spots. Separate medications for removing corns or callouses. **31c**

DR. SCHOLL'S FOOT COMFORT WEEK

LISTERINE Antiseptic 3-oz. Size **23c** 7-oz. Size **39c** 14-oz. Size **59c**

BENEFAX MULTI-VITAMINS Fortified with extra vitamin units... supplies all six most important vitamins. 2 WEEKS SUPPLY **59c**

UNICAP 100 FOR VITAMINS \$3.95

TOBACCOS Luckies, Camels, Chesterfields, Raleighs, Herbert Tarayton, Pall Mall, Philip Morris, Old Golds. 2 PKGS. **30c**

LUCKY STRIKE CIGARETTES

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 BEST

drene Shampoo 27-Inch Black, Brown or White, Mercerized. **5c** 2 PAIR
medium Reg. 60c **49c**
large Reg. \$1.00 **79c**

SLOAN'S Lintiment 35c Size **29c**
Noxzema Cream 35c Size **19c**

BUY WAR STAMPS & BONDS AT

Edwards

Here it Is! The Event You've
Waited For . . . Now on the 5th Floor

Western New York's Great Semi-Annual

Bedding Week

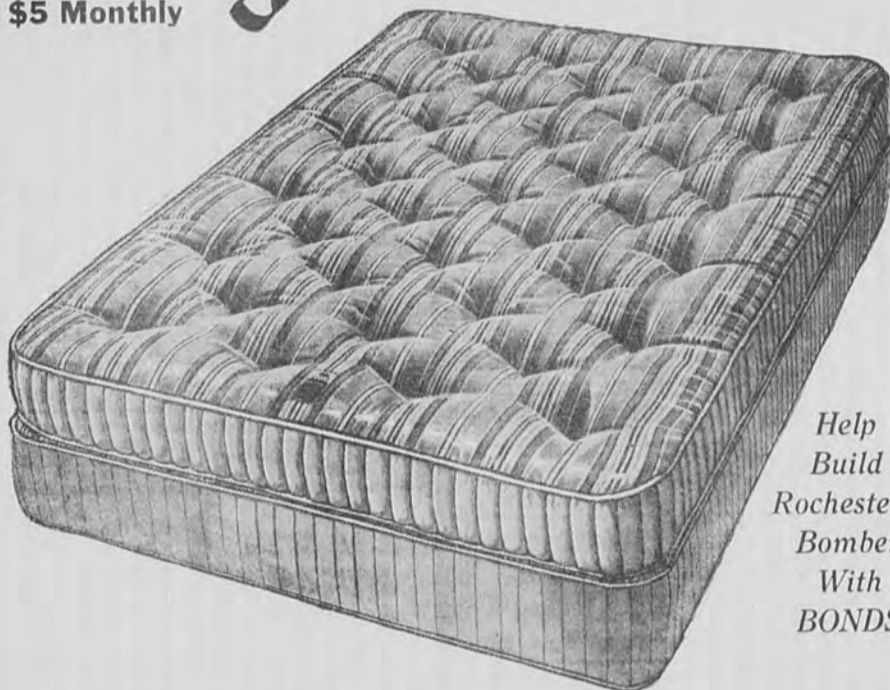
Pay 20% Down...Balance \$5 Monthly

Slumber Rest
MATTRESS
and Box Spring
54.95

for both pieces

The mattress is upholstered with fine cotton felt—extra high side walls—custom tailored roll edge—strap handles for easy turning—cotton tufts—matching box spring. Your choice of a fine quality woven stripe ticking or a figured panel ticking. Furnished in single and full sizes. A superb value at this price.

EDWARDS—Fifth Floor

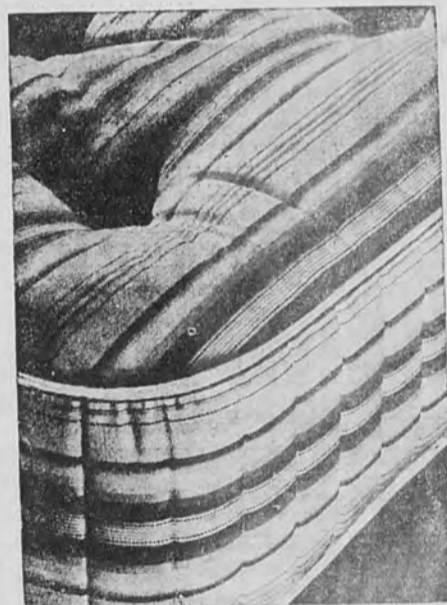


Help
Build
Rochester's
Bomber
With
BONDS

"Stearns & Foster"
Famous
Hotel Built
MATTRESS
23.95

- * Famous "Seat Edge" Construction
- * Quilted, Muslin-covered "Insulo Cushion"
- * French Taped Edges
- * Four Tape Edged handles — button tufts
- * Pre-built quilted reinforced Inner-roll border
- * Upholstered with specially selected white cotton felt
- * Furnished in single or full size

EDWARDS—Fifth Floor



Cascade Cotton Felt
MATTRESS 12.95

We'll bet you never knew how downright comfortable cotton felt mattresses can be. Come in and see these new ones. Outer roll edge, strap handles for turning—covered in stripe ticking—cotton tufts, furnished in single and full sizes. An inexpensive way to get your full share of rest.

EDWARDS—Fifth Floor

Stearns & Foster Imperial
MATTRESSES
27.95

- * Upholstered with specially selected white cotton felt
- * French edge — pre-built borders
- * Handles for convenient turning
- * Covered with durable stripe ticking
- * Famous "seat edge" construction
- * "Insulo Cushion" upholstered with white felt
- * Furnished in single and full sizes

EDWARDS—Fifth Floor

Stearns & Foster
WINSOME
Mattress

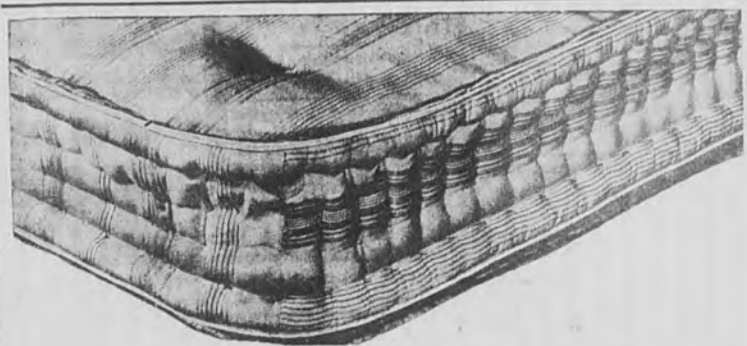
With Upholstered
Platform Box

24.95

For Both Pieces

Imagine! Both pieces for 24.95. Mattress made by Stearns & Foster. Custom made sturdy, outer roll edge. Four rows side stitching, extra high side walls, cotton tufts, strap handles. Upholstered with 60 lbs. blended felt. Upholstered platform box to match covered in A. C. A. woven stripe ticking. Full and single sizes.

EDWARDS—Fifth Floor



Nationally Famous Stearns & Foster
SAXON MATTRESS

Made by a company backed by 98 years of mattress making. Upholstered with a fine grade of blended felt. Extra heavy outer roll edge, four rows of side stitching. Reinforced extra high side walls. Covered in a heavy woven stripe ticking. Furnished in single and full sizes.

17.95

EDWARDS—Fifth Floor



unday Din-
re prepared
ers, and are
itute.

shells with regular
king some extra for
Drain fruit cock-
lice to use in fruit
sauces. Fill each
If full. Top each
f vanilla ice cream.
ig by beating egg
almost stiff and
in the confection-
When stiff but not
er top of each tart
attractively. Put
egree oven for 2-3
own meringue and
ately.

ing Hints

wiss steak, which
in serving portions
g fashion on deep
r sauce over meat
ith ripe olives and

otatoes on a chop
plate so that one
potato points to-
meter. Place peas
in between each
all bowl of cream
placed in the cen-
re from which each
serve himself, the
being used either
or potatoes.

ctions of fresh or
fruit s u n b u r s t
d of lettuce. Gar-
engthwise slice of
a cherry. Serve
ng with this salad.

f Leftovers

y leftover swiss
bine each cup of
cup cooked rice.
t sufficient for 4
ie to stuff green
h have been wash-
eds removed. Place
i and add contents
can tomato puree,
1/2 cup meat stock
ace in 375 degree
0 minutes, basting

FRUIT CAKE

uit cake without
t your sharp knife
ter before cutting

YES!

ONE
TWO
THREE

des is specified
d for YOU! If

ET THEM
UNIT PARTS
at how! Com-
UNIT PARTS
tires AND help
onger too!

IS *

ed and give
s at either

**ITS
ATION**
RIDGE ROAD



19

BERGHASH
★
ROCHESTER'S LEADING
LIQUOR STORE

L'OPERA
KUMMEL
FULL
QUART \$2.49
60
PROOF

Imported From Portugal
25 YEARS OLD

J. FAVRAUD

BRANDY

Accompanied at
the time of im-
portation by a
bond from the
governments of
Portugal guaran-
teeing age. 25
years. One of the
finest brands available

\$3.35
Fifth



BALTIMORE CLUB
GRAPE
BRANDY
HALF
PINT **70c**

5 YEARS OLD

"OLD LEWIS HUNTER"

Kentucky
Straight

BOURBON

Whiskey

\$2.89
Fifth

Distilled in Harrison County—
heart of Kentucky's Blue
Grass district, with limestone
water, and by the identical
process and formula in use
since 1861.

REYNOLDS'
OLD POST TAVERN
Apple Brandy
SIX
YEARS OLD **\$3.30**
FULL
QUART

PETE HAGEN'S
COCKTAILS

JUST CHILL AND
SERVE—
WITH PRIDE!

- SIDE CAR
- DAIQUIRI
- DRY MARTINI
- OLD FASHIONED

\$1.79
Fifth

BERGHASH

124 CLINTON AVE. S.
Loews Theatre Bldg.
Main 786

Hurry... "Times" a Wa
FEBRUARY SPECIAL
PERMANENTS!
Fully Guaranteed \$6 Wave

loucheur's Suite 300 Bk
Open Evenings by Appointment—M.A.

Open Monday Noon

WM. F. and S. GEO. SHAFER
Formerly President and Vice-President of **MENG & S**

Record Low in Prices in
FEB. SALE OF Fur Co

\$69 to \$69

Prices Include Tax

SHAFER Co
51 EAST A

"And When I
Money to Pay
My Taxes or
The Lincoln
Is the Bank

When YOU find it need
borrow money to meet an
expenses or accumulated
apply for a Lincoln-Allian
SONAL LOAN. You may
from \$100 to \$2500 if yo
our simple, business-like
ments. And Lincoln
PERSONAL LOANS are
lower in cost than most loa

Apply at An
LINCOLN
BANK AN

- MAIN OFFICE
103 Main St. E.
- LINCOLN OFFICE
A Exchange St.
- LAKE AVE. OFFICE
1375 Lake Ave.
- WEST END OFFICE
406 Main St. W.

Member Federal Reserve System

STRAND

FRIDAY NIGHT
FEBRUARY 19
at 8:45 P. M.

ALSO

TUESDAY NITE
FEBRUARY 23
at 8:45 P. M.

\$1000

EACH NITE
IN CASH!
No Jackpots
All Money
Will Go!

BINGO

HERE IS THE LIST:
- 29 GAMES -
EACH NITE

- Game No. 1 \$10
- Game No. 2 10
- Game No. 3 10
- Game No. 4 10
- Game No. 5 10
- Game No. 6 10
- Game No. 7 10
- Game No. 8 10
- Game No. 9 10
- Game No. 10 10

GAME NO. 11
\$100
FULL CARD

- Game No. 12 \$20
- Game No. 13 20
- Game No. 14 20
- Game No. 15 20
- Game No. 16 20

GAME NO. 17
\$300
FULL CARD

- Game No. 18 \$20
- Game No. 19 20
- Game No. 20 20
- Game No. 21 20
- Game No. 22 20

GAME NO. 23
\$100
3-WAY GAME

- Game No. 24 \$20
- Game No. 25 20
- Game No. 26 20
- Game No. 27 20
- Game No. 28 20

GAME NO. 29
\$100
3 FREE SPECIAL
CARDS TO EVERYONE

STRAND

DON'T FORGET DATES
FRIDAY NITE, FEB. 19
TUESDAY NITE, FEB. 23

Always 2 Good Pictures
House Opens 6:30
BINGO at 8:45

★ STAR BINGO ★
372 FLINT ST. (rear) Jefferson
Bus
MON. 8:15 P. M. \$2 and \$5
All Games
TUES. NITE - 8:15 P. M.
WED. AFTERNOON - 1:30 P. M.
★ 23 GAMES ★

Beeley's Bingo
SUNDAY AT 8 P. M.
MON., TUES., WED., THURS.,
FRI., SAT. at 8:30
EXTRA BOARD FREE
WITH TRIPLE BOARD
142 GENESEE ST. in REAR

ARNETT
THURSTON AT CHILI

EVERY WEDNESDAY NITE

\$7 EACH ON
23 GAMES
JACK POT \$50
MANY OTHER FEATURES
• No Noise • No Smoking • No
Stairs • Easy to reach by Bus:
GEN. PARK BLVD. or THURSTON

★ BINGOS ★
Every Saturday 8:30 P.M.

C. Y. M. A.
51 FRANKLIN SQUARE
Near Greyhound Bus Terminal
Served By All Bus Lines
COMFORTABLE
Tables For All

\$ ADMISSION 27c \$
Plus Fed. Tax—3c

BINGO
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.

Games Sun Afternoon

Mon. 30 Games \$3

Games Tues. Aft.

Wed. 30 Games \$5

Games Thurs. Aft.

FRIDAY & SATURDAY

30 Games
On Regular
Boards **\$5** ea

ADM. 28c Inc. Tax

CELEBRATE
WASHINGTON'S
BIRTHDAY
At K of C

SPECIAL
PARTY
MONDAY
NITE
FEB. 22
OVER

\$1200
IN PRIZES

- \$300** GOLD AWARD
- \$200** JACKPOT 55 NOS.
- \$100** SWEEP STAKES
- \$100** ROUND ROBIN

NO GAME
Under \$20
25 GAMES

No Increase in Price
Admission \$1.10 incl. tax

K of C
AUDITORIUM
50 CHESTNUT ST.

FIRE SALE!



STARTS TO-NITE
6 P.M.

OUR ENTIRE \$25,000 STOCK INCLUDED IN THIS GIGANTIC EVENT. LIVING ROOM SUITES, BEDROOM FURNITURE, DINING ROOM SETS, ETC. AT GIVE-AWAY PRICES. SOME PIECES DAMAGED BY SMOKE AND WATER. MANY IN PERFECT CONDITION. ALL MARKED AT "QUICK DISPOSAL" PRICES.

TERMS: CASH THE BIGGEST BARGAINS IN TOWN! HURRY! We can assure you values you never will see again, but hurry as many items are one of a kind.

2 Pc. Modern
LIVING ROOM SUITE
\$47

3 Pc. Modern
BEDROOM SUITE
\$44.50

Complete
DINING ROOM SUITE
\$77

LIVING ROOM SUITES
Odd Velour Davenport \$35
2-Pc. Tapestry Modern \$57
3-Pc. Friexette \$76
3-Pc. Velour \$99
3-Pc. Mohair \$114
3-Pc. Mohair \$125
15 Other Suites to Choose From.

BED ROOM SUITES
3-Pc. Modern Walnut \$49
5-Pc. Mahogany 18th Century \$88
6-Pc. Jamestown \$99
3-Pc. Maple \$62
7-Pc. Jamestown \$119
5-Pc. Modern Waterfall \$124

OTHER BARGAINS
Odd Lounge Chairs \$17.50
Occasional Chairs \$3.50
China Cabinets \$14.50
RCA Radio (Floor Model) \$22.50
Lamps \$2.50
End Tables \$1.35
Electrolux Vacuum Cleaner \$39.00
6-Pc. Dinettes Set As Is \$34.00

2-Pc. Modern Mohair
LIVING ROOM SUITE
\$88

Odd Dressers
and
Odd Vanities
\$14 Up

OPEN TO 9 P.M. EVERY NIGHT
MAJESTIC FURNITURE COMPANY
204 COURT ST. Between Stone & Clinton

Where To Play Bingo

PARK HALL 928
Jefferson Ave.
Near Plymouth

BINGO BARGAIN NITES
THURSDAY and FRIDAY

SAT. NITE \$7 SAT. and SUN. JACKPOT \$190
ALL GAMES

Book of Specials 50c Sat. and Sun. 50c
And Triple Board Reg. Boards

SAT. AND SUN. ADMISSION 25c Plus 3c—28c TOTAL

HOLLYWOOD
SUNDAY & TUESDAY NITES ALL REG. GAMES \$7

WED. THURS. FRI. All Games And Specials \$4	SAT. NITE ALL GAMES \$5
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WORTH 45c For You Thurs. Feb. 23rd	WORTH 50c For You Wed. Feb. 24th	WORTH 50c For You Thurs. Feb. 25th	WORTH 50c For You Fri. Feb. 26th	WORTH 25c For You Sat. Feb. 27th	WORTH 25c For You Sun. Feb. 28th
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COUPON
When buying high board and book of specials Feb. 23rd-28th. For You \$4.50 FOR A FRIEND

SPECIAL PARTY
HOLLYWOOD-HUDSON
TUESDAY NITE All Games \$7
FEB. 23rd

BINGO
19th Ward Clubhouse
257 HAWLEY STREET

Thurs. 8:15 P. M. Reg. Games \$7

Friday 1:45 P. M. Reg. Games \$3

Friday 8:15 P. M. Reg. Games \$8

Saturday 8:15 P. M. Reg. Games \$5

Sunday Afternoon 2:30 P. M. Reg. Games \$5

Triple Board and Book of Specials 75c plus Tax

Jefferson Bus To Hawley St.

Union League
GREGORY ST. COR. SOUTH AVE.
TAKE SOUTH AVE. BUS TO DOOR

SUNDAY NITE 8:15 P. M.

MONDAY NITE 8:30 P. M.

WED. NOON 1:30 P. M.

FRIDAY NOON 1:30 P. M.

SAT. NOON 1:30 P. M.

TOWNER-HALL

DOOR SPECIAL — \$35 55 Numbers — THURS. NITE

SATURDAY NITE—ALL REG. GAMES **\$7**

JACKPOT \$100 Door Special, 57 Numbers \$45

WED. NITE 23 GAMES — All Single — No Hook-Ups

WORTH 45c For You Thursday FEB. 18th Towner Hall	WORTH 45c For You FRIDAY FEB. 19th Towner	WORTH 45c For You SATURDAY FEB. 20th Towner-Hess	WORTH 25c For You SUNDAY FEB. 21st Towner	WORTH 25c For You Wednesday FEB. 24th Towner
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Rochester Sun, Thursday, February 18, 1943

JUST SAY "AS ADVERTISED IN SHOPPING NEWS"

TROPIC COAL \$12.70
Egg—Stove—Nut... Anthracite
Rochester & Pittsburg Coal Co.
Lincoln-Alliance Bank Bldg. Stone 7080

War-Time Sewing Course Offered By Singer Company

To help you "sew, save and serve" is the purpose of a new course of sewing lessons offered by the Singer Sewing Machine Company at their local offices, 47 East Ave. and 58 State St.

The new series, open to everyone, includes instruction in the making of clothing, home decorations, fitting and cutting and remodeling and alteration work.

Officials of the firm say their course offers individual instruction, not just classroom lecturing. The course is said to be helpful for "regulars" as well as beginners. Students may take one lesson or a dozen at their

leisure, in any or all of the subjects offered.

For those who do not have time to join the regular cutting and fitting classes, a special service is offered, with a Singer expert doing all the cutting and fitting. A small charge is made for this work.

SPOT REMOVER

Have you spots on your wallpaper and upholstered furniture? If washable, try sponging with a cloth moistened in clear cold water and mild soap suds. Then rinse with clear water. If the spots are from grease, sponge with solvent and follow washing procedure above.

RUGS 9x12 \$1.00
CLEANED AND STEAMED
Rugs, Steamed, Cleaned, Washed, Sized, Moth, Damp and Germ-proof \$3.00
ELTER CO. Est. 1872
Glenwood 3486 44 Arthur St.

Now-AT YOUR GROCERS major-B
natural VITAMIN B-COMPLEX TABLETS
Guaranteed AT LOW GROCERY STORE PRICES
major-B Natural Vitamin B Complex Tablets
B-COMPLEX VITAMIN TABLETS
NICHOLS DISTRIBUTING CO. — Wholesale Distributors

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

- *Swiss Style Steak
- Baked Potatoes
- Buttered Peas in Timbales
- Lettuce and Grapefruit Salad

***Fruit Tarts Alaska Beverage**
*Recipes given
An extra amount of protein is served with the addition of peas, an extra protective food necessary in February. The salad adds a tart crisp texture that is a welcome variation, along with supplying carbohydrates and minerals. The fruit tarts supply energy sugar and extra vitamins to make up the day's complete fruit requirements.

To Serve 6 You Will Need:

- 2 1/2 pounds round steak
- 6 medium Idaho potatoes
- 1 No. 2 can peas
- 1 head lettuce
- 2 fresh grapefruit
- 1 No. 2 can fruit cocktail
- 1 pint vanilla ice cream

- (Balance of materials among staple supplies)
- Swiss Style Steak
- 2 1/2 pounds round steak cut 1 to 1 1/2 inches thick
- 4 tablespoons flour
- 2 tablespoons lard
- 2 small onions
- 2 stalks celery
- 1 cup tomatoes
- 1/2 teaspoon Worcestershire sauce
- Salt and pepper

Dredge steak well with flour, pounding it in, if desired. Brown on both sides in hot lard. Add tomatoes and seasonings. Cover tightly and cook in a moderate oven until the steak is tender, which will take about 1 1/2 hours. Add more liquid if necessary, but add it by small amounts.

Timbales

Take leftover pastry, roll it out to 1/8 inch thickness and line muffin cups with it. Flute the edge with the tines of a fork. Bake in 400 degrees F. oven until done—8-10 minutes. Cool and fill with buttered, drained peas. Peas may be creamed if desired.

Fruit Tarts Alaska

- 6 tart shells
- 1 No. 2 can Fruit Cocktail
- 1 pint vanilla ice cream
- 2 egg whites
- 5 tablespoons confectioners sugar

Make tart shells with regular pie crust, making some extra for timbale cups. Drain fruit cocktail, saving juice to use in fruit dressings or sauces. Fill each tart shell half full. Top each with a ball of vanilla ice cream. Make a meringue by beating egg whites until almost stiff and then beating in the confectioners sugar. When stiff but not dry spread over top of each tart swirling it attractively. Put tarts in 500 degree oven for 2-3 minutes to brown meringue and serve immediately.

Serving Hints

Arrange Swiss steak, which has been cut in serving portions in over-lapping fashion on deep platter. Pour sauce over meat and garnish with ripe olives and parsley.

Place the potatoes on a chop plate or round plate so that one end of each potato points toward the center. Place pea-filled timbales in between each potato. A small bowl of cream sauce may be placed in the center of the plate from which each person may serve himself, the cream sauce being used either for the peas or potatoes.

Arrange sections of fresh or canned grapefruit sunburst fashion on bed of lettuce. Garnish with a lengthwise slice of banana or a cherry. Serve French dressing with this salad.

Use of Leftovers

Grind any leftover swiss steak. Combine each cup of meat with 1 cup cooked rice. (This amount sufficient for 4 peppers). Use to stuff green peppers, which have been washed and the seeds removed. Place in baking pan and add contents of 1 No. 1 1/2 can tomato puree, mixed with 1/2 cup meat stock or water. Place in 375 degree F. oven for 30 minutes, basting frequently.

CUTTING FRUIT CAKE

To cut fruit cake without crumbling, wet your sharp knife with cold water before cutting each slice.

BERGHASH
★
ROCHESTER'S LEADING LIQUOR STORE

L'OPERA KUMMEL
FULL QUART \$2.49
60 PROOF

Imported From Portugal
25 YEARS OLD
J. FAVRAUD
BRANDY
Accompanied at the time of importation by a bond from the government of Portugal guaranteeing age 25 years. One of the foremost brands available.
\$3.35 Fifth

BALTIMORE CLUB GRAPE BRANDY
HALF PINT 70c

5 YEARS OLD "OLD LEWIS HUNTER"
Kentucky Straight
BOURBON
Whiskey
\$2.89 Fifth
Distilled in Harrison County—heart of Kentucky's Blue Grass district, with limestone water, and by the identical process and formula in use since 1861.

REYNOLDS' OLD POST TAVERN Apple Brandy
SIX YEARS OLD \$3.30 FULL QUART

PETE HAGEN'S COCKTAILS
JUST CHILL AND SERVE—WITH PRIDE!
• SIDE CAR
• DAIQUIRI
• DRY MARTINI
• OLD FASHIONED
\$1.79 Fifth

BERGHASH
124 CLINTON AVE. S.
Loews Theatre Bldg.
Main 786

February PHOTO OFFER
With **12 PROOFS** For Your Selection
Clear—Sharp—Natural Poses Taken With The Amazing 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, 1,300,000 of a second fast.
3 LOVELY 8x10 VIGNETTED PORTRAITS \$5.95 (Coiling Price \$8.45)
No Appointment Necessary
PHOTO STUDIO
Green Room



PENN VACUUM STORES—ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS
Beautifully Rebuilt Used **Electrolux** THE CLEANER WITH 101 USES
FULLY GUARANTEED For Same Length of Time as a Brand New Electrolux
SOLD ON EASY TERMS
COMPLETE WITH ATTACHMENTS... WE REBUILD ALL MAKES OF CLEANERS
10-Day Trial Plan
WE ALSO CARRY A COMPLETE LINE OF ALL WELL KNOWN MAKES
PENN VACUUM STORES
30 SOUTH AVE., STONE 6747
OPEN 'TIL 7 P. M., MON. AND THURS. 'TIL 9
BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

PACK A LUNCH A MAN CAN WORK ON!

You owe it to your family to learn how to make carry-lunches as appetizing and nutritious as the other meals. — To help you with this all-important war-time problem, volunteer workers have been placed in Wegmans Supermarkets, and in other markets, to pass on to you helpful lunch box information gathered by the Consumer Committee of the Rochester War Council.

TASTY LUNCHEON MEAT
BRUNCH 3 12 OZ. CANS \$1.00
LIMIT 3 CANS

DELICIOUS WALNUT TOP
COOKIES 2 dz. 25c

WEGMANS ENRICHED
BREAD 2 loaves 15c

LARGE, SWEET, JUICY
TANGERINES 15c
The Perfect Lunch Box Fruit DOZ.

WEGMANS DELICIOUS
BAKED PORK & BEANS Lb. 10c
ASSORTED BAKED MEAT LOAF lb. 35c
TASTY IMITATION CHICKEN LOAF lb. 39c
TASTY SMOKED LIVER SAUSAGE lb. 35c
DELICIOUS BOLOGNA SAUSAGE lb. 35c

PACKING AIDS for CARRY-LUNCHES
DEXIE COVERED FOOD CONTAINERS . . . pkg. of 8 9c
WOODEN SPOONS & FORKS . . . pkg. of 14 9c
WITH HANDLES HOT DRINK CUPS pkg. of 7 9c
DEXIE COLD DRINK CUPS pkg. of 12 9c
HANDY WAXED SANDWICH BAGS pkg. of 40 9c

Wegmans HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

YES! YOU CAN GET TIRES!
★ GRADE ONE
★ GRADE TWO
★ GRADE THREE
One of these grades is specified by the ration board for YOU! If you need tires, YOU CAN GET THEM. . . . come to UNIT PARTS and we'll tell you how! Complete Tire Service. UNIT PARTS will sell you the tires AND help make them last longer too!
★ EASY TERMS ★
Unit Parts will sell you the tires you need and give you EASY TERMS too! Complete details at either store.

UNIT PARTS ROCHESTER CORPORATION
1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD

PHOTO SPECIAL FOR WAR WORKERS
• Evening or Sunday Appointments
• Individual Art Mats
• Hollywood Make-Up Included Free (With This Offer Only)
• One Covered In Oil
• Popular 4x5 Size
• No "Extra" Charges
3 FOR \$3
BREWER-HAYES' CAMERA PORTRAITS ST. 5819
251 East Avenue



HOW WE OUTFOXED ROMMEL
A first-hand account of the epic counter-offensive which drove the Axis out of Libya. By Henry T. Correll, correspondent with the British Eighth Army.

WHAT YOU'LL EAT IN '43
You will eat less—but there will be enough—and you'll have to be far less fussy. Here are the answers.

THE UNVANQUISHED—A Complete Novel
A \$2.50 book abridged for an evening's reading. The story of George Washington and his Continental Army by Howard Fast.

10c **LIBERTY WEEKLY** NOW ON SALE 10c

IF YOU NEED TO BUILD UP RED BLOOD!

And Also Relieve Distress of Periodic Female Weakness!

If you want to build up red blood capsules to promote a more refreshed and vigorous bloodstream, more strength and energy—start today—try this true blood-iron tonic—Lydia E. Pinkham's Vegetable Compound TABLETS (with added iron). When taken as directed, Pinkham's Tablets are one of the best and quickest home ways to get precious iron into the blood.

Pinkham's Tablets are also famous to relieve distress of female functional monthly disturbances. This is because of their soothing effect on one of woman's most important organs. Taken regularly they help build up resistance against such annoying symptoms.

For years Lydia Pinkham's Tablets have been thus helping thousands of girls and women. Just try them yourself for 30 days. You'll see the result! If you, too, don't benefit! Follow label directions. Worth trying!

ATTENTION MAISONNETTE CUSTOMERS

Mrs. Mary O'Grady, 132 Conkey Ave. is now representing the Ward Stilson Co., and will gladly call at your home by appointment to show you Dresses and Lingerie. Complete size range 9-48, 1/2 and odd sizes.

All our Dresses and Lingerie are guaranteed against shrinkage and fading.

GLEN. 4231-J

Special Group Fur Coats
Val. to \$158.00
69.50

Possum-Dyed Skunk, Caracul, Fox, Lepus, Dyed Coney, Seal, Dyed Coney and many others.

Clifford Fur Co.
Sells For Less!
1283 Clifford Ave.
Block-off Portland

DOLAN'S
Where You Buy the Cuts of Chicken You Prefer

- BREASTS . . . lb. 65c
- LEGS . . . lb. 55c
- WINGS . . . lb. 29c
- NECKS . . . lb. 15c
- GIBLETS . . . lb. 25c
- LIVERS . . . lb. 49c

DOLAN'S
600 JEFFERSON AVE.
Cor. Bartlett
Telephone Genesee 1417

Hopi Indians had their own bread into paper-thin rolls and special "corn flakes". They dyed their vivid colors—bright rolled their piki bread (corn orange and bright green).

Baby suffering from rash? apply a paste made with corn Powder skin with corn starch or starch and water.

Rochester's "thirst call"
today's **GENESEE**

Best Coke Buy On The Market!
R. G. & E.
DRY QUENCHED **COKE \$11.00**
Tons Cash Short Off

ARDEAN R. MILLER
Know Your Dealer! PHONE GENESEE 20 Finest Service For 33 Years

IMPORTANT NOTICE
from the
U.S. GOVERNMENT

Regardless of any pay-as-you-go income tax bill now under discussion in Congress, U. S. Treasury Officials have announced that everyone subject to tax must file a federal income tax return by midnight March 15th together with a minimum of one-quarter of the tax owed. Taxpayers are urged to pay their tax as early as possible for their own convenience and for the assistance to the government.

The Rochester Sun-Shopping News
INCOME TAX BUREAU
WILL HELP YOU MAKE OUT YOUR INCOME TAX RETURN



Don't worry about filing your return. Come to the Income Tax Bureau at 68 Main St. E. and let Rochester's foremost accountants solve your problem for you. Always experts in attendance who KNOW THE REGULATIONS. They can probably save you money.

BRING THIS INFORMATION WITH YOU!

1. Record of all income and sources from which derived (commissions, salaries, rents, interest and dividends, etc.)
2. All figures on allowable deductions (contributions, taxes, medical expenses, interest paid, union dues, etc.)
3. If engaged in business, a profit and loss statement.
4. A record of all transactions involving capital assets such as sales of stocks and bonds or real estate.

OPEN DAILY 9 A. M. to 10 P. M.
OPEN SUNDAYS 10 A. M. to 3 P. M.

No Waiting—No Delay—Come In Now!
Come in now . . . before the big last-minute rush. Our expert accountants can make out your return in a few moments.

INCOME TAX SERVICE BUREAU
ROCHESTER SUN-SHOPPING NEWS
68 MAIN ST. E. OUR ONLY LOCATION

FEE
LOW AS **\$2**

OPPOSITE DEMOCRAT & CHRONICLE

DAW'S COUPON
Wax Paper
Large, 125-Foot Roll
In Cutter-Edge Box
Extra-Heavy
13c
(Limit 2 Rolls)

DAW'S COUPON
VANILLA FLAVOR
(Imitation)
LARGE 25c
6 OZ. SIZE
8c
(Limit 2 Bottles)

ZINC OINTMENT
25c Size
13c

NUJOL LUBRICANT
3 Qt. Size
\$1.88

GROVE'S A-B-D Vitamin
Package of 72
79c

DAW'S ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. 1ST FLOOR THEATER	31 MAIN ST. E. COBURN BUILDING	353 MAIN ST. E. COOK BROS. STILLSON BLDG.	452 W. RIDGE RD. LAMAR DEWEY	880 MAIN ST. W. AT BULLS HEAD	473 N. GOODMAN ST. JUST OFF MAIN	539 MONROE NEAR GOODMAN
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BORAXO CLEANSER—Large Size **11c**

DR. LYONS TOOTH POWDER—50c Size **24c**

4-Way COLD TABLETS—25c Box **17c**

OLIVE TABS EDWARD'S—30c Size **12c**

BORIC ACID POWDER, 35c 1-lb. Pkg. **18c**

OXYDOL SOAP POWDER
Large 25c Box **19c**

DOAN'S KIDNEY PILLS
75c Size **32c**

MOLLE SHAVE CREAM
Half Pound JAR **43c**

Tr. GREEN SOAP
60c Pt. Bottle **34c**

DAW'S COUPON
Dish Cloths
Full Size—KNITTED
Pastel Embroidery
Worth 5c Each **3 for 8c**
(Limit of 6 to Customer)

GOOD HOUSEKEEPING
9-OUNCE Tumblers
With Non-Chip Rolled Edges
DAW'S Low Price **3 for 11c**
Distinctive, all purpose drinking glasses—sparkling, crystal-clear.
Buy a dozen now—at this extra low price!

WAXED Kitchen Bags
Package 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.

Toilet Tissue
Hy-Tex Quality
1000 SHEETS IN EACH ROLL
3 Rolls For 16c
(Limit of 6 Rolls)

EXTRA-VALUE COUPON
Warm-Lined WORK GLOVES
Of Heavy Jersey **18c Pr.**
Extra-heavy, better quality jersey work gloves—warm-lined for more comfort, easy on and longer wear.
(Limit, 2 Pair)

CLOTHES LINE
Braided Sash-Type Cotton Cord
50 Foot **21c**
Also available in 100 foot lengths.

CLOTHES PINS
Box of 30 **7c**

Shower Sprays
Fits most nozzles. Choice of colors. **59c**
75c Value

FUMIGATORS
SULPHUR CANDLES
Reg. 10c Size **2 for 13c**

Whisk Broom
Ring top, Full-sized all corn brooms. **21c**
35c Value

SHOE TREES
All metal—Adjustable for men or women. **19c**
Big 35c Value

Hand Scrubs
U. S. Made. Sturdy bristles, Exceptional Value! **8c**
Big Value

SHOE LACES
27" LENGTH
Mercerized Quality All Colors **2 for 5c**

GET THAT VIMMS FEELING!

Vimms
6 VITAMINS 3 MINERALS
all in one tasty tablet!

96 TABLETS \$1.69
24 TABLETS 49c
FAMILY SIZE 288 TABLETS \$4.79

FLAG DEHYDRATED DOG FOOD
2 for 13c

FLAG is the natural food for dogs . . . made from the purest and finest ingredients—and has liberal quantity of meal which dogs naturally like.

VITAMINS A, B, B₂, P, P, C, D and CALCIUM, PHOSPHORUS and IRON

FLYING FORTRESS 'CITY OF ROCHESTER' BOMBS BERLIN

Your Bond And Stamps Purchase Could Make This Story Possible

JULY 2, 1942 Official sources here revealed today that the crew of the flying fortress City of Rochester have scored another spectacular smash in yesterday's raid on Berlin. The bomber was purchased with money from a bond drive in Rochester, N. Y., last February, and has participated in seven of the American Aid Raids over Europe. Cities hit include Bremen, Emden, Wilhelmshaven, Hamburg and several undisclosed points. This aircraft has dropped a total of 28 tons of bombs on Germany alone in the past two weeks.

The people of Rochester may well be proud of their active part in these raids; and it is an active part—for the money collected in the February campaign to purchase the fortress—universally acclaimed "master of the skies". It is heartening to feel that the American civilian public is behind our boys in service so enthusiastically. May the purchase of Bonds increase with every victory—for Bond make every victory bigger... and the end of total war nearer.

LINCOLN'S

MAIN AT ST. PAUL



Come On . . . Rochester . . .

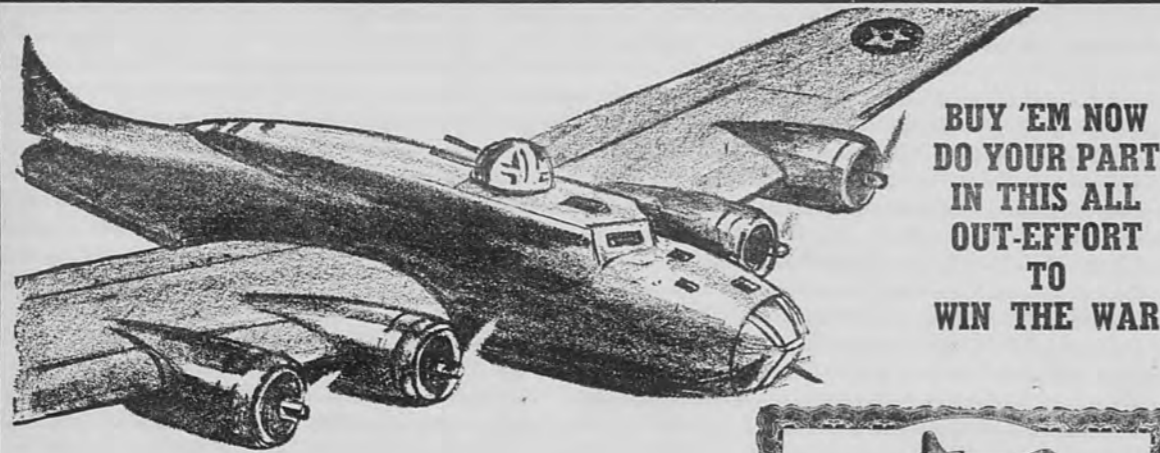
LET'S PLEDGE ENOUGH U. S. WAR BONDS TO

Buy a Bomber



Or . . . Take advantage of one of these **SPECIALS PERSONALLY!**

<p>Special! Pursuit Planes Now \$137,000</p> <p>Keep our forces equipped with the latest! Your War Bond will go toward this streamlined blow to the Axis. It's designed, made and piloted by the best. A real buy!</p> <p><small>GAS ELECTRIC</small> <i>Bomber Base</i></p>	<p>Finest Light Tanks \$25,000</p> <p>Really a buy! Put your War Bonds toward this beauty—not too long on looks, but truly beautiful in rough-and-tumble action! Complete with 37-millimeter cannon. Buy now!</p> <p><small>LINCOLN'S</small> <i>Bomber Base</i></p>	<p>Value! 50-mm. Machine Guns \$1500</p> <p>To the "Shores of Tunisia" our boys need these! Fifty caliber machine gun spits 500 two-ounce bullets a minute, 75000 yards. Guaranteed to work amazingly when America's fighting boys are at the trigger!</p> <p><small>WEGMANS</small> <i>Bomber Base</i></p>
<p>Rubber Life Raft for 10 \$185</p> <p>Buy one and save ten lives at sea! No better value in the world than this—and the Navy will always be your debtor. Warranted to stay afloat while ten precious sailors cling to the sides until they're rescued.</p> <p><small>SIBLEY</small> <i>Bomber Base</i></p>	<p>Special! Gas Masks \$9.25</p> <p>Exciting low price! Gas masks are definitely a necessity for men at the front, and so inexpensive you can afford to supply at least one. Not too flattering—but tough!</p> <p><small>EDWARDS</small> <i>Bomber Base</i></p>	<p>Today Only Barrage Balloon \$10,000</p> <p>Your Bonds and ours will protect America's homes from unwelcome visitors! Invest in security with this picturesque balloon capable of 15,000-foot altitude. Your best buy!</p> <p><small>SEARS, ROEBUCK</small> <i>Bomber Base</i></p>
<p>Field Cook Range \$75.00</p> <p>Let's make America's fighters the world's best sharpshooters! Batten board target field ranges will give long service. For your protection, for an investment (worth \$100 in ten years)!</p> <p><small>MCCURDY'S</small> <i>Bomber Base</i></p>	<p>Prices Now Down on Jeeps \$900</p> <p>You must have one jeep fighting for you! Not built for comfort, not a single cushion—but a downright good investment in speeding Victory! (Manned, too, with tough fighters!)</p> <p><small>SIBLEY, LINDSAT & CURR CO.</small> <i>Bomber Base</i></p>	<p>Quality Sound Detectors \$5000</p> <p>New for locating elusive planes and artillery. You'll never make a better buy—and your War Bonds buy the and then mature at great dividends in ten years! The price is low for such a real value.</p> <p><small>EDWARDS</small> <i>Bomber Base</i></p>



**BUY 'EM NOW
DO YOUR PART
IN THIS ALL
OUT-EFFORT
TO
WIN THE WAR**

**BUILD ROCHESTER'S BOMBER
WITH EXTRA WAR BONDS !!**

**BUY AN EXTRA WAR BOND NOW—TODAY TO HELP PRODUCE
THIS MIGHTY FIGHTING FLYING FORTRESS!**

Buy it today at Sears Bomber Base or at any of the many located throughout the city in Banks, retail stores and theatres. Now more than ever your extra dollars are needed to produce this mighty Bomber and all the other fighting equipment so vitally needed—and that half filled stamp album lying around is doing no good unfilled, think of it in terms of ammunition and fighting equipment that it would help produce if it were filled. Dig it out—fill it today!



When you buy that Extra War Bond ask for the above Certificate — it commends your Patriotism for doing your part in purchasing an extra War Bond, suitable for framing it will be cherished always.

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

* **1943** *

BUY A ROCHESTER BOMBER WITH WAR BONDS

NOW This month, this week — is the time to protect his future by buying War Bonds.
"BUY A ROCHESTER BOMBER WITH WAR BONDS"

LOBEL'S
Youth Center

**GOOD
BYE
HITLER!**

**THOSE
ARE
ROCHESTER
BONDS!**



YOU CAN DROP A BOMB or two on Hitler, or Hirohito, or Mussolini—a bomb carrying your very best wishes for their continued BAD HEALTH.

HOW? Simply by buying an EXTRA WAR BOND this month—bonds in addition to your regular quota.

The money will be used to pay for a giant bomber to bear the name of ROCHESTER. It will carry a full load of explosive air mail, postmarked ROCHESTER and stamped for special delivery in Berlin, Tokio and other enemy cities.

SEND ADOLF AND HIS AXIS PARTNERS
YOUR DISREGARDS BY PURCHASING
ANOTHER BOND — Right away!

Rochester Gas and Electric

Proudly, we hail...

John C. Patriot

FOR his generous and spontaneous contribution in response to our appeal for the purchase of additional War Bonds, in order that our city might have the honor and distinction of purchasing its own Flying Fortress, "The Spirit of Rochester, New York" ... to fly, in combat, for the glory of his country, at war.

THE ROCHESTER, NEW YORK
BUY-A-BOMBER-WITH-BONDS COMMITTEE

FEBRUARY 1943

**INVEST Your Fighting Dollars
Help Build a Rochester Bomber**

WHEN you buy that extra War Bond this week, ask for the above Certificate . . . It is a Document which you, your children and your children's children will be proud to own . . . for it pays tribute to your patriotism in World War Number Two.

This Bomber will bear the name "The Spirit of Rochester". Who knows . . . this may be the very Bomber that delivers the final knockout blow to the Axis.

Now is the time to fill up your unfinished Stamp Albums and help finish the Axis. Buy your War Bonds at Edwards Bomber Base on the Street Floor and be part owner in Rochester's Bomber.



IF you can't FLY a Bomber . . . You can help BUY a Bomber



It's OURS!

It's as though we all got together and built her with our own hands. Except of course we aren't all endowed with the special skills required for that matter with sufficient time to accomplish the job. So we're flitting deeper into that pocket and buying EXTRA bonds. A third of a million worth! When the boys at Boeing get her tuned up she'll carry the proud name "Spirit of Rochester" and may her crew not only blast 35*1 out of the Rich industrial plants, but return safely every time!

Wm. E. and S. Geo. Shafer
Formerly Pres. & Vice Pres.
of

SHAFFER CO.

MENG & SHAFFER
51 EAST AVENUE.

**COMING EVENTS
CAST THEIR
SHADOW...**



**ROCHESTER
BOMBER
SHATTERS
BERLIN**

London—Participating in today's 500 plane raid on Berlin was an American Air Force bomber from Rochester, N. Y., a town which Adolf Hitler announced today that he had never heard of. That there was such a hamlet on the map was brought to his attention forcibly in a short message coded by a 4,000 pound bomb. Also reported coded by 4,000 pound bombs were several Nazi lives.

WEGMANS

SUPER MARKETS

Take Your CHANGE in STAMPS

FLAGS DON'T WIN A WAR



BUT BOMBERS DO!

HELP BUY THE "SPIRIT OF ROCHESTER"
WITH EXTRA WAR BOND PLEDGES.

BERGHASH

LIQUOR STORE
124 CLINTON AVE. S.

TO VICTORY



Your Bonds will Bomb Berlin!

Buy EXTRA Bonds For The "Rochester" Bomber

POSNER AUDIT CO.

6 STATE ST.

Sibley, Lindsay & Curr Co.



FEBRUARY 1943

This Is To Certify That

YOU

HAVE BOUGHT EXTRA BONDS
TO HELP BUILD

Rochester's Own BOMBER

Yes! YOU can be the proud owner of this certificate on purchase of a bond NOW, which will go toward the building of Rochester's own BOMBER . . . a magnificent Flying Fortress . . . which will be called "The Spirit of Rochester, N. Y." Cost of this bomber is just \$300,000. Rochester needs your Bonds to complete the quota to be reached by February 22. So, Come on, Rochester! You, and You, and You. Buy extra war bonds NOW, and send "The Spirit of Rochester, N. Y." flying to glory and victory.

**GET YOUR U. S. WAR SAVINGS BONDS
AND BOMBER CERTIFICATE
At Any "Bomber Base"**

Two "Bomber Bases" Are Maintained On
Sibley's Main Floor

"There is Something in the Air"

How oft we've heard the old, familiar phrase.

Now, it is Rochester's Own Bomber that we are after.

Remember, Rochester always gets what it goes after . . . and buy the necessary War Bonds.

President Roosevelt says that all roads lead to Berlin and Tokyo, and that we are going to take all of them.

Flying is the quickest way to get there. So, let's get this Bomber off our minds and into the air.

Wishing it Godspeed, we can then turn to our leaders and ask, "What next can we do?"

That is the Spirit of Rochester.

Projansky

39 East Ave.



TO THE AXIS WITH BONDS

COME ON ROCHESTER . . . buy extra bonds now . . . help Build a Rochester Bomber, help provide the planes whose bombs and guns must carry American and her allies to supremacy of the skies . . . and VICTORY! Dig deep into your purse. Put every penny above sheer necessity into EXTRA WAR BONDS now. Your money will be returned to you with generous interest, ready to help you—after VICTORY—build a more glorious peace than you now dream of! Buy Your Bonds at McCurdy's Bomber Base, Street Floor.

Have Your Name Inscribed On The Buy-A-Bomber Certificate! Keep it and cherish it to show in years to come that you bought an EXTRA war bond during the campaign to—

Build A Rochester Bomber With Bonds.



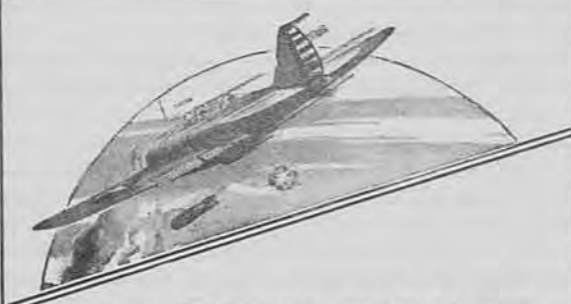
BUILD A ROCHESTER BOMBER WITH BONDS!!



BUY A ROCHESTER BOMBER WITH WAR BONDS

MAIN 7900

Weird's
15 EXCHANGE ST.



**BUY WAR BONDS
AND GET THAT
ROCHESTER BOMBER
IN ACTION!**

LIKLY'S

ROCHESTER GIFT CENTER—271 MAIN, E.



BUY WAR STAMPS & BONDS AT



Trade In Your Old Furniture
And Rugs for New!
CONVENIENT TERMS ARRANGED!

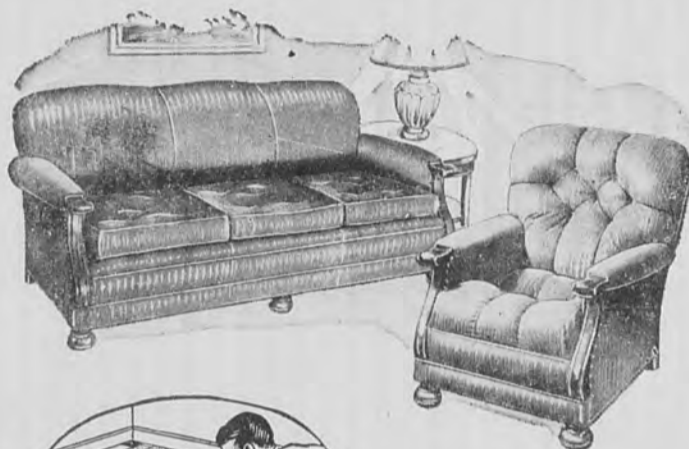
Last 2 Days—Friday & Saturday to Save in Our February Sale of fine FURNITURE and RUGS

Heavy 9 and 12 ft. wide
WILTON BROADLOOM

Regular 6.25 Values **5.25** Sq. Yd. Save \$1 on Every Square Yard

A full 9 wire, 256 pitch construction—this means a real quality carpet. Several attractive patterns in two tone wood rose, blue, beige, green and burgundy. All in the 9 ft. widths. Just woodrose in the 12 ft. width. We urge an early selection, as this is the best value we have offered in many months. 1/3 Down — Convenient Terms.

EDWARDS—Fourth Floor



2 Pc. Lounge Type
Living Room Suite

119.50

Two large, comfortable pieces — solid oak inner-frames, are double dowelled and morticed. The exposed frame is finished in Mahogany. This fine living room suite combines enduring quality, careful construction and is priced well within the average budget. A wide selection of attractive coverings.

EDWARDS—Fifth Floor

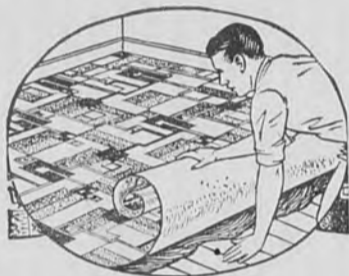


9 and 12 ft. wide
AXMINSTER BROADLOOM

All wool surface, made and styled by Master Craftsmen from one of our greatest Carpet Mills. Two tone blue, rose, green and burgundy, also in the popular 18th Century designs. Wall to wall installations or in rug sizes.

REDUCED TO **3.69** Sq. Yd.

EDWARDS—Fourth Floor



Special for Last 2 Days!

Perfect Quality Inlaid
LINOLEUM

Now **88c** Sq. Yd.

Rub your eyes! The price is really right! Several thousand yards of tile patterns, every yard perfect, cut from full rolls. Surface finish smooth as glass, so it can be cleaned with a dust mop. Colors inlaid through to the saturated felt back.

A 9x12 Room Can Be Covered For Only 10.56. Other sizes at proportionate prices.

EDWARDS—Fourth Floor

Superior Mattress & Box Spring

49.95

for both pieces

Pay 20% Down Balance \$5 Monthly



Furnished in Single and Full Sizes

EDWARDS—Fifth Floor

ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT

FOOTNOTES ON COMFORT!
OPERAS and EVERETTES



In Sizes 7 to 11

MEN'S
SLIPPERS

2.59

These slippers are designed especially for your at ease moments . . . when you want to relax and listen to your favorite radio program. They have fine kid uppers, leather soles, rubber heels, fully leather lined. Burgundy and tan operas. No coupon needed.

FOR YOUR BABY!



RECEIVING
BLANKETS
4 FOR
1.00

Of course you want to keep your precious darling warm. Get one or more of these blankets in either pink, blue or white.

MEMORIES!
DARLING BABY
RECORD
BOOKS

To keep precious all those darling things he or she said. They come in pink and blue and are simply adorable. . . wait all you see them. **1.00**



Money Saving Suggestions
For Mothers!

A GIFT IDEA!
LITTLE KNIT
BONNETS
1.00

They come in several styles. In Pink, Blue and White. They make a pretty frame for a tiny face!

PRICED LOW!
WHITE HOSPITAL
GOWNS
39c

A dainty fresh looking gown in fine quality white flannel. You certainly can afford several at this unheard of price.

FOR YOUR BABY!



INFANTS
DRESSES
1.09

Let her look as pretty as a picture in one of these dresses. They have pink and blue ribbon trim. They're sweet and dainty . . . just as they should be.

PRACTICAL!
QUILTED BABY
BIBS

So cute when they sit in their chair and eat. Tie one of these bibs around their necks and they'll be happy. Pink or blue trim . . . according. **2 FOR 15c**

Shop for This Bargain Tomorrow

THE PERFECT FITTING

"MISS ADORABLE"

SLIPS

1.09

Glamorous slips of Rayon Crepe, that give you the sense of thrift and thrill. Exquisitely tailored. Adjustable shoulder strap. Rip proof seams. Lace, Fagoting and Embroidery trim. Plain skirt. Cuff hem. Tearose and white. Sizes 32 to 40.

ONLY 18 DAYS LEFT TO FILE YOUR FEDERAL INCOME TAX

The Rochester Sun Shopping News
INCOME TAX BUREAU
Can Help You—Expertly—Quickly

OPEN 9 A. M. to 9 P. M. DAILY SUNDAYS 10 to 3



COME TO
68
MAIN STREET EAST
(Opposite Democrat & Chronicle)

If You Need Preliminary Information Phone Us At
MAIN 5967

Many people are going to be sorry they waited until the last minute before filing their income tax return. Don't be one of them! It isn't necessary! If you don't have the time to have your return made out right now, come to 68 Main St. E. and give us the information listed below. Then go on about your shopping—or to a show. Your worries are over! Return in an hour or two (or even the next day)—your complete tax return will be ready and waiting for you.

- BRING THIS INFORMATION WITH YOU**
- Record of all income and sources from which derived (commissions, salaries, rents, interest and dividends, etc.)
 - All figures on allowable deductions (contributions, taxes, medical expenses, interest paid, union dues, etc.)
 - If engaged in business, a profit and loss statement.
 - A record of all transactions involving capital assets such as sales of stocks and bonds or real estate.

FEE
FOR OUR COMPLETE SERVICE
AS LOW AS **\$2**

- THE SUN TAX BUREAU OFFERS ALL THESE ADVANTAGES**
- Complete service by a corps of experienced tax consultants under the direct supervision of one of the city's foremost accountants.
 - A permanent record system whereby a copy of each return is kept for four years. You will be privileged to consult this record at no charge whenever you so desire.
 - A tax service backed by a local, established organization, staffed by local people.
 - A call-back system whereby you can have your return made out while you shop.

ROCHESTER SUN SHOPPING NEWS
INCOME TAX SERVICE BUREAU
68 MAIN ST. E.
Opposite Democrat and Chronicle

Income Tax

(Continued from Page 1)
by urge taxpayers to file their returns now. All indications point to a last-minute rush unprecedented in Rochester. This opinion is shared by Federal Tax officials, tax consultants and bankers alike. And that means that hundreds of people are going to have to wait in line probably for hours to get their return in under the deadline.

All this can be avoided, it is pointed out, by coming to the 68 Main St. E. headquarters this week-end and taking advantage of the immediate service offered patrons. The corps of tax consultants maintained by Shopping News will advise the taxpayer of every last detail and, in fact, make out the actual return for the taxpayer. All this is done at a minimum service charge, in many cases as low as two dollars.

The service Center is open from 9 a. m. to 9 p. m. daily and from 10 a. m. to 3 p. m. on Sundays.

There is no aspirin
—that can do more for you than genuine pure St. Joseph Aspirin. So why ever pay more? Always insist on St. Joseph Aspirin and refuse substitutes. It's the world's largest seller at ten cents and you have even more on the larger size, 36 tablets, 20¢—100 tablets only 35¢. Always demand St. Joseph Aspirin.

Special Group Fur Coat
Val. to \$150.00
69.50
Possum-Dyed Skunk, Caracul, Pony, Lapin Dyed Cooney, Seal Dyed Cooney and many others. Lowest price now on Koltsky fur piece.
Clifford Fur Co.
Sells For Less!
1283 Clifford Ave.
Block off Portland

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And Also Relieve Distress of 'Periodic' Female Weakness!
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For years Lydia Pinkham's Tablets have been thus helping thousands upon thousands of girls and women. Just try them yourself for 30 days. You'll see the proof! See if you, too, don't benefit! Follow label directions. Worth trying!



Best Coke Buy On The Market!
R. G. & E.
DRY QUENCHED
COKE \$11.00
Ton Cash Short Off
PROMPT DELIVERY
ARDEAN R. MILLER
Know Your Dealer! PHONE GENESEE 26 Finest Service For 33 Years

DAW'S ORIGINAL CUT-RATE DRUGS
Today Thru Sat. (Rights Reserved To Limit Quantities)
DAW'S COUPON
Hot Water Bottle
Heavy, well-made live rubber—full 2 quart capacity. No more when these are gone!
\$1.00 VALUE!
77c
(Limit 1)

DAW'S COUPON
BLADES SINGLE-EDGE
2 Pkgs. For **11c**
(Limit of 4)

DAW'S COUPON
LIFEBOUY SHAVE CREAM
Large Tube **27c**

DAW'S COUPON
GENUINE U.S.P.—5 Grain
ASPIRIN TABLETS
10c TIN OF 12 **2c**
(Limit of 2)

PHILLIP'S Milk of Magnesia TOOTH PASTE
50c Size **26c**

WOODBURY Facial Soap
10c Bars **2 for 11c**

ISOPROPYL RUBBING Alcohol
Pint Bottle **23c**

Old? Get Pep, Vim with Iron, Calcium, Vitamin B.
MEN, WOMEN of 40, 50, 60. They're old weak, worn-out, listless, pale, nervous, constipated, sleepless, this often needed after 40—by ladies lacking iron, calcium, vitamin B. Thousands now feel better, more younger. Get Vimms Tablets TODAY. It's also only 40¢. Or save 10¢ money. Get Vimms Tablets (also over a dime a day tablets).

Pro-phy-lac-tic NYLON BRISTLE BRUSH
2 FOR **23c** FOR **43c** DOUBLE PACKAGE

SCOTT'S EMULSION
Take Scott's Emulsion. It has ALL the values of cod liver oil, plus pleasant taste and easier digestibility.
60c Size **49c**

Rectal Soreness
Get Relief New Easy Way—Sit in Comfort
Prolarmon Rectal is a quick, dependable reliever of itching, painful rectal soreness—sometimes 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 tissues. No oil—no grease to stain clothing. Sold on money back guarantee. Get the modern relief today... ask for **PROLARMON RECTAL FALSE TEETH**
FIT LINE NEW! At last One application cushion plastic makes loose plates fit comfortably for weeks. Not a powder—no a pain! Lasts much longer. Economical. Users enthusiastic. Get Denture-Eze today. Handle size, 50¢. Larger size tube, only 80¢.
DENTURE-EZE MONEY-BACK GUARANTEED

IRONIZED YEAST
\$1.00 Size **47c**

NOXZEMA CREAM
75c Size **49c**

EPSOM SALTS
1-Lb. Package **4c**

DAW'S COUPON
GILLETTE SHAVE CREAM
You'll like the Gillette Shave Cream. Made of refined natural oils that gives you a quick, clean, comfortable shave.
GIANT SIZE **33c**
DAW'S LOW PRICE

DAGGETT & RAMSDELL CREAMS
CHOICE OF: COLD or CLEANSING REGULARLY \$1.00
½-LB. JARS **69c**
3 FOR \$2.00
Only once a year do you have the opportunity to save on these two famous creams. These are the regular \$1.00 Half-Pound Jars—now 69¢!

Alka-Seltzer
Quick Relief From HEADACHES, COLIC, STOMACH, ACID INDIGESTION AND HOARSENESS
60c SIZE **49c**

SACCHARIN TABS. ¼ or ½ Grains
Bottle of 1000 **49c**

CUTICURA SOAP
25c Bar **16c**

BELL-ANS TABLETS
75c Size **34c**

MULSIFIED SHAMPOO
Coconut Oil
50c Size **31c**

GET THAT VIMMS FEELING!
Vimms
6 VITAMINS 3 MINERALS
all in one tasty tablet!
96 TABLETS **\$1.69**
24 TABLETS **49c**
FAMILY SIZE 200 TABLETS **\$4.79**
VITAMINS A, B, B₂, P, P, C, D and CALCIUM, PHOSPHORUS and IRON

Sibley, Lindsay & Curr Co.
Phone Stone 6500

THREE PAIRS OF SHOES ARE PLENTY

If They're Fine **RED GOLD** Cross Shoes!
As Seen in February Vogue



Marcel. Black only 6.95



Prado. Tan only 6.95



Serenade. Black, blue 6.95



Latona. Tan, blue, black 6.95

6.95

Certainly, three pairs are enough if they're quality, most-for-your-money shoes! And Gold Cross Shoes have been talking about quality for over fifty years now as Red Cross Shoes! So use your number 17 coupon with confidence when you buy them, for they're the smart shoes you'll see walking everywhere this spring, tirelessly and beautifully! Yes, they're America's unchallenged shoe value, so make your selection now in the new galardines, patents and calfs.

SHOE SALON, SECOND FLOOR



Bon-Air. Black only 6.95



Stroller. Tan only 6.95



Lumberjack ghillie. Tan 6.95



Well boned back-lace, front hook corset ... 3.94

OUR FAMOUS RENGU FOUNDATIONS
For the Slender Silhouette You Want!

3.50 to 5.00

Have that secure feeling of being properly corseted. You'll be confident that you're trim and slim in a Rengo foundation. It will persuade curves into easy flowing lines, give you the healthful support you need to cut down on fatigue during strenuous hours. Correct styles for all figure types. Adequate boning, ample elastic, plus beautiful brocades and laces! All priced for thrifty budgets.

CORSETS, SECOND FLOOR



Front-hook wrap girdle with elastic waist band 3.94



Side-hook girdle with inner shield. Elastic panels 3.95



Lightweight side-hook girdle with lastex panels 3.95



Short figure style, inner belt foundation ... 3.50



All-inside of cotton and rayon brocade — Lace trim 3.95

Contour controlling inner belt foundation 3.00

Rochester Sun, Thursday, February 25, 1943

JUST SAY "AS ADVERTISED IN SHOPPING NEWS"

Never wear stockings two days, hand-running, but always make certain that they sused each night. Perspiration does much to deteriorate hose as constant friction.

Wash your towels—especially bath towels often. Then you will not have to use strong bleaches and soaps to keep them right.

DIARY . . .

(Continued from Page 1)

leading. For example, in the kit I presented to some officers in the WAAC's last year, I included an active ozone footstick for cooling and soothing feet tired from marching or active duty. I also included a bottle of sun tan cream to prevent sunburn in cases of exposure to the sun.

Nurses' aides tell me that they find a fragrant, relaxing beauty bath as practically an essential after long hours on hospital duty. They find it refreshing to take an apple blossom foam bath, or to put a few drops of scented bath oil in the tub.

So, my advice is to pare down to the most essential beauty requisites and to keep your beauty accessories as compactly as possible.

(If you wish to have Madame Rubinstein's booklet, "Beauty for You," please address your request to her in care of this paper.)

Now-at your GROCERS

guaranteed **major-B** natural B-COMPLEX VITAMIN TABLETS at Low Grocery Store Prices



major-B VITAMINS

FINDS for THRIFT SHOPPERS

.. ALL ON RELIABLES EASY CREDIT TERMS!

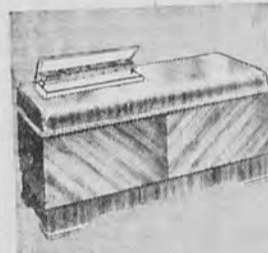


\$129

COMPLETE TEN PIECE LIVING ROOM!

Luxurious comfort as well as smart appearance . . . in a completely furnished living room! The three big pieces of the suite are in Tapestry, have fully guaranteed coil spring construction throughout. Listed below are the ten carefully selected pieces included:

Sofa • Barrel Chair • Club Chair • Coffee Table • 2 End Tables • Floor Lamp • Bridge Lamp • 2 Table Lamps



LANE CEDAR CHEST \$29⁹⁵

Specialty priced! Veneered in matched Walnut on heavy rodent-filing with automatic tray for smaller items! Only \$1.25 Weekly!



CHEST OF DRAWERS \$9⁷⁵

Finished in Walnut on gunwood. Offers ample storage capacity, ideal for guest or defense rooms. Open An Account!



FOLDING CARRIAGE \$11⁹⁵

New Victory carriage with folding wood frame. Has durable leatherette body, foot brake, adjustable hood with vinyl. Easy Credit Terms!

STAINLESS PORCELAIN TABLE TOP FIVE PIECE DINETTE SUITE



Exceptional February Opportunity! Attractively styled, with table top and convenient draw-out leaves of heavy stainless porcelain! The four chairs have sturdy box seats. Splendid for the kitchen or dinette.

\$39⁹⁵

Reliable Terms Only \$1.25 Weekly!



HEAVY FELT MATTRESS \$16⁹⁵

In All Standard Sizes! Built of cotton felt with durable woven striped ACA ticking. Has rolled edges, is fully tufted. Libera Terms!



Better Quality 9 x 12 AXMINSTER RUG and PAD \$39⁹⁵

Both included! The rugs are of nationally famous quality, are deeply tufted for long service. The waffle type pad adds resiliency, will double the wear!

\$39⁹⁵

Only \$1.25 Weekly

BUY VICTORY BONDS AND STAMPS, REGULARLY

THE RELIABLE FURNITURE CO. 80-84 STATE ST. ROCHESTER



Extra Large Savings!

BOTTLED IN BOND—5 YEARS OLD OLDMASTER BOURBON SUPREMELY MELLOW \$2⁵⁹ 1/4 Quart

Gallegher & Burton—Black Label WHISKEY \$2⁴⁹ 1/4 Quart



OLD DONEGAL Imported From Ireland 10 Yrs. Old IRISH WHISKY \$3³⁹ 1/4 Quart

SPECIAL REPEAT SALE TALLY-HO BLENDED WHISKEY \$2⁴⁹ Full Quart



WORLD FAMOUS SCOTCH Vat 69 \$3⁶⁹ 1/4 Quart

OUR CONVENIENT LOCATION

Is The Best Place In Town To Shop For Fine Wines and Liqueurs

Save time, tires and gas by doing ALL your shopping right in the heart of downtown. Noeth's Liquor Store is located directly opposite Hotel Seneca on S. Clinton Avenue. Just a few steps from Main—where almost every bus line passes!

MANY OTHER WELL KNOWN BRANDS AT LOW PRICES

PAUL NOETH 19 CLINTON AVENUE SOUTH MAIN 874

Wegman's HOME OWNED SUPER MARKETS

Tempting

BAKED GOODS

Assorted—Iced LAYER CAKES 29^c ea.

Chocolate—Iced PARTY CAKES 69^c ea.

Fresh French Dinner Rolls doz. 15^c

Chocolate Iced Angel Food Cake ea. 49^c

Walnut Top Cookies 2 doz. 25^c

Tasty Turban Kuchen ea. 19^c

ENERGY-RICH FOODS

Instant or Regular Ralston pkg. 24^c

Large Package Post Bran. 2 pkgs. 25^c

10 Individual Packages Assorted Cereals Post Tens 21^c

Roasted and Salted Soya Beans pkg. 14^c

Stimulating B. V. Beef Extract jar 25^c

AMAZING NEW 'MINUTE MOP'



\$1.45 COMPLETE

Makes Mopping and Cleaning EASY Mop made of cellular sponge. Simply mop made of cellular sponge. Simply mop made of cellular sponge. Simply mop made of cellular sponge.

DAISY PASTRY FLOUR 95^c 24 1/2 lb. SACK

JERSEY MILK TALL CAN 6 CANS 55^c Limit 12 Cans

WATCH THAT IRON! Never go away and leave your iron on for more than a couple of minutes or you'll burn it out eventually. And don't wind the cord around the iron until it has cooled. Speaking of cords, they'll last a lot longer if you'll grasp the plug and pull it out, rather than yanking it by the cord.

WHY -
HAVE ROCHESTERIANS BOUGHT
A QUARTER - MILLION PHOTOS
at **NEISNERS?**

BECAUSE THEY'RE SATISFIED!

- The proof is in the **SEEING!** Stop in and look at Neisners' samples—you'll find many techniques to choose from—only to please **YOUR EYE!**
- Skilled photographic artists make **YOUR** picture their personal problem. They apply all their skill and their undivided attention to securing the finest possible portrait.
- At your best is the way you want a permanent photographic record. That's the way Neisners make you. Lighting, pose and finishing all combine to bring out your best features.
- Your personality, too, is considered. Just the right moment is chosen to portray you in your loveliest mood. Neisners take a lot into consideration—that's why over 15,000 happy customers have ordered a **QUARTER MILLION PHOTOS.**



Studio Main Floor Rear

RELAX IT OR NOT—YOU GET ALL THIS AT THE MOST REASONABLE PRICES, TOO!

Neisners
5¢ to 11¢ Stores

200 Main St. E.

FASHION DECREEES

By **ROSELLEN CALLAHAN**

Personalized is the word for jewelry—costume or precious—these days. With priorities drastically curtailing the production of clips, earrings, pins and necklaces of precious metal, our more ingenious ladies have foraged around in their grandmother's jewelry and button boxes to discover a wealth of do-dads. Marjorie Bell, of Columbia net, school of the Air of the Americas, has had an enchanting pair of earrings made from her grandfather's gold cuff links. Dorothy Lowell has resurrected a pair of cut steel buckles, mounted them on bright ribbon pinwheels and wears them on the lapsels of her black wool reefer. Absolutely wonderful earrings can be made from old-fashioned jet buttons or hand-painted glass buttons, which your mothers thriftily removed from frocks before giving them to the cook or rag picker.

Shoe shine boxes are once more occupying a prominent place at home. Now that shoe rationing is really here, we'd all do well to sit down and figure out how to make the most of the shoes we have, and how to make the three pair a year we're permitted give us the most service. Your leather shoes should be saddle soaped and shined once a week and kept in shape with trees. Your cloth pumps ought to be cleaned and brushed after each wearing. Wear an older pair of shoes under your rubbers or galoshes, and save your new shoes for good weather wear. And you'll find your shoes can "take it" much better if you don a different pair every day. Nothing is so hard on them as constant wear.

Fashion Flashes: Petticoats—a boon to girls who want to eliminate that extra bulk over the bodice—are coming into vogue once more. As far as men are concerned, "devastating" is the word for the slim black day length frock with

Now I Wear Slacks And Look Swell

Since I Lost That Ugly Fat
You admit fat people may often slip down with their attraction lists and backbreaking exercises when your excess fat is due to thyroid deficiency and you have nothing else the matter with you. Just get greater and take Marmola tablets only according to the recommendations and instructions with the package. Marmola is not a cure-all. If it doesn't at any time about activity 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 see those who sell unimpeachable goods the Marmola way. Don't delay. Distributors have sold more than twenty million packages during the past thirty years.



YOUR DAUGHTER HAS A RIGHT TO KNOW
It is every mother's duty to tell her daughter physical facts. How much better that she learns them from you, rather than from girls her own age. In feminine hygiene, facts may be distorted, or widely untrue. As a result, many brides 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 a safe—yet amazingly powerful—liquid for the douche, Zonite. So powerful is Zonite, it kills instantly all germs and bacteria with which it comes in contact. Deodorizes—by actually destroying odors, leaving no telltale odor of its own. Protects personal dignity. Yet Zonite is non-caustic, non-irritating, safe for delicate tissues. Over 20,000,000 bottles already bought. For modern hygienic protection you may never have known before, get Zonite at your drugist today.

Give Her This Frankly Written Booklet of Intimate Facts

FREE: Frankly written booklet, "Feminine Hygiene," sent on request to Mrs. J. H. CONLEY, 170 Madison Ave., New York, N. Y.

Name.....
Street.....
City.....

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

GUARANTEED PENNSYLVANIA HARD
R. & P. COAL EGG STOVE PLUS \$12.70
NUT TAX Cash, Show, Off
R. C. & E. COKE—FAMOUS READING ANTHRACITE
MARSHALL'S COAL AND COKE CO. 296 Driving Plk. Glen 109

Everybody's praising
today's **GENESEE**

RINSO Large Box Limit 1 **18¢**

SANITARY NAPKINS Box of 12 Limit 2 **13¢**

KITCHEN CHARM WAX PAPER 125 Feet Cutter Box Regular 25¢ Limit 2 **13¢**

DOUBLE EDGE BLADES GILLETTE TYPE Pkg. 20 Limit 2 **23¢**

LUDEX'S COUGH DROPS 5¢ Size **3¢**

SODA MINT TABLETS Reg. 15¢ Bottle of 100 **6¢**

TYPEWRITING PAPER 160 Sheets Reg. 35¢ **19¢**

BUSINESS ENVELOPES Pkg. of 25 2 pkgs. for **7¢**

MOTH BALLS OR FLAKES 12 oz. Box **9¢**

SACCHARIN TABLETS Bot. 1000 1/4 or 1/2 gr. **49¢**

ANACIN TABLETS Bot. 36 R.P.E. 5¢ **59¢**

VICKS Vapo-Rub 3oz. Size **27¢**

For keeping the baby's bottles solution of baking soda and sweet between use, leave a water standing in the bottles.

THE ROXYETTES
Double Page Photo in Color of the Famous Precision Dancers
16 PAGES OF COMICS
PLUS 16 PAGES OF COLOR PHOTO
A Special Edition Containing All Features Is On Sale Throughout The Week
5¢ SUNDAY NEWS 5¢
NEW YORK'S PICTURE NEWSPAPER

YOU GIRLS WHO SUFFER
Distress From
PERIODIC FEMALE WEAKNESS
Which Makes You Cranky, Nervous—
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, back-ache, weak, nervous feelings, distress of "irregularities," periods of the blue—due to functional, monthly disturbances?
Then stop at once—try Lydia E. Pinkham's Vegetable Compound—the best known medicine you can buy—it's made especially for women. Pinkham's Compound is famous not only to relieve monthly pain but also accompanying weakness, nervous feelings of this nature. This is because of its soothing effect on

KEY ROCHESTER'S MODERN CUT RATE DRUG STORES
470 N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTON
724 WINTON ROAD NO. 10
457 RIDGE RD. W. NEAR DEWEY

ADHESIVE TAPE 1/2" x 3" yds.—Reg. 10¢ Limit 2 **6¢**

DRINKING STRAWS BOX 100—LIMIT 2 **2 boxes 13¢**

MILK MAGNESIA TABLETS Reg. 50¢ Bottle 100 Limit 2 **18¢**

SCHICK TYPE BLADES Pkg. of 12 **49¢**

LIFEBUOY SOAP 3 for **17¢**

DR. WEST TOOTH PASTE 2 1/2" SIZE **2 for 29¢**

Sulphur Candles REG. 10¢ EACH **4 for 23¢**

10c POCKET TINS Union Leader TOBACCO **2 for 13¢**

HILL'S COLD TABLETS 30c Size **11¢**

Noxzema Cream 1oz. Size **49¢**
Sal Hepatica 1oz. Size **49¢**

COMPARE THESE LOW PRICES

LIVADAS BEST BUYS
Rochester Value Liquor Store

OVER 4 YRS OLD 100 PROOF
LIVBRO BOURBON \$2.99 FULL QUART

Compare This Value! Mayflower, New England RUM \$2.49 FIFTH

A REMARKABLY LOW PRICE FOR ONE OF THE FINEST SCOTCHES ON THE MARKET! KING GEO. IV SCOTCH \$3.53 FIFTH

ROCK BOTTOM PRICE... PETE HAGEN'S ROCK 'N RYE \$1.79 FIFTH

An Outstanding Buy! Schenley's SILVER WEDDING DRY GIN \$1.43 FULL PINT

4 YEARS OLD — A. J. CUMMINS KENTUCKY BOURBON \$2.39 FIFTH

RICADO RUM \$2.25 FIFTH

LIVADAS A NAME YOU CAN TRUST
183 MONROE AVE.
N. Y. STATE LICENSE L-4229
FREE DELIVERY STONE 5549
OPEN EVERY NITE TILL MIDNIGHT

GET THAT VIMMS FEELING!
Vimms 6 VITAMINS 3 MINERALS
all in one tasty tablet!
VITAMINS A, B, B₂, P-P, C, D and CALCIUM, PHOSPHORUS and IRON

96 TABLETS \$1.69
24 TABLETS 49¢
FAMILY SIZE 24 TABLETS \$4.79

The Red Cross Needs and Deserves Your Support—GIVE!

The Rochester Sun

SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 5 St. Paul St., Rochester, N. Y. Distributed free to 75,000 homes in Rochester, Greece, Brighton and Irondequoit. Mail subscriptions \$1.50 a year in advance (within Rochester city limits.) Outside city, \$2.00 per year.

SIXTH YEAR—No. 25

ROCHESTER, N. Y., THURSDAY, MARCH 4, 1943

PHONE, STONE 6000

Former Women's Editor Extolls WAAC During Local Duty Tour



3rd OFFICER MARY P. STEWART, W.A.A.C.

Renewing acquaintances in Rochester this week is 3rd Officer Mary P. Stewart, W. A. A. C. former Women's Editor of this paper. 3rd Officer Stewart is in the city on a tour of recruiting duty but will shortly return to her permanent base at the New York Induction Center.

Miss Stewart was among the first WAAC recruits from this area and received her basic training at Ft. Des Moines, Iowa. She then entered Officer's Training School and emerged with the commission of 3rd officer.

Taking the word of 3rd Officer Stewart, newspaper work is a fine career for a young lady, but the WAAC's are still better.

"The Greatest Mother"

Somewhere, on some distant battlefield, an American soldier will be wounded in action today. He may be your son. Or the laughing, tow-headed kid that only yesterday lived in a house down the street. Remember?

Strong but tender hands will carry him back to an Army dressing station. A blood transfusion may be required to save his life—blood contributed to the American Red Cross by thousands of Americans back home.

He will be brought to a base hospital where Army nurses, recruited by the American Red Cross, will dress his wounds. Sympathetic Red Cross workers will advise his family of his progress, and, as he convalesces, other Red Cross workers will help speed his recovery.

Somewhere tonight an American boy is longing for home. He may be in bomb-scarred London—in far-off Australia, in a Pacific island jungle, or on a North African desert.

But his heart and his mind will be back in the States, at the home fireside. He will long to pat the head of that frisky pup; to laugh again with the girl who awaits his return; to live the life of a civilized man.

If he can, he will go to the American Red Cross club. It won't be the home for which he longs. It will be only a substitute—and antidote for loneliness. But there he will find a warm welcome, an American style meal, a comfortable bed. He may sit down to write a letter to the folks back home. He will find entertainment to relieve his mind of the thoughts that pass through the minds of homesick men.

He may be at some distant outpost, far removed from that Red Cross club. But tonight, or the next night, the Red Cross will come to him, bringing with it relief from the boredom and horror of war.

Somewhere, today, an American serviceman needs help. He may be at a distant domestic camp or base, on a ship at sea, in an unfriendly prison camp. He may be almost anywhere.

Wherever he is, there also is the American Red Cross, offering him its many resources. Whether his problem is personal, physical, mental or financial, the Red Cross stands ready to assist him and his family. Even the barbed wire enclosures of prison camps are no barrier to the Red Cross. Through its affiliation with the International Red Cross Committee, it breaches all hatreds to bring food, articles of comfort, and to re-establish the line of communication between the military prisoner and his loved ones at home.

At the disposal of every American serviceman are Red Cross field directors in the war front, home service workers in the local chapters and millions of volunteers.

Thus, the Red Cross serves the serviceman.

Somewhere, sometime, disaster will strike some community. It may be your town, ravaged by storm and flood—or enemy action.



WAR FUND 1943
AMERICAN RED CROSS

When that disaster strikes, the Red Cross—your Red Cross—the one to which you always have contributed—will be on the job. It will feed and shelter the suffering. If necessary, it will help to rebuild their town, their homes.

The Red Cross will be there because it is part of the community, made up of people representative of the community. When the period of emergency ends, it will still be there—on the job.

Somewhere, every minute of the hour, every hour of the day, every day of the year, the Red Cross is helping someone.

Won't you help, too?

Volunteer 'Army' Combs County For Red Cross Pledges

The greatest army of women volunteers ever organized to do a soliciting job in this area are now "occupying" Monroe County. Armed with a thorough knowledge of Red Cross services to the armed forces and civilians at home, they will ring the doorbell of every home, office and place of business in the county. Their goal—pledges totalling \$900,000.

Recruited by Mrs. Charles W. Weis Jr., a group of captains in every ward and election district in the city has mustered a band of workers to do the big job. Every person in Rochester will be asked to pledge an amount commensurate with his or her ability to give. Contributors of one dollar or more will be issued a membership for 1943 in the American Red Cross. The membership card, issued by the worker provides an official receipt signed by Norman Davis, national Red Cross chairman. Givers of any amount will receive a window sticker and lapel tab, also furnished by the solicitor. If there's any doubt about the authority of the volunteer to receive your contribution, she will show an identification card.

Pledge cards carry an easy payment plan providing for payment in three equal installments or whatever terms the giver wishes to request. Cash contributions may be made to the solicitor receipt for which will be noted on the official receipt card.

In the downtown sections a men's army will do a similar job under the chairmanship of Elmer B. Milliman.

Chairmen in the 21 branches of the Rochester Chapter in the suburban areas have been organized under Frank J. Smith. Frank Gannett is general campaign chairman.

Report meetings have been scheduled at the Chamber of Commerce March 5th, 8th, 12th and 15th at noon with a victory dinner on evening of March 19th.

Amusements

CENTURY NOW PLAYING "JOURNEY INTO FEAR," Orson Wells, Dolores Del Rio; plus "MY HEART BELONGS TO DADDY," Martha O'Driscoll, Richard Carlson.

LOEWS NOW PLAYING "JOURNEY FOR MARGARET" Robert Taylor, Lorraine Day, Margaret O'Brien

PALACE NOW PLAYING "STAR SPANGLED RHYTHM," Bing Crosby, Bob Hope and 43 other stars; plus "TRUCK BUSTERS," Richard Travis, Ruth Ford.

ARNETT SUN. THRU TUES. "FOREST RANGERS," Fred MacMurray and Paulette Goddard; plus "GRAND CENTRAL MURDER," Van Heflin and Patricia Dane.

CAMEO-WEST END SUN. THRU WED. "FOREST RANGERS," Paulette Goddard and Fred MacMurray; plus "PRIORITIES ON PARADE," Ann Miller and Jerry Colonna.

CAPITOL NOW PLAYING Humphrey Bogart, Ingrid Bergman in "CASABLANCA," plus Marlene Dietrich, Randolph Scott, John Wayne in "PITTSBURGH"

DIXIE SUN. THRU WED. "COMANDOS STRIKE AT DAWN," Paul Muni; plus "WHISTLING IN DIXIE," with Red Skelton.

GRAND SUN. MON. Joan Crawford, John Wayne, Philip Dorn in "REUNION IN FRANCE," plus Red Skelton, Randolph Scott, Guy Kibbee in "WHISTLING IN DIXIE."

HUDSON SUN. MON. "YOU WERE NEVER LOVELIER," with Rita Hayworth and Fred Astaire; plus "SECRET ENEMIES," with Craig Stevens and Fay Emerson.

LITTLE NOW PLAYING "PRIDE AND PREJUDICE" with Greer Garson & Laurence Olivier

MADISON-MONROE SUN. THRU WED. "ROAD TO MOROCCO," Bing Crosby and Bob Hope; plus "ARMY SURGEON," Jane Wyatt, James Ellison.

REGENT NOW PLAYING Sensational Second Week! "HITLER'S CHILDREN," Tim Holt, Bonita Granville; plus "LADY BODYGUARD," Eddie Albert, Anne Shirley.

REXY SUN. THRU TUES. "GENTLEMAN JIM," with Errol Flynn and Alexis Smith; "YOUTH ON PARADE," with Tom Brown and John Hubbard.

RIVIERA SUN. THRU WED. "COMANDOS STRIKE AT DAWN," Paul Muni; plus "LIFE BEGINS AT EIGHT," THURTY," Monty Woolley.

STATE-LIBERTY SUN. THRU WED. "BLACK SWAN," Tyrone Power, and Maureen O'Hara; plus "JOHNNY DOUGBOY," Jane Withers.

TEMPLE SUN. THRU MON. MAN. ON STAGE—IN PERSON: INA RAY HUTTON AND ORCHESTRA AND GLENN MILLER SINGERS. On Screen, John Leder in "GORILLA MAN."

DARLING SHOP MAIN FLOOR SUPER-VALUE



NEW! Smart Spring
SPORT JACKETS

THE LAST AT THESE PRICES
Less Than $\frac{1}{2}$ Price

\$6.99 VALUES ON SALE \$2.99
\$6.99 CEILING AT

Some 100% Wool!

- PLAIDS • STRIPES
- OVERPLAIDS
- Misses and Junior Sizes

Darling Shop
190 MAIN ST. EAST

RECORDS



SPECIAL 37c EACH, 3 for \$1

- MURDER HE SAYS—Teddy Powell
- I HAD THE CRAZIEST DREAM—Vagabonds
- ROSIE THE RIVETER—Vagabonds
- WHERE THE MOUNTAIN MEETS THE SKY—Art Kassel
- PENNSYLVANIA POLKA—Art Kassel
- IF I HAD CARED A LITTLE BIT LESS—Jan Savitt
- CAN'T GET OUT OF THIS MOOD—Mitch Ayers
- UNDER A STRAWBERRY MOON—Mitch Ayers
- I'M GETTING TIRED SO I CAN SLEEP—Tony Pastor
- MASSACHUSETTS—Tony Pastor
- FOR ME AND MY GAL—Abe Lyman
- LA GOLANDRINO WALTZ—Abe Lyman
- MANHATTAN SERENADE—Jan Savitt
- GOBS OF LOVE FOR THE NAVY—King Sisters
- THE STRIP POLKA—Alvino Rey
- BY THE LIGHT OF THE SILVERY MOON, Fats Waller
- STORMY MONDAY BLUES—Earl Hines
- SECOND BALCONY JUMP—Earl Hines
- THE OLD GREY MARE, etc.—Carson Robinson
- KNOCK ME A KISS—Erskine Hawkins
- TAINT NO GOOD—Erskine Hawkins
- NURSIE, NURSIE—Shep Fields
- OREY YOUR AIR RAID WARDEN—Tony Pastor
- MOONLIGHT BAY—Bob Chester
- THE JIVE WALTZ—Fats Waller
- THE ARMY AIR CORPS—Alvino Rey
- THE CAISSONS GO ROLLING ALONG—Shep Fields
- DO YOU MISS YOUR SWEETHEART—Alvino Rey
- WOODLAND SYMPHONY—Alvino Rey
- DONKEY SERENADE—V. Monroe
- ST. LOUIS BLUES—Alvino Rey
- TUXEDO JUNCTION—Glenn Miller
- ADOIS—Glenn Miller
- IN THE MOOD—Glenn Miller
- IRISH WASHERWOMAN—4 King Sisters
- I USED TO LOVE YOU—Fats Waller
- I'M THINKING TONIGHT OF MY BLUE EYES—Montana Slim
- THERE'S A STAR SPANGLED BANNER WAVING SOMEWHERE—Elton Britt
- MUSSOLINI'S LETTER TO HITLER—C. Robinson
- STREAMLINED YODEL SONG—Montana Slim
- DER FUHRER'S FACE—Spike Jones
- WONDER WHEN MY BABY'S COMING HOME—Shep Fields
- SONG OF THE VOLGA BOATMEN—Glenn Miller

COLUMBIA MUSIC STORE

52 S. Clinton Ave. Open Nitely 'Til Nine
Tune in WSAY Every Thurs. 11 P. M., Sat. 1 P. M.

A Savings on Every Purchase or Your Money Back

NO SHORTAGE

at Rochester Jobbing House
THOUSANDS OF 100% WOOL SWEATERS
FOR MEN — BOYS — LADIES

MEN'S 100% WOOL COAT SWEATERS
Navy Oxford and Brown \$2.98
36-46



Extra Large Sizes 48-54 Heavyweight \$4.48

LADIES 100% WOOL SLIPON SWEATERS
Choice Of 6 Spring Colors. Sizes 34-40. \$1.98

LADIES 100% WOOL Coat Sweaters
Open Every Eve. Except Wednesday. Sizes 36-46 \$2.98

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

THE RED CROSS NEEDS AND DESERVES YOUR SUPPORT

JIM SHAW
has gone to war!
Call BOB MARKIN
He'll take care of your insurance needs.

MARKIN'S MAIN AGENCY, Inc.
4741
16 STATE ST.

INCOME TAX

RETURN completed by our income tax accountants. DEDUCTIONS, SUNDRIES, AND HOLIDAYS in our established income tax department.

We save you time, trouble and prevent you from making deduction mistakes that eat up your money.

\$2 up

KALBFLEISCH TRAVEL AGENCY

Lowest-Atlantic-Bank-Ref. State E.C. Paying Bookends for 38 years

KAY'S COMMENTS . . . by kay shearer

Revitalize yourself — Let PATTIS show you how. With that famous **BATTLE CREEK REDUCING LOUNGE** you'll get new life, slender beauty to your care-exhausted body, permanent results. Prices are gentle. Remember PATTIS 323 Burke Bldg. Stone 6210.

Joels
JOELS HATS have well-bred lines that give distinction. They are fresh as the first daisy, yet practical as your new activities demand. A new chapeau from Joels is that spot of something frivolous you need with your severe suit — there is something about a new hat — that is as bewitching as a magic spell to most women. Whatever your type of hat Joels have it. That's why this shop is raving success even in our cess collection of the better things of life. Drop in and see for yourself. **JOELS, 219 E. MAIN ST.**

In these days of uncertainty, assurance of quality is more important than ever. Now is the time when the wise woman is vitally concerned with real value. This is where the name **PROJANSKY** comes in. Their label is for quality, the trademark of sound reputation. Let Projansky tailor your new spring costume. You'll never be sorry — Try it — see what you think. **39 EAST AVE.**

Need Cash
for Taxes or Emergency Expenses?
Try a Low Cost Lincoln-Alliance

Personal Loan

You Borrow	Charge for Year	*Life Insurance Premium	You Receive	12 Monthly Payments
\$100	\$ 6.40	\$ 36	\$101.16	\$ 9.00
150	9.36	52	146.12	13.00
216	12.96	72	202.32	18.00
300	18.00	1.00	281.00	25.00
480	28.80	1.80	449.80	40.00
600	36.00	2.00	562.00	50.00

*Insurance pays up loan in case borrower dies.

LINCOLN-ALLIANCE BANK AND TRUST COMPANY
Member Federal Reserve System Member F. D. I. C.
The Lincoln-Alliance is the Bank for Loans.

\$3

ETL

You Have To "Hand" It To These Bags



Very small and smart are these Bags. Very soft their leathers. And very appealing their shades: Greens, Reds, Tans and Browns. Initials, 35c to 50c.

LIKLY'S GIFT CENTER
271 Main E.

Ordinary foods do not supply enough Vitamin D. Many are rich in other vitamins, but not with Vitamin D. That's one good reason for enriching milk with Vitamin D. The other is that milk is the richest of all common foods. Let **BRIGHTON PLACE** deliver the famous Homogenized Milk to your home today. Try it for two weeks — no hard feelings if you don't like it. But I'm betting on **HOMOGENIZED VITAMIN D** milk from **BRIGHTON PLACE DAIRY**, Glenn 144 — 45 Fulton Avenue.

Your photograph records will sound a lot clearer, if you will wash them with soap and water, then rinse them in clear water and dry them.

On the theory that there are two fundamentals to facial beauty (1) good beauty preparations used faithfully and (2) bringing lively circulation to the face, **DUBARRY** offers for a limited time a special value in their famous **ROSE CREAM MASK**. Regularly priced at \$2, it is selling at \$1 for the present time. It is a quick pick-up for tired faces. Count on this treatment before an important date, as an exhilarating pick-up. Spread DuBarry Rose Cream Mask evenly over the face and throat. Lie down and relax for twenty minutes. With your face in repose the stimulating action of the Mask feels like professional fingers gently but firmly smoothing out the skin. After the removal with cold water and a rinse of DuBarry Skin Freshener the skin is left velvety smooth glowing with radiant color ready for make-up and that important "date." Remember for a limited time you may buy this famous DuBarry Rose Cream Mask for exactly \$1 plus tax. Regularly sells for \$2. Try it at **EDWARDS — Cosmetic Dept. — Main Floor.**

Weed's
Houseware's SPECIALS
DAILY STORE HOURS: 8:30 A. M.—5:30 P. M.
Exclusive at WEED'S
"BILT-RITE"
UTILITY CABINET
\$9.95
Single door, three adjustable shelves. Finished in white, 12 deep, 18 wide, 66 high. Beautifully made.

Cutting the Human Cost of WAR

Tens of thousands of America's courageous fighting men will feel the sharp edge of War and yet will live to come home again — saved by the blood plasma, the medical dressings and other supplies collected by

The American Red Cross

Facilities provided by the Red Cross will make waiting easier for thousands of others in enemy prison camps — and for those who love them here at home. Victims of the Nazi terror from the skies over Britain, starving children of Greece, refugees from the brutality of the Gestapo — all bear grateful witness to the saving mercy of the world's greatest humanitarian organization.

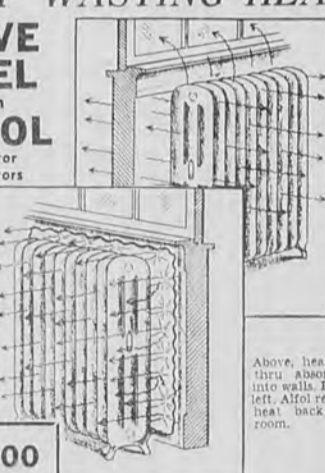
And this is only half the story.

For while meeting the challenge of the greatest War in history, the Red Cross stands guard, at always, on the home front — ready with immediate aid in fire or flood or other emergency.

In order to carry on with its mission, the Red Cross now asks Rochester for at least nine hundred thousand dollars. Our city's response will be the measure of our appreciation — and of our humanity.

Rochester Trust
330 EAST SECOND STREET

STOP WASTING HEAT
SAVE FUEL with **ALFOL**
Radiator Reflectors



Above, heat lost thru absorption into walls. Below, left, Alfol reflects heat back into room.

\$1 00

Easy to use. Simply adjust a sheet to the length and width of your radiator, slip it behind your radiator and attach to wall. Roll contains sufficient material for 2 average radiators. 6 1/2 x 27 inches. **\$1 00**

CASH LOANS

UP TO \$300

DOMESTIC OFFERS A Personalized LOAN PLAN TAILORED TO FIT EVERY FAMILY OR INDIVIDUAL MONEY NEED

INTEGRITY LOANS — If you are steadily employed, Domestic's Integrity Loan Plan enables you to borrow on your salary alone without additional security.

AUTO LOANS — You can borrow on your car quickly without red tape — even if it isn't fully paid for.

HOUSEHOLD GOODS LOANS — If you prefer to borrow on your home furnishings or other acceptable personal security we can provide that service, too.

ONE-PLACE-TO-PAY LOANS — If payments on your old bills are taking too much out of your income, see Domestic. Here you may trade all your old debts for one — and have only one easy monthly payment to make each month.

HOW TO APPLY FOR A LOAN — Phone, write, or come in. There are no embarrassing investigations and NO ENDORSERS ARE REQUIRED.

"A FRIENDLY PLACE TO BORROW"
DOMESTIC FINANCE CORPORATION
Suite 512, Granite Bldg.
130 E. Main Street
Phone — Stone 1782
W. R. STEVES, Manager

MAIN 7900

Weed's
15 EXCHANGE ST.
Free City Deliveries

FREE PARKING With Purchase of \$1.00 or More

Both in action and repose — control your figure. Let **KATH-ERINE-K** show you how. They are fresh as the first daisy, yet practical as your new activities demand. A new chapeau from Joels is that spot of something frivolous you need with your severe suit — there is something about a new hat — that is as bewitching as a magic spell to most women. Whatever your type of hat Joels have it. That's why this shop is raving success even in our cess collection of the better things of life. Drop in and see for yourself. **JOELS, 219 E. MAIN ST.**

There's new — there's becoming — there's the last word in spring hats at **MARLENE HAT SHOP**. Priced \$2 up. New spring bags \$1 up. **HOTEL SENECA.**

Patriotic Theme — Now is the time for all good clothes to come to the aid of their owner. **EMPIRE TEXTILE WEAVE** will repair-weave-mend — damaged clothes to perfect. **409 BURKE BLDG.**

NEW AT NEISNER'S NEW

EXCITINGLY DIFFERENT!

Photo STATUETTES

THAT MAKE YOUR PHOTO LIVE

LIFELIKE FULL LENGTHS, 3/4 LENGTHS or HEAD & SHOULDER

Permanently mounted on 3 ply veneer and skillfully trimmed. Unusual and beautiful statuettes stand by themselves. Imagine one or more on your mantle — the sculptured charm of a statuette — the accurate and lifelike modeling of a fine photograph. Have your service man's statuette made on his next leave. In the meantime, why not drop in yourself? Be one of the first in town! Neisner's Photo's reputation for excellence guarantees your satisfaction.

SPECIAL INTRODUCTORY OFFER
Bring your own photo, your soldier snap shots, or we will make a photo from any negative or a sitting taken in our Studio at slight additional cost.

\$1.98 REGULAR PRICE \$2.50

Neisner's
5c to 10c Stores

200 MAIN ST. EAST
STUDIO MAIN FLOOR—REAR

Average Size 9 inches

Sibley, Lindsay & Curr Co.

Announces a New Service to Help With Your Ration Problems

DEPOSIT YOUR COUPON BOOKS WITH US

And Continue to Enjoy the Convenience of Telephoning Grocery Orders to Sibley's

The convenience of telephoning your grocery order to Sibley's need not be lost just because of the rationing rules. It is impractical, of course, to send out "point" foods, for the sale of which an exchange of coupons at the counter is required. However there is a system by which this problem can be solved, and we are pleased to announce its operation effective immediately.

Here's How It Works

1. You send us or bring to the phone order department on the Third Floor, or to the grocery Ration Desk on the Main Floor your War Ration Book No. 2, for which we will issue an official receipt.
2. Your book will be kept in an individual file in our telephone order department. It remains your property — merely loaned to us for your own convenience.
3. You continue to order by phone, as before — rationed as well as non-rationed foods — charged to your account or sent C. O. D. if you wish. (C. O. D. orders must amount to at least \$1.00). The order department will deduct, from your book, the required amount of ration points, just as it would be done if you came in person to buy.

Some Questions You're Probably Thinking of:

Q—How will I know the point values of foods if I am not in your store to look at the list of them?

A—The public press will continue to publish any alteration of values. In addition, our telephone order department will have a complete chart of point values, kept completely up-to-date. In other words, when you call, just ask!

Q—How will I know how many of my points I have spent?

A—The duplicate sales-check, which is wrapped with your parcel, will carry a rubber-stamp section in which will be noted the amount of points represented in the purchase. We suggest that you keep these for your record.

Q—May I find out how many points I have left of a given period at any time?

A—Yes. Just call the store Stone 6500, and ask to be connected with the Rationing Service Department in charge of your ration book.

Mail or bring your book right away, so that the convenience of ordering by phone from Sibley's will not be interrupted.

Rochester Sun, Thursday, March 4, 1943

JUST SAY "AS ADVERTISED IN SHOPPING NEWS"

BUY WAR STAMPS & BONDS

Edwards

Contribute Your Share
To The Red Cross

Come in and See this
**WARM MORNING
COAL HEATER**



Holds 100 Lbs. of Coal

It's the only heater of its kind in the world! Patented principles of construction produce steady, even heat . . . save work . . . save fuel. Burns any kind of coal . . . jump-start or slack . . . also wood. Magazine semi-automatically feeds fuel as needed. Holds fire several days in mild weather without re-fueling.

Makes coke out of bituminous coal . . . then burns coke without smoke or soot. NO CLINKERS. Low in cost . . . exceedingly economical to operate.

Come In—Let Us Show You!
Sold only thru O.P.A. Regulations

**Heats
All Day and
Night on One
Filling of Fuel**

EASY
TERMS
PLUS
INSTALLATION

Only **45⁹⁵**

EDWARDS—Sixth Floor

March Miracles for Friday and Saturday!

Chocolates in Miniature

Plenty of nuts, cherries, caramels, nougats, colorful chewies, almond paste, apperiments, buttercream, coconut, dates, figs and all popular centers. Finest chocolate coating. 52 for 2 lbs.

\$1 lb.

REVEILLE

For the Boy or Girl in Service

4 lb. Carton of Cookies

Approved by the Post Office Dept. About 3 pounds of luscious emerald chocolate and vanilla filled. The rest are crunchy, plain ones. And Toll House chocolate chip-cookies. Every bite is fresh and delicious.

1²⁹

5000 pkgs. of California FRESH FIGS

They're big . . . they're juicy . . . they're healthy. Full. The finest quality, largest size California figs obtainable. Wrapped in sanitary cellophane.

8 oz. pkg. . . . 22c — 6 oz. pkg. . . . 15c

43^c lb.



**SPECIAL FOR
Friday and Saturday
Spun Rayon =
Lounge Robes**

Reg. 7.95
Value **6⁶⁶**

A very smart spun rayon lounge robe made of Spun Rayon. Soft and warm. Comes with contrasting waistband and four pockets and cuffs. Well tailored, fine fitting. Small, medium and large sizes.

EDWARDS—Sixth Floor

Enjoy The Sun You Need in Edwards New 6th Floor

SUNSHINE SHOP

YEAR-ROUND SUNSHINE

Now more than ever your health needs protection. Sunshine, nature's greatest gift to mankind, is now available to you the year around . . . thanks to General Electric. We invite you to visit our new Sunshine Shop . . . see the G. E. Sunlamps demonstrated . . . buy one for your home . . . spread warm health-giving sunshine to the whole family.

Protect Your Health with a Sunlamp

GENERAL ELECTRIC

Sunlamps

Prices Begin at **34⁹⁵** Budget Terms

EDWARDS—Sixth Floor

Endorsed by American Medical Assn.

Just what the doctor ordered — sunshine whenever you want it. Sunshine produced the General Electric way from the "House of Magic." Pictured is a \$34.95 model sunlamp. No goggles are necessary with this lamp. You may bask in the health giving rays of a G. E. sunlamp without being hampered by fixtures or protectives. Scientists make your baby a Vitamin D man through the use of valuable sun rays.

Come! Get an actual demonstration.

**Men's Carter
Union Suits**

1⁷⁵

Wash, collar, cuffs, and cuffs. Also sleeves, shirt, collar, cuffs, and cuffs. Also sleeves, shirt, collar, cuffs, and cuffs.

EDWARDS—Sixth Floor

ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT

EXCITING SHOE NEWS!

**MEN! Put Your
Best Foot Forward**

**"TOWNWAY"
SHOES**

"Keep 'em Walking" . . . that's the cry for 1943! And here's the way to do it! Black or brown oxfords, Red rubber corded, or leather soles. A variety of lasts . . . Choose your early.

4.40

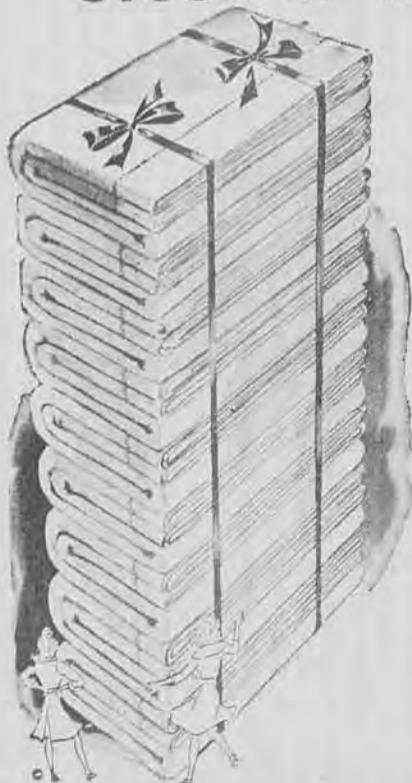


Plus Your
No. 17
Coupon

Edwards Basement

STOCK UP NOW AND SAVE!

THE FAMOUS QUALITY
**"STURDYWEAR"
SHEETS**



The famous "Sturdywear" name is your guarantee of long wear and sterling quality. These sheets are snowy white and lovely to touch . . . and how wonderfully they launder. A 64x64 count sheet, made long to allow tucking in at both ends of the bed. The 81x99 size 1.49.

A 1.69 Value

1.59

SIZE 81 x 108

Edwards Basement

VALUES FOR THE LADIES!



THERE IS COMFORT AND WEAR IN EVERY PAIR

BLACK & BROWN OXFORDS
BROWN LOAFERS

OXFORDS & LOAFERS

Leather and Rubber soles **3.15** Perforated and Moccasin toes

WITH YOUR No. 17 COUPON

**FOR YOUR AT EASE
MOMENTS**

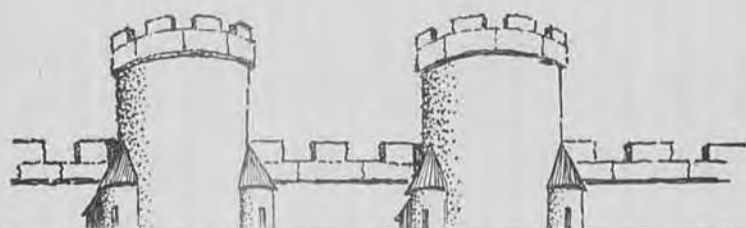
**BRIDGE
SLIPPERS**



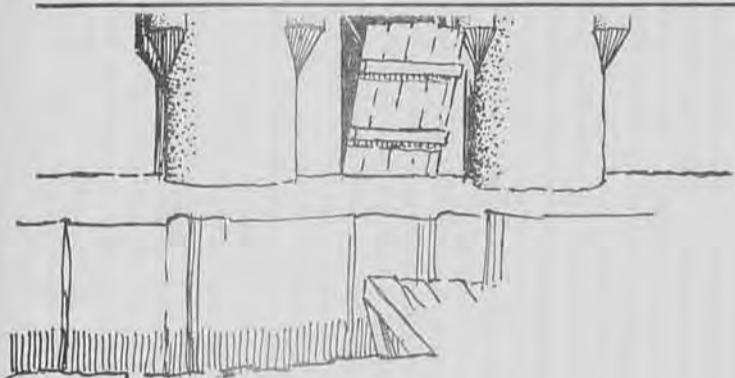
The lovely shoe for lazy feet. Hard leather soles. Colors . . . Wine, blue and black. Sizes 4 to 10. These slippers do not require a ration coupon.

2.15

Edwards Basement



A MIGHTY FORTRESS IS OUR GOD!



America needs more than munitions to survive the present crisis. America needs God. The ideals of liberty, justice and brotherhood are deeply rooted in our religious faith. The impregnable bulwark against the rising tide of demonic forces that seek to enslave the world is faith in God. Through the centuries man has tested the resources available for victory and has discovered the eternal truth "God is our Refuge and Strength an ever present help in trouble."

During this Lenten season the churches again call all people to dedicate their lives to the service of God and their fellowmen.

Go to church! "They that wait upon the Lord shall renew their strength, they shall mount up with wings as eagles, they shall run and not be weary, and they shall walk and not faint." Isaiah 40.31.

THE FEDERATION OF CHURCHES INVITES YOU TO ATTEND THE NOON DAY LENTEN SERVICES IN THE BAPTIST TEMPLE EVERY WEDNESDAY, THURSDAY AND FRIDAY.

Speaker—March 10th, 11th, 12th—DR. PAUL M. SCHROEDER, President of the Federation -

Rev. Paul M. Schroeder, D. D.
Pastor of Salem Church

Attend Your Evangelical and Reformed Church . . . It's Services are Designed for You



Evangelical and Reformed Churches in Rochester

- CHRIST CHURCH**
Portland Avenue and Jackson St.
Rev. Bernard J. Topas
- DEWEY AVENUE CHURCH**
Dewey Avenue and Clay Avenue
Rev. William E. Schmitt
- EMANUEL CHURCH**
Hamilton and Bond Streets
Rev. F. H. Diehm, D. D.
- ST. PAUL'S CHURCH**
Norton and Jewel Streets
Rev. Elmer H. Hooper
- SALEM CHURCH**
Franklin and Cumberland Sts.
Rev. P. M. Schroeder, D. D.
Rev. O. C. Nussmann
- TRINITY CHURCH**
Child and Wilder Sts.
Rev. Carl G. Haas

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, Mission groups and all Allied Religious Organizations.

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; Cramer Drug Company; 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.

DEDICATED TO THE EVANGELICAL AND REFORMED CHURCHES OF ROCHESTER

JUST SAY "AS ADVERTISED IN SHOPPING NEWS"

Here are the

facts

about the 1943

Red Cross War Fund



Wartime demands on the American Red Cross are very, very great. Today, the nation starts to raise \$125,000,000 to do the things which ONLY the Red Cross can do. Rochester's share is \$900,000.

We cannot possibly imagine the importance of the Red Cross task ahead. We can look at what has been done to date. We shall be inspired to give, and give generously, when we know the causes our dollars will champion. Through the world-wide facilities of the Red Cross, these things have been done SINCE PEARL HARBOR:

- ✦ 1,525,000 service men or their families have been given direct help;
- ✦ 150 clubs and rest centers have been established overseas;
- ✦ 1,940 military hospital recreation and sun rooms have been furnished;
- ✦ 2,780 trained Red Cross workers are serving with the armed forces;
- ✦ 1,500,000 pints of blood have been collected and the Army and Navy are asking for 4,000,000 more;
- ✦ 520,000,000 surgical dressings and 14,300,000 garments have been made.

These Red Cross activities are vital to the men and women fighting this war who are already stationed at 61 points of the globe outside the U. S. and possessions.



O.E.S. GROUP MEETS
Anna Betlem Officer's Club of Germania Chapter, O.E.S. will meet on Friday, March 12 in the 3rd floor dining room, Masonic Temple. Hostesses will be: Anna Molhoek, Marie Groot, Lucy VanBeenen, Caroline Ryswyck, Margaret Hogerman, Marie Hogerman, Margaret Slack.

NOETH'S
AGAIN... We Repeat This Spectacular VALUE!
TALLY-HO Blended WHISKEY
One of the finest on the market today. A blend expertly blended, smooth, mellow and light. Really a brand with a reputation. Remarkably low priced.

6 Yrs. or More Old! **\$2.49** Full Quart
STRAIGHT WHISKIES IN THIS PRODUCT ARE—REG. \$3.25 VALUE

OUR ROCK-BOTTOM PRICES
Bring You Finest Quality and The **LOWEST PRICES**

PAUL NOETH
19 CLINTON AVENUE SOUTH MAIN 874
Just a Stop Off Main St., Opposite Hotel Seneca—Open Every Night Till Midnight

WHERE TO PLAY BINGO

Beeley's Bingo
SUNDAY AT 8 P. M.
MON., TUES., WED., THURS.
FRI., SAT. AT 8:30
EXTRA BOARD FREE WITH TRIPLE BOARD
142 GENESEE ST. in REAR

STAR BINGO
372 FLINT ST. (rear) Jefferson Bus
MON. All Games \$2 and \$5
TUES. NITE — 8:15 P. M.
WED. AFTERNOON — 1:30 P. M.
* 23 GAMES *

Union League
GREGORY ST. COR. SOUTH AVE.
TAKE SOUTH AVE. BUS TO DOOR

SUNDAY NITE 8:15 P. M.
MONDAY NITE 8:30 P. M.
WED. NOON 1:30 P. M.
FRIDAY NOON 1:30 P. M.
SAT. NOON 1:30 P. M.

TROPIC COALS \$12.70
Egg—Stove—Nut... Anthracite
Rochester & Pittsburg Coal Co. PLUS TAX
Lincoln-Alliance Bank Bldg. Stone 7080

BINGO
FRIDAY NIGHT
O. L. P. H. HALL
23 GAMES
STARTING **8:30**
TIME
JOSEPH NEAR NORTON
BUS TO DOOR

SBINGOS
Every Saturday 8:30 P. M.
C. Y. M. A.
51 FRANKLIN SQUARE
Near Greyhound Bus Terminal
Served By All Bus Lines
COMFORTABLE
Tables For All
\$ ADMISSION 27c \$
Plus Fed. Tax—3c

loucher's • main 2951
Suite 300 — Burke Building

PRESERVE YOUR BEAUTY FOREVER!
Have a Camera Portrait taken at your best—after a Loucher glamour permanent!

... A SPECIAL OFFER through March!
We're proud of the individual coiffures our stylists create. We'd like to give you a Brewer-Hayes Camera Portrait of yourself in your new hair-do, free with our Thermique Wave, \$7.50—up. Evening appointments.

K of C DE LUXE PARTY
MONDAY NITE
March 8th
OVER
\$1200
IN PRIZES

\$300 GRAND AWARD
\$100 JACKPOT 55 NOS.
\$100 SWEEP STAKES
\$100 ROUND ROBIN

RED CROSS SPECIAL
NO GAME
Under \$20
25 GAMES

EXTRA BOARDS 25c
No Increase in Price
ADMISSION \$1.10 Incl. Tax

COLUMBUS AUDITORIUM
50 CHESTNUT ST.

PARK HALL 928 Jefferson Ave. Near Plymouth
THURS. NITE
Jackpot \$210 All Reg. **\$7**
\$50 JACKPOT ON REG. BOARDS
EXTRA 1-11 TEN 15-21 TAX REPORTS
GIVEN FREE THURS. NITE
Published by Kahlfleisch Travel Agency
ADMISSION 25c — TAX 3c — TOTAL 28c

FRIDAY NITE — BARGAIN NITE
SAT. NITE **\$7** SAT. and SUN. **JACKPOT \$210**
ALL GAMES **\$7** and SUN. **JACKPOT \$210**

Book of Specials **50c** Sat. and Sun. **\$50**
And Triple Board **50c** Reg. Boards
SAT. AND SUN. ADMISSION 25c Plus 3c—28c TOTAL

BINGO
CAPITOL HALL
85 W. MAIN ST.
Mon.—Thurs. 1:30 P. M.
Sun. 2:30 P. M.
Wed.—Fri.—Sat. 8:15 P. M.

Games Sun Afternoon
\$4 Mon. 30 Games **\$3**
Games Tues. Aft.
\$5 Wed. 30 Games **\$4**
Games Thurs. Aft.
\$5

FRIDAY & SATURDAY
30 Games On Regular Boards **\$5**
ADM. 28c Inc. Tax

TOWNER-HALL
THURSDAY SATURDAY NIGHT
Door Special **\$55** All Reg. **\$7** **JACKPOT \$110**
59 Numbers
DOOR SPECIAL FRIDAY—60—60 NUMBERS—IF NOT TAKEN THURSDAY

WED. NITE 23 GAMES — All Single — No Hook-Ups	WORTH 45c For You Thurs. MAR. 4th Towner Hall	WORTH 45c For You FRIDAY MAR. 5th Towner	WORTH 45c For You SATURDAY MAR. 6th Towner-Hay	WORTH 25c For You SUNDAY MAR. 7th Towner	WORTH 25c For You Wednesday MAR. 10th Towner
	WORTH 45c For Friend Thurs. MAR. 4th Towner Hall	WORTH 45c For Friend FRIDAY MAR. 5th Towner	WORTH 45c For Friend SATURDAY MAR. 6th Towner-Hay	WORTH 25c For Friend SUNDAY MAR. 7th Towner	WORTH 25c For Friend Wednesday MAR. 10th Towner

HOLLYWOOD
SUNDAY & TUESDAY NITES ALL REG. GAMES **\$7**

WED. THURS. FRI.	All Games And Specials \$4	SAT. NITE ALL GAMES \$5
WORTH 45c For You Thurs. MAR. 4th	WORTH 50c For You Wed. MAR. 3rd	WORTH 50c For You Thurs. MAR. 4th
WORTH 45c For Friend Thurs. MAR. 4th	WORTH 50c For Friend Wed. MAR. 3rd	WORTH 50c For Friend Thurs. MAR. 4th

STRAND BINGO
Theatre-62 St. Paul St.
FRI. NITE, MAR. 5th and TUES. NITE, MAR. 9th

\$1000 GIVEN CASH IN Each Nite

NO JACKPOTS! THE ENTIRE \$1,000 GOES

1 Game	\$300
1 Game	100
1 Game	100
1 Game	100
15 Games, ea.	20
10 Games, ea.	10

* Rochester's Best Game *

Always 2 Good Pictures With Our Bingo Parties

19th WARD CLUB HOUSE 257 HAWLEY ST.
THURSDAY 8:15 P. M. ALL REG. GAMES **\$8**

FRIDAY 1:45 P. M. All Reg. Games **\$3** | **FRIDAY 8:15 P. M.** MYSTERY GAME **\$20**

SATURDAY 8:15 P. M. ALL REG. GAMES **\$8**

SUNDAY AFTERNOON 19th GAME LETTER "H" 2:30 P. M. All Reg. Games **\$5** | **\$20**

JEFFERSON BUS — TRIPLE BOARD AND 75c plus tax to HAWLEY ST. — BOOK OF SPECIALS

KEY COUPON
OXYDOL Large Box Limit 1 **18c**

KEY COUPON
LORESS Facial Tissue Box of 200 Reg. 12c Limit 2 **8c**

KEY COUPON
BOOK MATCHES Box of 15 Limit 2 **3c**

KEY COUPON
Lighter Fluid 4-oz. Bot. 15c Val. Limit 2 **7c**

KEY COUPON
MEDS The Modest Tampon Reg. 25c **19c**

WILSON'S B. V. Makes A Delicious Hot Drink **25c**

LEDERLE'S ASPIRIN TABLETS Tin of 12 **10c**

10c POCKET TINS **Union Leader TOBACCO** 2 for **13c**

Baby Bottles 8-oz. Size **3 for 5c**

CHOCOLATE EXLAX 25c Size **19c**

ANACIN TABLETS Bot. of 100 Reg. 15c **59c**

VICKS Vapo-Rub 23c Size **27c**

KEY COUPON
PYROGENE TOOTH PASTE Reg. 39c Size Limit 2 **11c**

KEY COUPON
ALUMINUM HAIR CURLERS Long or Short Spring Lock 2 for **9c** Limit 6

KEY COUPON
Machine Oil 4-oz. Can Limit 2 **6c**

KEY COUPON
FITCH ROSE HAIR OIL 16c Bottle Limit 2 **4c**

ELECTRIC HEAT PAD 3 Switch Control \$2.50 Value **\$1.79**

MONEY BELTS WITH ZIPPER A Necessity For The Men In Service **98c**

RUBBER Refills for KURLASH Reg. 15c **9c**

MEAD'S Dextri Mallose POUND CAN Regular 75c **63c**

DR. WEST NYLON TOOTH BRUSH **25c**

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

Noxzema Cream 1 1/2 oz. Size **49c**

LUX SOAP 3 for **17c**

KEY COUPON
KEY ROCHESTER'S MODERN CUT RATE DRUG STORES
470 N. GOODMAN MAIN
1861 MONROE NEAR WENT
724 WINTON ROAD, NO. 100 (NEAR DEWEY)
457 RIDGE RD. NEAR DEWEY

TODAY THROUGH WEDNESDAY

NEW FACIAL TYPE TOILET TISSUE
Soft-Weave A SCOTT PRODUCT
3 Rolls **25c**

SEAMLESS RUBBER
PACKETTE FOLDING SYRINGE Convenient Travel Set. Can be tucked away in luggage or medicine chest... Ideal for personal use. \$2.00 Value **\$1.39**

LADIES' RAYON UMBRELLAS 16 lbs. sturdy. Choice of patterns. \$2.50 value. **\$1.79**

Lucky Strike CIGARETTES Carton **\$1.46** Tax Paid

BE WISE—Try Alka-Seltzer
ALKA-SELTZER For Quick Relief From HEADACHES, COLDS, STOMACH ACID, INDIGESTION AND MORNING MISERY
Large Size **49c**
Also Served at Soda Fountain

HEAVY AMERICAN MINERAL OIL
PINT 25c
QUART 45c
1/2 GALLON 85c
GALLON 1.49

SALE!
COLGATE GIANT SIZES
PALMOLIVE
YOU SAVE MONEY when you buy these "GIANT SIZES"
COLGATE DENTAL CREAM 37c 8c
PALMOLIVE SHAVE CREAM 39c 15c
'VASELINE' HAIR TONIC 63c 48c
HALO SHAMPOO 79c 15c
COLGATE SHAVE CREAM 39c 15c
CUE LIQUID DENTIFRICE 39c 16c
PALMOLIVE BRUSHLESS 39c 18c
CASHMERE BOUQUET LOTION 33c 3c
STOCK UP—AT THESE LOW PRICES!

NEW Cream Deodorant safely STOPS under-arms PERSPIRATION
1. Does not rot dresses or mangle shirts. Does not irritate skin.
2. No wasteful dry—can be used right after shave.
3. Stops perspiration for 1 to 3 days.
4. While greaseless, vanishing cream.
5. Arrid has the American Institute of Laundering Approval Seal for being harmless to fabrics.
39c and 59c a jar
ARRID THE LARGEST SELLING DEODORANT!

GET THAT VIMMS FEELING!
Vimms 6 VITAMINS 3 MINERALS all in one tasty tablet!
96 TABLETS **\$1.69**
24 TABLETS **49c**
FAMILY SIZE 288 TABLETS **\$4.79**
VITAMINS A, B, B₂, P-P, C, D and CALCIUM, PHOSPHORUS and IRON

TO PRESENT COMEDY
A three-act comedy, "Dotty and Duffy," will be presented next Sunday and Monday by the dramatic club of Our Lady of Perpetual Help Church. Joseph Durbin is the director.

REBEKAHS TO MEET
Venus Rebekah Lodge will meet next Thursday at the I. O. O. F. Temple, 11 Clinton Ave. N., with N. G. Elsie Fien, president. Past Noble Grand's and Brother's night will observed.

ROMANCES
Two Lonely Men and a Girl - in the DESERT ...

A THRILL-PACKED story of elemental rivalry in the dusty wastes under the desert sky, where conventional counted for little. One man was suave, charming, attractive—the other brusque, indifferent, mysterious. And one of them was black-headed, treacherous. Which could the girl trust? **TERROR IN THE HILLS** marches swiftly to a surprising and dramatic climax.

Had you ever walked along the streets with the dream of a beloved face in your heart, half expecting to look up suddenly, and see it before you? Hoping, with every step, for the accidental meeting which would give the world to you? Read Sally's story **WAITING IS NOW OVER!**

She loved him dearly, dearly, with every beat of her passionate heart and yet, when he came home wounded from Tobruk, she had to confess something that might lose him to her forever—although her one heart's desire was **TO GIVE HIM HAPPINESS.**

DAY OF RECKONING, brilliant book-length novel is the story of a rich man's son who had his own sweet way in every way until, under the clouds of war, there came **A DAY OF RECKONING.** A story to lift your heart, to help you realize that by does not always lie along the easiest way!

PERSONAL
ROMANCES
ONLY 10c AT ALL NEWSTANDS

YOU WOMEN WHO SUFFER FROM
HOT FLASHES then CHILLY FEELINGS
During 38 to 52 Years of Age!

If you—like so many women between the ages of 38 and 52—suffer from hot flashes, weak, tired, dizzy, nervous feelings, distress of "irregularities", are blue at times—due to the functional middle age period in a woman's life—start at once—try Lydia E. Pinkham's Vegetable Compound.

It also is a fine stomachic toner! Thousands upon thousands have reported benefits. Also effective for younger women to help relieve distress of monthly functional disturbances. Follow label directions. Worth trying.

FURNITURE BARGAINS
NOW — DURING
MAJESTIC'S FIRE SALE

Entire \$25,000 stock thrown on the market for quick sale, even though only part of our huge stock was damaged by our recent fire. Hurry to get your share of the bargains. Some items already sold out but hundreds more values still on our floors. **TERMS: SPOT CASH** but a small deposit will hold your selection.

HERE ARE A FEW EXAMPLES OF THE HUNDREDS OF VALUES WE ARE OFFERING

LIVING ROOM SUITES
3-Piece Modern Suite \$39
Carpets of rich davenport, matching chair and blue occasional chair.

BEDROOM SUITES
4-Piece Modern Walnut Suite \$45
Consists of dresser or vanity chest, bed, and bench.

OTHER ITEMS
DINETTE SET \$64
4-PC. JAMESTOWN BEDROOM \$77
3-PC. PRIMA VERA BEDROOM \$66
ODD VANITIES \$14
ODD DRESSER \$14

OPEN EVERY NIGHT 'TIL 9 P. M.
MAJESTIC
FURNITURE COMPANY
204 COURT ST.

BUY NOW--GOING FAST
New 1942 Radios
PHILCO---ZENITH AND OTHERS
NO PRIORITIES—NO RED TAPE
SAVE 10 TO 25%
EASY TERMS **BRAUN'S** STONE 122
900 PORTLAND—OPEN EVENINGS

Best Coke Buy On The Market!
R. G. & E.
DRY QUENCHED **COKE \$11.00**
PROMPT DELIVERY
ARDEAN R. MILLER
Know Your Dealer! PHONE GENESEE 20 Finest Service For 32 Years

Everybody's praising today's **GENESEE**

BLADES
..... Double-Edge
BOX OF 20 **29c**
Famous DOE long-life Blades—precision-honed by a secret process that keeps 'em sharp for many shaves. Fits all Gillette and double-edge razors.

DAW'S
ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. DRUG THEATER
21 MAIN ST. E. CORNER ACADEMY
353 MAIN ST. E. 1 DOOR FROM ST. NICHOLAS
452 W. RIDGE RD. CORNER DENNY
880 MAIN ST. W. AT BULLS HEAD
473 H. GOODMAN ST. CORNER MAIN
539 MONROE AVE. NEAR GOODMAN

BRUSHLESS SHAVE CREAM
Reg. 25c, 1/4 lb. Size
2 JARS FOR 25c
FULL 1/4-LB. GLASS JAR
TWO FOR THE PRICE OF ONE! You'll like this new "no-brush" cream that makes the toughest whiskers soft—easy to cut.

10TH Anniversary SALE
The Red Cross Needs Your Help!

THESE SALE PRICES GOOD THRU SATURDAY

RINSO OR **OXYDOL**
Large 25c Box **18c**

PHILLIP'S MAGNESIA Tooth Paste
25c Size **13c**

BOOK Matches
Box of 50 Pads
DAW'S Low Price **8c**

POND'S CREAMS
ALL TYPES
55c Size **39c**

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

VICK'S Nose Drops
FOR HEAD COLDS
30c Size **24c**

- LIP POMADE White or Rose, 2 1/2 Size **18c**
SHOE LACES All colors **2 5c**
DENTAL FLOSS 100 Yards, Reg. 75c **59c**
FITCH'S HAIR OIL, Reg. Size **8c**
WAVE SET LOTION 4-ounce Bottles **8c**
NIGHT BALLS or FLAKES, 1-lb. pkg. **12c**
FOUNTAIN PEN INK 1 1/2 Size **8c**
WHISK BROOMS 3 1/2 Quality **21c**
CORONA POWDER 300 Plates, 20c Size **19c**
LAVORIS MOUTH WASH \$1.00 Size **79c**
SHOWER CAPS Assorted Colors **29c**
MARCHAND'S HAIR WASH, 50c Size **39c**
4-WAY COLD TABLETS **17c**
COTILLANA COUGH Syrup, 4-oz. size **19c**
SODAMINT TABLETS Bottle of 100 **7c**
CONTI CASTLE Shampoo **37c**

No. 212 PANETELA
Factory Smokers
Extra Mild Quality **5 For 11c**
BOX of 100 **\$1.79**

Cigarettes
Most Popular Brands **2 Packs For 30c**
CARTON 10 PACKS **\$1.46**

RUM and MAPLE PIPE MIXTURE
FREE A generous size package given with purchase of regular 25c size. Both for **25c**

VIMMS
6 VITAMINS 3 MINERALS
all in one tasty tablet!
VITAMINS A, B, B₂, P, P, C, D and CALCIUM, PHOSPHORUS and IRON

DAW'S COUPON
Sterilized — GAUZE BANDAGE (2 Inches x 10 Yards)
Reg. 25c **2 For 213c**
(Limit 4 Rolls)

DAW'S COUPON
OVAL OR TUFTED BRUSHES
Regular 25c Value **2 For 25c**
(Limit of 4)

SMOKERS BARGAINS
NEW 10c SIZE PHILLIES DELUXE-EXTRA TOBACCO
3 For 28c
Box of 50 **\$4.25**

DAW'S COUPON
Tobacco POUCH GENUINE LEATHER
Packer's size, waterproof pouches of genuine leather. Easy-working zipper. Preserves aroma and freshness of tobacco.
Reg. 75c **49c**

Sir W. RALEIGH TOBACCO
Humidor Fresh 1-LB. SIZE **74c**
DAW'S LOW PRICE

96 TABLETS \$1.69
24 TABLETS 49c
FAMILY SIZE 288 TABLETS \$4.79

FINE QUALITY PLAYING CARDS
Regular or Pinochle
2 Decks For 49c

FREE! 50c Jar
JERGEN'S FACE CREAM
Given With Large \$1.00 Size
JERGEN'S LOTIONS
Both For **79c**

PRINCE ALBERT TOBACCO
• PRINCE ALBERT
• KENTUCKY CLUB
• HALF & HALF
• VELVET
• DILLS
9c
(Limit 2)

BOWLING PIN CIGARETTE LIGHTER
This clever lighter, in the shape of a bowling pin, is small, lightweight, easy to carry, "no-lit" — works every time.
DAW'S LOW PRICE **39c**

GENUINE BRIAR PIPES
Superior-grained, selected Briars — made by a well-known manufacturer. Here's your chance to get several for a price you'll never be able to beat!
Many Styles, Shapes and Colors to Choose From
59c
Values up to \$1.00

GILLETTE SHAVE CREAM
You'll like the Gillette Shave Cream. Made of refined natural oils.
Giant Size **33c**

CLEANSING TISSUES
Boxes of 200 Sheets
2 Boxes For 11c

ASPIRIN TABLETS
Pure U. S. P. Quality
5-Grains Package of 100 **12c**

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

TINCTURE OF IODINE
15c Size **4c**

LARGE 14-OZ. MAR-O-OIL SHAMPOO
\$1.00 Size **54c**

MILK OF MAGNESIA
Pure U. S. P.
Pint Size **11c**

The Rochester Sun

SHOPPING NEWS

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SIXTH YEAR—No. 26 19 ROCHESTER, N. Y., THURSDAY, MARCH 11, 1943 If You Do Not Receive Your Copy Regularly PHONE, STONE 6000

THE NEED IS TWICE AS GREAT THIS YEAR— GIVE TWICE AS MUCH TO THE RED CROSS

DIARY OF A BEAUTY AUTHORITY

by
Helena Rubinstein

New York. — Aside from dates, the question of good grooming becomes really serious for the first time in one's life, when the hunt for a job begins. A recent survey I conducted among one hundred and fifty leading executives, including personnel managers in war factories, confirmed my idea that a good appearance is the key to getting a good job. Before you can explain your qualifications for a position, you must impress your would-be employer favorably.

I shall give a resume here of the responses I received and next week I will explain what I consider to be good grooming, and how you should go about acquiring it.

Eighty per cent of the firms questioned stated that the physical features of a girl (such as a clear complexion, bright eyes, neat hair, size and weight) were more important than smartness of clothes. Nearly all of the returned questionnaires remarked that competent young women are frequently refused positions because of their poor appearance.



LACY STRAW

SYMBOLIC of a new point of fashion view is the white lacy straw which CBS actress Ann Felen perches over one eye. Grape green ribbon intertwines the double brim from which the veil-giving fruit emerges. Worn now with a suit, the hat may complement a print dress later in the season. (Sally Victor Original)

In fact, ninety-one per cent of the replies definitely stated that a girl who is fairly competent, attractive and has personality, stands a better chance of getting the position than a girl who is highly com-

The Sun Will Shine Brighter

at
93 Clinton Ave. S.
After March 20

No. 37 School PTA Plans Fathers' Night Program For Tuesday

Father's Night at No. 37 School, planned for next Tuesday, at 8 p.m. will feature James M. Spinning, superintendent of Rochester public schools, who will discuss "How Our Schools are preparing to meet War Emergencies."

Following his talk, the Red Cross movie, "No Greater Glory" will show our nurses in action on Bataan.

Refreshments will be served by the executive committee with Mrs. Lemuel Bassett in charge.

Last month, an honorary membership in the New York State Congress of Parent Teachers, was presented to Mrs. Floyd Slater in recognition of her years of service as a Girl Scout leader.

FASHION DECREES

By ROSELLEN CALLAHAN

Your best bet, ladies, is the basic dress — or suit. Star of the Mainbocher showing was the slim black crepe frock, which the model magically made into several separate ensembles with the aid of accessories.

First, it was shown with an orange and white print scarf, draped around the neck and the long end tucked in the narrow belt of the same print, which had matching gloves. Then, for theater-going, she changed to a black net and crepe peplum which tied in back, and white gloves. For Sunday afternoons, there was a pale blue cape, with its ends tucked into a blue belt and gloves of the same. Important dates inspired peplums with em bossed flowers and a matching head-dress; a tie-on flounce with bugle bead stripes; and a flower corsage sewed onto a cape-like scarf with pink gloves, which looked for all the world like Easter.

Crowns, of short stemmed, upstanding tulips, tightly curled

(Continued on Page 9)

Deadline Nears For Income Taxpayers

If you're one of the 2156 people who have filed this income tax returns through the Shopping News Income Tax Service Bureau at 68 Main St. E., March 15th will be just another Monday to you. But if you're one of the hundreds who haven't yet filed their required Federal Income Tax Return for 1942 you've got just four days left in which to do so.

Of course there'll be a last-minute rush! Officials of the Shopping News Tax Bureau figured on that and luckily, long ago engaged the services of 20 expert tax accountants to help you file your tax rapidly, correctly and on time. In addition to the large staff of consultants, the Sun has made arrangements to keep their 68 Main St. headquarters open until midnight on Saturday, Sunday and Monday. Tonight and tomorrow the headquarters will be open until 9 p.m. Opening hour is 8 a.m. daily.

Several features of the Shopping News service have added to its popularity. Taxpayers can do all in one trip, because arrangements have been made for acceptance of payments right at the headquarters at the time return is filed.

Also popular is the permanent record service. Each return filed through the Shopping News Bureau will remain on file at the Sun office permanently. You may consult this file for your return at anytime without charge.

Cost of the complete service is as low as \$2.00 for individual return.

You've got four days to go. Better clean it up tonight and get it off your mind.

Eighth Grades Hear Girls' Advisor At PTA Meeting

An assembly program for eighth grade girls was scheduled for this afternoon under sponsorship of the school's PTA. Miss Meta Steinhauer, girl's advisor at Madison High School

Amusements

CENTURY Jack Benny, Priscilla Lane and Rochester in "THE MEANEST MAN IN THE WORLD", plus CHEVENS' "THE FIGHTING GUERRILLAS". NOW PLAYING with Philip Dorn, Anna Sten.

LITTLE First Rochester Showing "MOZART" with London Philharmonic Orchestra STARTS SATURDAY

LOEWS "THREE HEARTS FOR JULIA," with Ann Sothern, Melvyn Douglas, and TENNESSEE JOHNSON, with Van Helin, Lionel Barrymore. NOW PLAYING

PALACE Henry Fonda, Maureen O'Hara in "IMMORTAL SERGEANT", plus "HENRY ALDRICH GETS GLAMOUR", with Jimmy Lydon. NOW PLAYING

ARNETT "GEORGE WASHINGTON SLEPT HERE," Jack Benny, Ann Sheridan; and "EYES IN THE NIGHT," Edward Arnold and Ann Harding. SUN., MON., TUES.

CAMEO-WEST END "STAND BY FOR ACTION," with Robert Taylor and Chas. Laughton; "GET HEP TO LOVE," with Gloria Jean and Robert Paige. SUN., THRU TUES.

CAPITOL Claudette Colbert, Joel McCrea in "THE PALM BEACH STORY", plus Alan Ladd in "LUCKY JORDAN". NOW PLAYING

DIXIE "FOREST RANGERS," with Paulette Goddard and Fred MacMurray; "GIVE OUT SISTERS," with The Andrews Sisters. SUN., THRU TUES.

GRAND Lloyd Nolan and Carole Landis in "MANILLA CALLING," also Jean Parker and John Archer in "HI NEIGHBOR". SUN., MON.

Hudson "FLYING TIGERS," with John Wayne and John Carroll; plus "SCATTERGOOD RIDES HIGH," with Guy Kibbee. SUN. AND MON.

MADISON-MONROE "SPRINGTIME IN THE ROCKIES," with John Payne and Betty Grable; "JOHNSY DOUGHBODY," with Jane Withers. SUN., THRU WED.

REGENT Bing Crosby, Bob Hope and 43 stars in "STAR SPANGLED RHYTHM"; plus "TRUCK BUSTERS" with Richard Travis, Ruth Ford. NOW PLAYING

REXY "YOU WERE NEVER LOVELIER," with Billa Hayworth and Fred Astaire; plus "SECRET ENEMIES," with Craig Stevens and Faye Emerson. SUN., THRU TUESDAY.

RIVIERA "YANKEE DOODLE DANDY" With James Cagney & Joan Leslie. SUN., THRU WED.

STATE-LIBERTY "COMMANDOS STRIKE AT DAWN," with Paul Muni and Ann Lee; plus "LIFE BEGINS AT EIGHT-THIRTY," with Ida Lupino and Monty Woolley. SUN., THRU WED.

TEMPLE "FIGHTING DEVIL DOGS," Lee Powell, Herman Britz; plus Ray Rogers in "HEART OF THE GOLDEN WEST". STARTS SUNDAY 4 DAYS

SINGER SEWING MACHINE COMPANY

SPECIAL Clearance USED SEWING MACHINES

TO HELP YOU SEW, SAVE, SERVE!

TREADLES AND ELECTRICS PRICED TO MOVE QUICKLY

Into Active Duty On The Home Front

We are making every effort to offer you, from time to time, the opportunity to obtain a good used Sewing Machine. However, the supply is definitely limited and we strongly urge you to make an early selection.

MAKE IT YOURSELF AND SAVE THE DIFFERENCE!
SEWING LESSONS — IF YOU WISH

47 EAST AVE. STONE 5260

SINGER SEWING MACHINE CO.

OPEN EVERY MONDAY EVENING

58 STATE ST. MAIN 518

HARRIS NUSBAUM

Full and Complete Stocks — Nationally Known

Men's WORK CLOTHES

Packed With Real, Money-Saving Values For You!

WORK SHIRTS	
MEN'S SANFORIZED WORK SHIRTS — good sturdy make and materials, full cut, chambrays and coverts, sizes 14 1/2-17.	\$1.00
MEN'S ZIPPER-FRONT WORK SHIRTS — Good sturdy make and materials, full cut, chambrays and coverts, sizes 14 1/2 to 17.	\$1.29
MEN'S BRAVEMAN WORK SHIRTS — Full cut, union made, complete assortment of chambrays and coverts, sizes 14 1/2 to 17.	\$1.39
WORK PANTS	
MEN'S STURDY WORK PANTS — made of extra heavy cottonades and coverts, full roomy cut work trousers with heavy pocketing, sizes 30 to 42.	\$1.69
WORK TROUSERS — unusually good cloth for extra wear, well-made, good sturdy wearing materials, complete assortment, sizes 30 to 42.	\$2.00
MEN'S DRESSY WORK PANTS — finer fabrics made of good sturdy materials for extra wear, plenty of colors, sizes 30-42.	\$2.95
OVERALLS	
MEN'S OVERALLS — made of heavy 30-weight blue denim also heavy hickory stripe and white twills, full cut, sizes 36 to 46.	\$1.39
MEN'S OVERALLS — famous quality make, extra heavy denim, bartacked at all points of wear, sizes 36 to 50.	\$1.95
DUNGAREES	
MEN'S DUNGAREES — extra heavy denim, triple stitched, full cut, sizes 30 to 42.	\$1.15
OTHERS FROM \$1.50 TO \$1.95	
COVERALLS	
MEN'S ONE-PIECE COVERALLS — hickory stripe, full cut, sizes 36 to 46.	\$2.29
MEN'S ONE-PIECE COVERALLS — blue denim, hickory stripe and khaki, extra good material, unusual buy, sizes 36 to 50.	\$2.95
SHOP COATS	
MEN'S SHOP COATS — heavy sanforized coverts, the perfect style for the medium-size workman, sizes 34 to 46.	\$2.49
OTHERS \$2.95	
WORK APRONS	
MEN'S WORK APRONS — heavy blue denim, or white twill.	59c
WE CARRY A FULL LINE DRESS PANTS FROM \$2.95 - \$6.95	

ATTENTION

- FIREMEN** REGULATION FIREMAN'S DUNGAREES — Laced back, extra heavy, sizes 30 to 42. Navy blue, best quality cloth. \$1.95
- BUS DRIVERS** REGULATION GRAY TWILL UNIFORM SHIRT (double yoke) — Or. twill, sizes 14 1/2 to 17. \$1.95

HARRIS NUSBAUM

221-229 JOSEPH AVENUE CORNER KELLY

Open Evenings To 9 P. M. — Free Parking Rear Of Store

**Germania Chapter
Plans Week-End
Activities**

Annual spring card party of the Germania Chapter, O.E.S. will be held on Saturday in the Star dining room of Masonic Temple. Table prizes, door prizes and refreshments will be offered.

Anna Betlem Officer's Club of the chapter will meet tomorrow night in the third floor dining room.

The chapter will have a business meeting on Monday in Room A, with Anna Betlem, worthy matron and Richard Betlem, Sr., worthy patron, presiding.

TO HAVE DINNER

Members of the Townsend club No. 21 will meet tomorrow at 668 South Ave. preceded by a dinner served at 6:30 p.m. Musical entertainment will be provided at the dinner.

Clean up that old hat by sprinkling it with cornmeal, then giving it a brisk brushing with a whisk broom. Try this on your better-half's battered hat, if he'll let you.

*Sibley, Lindsay
& Curr Co.*



We Fix It!

Our work is accurate, dependable, lasting!

- Alarm Clock Repairs
- Jewelry Repairs
- Bead Restringing
- Dial Refinishing
- New Watch Bands
- Watch Crystals

**Dependable
Watch Repairs**

CENTER AISLE A—
MAIN FLOOR

**THE BANK
FOR LOANS!**

A Lincoln-Alliance PERSONAL LOAN helps you take care of tax payments and accumulated bills. Costs less than 1% per month on unpaid balance. Inquire!

LINCOLN-ALLIANCE
BANK AND TRUST CO.
F. D. I. C.

**Now I Wear Slacks
And
Look Swell**



**Since I Lost
That Ugly Fat**

You don't get people who often slim down without starvation diets and backbreaking exercises when you lose fat in the Marmoleo diet and you have nothing else to matter with you. Just eat sensibly and take Marmoleo tablets only according to the recommendations and instructions with the package.

Marmoleo is not a miracle. It is not a magic. It is not a gimmick. It is a scientific formula of the Marmoleo ingredients, which a physician.

If you need Marmoleo, who has lost those ugly, uncomfortable pounds the Marmoleo way. Don't delay. Druggists have sold more than ten million packages during the past three years.

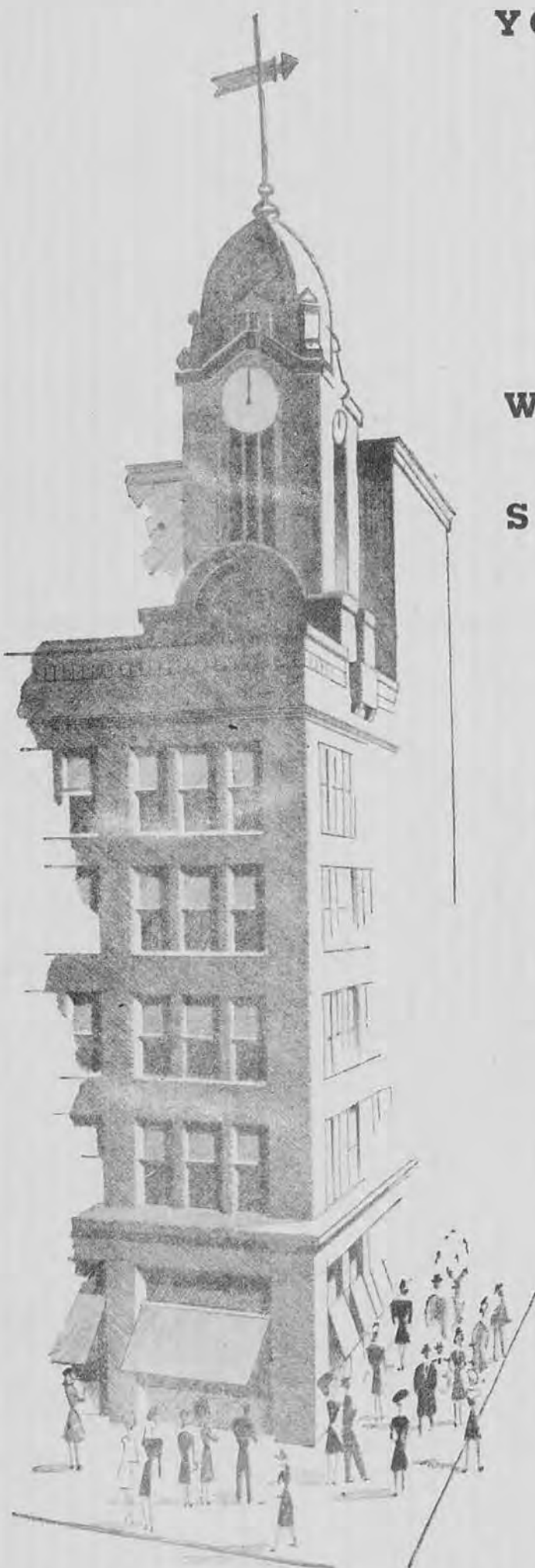
**COMMON COLDS
SPREADING IN
GREAT WAVE**

With sniffles, coughing, clogged nasal breathing, and muscle aches

Don't let this public nuisance rob you of relaxation, rest, time on the job—with its edge of such discomfort. First, use common sense precautions against this common enemy. Don't overeat. Don't overdo. Dress warmly. Avoid crowds as much as possible.

Second, if a cold does strike you, get Penetro, because Penetro is a great standby for colds' miseries affecting upper breathing passages.

Penetro is the powerful modern medication with a base of the same old-fashioned mutton suet Grandma used. It works two ways. Outside, counter irritation eases tightness of cold-tortured chest muscles. Inside, Penetro's specially medicated vapors help reduce nasal congestion, and relieve coughing, sneezing, and watery eyes.



YOU CAN DEPEND ON



WHEN YOU INVEST IN

SIBLEY MERCHANDISE

For three-quarters of a century the people of Western New York have depended on Sibley's for QUALITY. This basic ideal upon which our Store was founded holds as true and sound today as it did in 1868. It is our watchword of the future.

Whether you invest in fashions or home furnishings, store services, foods... when you invest in Sibley quality you can be sure that you are making the most of every minute and dollar spent in making your selection.

Today, more than ever before in our history, people are looking for QUALITY. It's the patriotic, the wise, the far-sighted and thrifty thing to do. The QUALITY they want is embodied in things of enduring good taste, lasting loveliness, long-term service and satisfaction. Today... Sibley's reputation for QUALITY can be depended on, as ever, like a loyal and trustworthy friend.

Today, it is our challenge to keep faith with you who have faith in us. This changing world must not affect the high standards of QUALITY which are the very cornerstone of this great institution.

Sibley, Lindsay & Curr Co.

A March of Timely Values Friday & Saturday

Edwards

Sale!



Shades
for Floor
for Bridge
for Table
Lamps

Values To 4.50
LAMP SHADES

New "hats" for your old lamps . . . doing as much for your room as a new hat does for you. Choice of all the newest colors and styles, attractively trimmed . . . with trimmings ordinarily found on only the higher priced shades. Buy one for each of your lamps.

2⁹⁹ each

EDWARDS—Second Floor

"Oneida" Round Oak

De Luxe Gas
RANGE

129⁹⁵

Light, timer, condiment set and basket slightly extra.

A divided top range for convenience, work space and safety. Maximum of work space and storage too. All porcelain 4-way oven introduces heat from all sides for fast, even baking. Robertshaw oven heat control, high speed burners, one giant size . . . three standard. Porcelain acid-resisting top.

SOLD ONLY ON W.P.B. or O.P.A. Regulations. Come in and let us explain!



Convenient Terms

EDWARDS—Sixth Floor

No Ration Coupon Required!

Sale of
PICALILLI

1-Lb. 9-Oz. Jars **3** for \$1^{39c} each



Straight to us from Virginia, Southern home-style, delicious Picalilli. Use it in place of chili sauce or ketchup! Made with perfect garden-fresh green and red tomatoes, onions, celery, peppers, pimientos, cane sugar, vinegar and real spices.

Bundles for Buddies

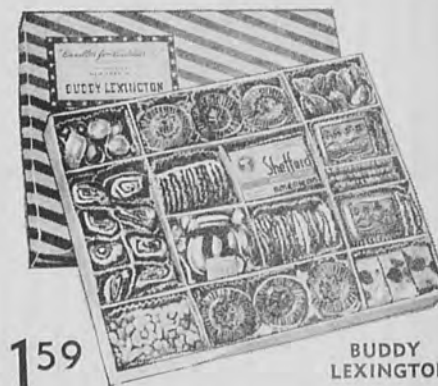
Bullets or Bundles . . . our fighting men and women deserve the best! Only the highest quality, the most nutritious foods find their way into our packages of delicacies. Rich milk and butter . . . energizing sugars . . . nourishing chocolates and fruits. All in keeping with our policy that the "Nation's best deserves the best."



99c

BUDDY FREEDOM

Cream filled biscuits, nougat fruit squares, delicious sour balls, jelly tarts, coconut squares, New Orleans Candies, Fruit Squares.



159

BUDDY LEXINGTON

Shefford Cheese, Cream filled biscuits, oxford cookies, puffed wheat dainties, cheese waffles, hard candies, nougat fruit squares, bottled cherries, peanut butter stuffed almonds.

Stearns & Foster "Style A" Mattress

39⁵⁰

39.50

Box Spring to Match



- * Upholstered with specially selected 100% white staple Felted cotton.
- * Famous "Seat Edge" Construction
- * Quilted, muslin-covered "Insulo Cushion".
- * Pre-built quilted reinforced inner-roll border.
- * Four attractive rope handles—button tufts—4 ventilators.
- * French taped edge.
- * Furnished in all standard sizes.

America's most comfortable Mattress. Made by nationally famous Stearns and Foster and backed by 67 years of mattress making.

Convenient Terms

EDWARDS — Fifth Floor

FACTORY CLOSE OUT
3 Pc. Casserole Set

97c



Bake your food in this casserole, and serve in the same dish. Set consists of a 1 1/2 quart size casserole with cover and pie platter. All pieces are attractively decorated.

EDWARDS—Second Floor



THE NEW
WARING
BLENDOR

For perfect preparation of foods, drinks and special diets.

29⁷⁵

Changes of speed by hand are no longer necessary for the motor automatically adapts its speed for the perfect blending of ingredients. New Lifetime Lubrication means no oiling or greasing is ever necessary. The powerful motor is cushioned in rubber, minimizing vibration and noise.

EDWARDS—Sixth Floor

ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT

THEY'RE GOOD & STURDY
AND ECONOMICAL!

MEN'S HEAVY COTTON WORK
TROUSERS

When you work you want a trouser that will really stand hard wear. These trousers can take it . . . they're full cut for extra comfort and have pockets. Sanforized Shrink, Whipcord, herringbone, and Twill fabrics. Dark Gray only.

2.50
Sizes 31 to 50

ANOTHER SMASH HIT!

THEY'RE EASILY WORTH MORE!

MEN'S WORK APRONS

AT **69c**

AT **89c**

Blue Denim bench aprons and White Duck Toolmakers aprons. They stand the strain and easy to launder. An offer worth your while.

These aprons are extra heavy and are just a little bit better made. White Twill Blue Denim and Toolmakers aprons. Come in and get yours tomorrow.

SHOES FOR THE ENTIRE FAMILY AT LOW PRICES

MEN'S **TOWNWAY SHOES**

4.40



You're probably doing a lot more walking these days . . . as so many are, so you'll want a really comfortable shoe . . . and one that looks well too. The answer is TOWNWAY. A variety of lasts. Red rubber corded or leather soles. Plus No 17 coupon.

PLAYWEAR SHOES

2.89

The perfect shoes for growing feet. They're comfortable . . . they won't crowd. They're sturdy for play and school. All leather soles with genuine Goodyear welt soles. Sizes 12 1/2 to 3. Widths A, B, C, D. 9 to 12 B, C, D. Coupon No. 17 Required



Edwards Basement

RELAX YOUR FEET
BRIDGE
SLIPPERS

When you want to relax and spend a quiet evening at home. Hard leather soles. They come in Wine, blue and black. Sizes 4 to 10. They do not require a coupon.

2.15

THERE'S COMFORT IN EVERY PAIR!
OXFORDS LOAFERS & SADDLES

3.15 PAIR

Tramp! Tramp! Tramp! There's a lot of mileage in every pair. Leather and rubber soles. Perforated and moccasin toes. Black and Brown oxfords, brown loafers. With your No. 17 coupon.

HAND PICKED FOR YOU
AT AN AMAZING LOW PRICE

LADIES FABRIC
GLOVES



59c

Spring is on its way and you'll want to greet it looking as pretty as you can. These gloves will add freshness and color to your outfit. Every pair is new . . . we've just unpacked them . . . all the wanted shades. Plain and fancy styles.



Edwards Basement

**Demonstrates
Work-Ability
Of Blind**



Francis J. Affleck, first demonstrator of machine operations in war plants and factories for the New York State Commission For The Blind operates a drill while Imp, his Seeing Eye dog, looks on.

Affleck is working in Edison Technical High School where he trained under Board of Education auspices to run various machine tools. Now he has undertaken the task of teaching another blind man to be first tool crib operator in the state. Harold Hubbart, 150 Aekerman St. is the student who will take charge of the tool crib at the school.

Affleck was appointed demonstrator for the State Commission to visit factories and operate machines as a part of a state-wide campaign to place capable men and women without vision in war plants and factories.

If the castors drop out of the legs of your furniture, fill the hole with melted paraffin wax and insert the castor.

**April Issue of
Personal Romances
Now On Newsstands**

An issue as fresh and varied as an April day when Spring sunshine breaks through the clouds after a brief shower, is the April issue of Personal Romances magazine now on sale at all local newsstands.

The issue is crammed full of stories that tell how other young people have fought through sorrow and danger to the glory of love-filled life. Stories so real that the reader feels as though he actually knew the characters.

There is the story of Lana, who although she loved her soldier better than life, found herself forced to tell him something that might drive him from her forever. The full story is told in "To Give Him Happiness."

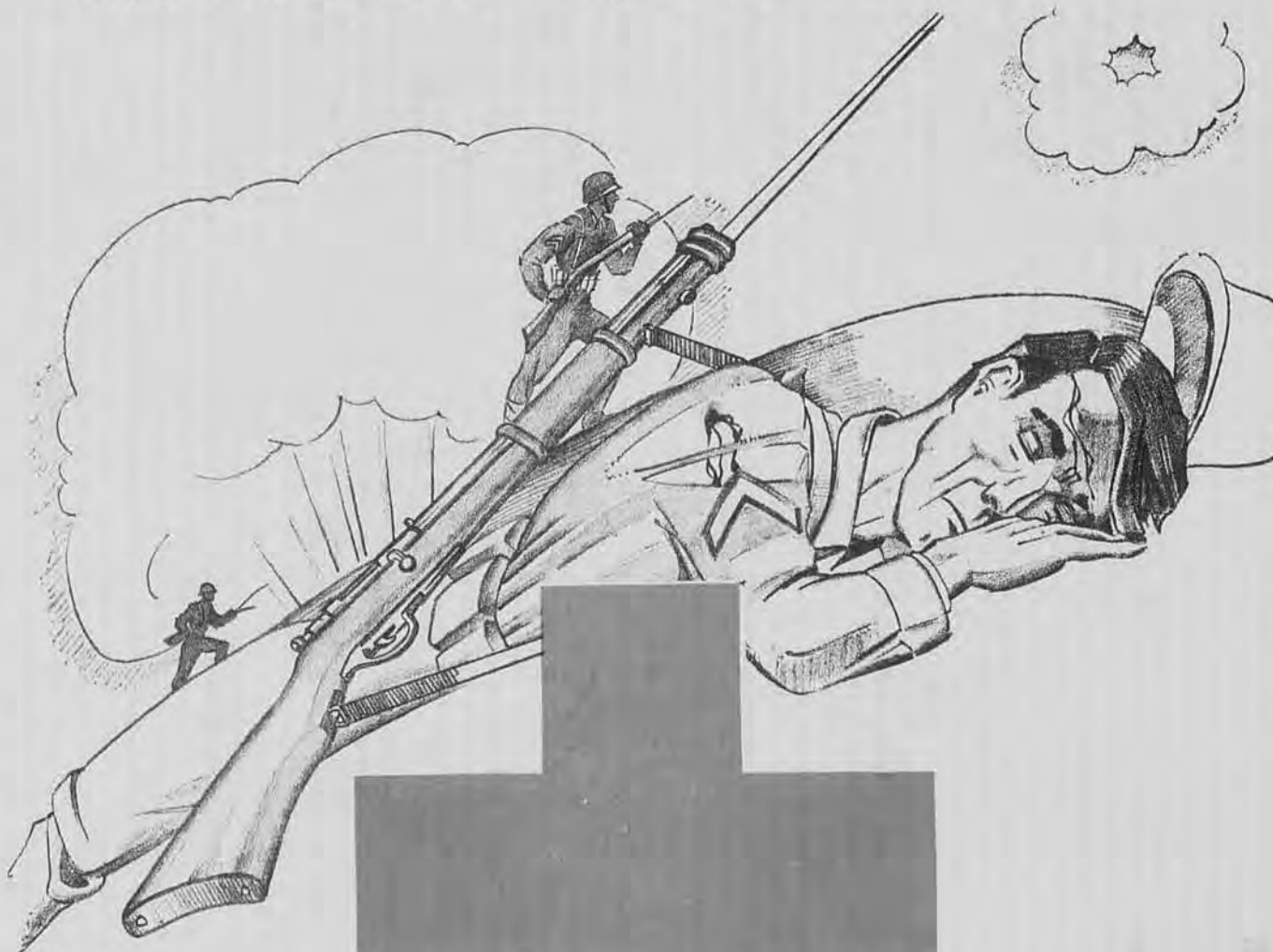
Then there is the story of Cassie, a lonely girl who lived in a ghost town. But adventure, thrills and peril came to her with the arrival in town of two strangers. "Terror In The Hills" is the name of this gripping story.

More than a dozen stories go to make up the April issue of Personal Romances. Plus the stories there are several departments and features which makes the magazine one of the most popular now on the newsstands.

AUXILIARY TO MEET

A meeting of the Frank E. Robertshaw Post Auxiliary will be held at 22 Chili Ter. next Wednesday at 8 p.m. Mrs. Frank Pesch, hostess, will be assisted by Mr. Elizabeth Kilder and Mrs. John Karle.

Your Contribution May Save This Boy's Life!



**GIVE
TO THE
RED CROSS**

*This Message Is Sponsored By The Following Public-Spirited
Institutions In The Interest Of The Red Cross*

- | | | | | |
|--------------------------------------------------------|---------------------------------------------------|------------------------------------------------|----------------------------------------------|--------------------------------------------------------------------------|
| E. E. Bausch & Son Co.
6 Main St. East 61 East Ave. | David's
211 Main St. E. | Humphreys Paint Co.
38 South Ave. | Metzger Style Shops
32 Main St. E. | Rochester Jobbing House
159-161 Joseph Ave. |
| Brighton Place Dairy Co.
45 Fulton Avenue | Daw Drug Co.
7 Convenient Locations | Loube's
Old Spain Restaurant
East Avenue | Mores Shop
77 East Avenue | Sears Roebuck & Co.
275 Monroe 476 Ridge Rd. W. |
| Burke's Furniture Co.
34 South Ave. | Dolan's Market
600 Jefferson Ave. | Lauer Furniture Co.
50 State Street | McCurdy & Co. | Sibley, Lindsay & Curr Co. |
| Champion Knitwear Co.
77 St. Paul Street | Nasib Deverian
258 East Ave. | Likly's
271 Main St. East | Paul's Curtain Shop
76 Clinton Ave. South | Small's Inc.
28 Main St. E. |
| City Delivery & Storage Corp.
193 Scio Street | Robert V. Deverian
125 East Ave. | Lincoln Stores, Inc.
Main St. at St. Paul | Penn Vacuum Stores, Inc.
30 South Ave. | St. Paul Liquor Store
1286 St. Paul Street |
| Columbia Music Store
52 Clinton Ave. South | E. W. Edwards & Son | Lucas Paint Store
80 St. Paul Street | Posner Audit Co.
6 State Street | Unit Parts Rochester Corp.
1185 Main St. East
Ridge Rd., cor. Lake |
| Darling Shop
190 Main St. East | E. W. Edwards Photo Studio | Malley Co.
17 East Avenue | Projansky, Inc.
39 East Avenue | |
| | Hickson Elec. & Radio Corp.
37 Richmond Street | | | |

*"I'm on a War Budget
and Tintex
saves me most!"*

THE way Tintex stretches your budget will thrill and amaze you! Just think! A few cents for Tintex makes faded, color-worn dresses, curtains, stockings gaily fashion-new. That means extra dollars for war-needs. Millions of women are making Tintex their on-to-Victory ally. Put Tintex to work on all your hard-to-replace apparel and home decorations. It's America's quality-dye—so easy, quick, perfect! Over 50 dye-colors—longer-lasting, true, fashion-right colors. No wonder more women buy for use Tintex than any other brand. Use it yourself —today! 10c & 15c at drug, department and 10c stores.

Conserve Fabrics • Save Money

Tintex
TINTS & DYES

Will keep fashionable!

PARK & TILFORD PRODUCT

WM. F. and S. GEO. SHAFER
Formerly President and Vice President
of MENG & SHAFER



**Spring Scarfs
and Jackets**

More Important
Than Ever and Most
Attractively Priced.

After Inventory

Fur Finals

Greatest Savings of a Lifetime for Those
Who Always Buy Their

**FUR COATS
For Next Winter**

At This Time From SHAFER'S

\$77 to \$451

All Prices Include Tax

Charge Accounts and Budget Accounts

SHAFER Co. 51 East Ave.

STARTS TOMORROW... FRIDAY!

SEARS ANNUAL

Every department in Both Stores participates in this gigantic store-wide sale. Watch the newspapers everyday for many more money saving values.

March

Both Stores Are Open
Friday and Saturday
Til 9 P. M.

Value

Demonstration

BUY ON OUR EASY PAY BUDGET PLAN IN AMOUNTS OF \$10 OR OVER. COMPLETE DETAILS CREDIT OFFICE, SECOND FLOOR, BOTH STORES—OR DEPARTMENT IN WHICH YOU INTEND TO PURCHASE



KITCHEN CLOCK
\$2.49 Main Floor Monroe Store

Regularly \$2.95. Accurate modern design in choice of pastel colors.



MEN'S SLIPPERS
\$2.19 Both Stores

Regularly \$2.49. Opera style with leather uppers and soles, rubber heels. Sizes 7 to 11.



Sanitary NAPKINS
4 boxes 55¢

Box of 12 Fluff-Naps. Hospital standard. Limit 4 boxes. On sale Main Floor Monroe.



GARMENT BAGS
3 for 10¢ Main Floor Monroe

Regularly 5c each. Large size heavy quality for storing clothes. Limited quantities at sale price.



DOZEN DIAPERS
\$1.09 Main Floor Monroe

Birdseye diapers wrapped in sanitary package. 21x24 size. Regularly \$1.29.



Child's Polo SHIRTS
64¢ Main Floor Monroe

Basque striped and plain color long sleeve shirts. Sizes 2 to 8 years.



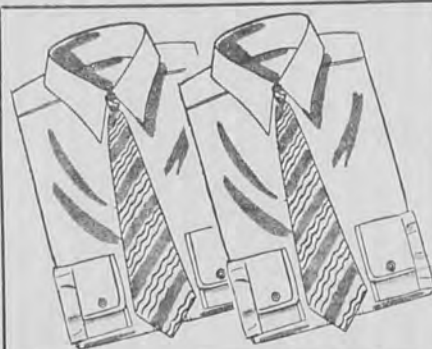
BOYS' KNIT SUIT
\$1.19 Both Stores

Regularly \$1.39. Two piece knit suit with striped polo and contrast pants. Sizes to 10 years.



ORANGE SLICES
13¢ Main Floor Monroe

For pound. Luscious with true fruit flavor. These popular jellies won't last long at this price.



MEN'S TRU POINT SHIRTS
2 for \$3.00

Regularly sold at \$1.89 each are these smartly tailored, long wearing shirts. A color and patterns for every taste. Checks, dots, stripes, plains in every imaginable color and white. Sizes 14 to 17, on sale Both Stores.



SUEDE FRONT SWEATERS
\$3.98

Just In Time For Spring Wear
PASTEL COLOR Sweaters
\$3.98

All wool sweaters in bright new blues, greens, yellows, browns, slip-on style or coat sweater. Regular sizes. Main Floor Monroe.

Dainty suede front sweaters with sleeves and back in all the newest colors for spring, in fine wool. Regular sizes, others to \$5.98.

Limited Quantity! Regular \$1 Values

HOSTESS SET
58¢

8 piece set, fan shaped tray with ruby colored cup... Serves four persons.



7-PIECE BUFFET SET
38¢

Regularly 69¢
Seven piece set. Crystal glass tray and mayonnaise dish with 5 ruby colored individual dishes. Both Stores.



SUIT CASE
77¢ Both Stores

Regularly 98¢. Heavy pressed fibre board with lock and key, reinforced corners, black only.



PAD AND COVER
33¢ Both Stores

Iron board pad and cover for standard size iron boards, late on type, limited quantity.



WHEEL BARROW
\$8.98 Both Stores

Just a few of these hard to get wheel barrows. Rubber lined. Large size. Limit 1.



FLASH BATTERY
2 for 15¢

Long life, fresh stock. In standard size flashlight. Limit 12. On sale Both Stores.



NAVAJO BLANKET
\$4.98 Both Stores

Reg. \$5.39. Full size saddle blanket. Authentic patterned, bright colored. Farm Building, Monroe.



TOILET SEATS
\$2.97 Both Stores

Regularly \$3.25. White enameled finish with plastic fittings. Fit standard size plumbing.



GREEN CARPET GRASS SEED
5 Pounds \$1.19

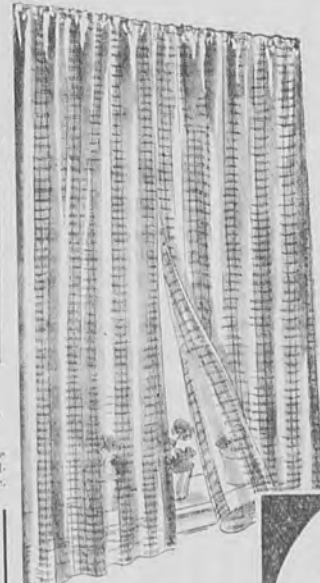
Famous Green Carpet garden seed, a mixture of quick growing grasses.



1/2 GAL. VARNISH
\$1.49 Both Stores

Supreme fast drying varnish for all interior work, clear cut. Highest quality.

Curtain Sale



A VALUE THAT'S HARD TO BEAT AT SALE PRICE!

★
Headed, Hemmed Ready To Hang. On Sale At Both Stores

PAIR

66¢

SPECTACULAR
Purchase Makes This Low Sale Price Possible

A buy that happens only once in a lifetime, and present market conditions makes it miraculous, beautifully made of fine mesh weave with shirred to pond deep hemmed bottom. Curtains that will dress up winter weary windows and add distinctive charm to your room. Hurry, for at this low price of 66¢ pair they won't last long.



3000 Yards! Values to 38¢

Sale of Remnants

18¢

Yard
All useable lengths included. Ideal for skirts, blouses etc. Not just a few unwanted patterns and colors, but remnants from all the best selling colors. You'll find them on the Main Floor Monroe.

350 PIECES ONLY!
DOUBLE DIPPED Enamelware

We were fortunate in receiving this limited shipment just in time for our March Value Sale. Sturdy double dipped white enamelware with red trim, below are only a few available. Basement Monroe.

2 Quart Open Sauce Pan 27¢

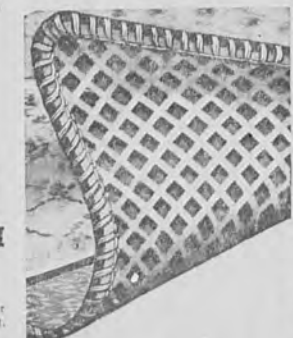
1 1/2 Quart Double Boiler 67¢

8 Quart Covered Pot 87¢



Made To Sell For \$3.98

HEAVY QUALITY RUG PAD



\$3.77

9x12 SIZE

Accurately made to fit your rugs and save them from slipping and wearing. Insulates floor as well as protects. Quantity is limited, so get here early if you need one.

The Rochester Sun

SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 5 St. Paul St., Rochester, N. Y. Distributed free to 75,200 homes in Rochester, Greece, Brighton and Irondequoit. Mail subscriptions \$1.50 a year in advance (within Rochester city limits.) Outside city, \$2.00 per year.

SIXTH YEAR—No. 27

ROCHESTER, N. Y., THURSDAY, MARCH 18, 1943

PHONE, STONE 6000

Iturbi To Play, Direct Season's Final Concert

Beethoven's immortal Fifth Symphony will share honors with Tchaikowsky's B Flat Concerto for piano and orchestra at the season's final Philharmonic concert in the Eastman on Thursday, March 25.

A musical treat for Rochester will be the appearance of Jose Iturbi in the dual role of conductor and soloist. He will direct the orchestra as well as play the Tchaikowsky opus popularized by Freddie Martin in a modern swing version for the juke box trade.

Iturbi's national reputation as one of the leading pianists of the day is fully appreciated by Rochester audiences. In his last appearance here as soloist two years ago he thrilled a capacity house with his interpretation of a Schumann concerto.

The Beethoven Fifth symphony has always ranked as one of the greatest ever composed by the master symphonist. But, since its opening theme was adopted as the victory theme by the United Nation's it is probably the most frequently heard of all.

Rebekahs Announce Meeting Schedule

Venus Rebekah Lodge will meet next Thursday at the I. O. O. F. Temple, 11 Clinton Ave. N., with N. G. Elsie Fien, presiding.

Kathryn Trott Noble and Vice Grand's Club will meet next Wednesday at the home of Edna Sawley, 384 Pullman Ave.

WOMEN RESPONDING TO STORE'S APPEALS FOR SALES HELP

Don't be surprised if you meet your next door neighbor behind one of the counters of your favorite department store these days. For more and more Rochester women are coming to the realization that one way they can materially help their war effort is to offer their services in helping to maintain retail store service. Munitions plants and war plants of all kinds are employing women in every conceivable type of job. But there are still many who are not adapted to factory work and others who cannot arrange a full work week schedule because of home or other obligations.

Retail stores are vitally necessary to the nation's war effort. They, too, must be kept going at top speed so that their essential services may be maintained. War workers and others, both men and women, still have to shop in the stores to buy their everyday necessities. And with more and more women entering the business world they are depending more and more on the department stores and specialty shops to maintain their normal services.

The best part of the retail store's set-up for the average housewife is that the number of hours worked per week can be arranged to suit individual schedules. Many stores right now are seeking part-time help among those women who find they are unable to spend a full week behind the counters. There are several distinct ad-



SPRING FILLIP

Give new life to a monotone spring costume with the modified classic casual. Distinctive details of this natural chamois-colored Covell Original are the softly draped crown, brim proportioned to the wearer's face and a line-cutting swan feather trim. Try matching gloves of chamois for that "fresh as forsythia" fillip.

Advantages to enlisting in the "army of retail salespeople." The work is clean and pleasant. There is usually no heavy lifting or other extremely tiring work connected with the job.

Our Move!

Where's the Sun office? Where is the fourth floor, the Burke Bldg., 5 St. Paul St.?

After Saturday you won't have to ask those questions when you're seeking the home base of Shopping News.

Because after Saturday, March 20, business, editorial and advertising offices will be right on the ground floor, accessible to every one. Located at 93 Clinton Ave. S. The Sun offices will occupy the entire ground floor. The new offices are located just a step from Main St. and immediately adjacent to Penney's Department Store.

Fortunate arrangements with the Rochester Telephone Company will permit the continued use of our regular telephone numbers, Stone 6000—6001—6002.

No. 8 School PTA To Hear Pastor, WAAC Officer

The Rev. Joseph N. Gefell, D. D., will speak at a meeting of the No. 8 School PTA tonight at 8:15 in the school auditorium. His topic is "Let's Understand Each Other."

Another attraction at this meeting will be the appearance of Third Officer Helen Croft of the local WAAC recruiting station. She will give a word picture of life at a WAAC camp and tell of the qualifications, duties and aims of the corps.

Plans for a rummage sale at 216 Main St. W. next Wednesday and Thursday will be discussed.

"Ring, Freedom, Ring" at Eastman Monday, Friday

Rochester public school children's spectacular drama of American history, "Ring, Freedom, Ring," will be presented again in Eastman Theater today and Friday nights, March 22 and 26.

The "living newspaper" as the pageant is called, was first presented in 1941 and will be revived as one of the chief attractions for the Eastern Music Educators Wartime Institute, which will bring distinguished music masters here Saturday for a three-day session.

Assembling the finest of the schools' choirs and instrumentalists, costume art, scenery and staging effects, "Ring, Freedom, Ring," is a story in seven episodes of how Americans have fought, every inch of the way, for freedom. It begins with a prologue, then the Mayflower Compact, rebellion against religious intolerance, labor's assertion of its rights, the people's war, and the grand finale. The script, written by Walter T. Enright of Charlotte High School, was borrowed by the Pittsburgh Public School system, and presented there last fall.

Enright is director and Erle S. Remington is production manager.

Tickets are on sale to the public at the Education Building, 13 S. Fitzhugh St. All seats are reserved.

Anniversary Fete Planned By Daughters of Scotia

Daughters of Scotia will celebrate the 25th anniversary of its institution next Thursday with a dinner at the Powers Hotel ballroom. Mrs. James McKinlay is executive chairman.

Among the honored guests will be Grand Chief Daughter Nellie Hayden of New York City who, 25 years ago, was one of the group that came to Rochester to institute the lodge in this city. Guests are expected from Ohio, Pennsylvania, Syracuse and Buffalo.

HARRIS NUSBAUM'S

Girls' Gay New Spring COATS AND SUITS



Prepare to be pretty, young lady, in this year's Easter Parade. Practical coats that have all the smart styling of Mother's Coat! Chesterfield BOY Coats in Double Breasted or Fly Front styles—Casual Boxy Coats—Trim Fitted Models. All expertly fashioned from fine materials to give seasons and seasons of wear. Popular JELLY BEAN colors. Sizes 1 to 6½, 7 to 16 and Chubbies 8½ to 16½.

\$10⁹⁵

OTHER COATS
6.95 TO 16.95

OTHER SUITS
5.95 TO 12.95

Girls' Station Wagon
Coats Fully Lined... **5⁹⁵**

THIS EASTER SHOP AT HARRIS NUSBAUM'S

The Fashion Center That's So Very Practical About Prices

• COMPLETE SELECTIONS • NEWEST FABRICS • SMARTEST STYLES & COLORS •

HUGH ASSORTMENTS of LADIES' SMARTLY STYLED

SUITS and COATS

Headlining the Fashion News! Headlining the Value News! Every coat fabric, style and color that's smart for spring is here in this thrilling group. Classic reefers, boxy and full-back coats, jaunty sport coats of all kinds in fine tweeds, dressmaker twills, pastel fleeces and other quality materials. All beautifully tailored. Sizes 10 to 50. Shop Nusbaum's tonight! Save dollars... actually!



\$19⁹⁵

OTHERS 12.95 TO 29.50

LADIES' REVERSIBLE COATS

Wonderful values in Geesee, twills, tweeds and wool shetlands lined with "New-Wet Process gabardine." Sizes 10 to 20.

\$12.95

HARRIS NUSBAUM

221-229 JOSEPH AVENUE, CORNER KELLY STREET

Open Evenings... Plenty of Free Parking in Rear

SNAPPY FOR SPRING BOYS' LONG PANTS

SUITS

Fine sturdy fabrics, tweeds, chevots in a selection of patterns and colors that includes everything that's new for spring. See these suits, mother, if you're after quality and savings. Sizes 8 to 16, other suits to size 12.

\$10⁹⁵ OTHERS TO \$17.95



BOYS' SPRING TOPCOATS

Choose from Nusbaum's large stocks of quality tweeds, coverlets, shetlands, etc. Sizes 1 to 8. **\$6⁵⁰** HATS 75c Extra

OTHERS TO 9.95



BOYS—ALL WOOL SPORT JACKETS

ALL WOOL! Good looking jackets that are ideal for wear with novelty slacks. Very popular with boys of all ages. **\$9⁹⁵**

BOYS' SPORTY SLACKS

Hundreds of patterns and colors to choose from. All sizes 6 to 20. Get several pair now while our stocks are complete and your choice selection still available. **\$2⁹⁵** OTHERS TO \$5.95

**Best Coke Buy
On The Market!**

R. G. & E.
DRY QUENCHED
COKE \$11.00
Ton Cash
Shov. Off.

ARDEAN R. MILLER
Know Your Dealer! PHONE GENESEE 28 Finest Service For 33 Years

Heart has endless possibilities. Try it cooked and ground for a meat loaf . . . cubed or diced for chop suey . . . or make a savory heart meat pie with a crisp pastry topping.



FIRST AID . . .

First aid to broken alarm clocks, slowed-up watches! Take care of your time-pieces now! Remember new parts are increasingly hard to get! Estimates given without charge.

**Dependable
WATCH REPAIRS**

Center Aisle A, Main Floor

Decrees of Fashion

Zoe De Salle, famous New York designer, has invented an "automatic pleat" which gives grace and ease to the popular pencil-thin silhouette. The top width in a skirt is folded or draped into a deep, inverted pleat, giving all the extra width needed for comfortable movement and eliminating the creeping up of skirts when women are sitting. If butter rationing is affected, and a resultant diminishing of hip room is accomplished, De Salle's pleat can be closed.

At least one short formal dress appears in each fine dress-maker's showing. Many prints in this class offer a novel color highlight through sequin embroidery accenting floral designs.

Newest millinery fabric is mattress ticking, introduced by Lil Picard. The hats actually are dainty. A pink and white striped gay nineties sailor was trimmed with a cluster of daisies made of the same material and worn with a large matching envelope bag. Another innovation, called American Flapjacks, presented hats made without wire, frame or foundation. They're quilted chintz or taffeta.



Renee Terry

Give your electric flatiron special care these days. It will be hard to replace. From the OWI comes the item that sad or hand irons, to be heated on stove tops, "are nudging their way back into fashion after being almost completely displaced by electric irons." For the benefit of those too young to know, sad and flat irons are the same. "Sad," an old Anglo-Saxon word, means "heavy," and refers to the weight of the iron, with no connection of washday blues.

Now's the time for your spring tonic, but not the kind grandmother would prescribe. Modern activities of the past season, when we all did more than our usual amount of walking, call for a special external brace of makeup and new clothes to give a seasonal lift. Best builder-upper is the forward-looking silk shantung suit promising a future of sound practicability for town wear all summer. Select one in a solid basic color, according to your wardrobe requirements. Renee Terry chooses a charrusee green for studio appearances, but advocates the sleek black version for street wear. The suit without a blouse makes a first-class two-piece dress to go anywhere. Add a lingerie blouse and you'll convert the same simple suit into a real dinner-date costume.

HELP WANTED

**SIBLEY'S
BEAUTY SALON**

- Experienced Manicurists
- All-Around Operators
- Hair Stylists
- Hair Tinters

Permanent positions. Excellent pay and short hours. Pleasant working conditions. Many other advantages. Apply now!

BEAUTY SALON, THIRD FLOOR
Phone Stone 1930

Sibley, Lindsay & Curr Co.



NOW OPEN

**The Regional Exhibit
Of
HIGH SCHOOL ART
For Central Western New York**

Sponsored by Sibley's in Cooperation
With Scholastic Magazine

See what young America is doing in the field of art today! See the prize-winning selections submitted by art students throughout entire Central Western New York. Paintings, sculpture, costume design, handicraft, photography, drawing . . . these are just a few of the classifications of art you will view in this thrilling exhibition, with demonstrations by students, themselves.

**Prize-Winning Exhibits
Sent to Pittsburgh!**

These and specially selected entries will be in national competition in May at the Fine Arts Galleries, Carnegie Institute, Pittsburgh. These entries will be eligible for scholarships to well-known art schools, and other awards.

The Jury Of Awards

- Mr. Clifford Ulp—
Supervisor, School of Applied Art Rochester Athenaeum and Mechanics Institute.
- Mrs. Gertrude H. Moore—
Director Memorial Art Gallery.
- Mrs. Lulu S. Backus—
Instructor of Ceramic, Rochester Athenaeum and Mechanics Institute.
- Mr. Kenneth Williams—
Photography Department, Eastman Kodak Company.
- Miss Marguerite Castle—
Artist.
- Mr. Sidney Crossett—
Commercial Art.
- Mr. Fritz Trautman—
Instructor of Painting, Memorial Art Gallery.
- Mr. Rudolph Cronau—
Commercial Art, John P. Smith Company.

**Exhibition Held In Our
FOURTH FLOOR
AUDITORIUM**

(Rear Music Department)

And because interest this week centers so much on Fine Arts of every type, we are also placing on exhibition:

The Unique Patch Posters made by Cora Scovil Johnston for the Red Cross Rally at the Eastman Theatre



**Plant the Seeds of Victory
In Your Own Back Yard!**

Everybody Knows the Problem . . . Everybody's Pitching in to Help . . . Everybody Will Find Invaluable Help and Information in Sibley's

VICTORY GARDEN CENTER

Now Open, on Our Fourth Floor

As in every patriotic wartime endeavor, Rochester and Monroe County have pledged their whole-hearted support of the essential Victory Garden program. We here at Sibley's, as part and parcel of community life, find and discharge our obligations, too. Later on, of course, you'll come here for the equipment to start your garden on its summer life. Right now we are providing something else just as important as the seeds you'll plant; we mean INSTRUCTION, sound practical advice by experts, planned and presented to avoid even a penny's waste. For remember: a seed or plant that does not grow to a successful harvest means just one more can of food missing from next winter's tables.

**SCHEDULE OF INFORMAL CONSULTATIONS,
VICTORY GARDEN CENTER, FOURTH FLOOR**

Tuesday and Wednesday, March 23 and 24
"Selecting a Plot and What to Plant in It"
10 to 12 A. M. and 1:30 to 4 P. M.

Thursday and Friday, March 25 and 26
"Soil Preparation"
10 to 12 A. M. and 1:30 to 4 P. M.

Tuesday and Wednesday, March 30 and 31
"Seeds and Methods of Planting"
10 to 12 A. M. and 1:30 to 4 P. M.

Thursday and Friday, April 1 and 2
"Garden Maintenance, Including Fertilizing,
Cultivation, Weeding, etc."
10 to 12 A. M. and 1:30 to 4 P. M.

**YOUR
SON**

- Daughter
- Husband
- Friend

IS DEPENDING
ON YOU TO

HELP THE
RED CROSS
HELP HIM

DON'T FAIL
THE BOYS
OVER THERE

GIVE
TO THE AMERICAN
RED CROSS
WAR
FUND

If you have not yet made your pledge—get a pledge card now, get it filled out and GET IT IN.

DARLING SHOP SPECIALS

Stocking Scoop!



PERFECT
FIRST QUALITY

**BARE-LEG
HOSE**

• SUPER
SHEER •

First Time at This Low
Price (Nylon and Cotton
Heel and Toe)

59c pair

2 Pr. for \$1.15

Stock up now on this beautiful spring and summer hose. Quantities are limited and stocks are irreplaceable.

**SALE OF
BLOUSES**

New Spring blouses in white and all the latest colors. All sizes. Plenty of sheers included. Some slightly shopworn.

\$1.99 & \$2.99 Values

\$1.29



**100% PURE VIRGIN WOOL
SWEATERS**

All pastel shades of red, pink, blue, white, brown, and green. All sizes. Quantities are limited and stocks are irreplaceable. All sizes.

\$2.99



**Darling
Shop**
190 MAIN ST. EAST

BARTON PAYS MORE

DIAMONDS OLD GOLD

Bring bridegroom, we need 1000 watches or movements, diamonds, etc. to Barton for the best price possible. Look for the big gold sign straight from the elevator.

BARTON GOLD CO.
202 Burke Bldg. 5 St. Paul St.

RINSO Large 24c Small 10c

"RINSO-WHITE SPECIAL"

LIFEBUOY 3 for 22c

BOB BURNS and his BAZOOKA...
LUX FLAKES, lge. . . 24c
LUX TOILET SOAP 3 for 22c
SPRY . . . 3 lbs. 73c

When Available
FAIRY SOAP . . . 3 for 17c
GOLD DUST, lge. . . 18c
lge. 2 for 21c
Swan Soap, reg. 3 for 20c

AT ALL TRIANGLE STORES

MRS. ROCHESTER MEETS THE WAR

Variety may be the spice of life, but simplification is the virtue of the war. Even for King Cotton. And looms which turn out cotton for war are not weaving unlimited quantities of civilian goods. This means less variety of dress fabrics, but cotton serves both civilians and soldiers. Besides clothing, it is being used for parachutes, harnesses, rubber boats, tarpaulins, tents, shell tapes and as a base for laminated plastic instrument panels.

YOU WILL FIND A FULL PAGE TRIBUTE IN COLOR AND POETRY to MEYER LEVIN in the NEW YORK SUNDAY MIRROR

Rochester War Hero

An early edition containing all features on sale throughout the week at your Newsdealer.

Additional food items which may be sent to members of the armed forces who are the prisoners of war or to interned civilians held by Axis powers have been announced by the Board of Economic Warfare. They are as follows: Cardboard containers of cereals of the whole grain variety, such as oatmeal and dark farina; one pound cardboard containers of biscuits or crackers; one pound of bouillon cubes; one pound bars of sweet chocolate; one pound of rice in cellophane or other transparent paper packages or in cardboard containers; nuts in cardboard containers. Additions to articles which may not be sent are: playing cards, if the prisoner is held in Italy; nail files; and shirts sent to members of the armed forces held in Italy can be only khaki color.

These are sins of omission—things you forget to do! Leaving your room an untidy mess, letting your good looks slip by, running heels, straggly back hair and spotty clothes; forgetting to deliver messages, run errands, or carry out jobs entrusted to you.

Neglecting to thank people for favors received; to acknowledge invitations; to be thoughtful, blithely and willfully leaving things undone! It's a crime!

The ways in which you can help in the war effort are innumerable, and you know all about most of them. Here's one, however, that you've probably never heard of before. There is an acute shortage of railroad watches for actual railroad use, and at the same time there are thousands of these watches in

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 efficacy of the Marmola ingredients, consult a physician.

If you use Marmola, why not lose those ugly uncomfortable pounds the Marmola way. Don't delay. Druggists have and more than twenty million packages during the past three years.

WAS GRANDMA RIGHT ABOUT THESE COLD FACTS?

For colds' coughing, sniffing 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 works two ways. Atomic vapors go inside with every breath—outside it comforts like a warming, soothing plaster. Rubbed on chest and throat, it works fast. You'll agree "Grandma was right." Satisfaction or purchase price refunded. 25¢ double supply 35¢. Get Penetro.

THIRTY GREAT ARTICLES!

including:
RULES FOR GOOD GARDENS
RED CROSS AIDS YOUR BOY
HOUSEWORK DOESN'T BORE ME
and many other interesting articles for the modern woman.

10c APRIL ISSUE WOMAN WITH WOMAN'S NOW ON SALE 10c

HELP WANTED MALE AND FEMALE

Ages from 17 years and over (Women married or single), start immediately. Clean, interesting work. No experience needed. We teach you the business. Excellent starting salary with great opportunity for advancement. Will place you in a store near your home. Apply at one of the following stores Thursday morning between 8:30 and 10:30 A. M.

609 Thurston Rd. • 873 Portland Ave.
1004 Culver Road

LOBLAW'S

The Beer to Cheer

today's **GENESEE**

WANTED!! SALESWOMEN

Sears have positions open for Saleswomen with or without experience, for full time sales work. We will train you for a career in Retailing that's both interesting and highly remunerative, and offers many opportunities for advancement.

Apply Employment Office, Third Floor Monroe Store

SEARS, ROEBUCK AND CO.

CLOSING OUR DOORS FOR THE DURATION!

We're cashing in our chips! We're turning in the key. We quit. Everything sacrificed to the bare walls! Come early for best selections.

AT SAVINGS TO 50%

MEN'S WOOL Suits... O'Coats... Topcoats \$12.95

Fine quality valued to \$24.95! Full selections—While they last!

CHILDREN'S WEAR 50% off

Our entire remaining stock cut to the bone!

LADIES' SMART SPRING COATS \$7.95

Newest colors and styles. Quality materials valued to \$14.95.

LADIES SHOES \$1.29 pair

Extra special! Values to \$5! Bring your ration coupon.

RENS-BACHLERS
40 STATE ST. A Step From Main
OPEN SAT. AND MON. NIGHTS UNTIL 9
ALL STORE FIXTURES FOR SALE

FIX IT UP!

Make It Last For The Duration
These Firms Can Help You

Caution!

For Genuine Singer Parts and Authorized

SINGER SERVICE

We Repair Any Make Sewing Machine

CALL ONLY
47 East Ave. 58 State St.
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DON'T BE MISLED

We Also Buy Any Make Sewing Machine

RENTALS IF DESIRED

NO MORE SPRINGS IN NEW FURNITURE!

Rebuild YOUR OLD DAVENPORT

First Quality Resupholstering and Rebuilding of all kinds of furniture! Estimate in your home without obligation or charge! Prompt Service—21 years experience.

BOND FURNITURE
320 ANDREWS STREET
MAIN 3579

THE RED CROSS NEEDS AND DESERVES YOUR SUPPORT

MAKE IT LAST CUSTOM MADE SLIP COVERS SPECIALS

Choose divan, sofa, chair, or bed. Fabric NOW! From over 1,000 patterns.

CHAIR 9.24
DAVENPORT . . . 16.48

LABOR AND MATERIAL COMPLETE

MILL END SHOPS
89 SO. CLINTON AVE.
Largest Store in Western N. Y.

Wasib V. Deverian

ORIENTAL RUGS
—to LOOK BETTER
—to LAST LONGER

Need Cleaning & Repairing

PHONE STONE 3484 . . . 258 EAST AVE.

FIRE SALE SPECIAL!

4-PIECE MODERN WALNUT BEDROOM SUITE \$47

Typical of the amazing bargains we are offering is this outstanding "bedroom buy." Four lovely pieces included: Bed, Chest, Dresser or Vanity and Bench. Matched walnut veneers in modern design. See it! It's worth double our price! Hundreds of other values at our store.

OPEN EVE. TO 9 P. M.

MAJESTIC FURN. CO.
Between S. Clinton and Stone
204 COURT ST.

KEY COUPON

RINSO
Large Box Limit 1
18c

KEY COUPON

PHILLIP'S MILK OF MAGNESIA
5c Bottle Limit 1
19c

KEY COUPON

LUDEX'S COUGH DROPS
5c Size . . . Limit 2
2 for 5c

KEY COUPON

MOTH BALLS or FLAKES
12 oz. box Regular 15c Limit 2
7c

KEY COUPON

BORAXO
Cleans Dirty Hands
Large Size
11c

KEY COUPON

SQUIBB TOOTH PASTE
Large Size
37c

KEY COUPON

G. WASHINGTON TOBACCO
Reg. 10c Size
2 for 13c

KEY COUPON

BAYERS ASPIRIN
Reg. 75c Bottle of 100
59c

KEY COUPON

SCHICK TYPE BLADES
Pkg. of 12
49c

KEY COUPON

SODA MINT TABLETS
Reg. 15c Bottle of 100
6c

KEY COUPON

HILLS COLD TABS
30c Size
11c

Lifebuooy SOAP
3 for 17c

KEY COUPON

KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES

740 N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTON

724 WINTON ROAD NO. 22 (REAR)
457 RIDGE RD. W. NEAR DEWEY

TODAY THROUGH WEDNESDAY

USE **KODAK FILM**

Always But Sparingly!

These days make every snapshot count. Use good judgment in the pictures you take; use a film that's always dependable—Kodak Film. When it comes to photofinishing, leave your film with us. We make the most of every snapshot.

WILDROOT CREAM-OIL FORMULA FOR THE HAIR

NEW! NON-ALCOHOLIC CONTAINS LANOLIN

MOODS THE HAIR RELIEVES DRYNESS REMOVES LOOSE DANDRUFF

60¢ SIZE only **47c**

TOBACCO

Edgeworth \$1.01
MODEL 71c
BLUE BOAR \$1.70
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HALF & HALF 74c
UNION LEADER, 14-Oz. 61c
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KENTUCKY CLUB 74c
WILLIUGHBY TAYLOR, \$1.25
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Pound Cans at Cut Prices

HEAVY AMERICAN MINERAL OIL

PINT 25c
QUART 45c
1/2 GALLON 85c
GALLON 1.49

GET THAT VIMMS FEELING!

Vimms
6 VITAMINS 3 MINERALS
all in one tasty tablet!

96 TABLETS \$1.69
24 TABLETS 49¢
FAMILY SIZE 288 TABLETS \$4.79

VITAMINS A, B, B₁, P, P, C, D and CALCIUM, PHOSPHORUS and IRON

KEY COUPON

Brewer Yeast TABLETS
Bottle of 250 Reg. \$1
39c
LIMIT 1

KEY COUPON

ADHESIVE TAPE
1 1/2" x 5 yd. Reg. 10c
Limit 2
6c

KEY COUPON

PLANTER'S PEANUTS
5c Packages—Limit 4
2 for 5c

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IMITATION VANILLA
Large 6-oz. Bottle Limit 2
8c

KEY COUPON

TYPEWRITING PAPER
160 Sheets Reg. 25c
19c

KEY COUPON

BUSINESS ENVELOPES
Pkg. of 25 2 pgs. for
7c

KEY COUPON

Feenamint CHEWING GUM
Laxative 25c Box
19c

KEY COUPON

MEDICATED THROAT DISCS
PARK DAVIS 80
15c

KEY COUPON

SHOE LACES
27-Inch Black, Brown or White Mercerized
pair
5c

KEY COUPON

SOCCHARIN TABLETS
Bot. 1000 1/4 nr. 1/2 gr.
49c

KEY COUPON

Sulphur Candles
REG. 10c EA.
4 for 21c

Dr. West 25c TOOTH PASTE
2 for 29c

BUY WAR STAMPS & BONDS AT



On Sale Friday & Saturday

94 Pc. Goldena Dinner Service

New 1943 Pattern! Outstanding Value!



Buy On Our
Convenient
Lay-Away Plan

Service for
12 people

19⁹⁵

Open stock
Value 27.50

The utter simplicity of this new Goldena pattern makes it both formal and enchanting. Clear rich ivory background with a lacy lattice pattern around the border of 22-K gold. Always in good taste... you make a lifetime investment.

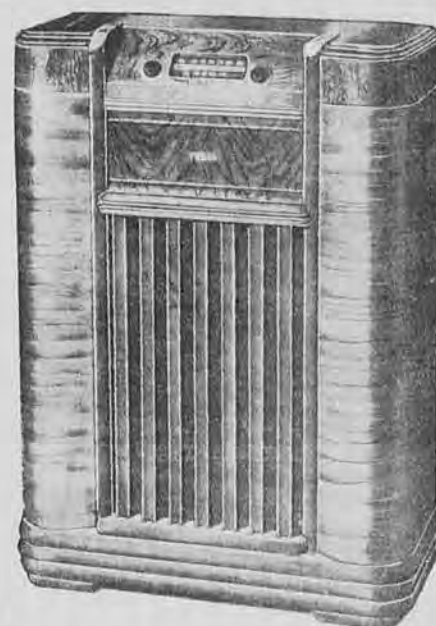
- | | |
|--------------------------|-----------------------|
| See Contents of: | 1 Large Platter |
| 12 Dinner Plates | 1 Small Platter |
| 12 Tea Plates | 1 Covered Casserole |
| 10 Bread & Butter Plates | 1 Covered Sugar |
| 12 Soups | 1 Creamer |
| 12 Cups | 1 Sauce Boat |
| 4 1/2 Saucers | 1 Open Vegetable Dish |
| 12 Fruits | 1 Pickle Dish |

SPECIAL

LIMITED QUANTITY OF 20 Pc. STARTER SETS 3.98

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|-----------------|-----------|-------------------------|
| 4 Dinner Plates | 4 Saucers | 4 Bread & Butter Plates |
| 4 Cups | 4 Fruits | |

EDWARDS—Second Floor



Console Model Philco Radio

Convenient Terms
Pay 1/3 Down
Balance \$5 Monthly **69⁹⁵**

We honestly consider this to be the best value in a console radio on the market. First of all, there's the beautiful walnut cabinet. But the outside isn't all by any means. You get tone control, 6 tubes, built-in aerial and other quality features. See it today... enjoy it for years.

EDWARDS—Sixth Floor

5 Pc. Solid Northern Maple Bedroom Suite

Here's What You Get

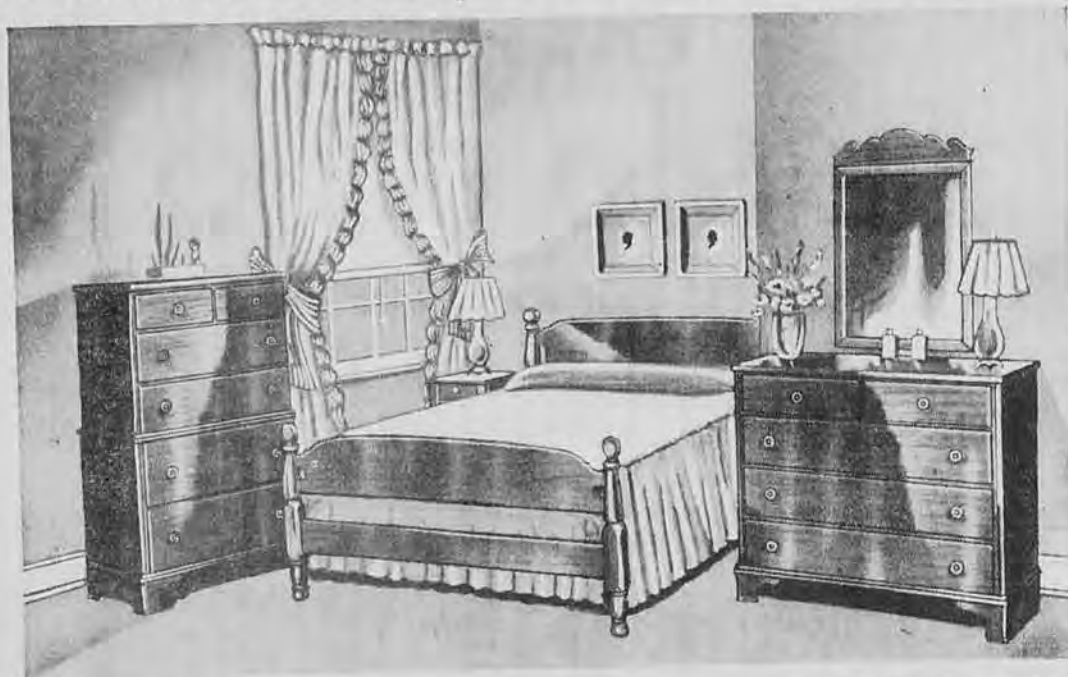
- ★ Full Size Bed
- ★ Dresser with Hanging Mirror
- ★ Chest of Drawers
- ★ Mattress and a
- ★ Matching Bedspring

129⁵⁰

20% Down—Balance Monthly

Hard Rock Northern Maple is the hardest member of the Maple family. Fashioned in charming Colonial design and hand-rubbed to a warm amber tone, it shows to its best advantage. Dustproof construction and interiors of solid oak.

EDWARDS—Fifth Floor



Super Weight Burlap Back Inlaid Linoleum

2¹⁹
sq. yd.

Much more for small outlay! This super weight linoleum is more than double the thickness of standard grade. Marbled patterns in many color combinations. Using this type of linoleum we can install various custom features. In fact, you specify the treatment you desire in your linoleum, we will do the rest. A small additional charge made for installation.

EDWARDS—Fourth Floor

ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT



FOR DURABILITY! FOR CHARM! FOR THRIFT! FOR VALUE! HERE'S AN OPPORTUNITY THAT'S REALLY SOMETHING... NOT JUST A WELL MADE RUG AT A LOW PRICE... BUT A RUG AND A PAD! — IT MAKES SHOPPING EASIER, IT MAKES YOUR DOLLARS GO FARTHER.

**AXMINSTER
RUG + PAD 34⁵⁰**

A splendid assortment of designs, from one of our leading mills. Their appearance is that of a much more expensive rug! The texture is soft... your feet sink into it. If you've been bargain hunting for rugs and pads, you know that this offer can hardly be surpassed.

Edwards Basement



FLASH!

MEN'S DENIM DUNGAREES

They come in blue denim and are full size. They never rip! They're bar tacked at all points of strain. Will stand plenty of wear.

AT ONLY **1.49**

BOY'S BLUE DENIM
DUNGAREES **1.15**
Sizes 8 to 18

BIB OVERALLS

FOR MEN

Protect your clothes by wearing one of these blue denim bib overalls. Full size. They do not rip at the seams. Fine quality. Plenty of pockets, for all your tools etc. Bar tacked. Sizes 34 to 46.

1.79

200 VALUABLE WHITE FLEECE BLANKETS

SIZE 70x99

They're soft and warm... when you want it most of all. Shell stitched. Of first quality. They make cozy sheets. At this price you can afford to buy several to really stock-up.

1.39



LACE TABLE COVERS

PRICED LOW

2.98

They'd add beauty to any table! As you know there is something about a lace cloth that always looks luxurious. These are no exception! They have a hemmed cut work edge. Color... Ecru. Size 70x90. Only 50 in stock so you'd better hurry and get yours.

Edwards Basement



Unrationed
FREE ONE PACKAGE
TENDER BUT NOT DOUGHY
TENDERONI
WITH THE PURCHASE OF 2 AT THE
REGULAR PRICE
FREE THE HANDY ROYAL
BAKING BOOK
WITH THE PURCHASE OF
12-OZ. CAN
ROYAL BAKING POWDER **45c**

WEGMANS
SPECIAL BLEND
COFFEE
27c lb.

HEAVIER ROASTED, FULLER BODIED
COFFEE. GIVES MORE CUPS PER POUND.

TALL CAN LIBBY OR
JERSEY MILK 6 cans **55c**
TENDER TASTY
SAUERKRAUT qt. jar **15c**
BREAKFAST OF CHAMPIONS
WHEATIES... pkg. **10c**

DELICIOUS — OVEN FRESH
HOT CROSS BUNS
DELICIOUS!
ORANGE SILVER — RASPBERRY SILVER
PINEAPPLE GOLD — MAPLE GOLD
LAYER CAKES
29c Dozen

YOUR OPPORTUNITY TO BUY A WHOLE
CHEESE! SOME ARE 15 TO 16 POUNDS,
OTHERS 32 TO 33 POUNDS.
OR BUY 5 OR 6 POUNDS OF YOUR FAVORITE
CHEESE.

EXTRA SHARP COLORED
CHEDDAR CHEESE
48c lb.
MILD CREAMY
COLBY CHEESE lb. **32c**
TASTY BRICK OR
MUENSTER CHEESE lb. **35c**
FRESH
COTTAGE CHEESE lb. **10c**



Store Help...

(Continued from Page 1)

life. Then too, compensation for this type of work compares favorably with any of the hundreds of positions now being filled by women. Today, people employed by downtown stores are more than clerks. They learn the interesting profession of selling. They have convenient schedules of working hours. They are paid well, and respected.

Because you have had no previous experience in selling

you are not barred from this work. Many stores prefer to train their own salespeople. Right now, you might be doing your bit in maintaining retail stores' services, if you would only volunteer.

A good suggestion is to contact, in person or by mail, the personnel directors of the various stores and learn the details of the positions they are offering. Maybe you could earn enough to pay pa's income tax for him. And then wouldn't you be popular with your "better half!"

NOW AT YOUR GROCERS
major-B
natural VITAMIN B-COMPLEX TABLETS
Guaranteed AT LOW GROCERY STORE PRICES
APPROVED BY AMERICAN INSTITUTE OF FOOD PRODUCTS
major-B
B-COMPLEX VITAMIN TABLETS
NICHOLS DISTRIBUTING CO. — Wholesale Distributors

Try Tenderoni With Tuna Fish

- 1 (6-oz.) package TENDERONI
- 2 tablespoons butter or margarine
- 2 tablespoons flour
- 2 cups milk
- 1 teaspoon salt
- 1/4 teaspoon pepper
- 1 cup flaked tuna fish
- 2 tablespoons lemon juice

Cook TENDERONI according to direction on package. Melt butter or margarine; stir in flour, and blend well. Add milk, salt and pepper, and cook over low heat until thickened. Stir in tuna fish and lemon juice, and continue cooking about 10 minutes. Serve at once over hot, cooked TENDERONI. Makes 6 servings.

New package. Saves tin. Easy to open. Lighter to carry. Still 10c per package
Ideal DOG FOOD
JUST ADD LIQUID

Shopping News Pattern



No. 2073. The Shirtwaist Dress—Smart for Spring and for the Duration. Sizes 12 to 48. Size 36, 3 3/4 yds. 39-in. fabric.
No. 3227. Cute Little Jumper Frock. Sizes 4 to 14. Size 8, for the blouse, 1 1/4 yds. 35-in. fabric; for the jumper, 1 1/4 yds. 35-in. fabric.
No. 3494. Practical and Pretty Ensemble for a child. Sizes 1, 2, 3, and 4 yrs. Size 2, for the dress, 1 1/2 yds. 35-in. fabric with 1 yard ruffling and 1/4 yd. 35-in. contrasting; for the coat and hat, 1 1/4 yds. 34-in. fabric.
No. 3500. The Smart Two-Piece with Jacket Top. Sizes 14 to 48. Size 36, 3 1/2 yds. 39-in. fabric.
No. 2020. Soft Little Frock, Youthful in Line. Sizes 10 to 20. Size 16, 3 1/2 yds. 39-in. fabric.
Address PATTERN DEPARTMENT, Shopping News, 3 St. Paul St., Rochester, N. Y.

If you're wondering what to do with that cup of leftover cooked pork, dice it, mix with 2 cups of diced sweet potatoes. Makes a delicious glazed pork cover with 2 tablespoons of honey or brown sugar and 1-2 cup of orange juice. Bake about 30 minutes in a moderate oven. Makes a delicious glazed pork casserole supper dish.

Van Camp's New 'Tenderoni' Offers Lenten Treat

Planning and providing appetizing meals for your family during Lent puts an extra burden on the housewife. To help out, our good friends, Van Camp's, have come to the rescue with a new and improved patented, macaroni product made of the choicest durum-wheat, semolina, and processed with egg whites. They call it Tenderoni, and it certainly is tender. It is different from ordinary spaghetti and macaroni for it has a thin wall that cooks faster yet never gets doughy. Naturally it is more appetizing to serve and it is more delicate and delightful in its taste.

Millions of housewives are discovering what a delicious, healthful and economical meat substitute Van Camp's Tenderoni is. And best of all, Tenderoni is unrationed. You don't have to give up any of those precious food coupons to get all the Tenderoni you want for your family so that you can give them a variety of delicious dishes.

Tenderoni cooks in only 7 minutes — it saves time in meal getting. A package serves from four to six persons and makes a very economical dish. Combining it with other foods or served with sauces, Tenderoni offers the greatest variety and helps keep meals interesting and appetizing.

BAKED TENDERONI, GREENS AND CHEESE
1 (6-oz.) package TENDERONI
1 tablespoon butter or margarine
1 tablespoon flour
1 1/2 cups milk
1/2 teaspoon salt
1/2 teaspoon pepper
1 cup grated American Cheese
2 cups cooked green spinach
1 cup buttered breadcrumbs, toasted
Cook TENDERONI according to directions on package. Melt butter or margarine in a saucepan; stir in flour and blend. Add milk slowly and cook over low heat until slightly thickened, stirring constantly. Add salt, pepper and grated cheese, and stir until cheese is melted. Place TENDERONI and greens in alternate layers in a greased baking dish. Pour sauce over all; top with crumbs, and make in a moderate oven (350 degrees F.) 30 minutes. Makes 6

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DIARY

OF A
BEAUTY
AUTHORITY



by Helena Rubinstein

NEW YORK. — Since food rationing seems to be uppermost in everyone's thoughts these days, it is not surprising that stylists are naming some of the new shades scheduled for Spring wear, "Vegetable Garden," "Sun Ripe Fruit," and "Crackertone." — almost good enough to eat. These colors are, in the order named, variations of green, orange and biscuit. Right now the Spring color chart looks as varied as it is beautiful, but difficulties will probably arise in filling the demand for an assortment of colors. Dyeing plant managers tell me that they are continuing to but down on the number of colors for Spring wear, because of the lack of fuel oil needed for processing materials and the shortage of manpower.

In the fashion session of the Five Day Wonder Course being given in my New York Salon, I advise women to accent their Spring costumes by their choice of lipsticks, since those remain as brilliant as ever. The Wonder School, incidentally, is a tip to the self make-over course which trims the figure, corrects posture, teaches voice, skin care, proper make-up and coiffure.

For example, navy blue which will make a bigger than ever Spring come back this year because of the expected scarcity of colors, can be lightened considerably with an apple red lipstick, a red coral (orange) or a red raspberry lipstick. Milliners also have the same idea — that of enlivening dark shades — and they are creating Spring gowns in navy trimmed and combined with golden yellow and terra cotta. Foliage green and pink are used as color tie-ups on navy print dresses.

Gray is an important carry-

over fashion from Fall and Winter. Men's wear gray flannel suits look very fresh with candy striped or gingham checked blouses, or with white pique neckwear. Gray slacks and skirts are still going strong and many milliners are including smart gray felt tailored hats in their Spring collections. An apple red or red coral lipstick would make a stunning contrast to the subdued tone of a gray suit, dress or hat.

All shades of lime, gold and chartreuse are safe bets this Spring, especially in accessories, since these shades tie up so nicely with black, navy or gray. Spring millinery features the gold family in grograin trimmings, felt or floral insertions between double edges of felt tailored suit hats, and in gold dotted veillings. The softer, flattering tones of gold are being used for wool jackets on dress-jacket combinations, and also

in entire dresses of light wool. A deep toned red as lipstick-trimming such as a red velvety colored lipstick should be used to bring out the warm tones of the gold.

"Primitive pink" a light misty version of the popular fuchsia shade is one of the most acceptable colors on the Spring calendar. It is named after the color used so often by the Mexican "primitive" painters. This and other simple, strong colors

are very attractive in monotone wool dresses or in short packeted suits, trimmed with novelty buttons and hand detailing. A purplish or "cochinele" lipstick blends very well with the slightly purple undertone in most of these strong "primitive" shades.

Other smart Spring shades coming along are Summer Brown, and there is a brownish red lipstick that blends well with it which we call "rico." Tiger Lily Red is a popular favorite with many famous milliners. Remember that red, either when worn as a trim-

ming or as the major note in your costume, should always have the lipstick matched to the particular shade of red you are wearing.

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The Rochester Sun SHOPPING NEWS

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SIXTH YEAR—No. 28

ROCHESTER, N. Y., THURSDAY, MARCH 25, 1943

PHONE, STONE 6000

Record Throng Expected To Greet Lanny Ross Here

The area around Gibbs and Main Streets will be a busy one on Sunday evening April 4. Because on that date Lanny Ross, America's favorite radio baladeer, will appear as soloist with the Rochester Civic orchestra. And when Lanny Ross comes to town, he's sure to be greeted by a record turnout. The handsome young tenor has been a regular favorite with Sunday evening audiences ever since his first appearance here four years ago.

Few radio singers have been so constantly before the listening public as Ross. Yet his popularity today is as great, if not greater than at any time since he first came into prominence as tenor soloist on the "Show Boat" program. Since then he has always had a coast-to-coast spot for his generous variety of songs.

One of the reasons is his choice of songs the people love. True, he sings a great many characteristic Irish and English folk tunes. But he favors those with popular tunes of the day in America, as well as operatic arias and the entire repertoire of a good tenor.

Primarily, however, his popularity may be traced to his philosophy about radio programs:

"Radio musical programs are not essentially educational. They are on a high level. But their purpose, first, last and always, is to entertain — to give enjoyment."

Balladeer



Announcement that Lanny Ross will be at the Eastman Theatre Sunday evening, March 4, is being greeted with a rush to the box office by his many Rochester fans. He will appear here as soloist with Civic Orchestra.

FOR VICTORY GARDENERS

Operators of the Park Bingo Hall, 928 Jefferson Ave., will join the victory garden movement next week when they award free vegetable seed packets to all their patrons next week-end. In addition, winners will also be awarded garden tools.

CARE FOR YOUR RUBBERS

Your rubber goods will have to do you for many months to come. Therefore, extra care should be given rubbers and overshoes, such as making certain after each wearing to wash them free of mud, drying with a cloth and stuffing with paper to help keep their shape. Rubber gloves should be dried carefully inside and out, and sprinkled with a bit of talcum to prevent their sticking together.

News Commentator To Be Heard At No. 24 School PTA

David E. Kessler, prominent radio news commentator will address members of the PTA at Ellwanger & Barry School No. 24 at their meeting in the school auditorium next Wednesday. His topic, "Truth in the News". Following the meeting there will be an entertainment and refreshment hour. Mrs. Ed. LeZoot is chairman.

R. G. & E. Official Warns Kite Fliers

An appeal to boys to refrain from flying kites near electric power lines was made this week by officials of the Rochester Gas and Electric Company. Here are a few don'ts compiled by Ed Schlueter, superintendent of line operations for the R. G. & E.:

Don't fly kites near electric wires.

Don't use string with wire in it.

Don't fly kites over radio aerials.

Don't climb a pole to release kite if it becomes caught in wires.

Schlueter pointed out that in trying to release a kite that has become entangled in power lines a boy runs risk of death or serious injury. "We don't want any boy to take such risks," he said. "If you see anybody in trouble with an entangled kite, please phone us at Main 3960 and we'll send a linesman out to take it down for him."

A bit of massage when you use cream will make your cream go twice as far. Something to think about these days.

SIMPLE SORCERY Decreases Of Fashion

By HELEN BRATTRUD



From vividly volatile to soft pastel is the color range of the print dresses which are crowding the popularity of the spring suit at the moment. No one color stands out as an overshadowing highlight of the new season. The only universally accepted dictum of fashion is the lingerie touch, frilly or tailored to mark a consistent note among the designers. This is one year when individual personality will dominate. If you're dainty and utterly feminine, capitalize on that charm. If you're brisk and business-like play up that asset.

Gone, by necessity, are the days when a navy blue coat and hat required matching shoes. Gertrude Crippen ("Crime Doctor") uses blue shoe dressing on black kid and calf skin footwear to effect a blended tone. As war shortages develop in the retail markets, mix-mates rather than match-mates become more acceptable.

Home dressmakers no longer need bemoan the passing of the zipper. A new well-detailed fastener is appearing. Made of pre-shrunk woven tape and employing a patented button closing, the fastener is washable, colorfast and tested to obviate gaps.

DIARY OF A BEAUTY AUTHORITY



Helena Rubinstein

The Self Make-Over Plan introduced in my Washington Salon recently has proven to be very popular with the government office girls. The Plan teaches the care and setting of the hair, skin care and make-up. In other words, girls are taught to be their own beauticians. Since I described the Hair Session last week and plan to tell about the Make-Up next week, I will devote this to Skin Care.

SKIN CARE LESSONS: Women with dry skins should cleanse their faces thoroughly every night with a pasteurized face cream, made up especially for dry skins. Remove every vestige of dirt with tissues, and then apply a film of night cream.

In the morning use a little "wake-up" cream and leave it on while you dress, to give your skin a radiant, "wide-awake" look. Remove with a creamy skin lotion and apply make-up. Always remember to include the throat in every treatment.

I always advise women to alternate their treatments in order to give the skin local stimulation. So a few times a week, after the usual pasteurized face treatment, wash your face with cream soap if the skin is delicate or with beauty grains (a granular soap) if the skin is normal and follow with a light film of night cream.

Once or twice a week before going out for the evening, give yourself the luxury of a home-made facial. There is a special cream mask that spreads on very easily. It should be pored into the skin until no pores are visible. Allow to dry which takes about twenty minutes. Remove with warm water and a dash of cold. If the skin is oily put the make-up on right after removing the mask. If the skin is dry then use the creamy skin lotion that I recommended earlier before applying make-up. Your skin will feel very soft and look rosy for quite a while after you remove the mask.

(Continued on Page 7)

Amusements

CENTURY NOW PLAYING	"TARZAN TRIUMPHS," Johnny Weismuller, Frances Gifford; plus Joan Davis in "HE'S MY GUY."
LOEWS NOW PLAYING	Spencer Tracy, Katherine Hepburn, in "KEEPER OF THE FLAME," also William Tracy in "FALL."
PALACE NOW PLAYING	Teresa Wright, Joseph Cotten in, "SHADOW OF A DOUBT," plus MARGIE FOR ERROR," with Joan Bennett, Milton Berle.
ARNETT SUN.-MON.-TUES.	"A NIGHT TO REMEMBER," Loretta Young and Brian Aherne; and "HERE WE GO AGAIN," Edgar Bergen, Fibber & Mollie McGee.
CAMEO SUN. Thru TUES.	"SPRINGTIME IN THE ROCKIES," Betty Grable & John Payne; "JOHNNY DOUGHBOY," Jane Withers.
CAPITOL NOW PLAYING	Bob Hope, Dorothy Lamour in, "THEY GOT ME COVERED," plus Simone Simon in, "CAT PEOPLE."
DIXIE SUN. Thru WED.	"ROAD TO MOROCCO," Bing Crosby & Bob Hope; "LIFE BEGINS AT 8:30," Monty Woolley and Ida Lupino.
GRAND SUN., MON.	Constance Bennett and Brod Crawford in "SINTOWN," also, The Ritz Brothers and Carol Bruce in "BEHIND THE BARRIERS."
HUDSON SUN., MON.	"CALL OUT THE MARINES," with Victor McLaglen; "LOOK WHO'S LAUGHING," with Fibber McGee and Molly.
LITTLE NOW PLAYING	Second Big Week . . . "GONE WITH THE WIND" With Clark Gable, Vivian Leigh
MADISON-MONROE SUN. THRU WED.	"YANKEE DOODLE DANDY" James Cagney & Joan Leslie
REGENT NOW PLAYING	Abbott and Costello in "IT AIN'T HAY," plus Richard Arlen, Arline Judge in "WILDCAT."
REXY SUN. Thru TUES.	"GEORGE WASHINGTON SLEPT HERE," with Jack Benny and Ann Sheridan; "ISLE OF MISSING MEN," with John Howard.
RIVIERA SUN. Thru TUES.	"ARABIAN NIGHTS," with Maria Montez and Jon Hall; "SILVER QUEEN," with Priscilla Lane and George Brent.
STATE-LIBERTY SUN. Thru WED.	"CARABLANCA," Humphrey Bogart & Ingrid Bergman; "IT COMES UP LOVE," Gloria Jean & Robert Paige.
TEMPLE NOW PLAYING	Dead End Kids in "KEEP 'EM SLUGGING," plus Bela Lugosi in "THE APE MAN."
WEST END SUN. THRU WED.	"SPRINGTIME IN THE ROCKIES," with Betty Grable and John Payne; "JOHNNY DOUGHBOY," with Jane Withers.

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<p style="font-size: 1.5em; margin: 0;">\$149</p> <p style="margin: 5px 0;">BLACK AND BROWN PONY AMERICAN OPOSSUM (Natural and Blended) PERSIAN PAWS</p>	<p style="font-size: 1.5em; margin: 0;">\$395</p> <p style="margin: 5px 0;">SHEARED BEAVER ALASKA SEAL (Brown or Black) RUSSIAN PERSIANS (Brown, Gray, Black) NATURAL JERSEY MUSKRAT (Let Out Skins) KOREAN MINKS BROWN SQUIREL (Russian Skins) BAUM MARTEN SKUNK NATURAL SHEARED OTTER</p>
<p style="font-size: 1.5em; margin: 0;">\$195</p> <p style="margin: 5px 0;">HUDSON SEAL (Dyed Muskrat) MUSKRAT (Hollander Blend) DYED SKUNK — PERSIAN PAWS CHIKIANG CARACULS (Black, Brown, Grey)</p>	<p style="font-size: 1.5em; margin: 0;">WINTER CLOTH COATS</p> <p style="margin: 5px 0;">The balance of our winter Cloth Coats . . . Fur trimmed or untrimmed, provides excellent buying opportunities for the far sighted woman. 100% woolsens including imported material. Many Coats from our own work rooms.</p>
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KAY'S COMMENTS....by kay shearer

Leeds Of course you know that nothing gives you a lift like a new hat. At LEEDS you'll find jaunty numbers, with the lift of spring, in their young smart lines. All are beautifully tailored, some tricky sailors, bonnets, tri-corners, doll-sized hamburgs—all brand new—the last word in millinery. 255 East Main St.

"It runs in my family to be fat"—don't you ever believe that. Yes, true, some peoples bone structure is larger than others, this means some women carry weight better than others. But about that surplus fat, that is something else. Drop into VIRGINIA'S REDUCING & BEAUTY SALON. Treatments Five for five dollars. 37 Clinton So. Stone 348.

Fallie is sure popular this season. Have you seen it with small figures in it. It's lovely. Fallie is one of the most practical materials I know of. Rarely wrinkles—wears well—looks fresh always. Becoming too.

KATHERINE-K has a back-laced corset that will flatten the abdomen like magic. Comfortable too. Why don't you try one? 603 TEMPLE BLDG. Open Monday Evening until 9.

Lady—have you Spring Fever? Do you yearn to drop everything and scout out for the day—well what are you waiting for? Call Culver 51 "PARENTS BY PROXY" and Blanche Reynolds, the lady in charge will send a Proxy to take the burden of small fry, invalids, off your shoulders for the day or evening.

No one will ever know where it has been woven, if you let EMPIRE WEavers do the work. Nimble fingers, patience, plus a world of experience make this firm one of the most outstanding in their field.—409 BURKE BUILDING.

When you buy a lipstick—make sure you will be able to purchase a re-fill. They are economical and metal cases may be kept in order by occasional wiping with tissues.

Just as "There will always be an England" . . . "There will always be Fashion. American women over a period of years have been educated to expect the maximum in style, comfort, beauty and wearability in the clothes they buy. This, plus a natural ability to "wear clothes" has earned for them their well-deserved title of "the best dressed women in the world." Hence a natural interest in fashion—war or no war. In view of the tremendous readjustment imposed by the war, fashion designers in the second year of clothes restriction have made it quite apparent that fashions have not been stifled—witness those shown for spring. The designers have sharpened their wits and developed new styles using less material—or substitute non-critical materials but which are in accord with our traditional high fashion standards. Devotedly, KAY

Wait 'til you see the adorable lightweight flannel SUITS, at RIPTON DRESSES. Nicely tailored with smart detail, such as fluted pockets that are really pockets. Good-looking buttons, Pastels and navy in sizes 12 to 20. Surprise — they only cost \$12.95. 739 MONROE AVE. — Hours 10 'til 8.



Whether you want the SOFT LOOK or the TRIM LOOK in a suit, you'll get it at PROJANSKY'S. This spring, your tailored suit will be the most important thing in your wardrobe. Have the luxury of a suit with the distinguished PROJANSKY label. Here you'll find a tremendous choice of styles, fabrics, and best of all you'll have "something" when it is custom-made perfection under the guiding hand of PROJANSKY. 39 East Ave.



What two rooms get the hardest wear in your home? The kitchen and bathroom — right. And if your linoleum is starting to show wear, here is a life-time opportunity to replace it while still saving plenty of money. At H. B. GRAVES you'll find a sale of high grade Heavy Inlaid Linoleum in a wide range of new spring marbled colors—priced at only 89c sq. yd. Yes ma'am you read right, 89c per square yard. If you'll bring your room measurements, Graves will give you an accurate estimate. As for felt base, that is selling at 49c per square yard, a regular 59c value. Shop around please, and compare — you'll never top this linoleum value, and that holds for the felt base, too. So hurry — hurry while the selection of colors is still to your liking. H. B. GRAVES, 78 State — Charge and Insured Budget Plan.



SHAFFER CO. are criterions of quality. They have put their seal of approval on the new collection of superior fresh MINK SKINS they are now offering for your inspection. These soft natural MINKS have been personally selected by Mr. Shafer. They have been purchased under favorable conditions which has enabled the Shafer Co. to offer them to you at the low price of \$22 per skin. Every skin is full, alive with character, natural in color, and when mounted in fours or sixes, will give years of service, plus that certain something, that is only achieved by GOOD FURS. There are other groups of MINKS priced from \$19.80 to \$27.50 per skin. But our personal recommendation is a peek at the \$22 per skin group. All prices include tax. SHAFFER CO., 51 EAST AVE.

If you'll hurry—you'll be able to find a REAL BUY at C. B. THOMAS. You know they're QUITTING BUSINESS FOR THE DURATION. For bought the smartest dress there for only \$8.95. In these days, prices like this should appeal. 723 HOTEL SENECA. Open Monday 'til 9 P. M.

The new cottons for summer seem to "out" earlier this season. Why I don't know. But those linen-blends are something to think about for summer. Usually come in two-piece models.

Lay aside your winter-weary clothes. Step out in new Easter finery from the ROSE MARTIN HAT & DRESS SHOP. 1390 CULVER ROAD. Dresses \$3.95 and up. Hats \$2.50 and up. Webster Ave. Bus to door.

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The THREE K's
KYSER — KAYE — KING

Here you have them all — at EDWARDS RECORD DEPARTMENT located on the 6th Floor. For the lovers of the Three B's (Classical) there is a special department with SOUND PROOF BOOTHS for your listening pleasure. For lovers of Swing, you'll find the largest and best selections of "HOT MUSIC" you ever did listen to. All the Hit Parade numbers, and at prices you can afford. Some at 37c others at 53c. Then there is a department for the children. These records are the same price as swing numbers, namely 37c and 53c. For instance "Gingerbread" with words by Madge Tucker and Milton Cross as narrator, in book form, will delight any child. "Puss in Boots" is also adorable. This Record Department at EDWARDS sells accessories, needles, albums, cabinets, racks and files. Ask to hear "Turbi" on records. They are real treats. Remember, when you are looking for records, visit a most complete department — EDWARDS RECORD DEPARTMENT, on the 6th Floor.



A NEW HAT GIVES WINGS TO YOUR SPIRITS. The hats this spring are young—and what woman isn't interested in this angle. At JOELS you'll find the HAT for you. When you go into this shop, tell one of those friendly young women, what type of hat you like. If you're one of those gals who must wear the same hat with many costumes, it's all save time and tempers if you "give out" with this info. If you're the frout-frout type and want something gay for a particular costume, you'll be shown this type of hat. Put yourself in JOELS hands, they'll steer you right, 'cause every becoming hat from their shop is a particular pride to them. 215 EAST MAIN ST.

It will be worth worth while if you take the time to drop into HOME SERVICE at ROCHESTER GAS and pick up the helpful hints about that LUNCH BOX you must pack every day.

CALLING ALL ANTIQUE LOVERS. There's a brand new shop just opened at 12 CORTLAND ST., directly opposite the SENECA ARCADE. Authentic antiques large and small. A simply elegant collection of glass and china chairs, tables, mirrors, chests, all at gentle prices. Drop in and browse around, you'll be welcomed. Open Monday Eve.

Four black fox skins make a neck-piece with wide braided arm loops, that is as important-looking as a cape. For dressy occasions, you can't beat it.

How do you like the triangular spring. Wear stitched gloves stitched calf bags "out" this with them.

Van Camp's TENDERONI

A NEW AND DELICIOUS TREAT FOR MACARONI and SPAGHETTI LOVERS

TENDER, BUT NOT DOUGH-Y—COOKS IN 7 MINUTES

FREE INTRODUCTORY OFFER:

One full size package of the new Van Camp's Tenderoni FREE with the purchase of two packages at the regular price. If you don't say that Tenderoni tastes better than any macaroni or spaghetti you ever tasted, bring back the empty package with the two packages you bought and get your money back. This offer is good at your grocer's as long as his supply of FREE packages lasts.

Another Van Camp's "Feast-for-the-Least" . . . saves work . . . time . . . money . . . healthful . . . new and interesting recipes on every package . . . Buy Tenderoni today at your grocer's.

Made and distributed by the makers of the Famous Van Camp's Pork and Beans

Rudolph's March of Diamonds

Truly Sensational Values ... in Quality, Style, Beauty DIAMOND BRIDAL PAIRS

These bridal pairs are typical of the smart styling, the brilliant beauty of Rudolph rings. Regardless of the price, you can be sure of Rudolph's reliability.

Modern styles for the modern bride. Rings that will be cherished and worn with pride, for their quality is obvious and everlasting.



RUDOLPH'S
E. MAIN ST. AT SOUTH AVE.
Open Monday Evenings
IN BATAVIA, 109 MAIN ST.

A
Lincoln-Alliance
Pay-by-Check
Account
Saves Precious Time,
Tires and Gasoline

EVERY day, war workers and other busy wage earners are opening checking accounts at the Lincoln-Alliance. It's time you too enjoyed the convenience of a Pay-By-Check Account!

It's a sensible way to handle your money. You just write a few checks and drop them in the mail, saving yourself countless steps each month. Your cancelled check is a legal receipt.

Open a Pay-By-Check Account with any amount. No minimum balance is required and you pay only 5c per check and 5c per item deposited.

12 Conveniently Located Bank Offices

LINCOLN-ALLIANCE
BANK AND TRUST COMPANY

MEMBER FEDERAL RESERVE SYSTEM MEMBER F. D. I. C.

Lauer's Regular Price is \$53!

BOX SPRING
and
MATTRESS
\$39.50
complete

Dollar for dollar this is one of the best bedding values Lauer's have ever placed on sale! The mattress is made of layer upon layer of thick, fluffy, all white cotton felt. It is comfortable, durable and attractively covered. The box spring has a full spring edge and scores of steel coils to give you extra resiliency. What's more you save \$13.50 when you buy this bedding at Lauer's. Full or single size — immediate delivery.

TRADE IN YOUR OLD FURNITURE
You get a fair trade-in value at Lauer's. We renovate your used furniture and sell it in our own basement.

Lauer's Grand Rapids
TABLES
\$9.74
each

We're mighty proud of these marvelous table values! Every one is beautifully finished ALL MAHOGANY! And every one is gracefully styled in true Grand Rapids fashion. They're \$9.74 each at Lauer's.

Pay cash . . . charge . . . or budget your purchase at Lauer's.

Lauer's
50 STATE STREET

BUY WAR STAMPS & BONDS AT



March Savings... Friday and Saturday!

See How PYREXware Can Make Your Wartime Meals The Best You Ever Tasted



11 Pc. Pyrex Gift Set
2.45 complete

You'll buy this for a gift... and you'll buy a set for your own kitchen. Wonderful Pyrex ware... the oven glassware you can bake and serve in. Saves time and dish-washing.

Set consists of:

- 1 Casserole 1 1/2 Qt.
- 1 Utility Tray
- 1 Bread Pan
- 1 Pie Plate
- 1 Cake Pan
- 6 Custards



3 Pc. Bowl Set
95c

You'll want to serve and store food in the same clear Pyrex Mixing Bowl in which it was cooked. Set of 3 mixing bowls... nesting to save space.

Casserole with Pie Plate Cover
1 1/2 Qt. **65c**

Your Pyrex Double Duty casserole cuts down long hours of baking time. Cover keeps food piping hot... does extra duty as a pie plate.

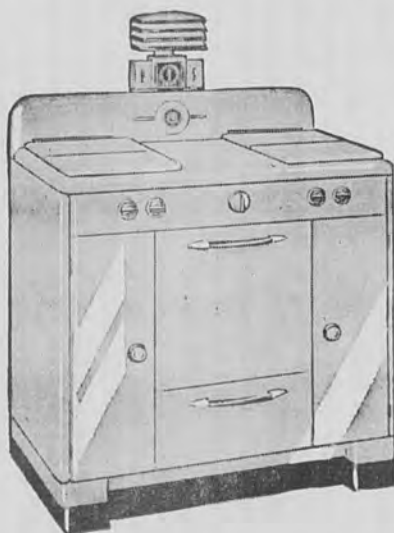


Cake Dish
8 1/2" across **35c**

Grand for layer cakes, rolls, chops, potatoes. Neat glass handles. You'll want a pair.

EDWARDS—Second Floor

Oneida De Luxe Gas Range



129.95

Light, timer, condiment set and basket slightly extra

A divided top range for convenience, work space and safety. Maximum of work space and storage too. All porcelain 4-way oven introduces heat from all sides for fast, even baking — Robertshaw oven heat control, high speed burners, one giant size... three standard Porcelain acid-resisting top.

Sold only on W.P.B. or O.P.A. regulations. Come in and let us explain.

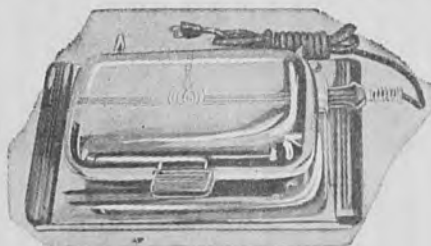
EDWARDS—Sixth Floor

Samson Sandwich Grill and Toaster

8.95 WITH CORD

Chrome finished sandwich grill and toaster with walnut handles. Complete with cord at 8.95. Just the thing to use for quick snacks.

EDWARDS—Sixth Floor



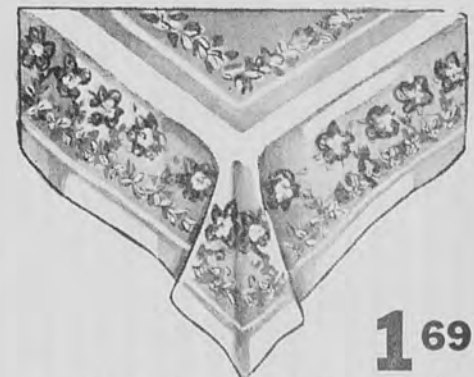
Philco Chairside Radio



89.95 Convenient Terms

You relax in your easy chair and adjust the dial of your Philco... standing right beside your chair. Eight tube, push button tone control. Built in aerial. Gorgeous walnut cabinet. An outstanding value in home entertainment.

EDWARDS—Sixth Floor



1.69

Printed Tablecloths

Novelty bright Spring prints that will add cheer to your kitchen or dinette. Red, blue, grey or rose borders with colorful floral centers. Sturdy cotton cloths that wear and launder so well. Real values at 1.69.

Reg. 49c All Linen **39c** ea.

Here indeed, are real buys! All linen towels with cheerful, colored borders. You know how quickly linen dries dishes.

Reg. 39c Quality **29c**

Unbleached Muslin 40" wide. 68 x 72 thread count. Ideal for many household uses. Make sheets, mattress covers, ironing board covers. Save now.

Colorful Plaid Towels

Large Size

39c

Dress up your bathroom with these lovely, absorbent Dundee towels. Size 22 x 44 in. aqua, rose, green, peach.

EDWARDS—Second Floor



Lovely Printed Jersey

1.79 yd.

It's smart to sew and save. Make your Easter dress from this beautiful jersey fabric. Gorgeous designs in the Spring's loveliest colors. 39" wide. Buy a pretty pattern and see how much fun making your dresses can be.

ON SALE FRIDAY and SATURDAY in EDWARDS BARGAIN BASEMENT

COME IN TOMORROW FOR EXTRA BIG SAVINGS ON THINGS TO WEAR
WOMEN'S NEW SPRING

COATS
14.95

- Fitted and Box Styles
- Colorful Plaids...
- Plain Colors
- Some Contrasting Color Bands Down the Front
- Fleeces, Tweeds, Herringbones, Shetlands
- Novelty Buttons, Tie Belts
- Sizes 10 to 20

ALWAYS A LEADER!
STATION WAGON COATS

In two Low price groups
Plaid lined. Cotton gabardine. Water proof. In natural and blue. Sizes 10 to 20. A "must" for spring! **7.69**
Unlined. Cotton gabardine. Also water repellent. In natural only. Sizes 10 to 18. Wear it rain or shine! **4.98**

Edwards Basement

EXTRAORDINARY...
FOR WOMEN WHO APPRECIATE LOVELY HOSE & VALUE
FULL FASHIONED RAYON HOSE
69c PAIR

Come and get them! 45 and 51 gauge 50 denier. Rayon Top, Heel and Toe. Cotton reinforced foot. A sheer delight! Only very slight imperfections, make us classify the mas seconds.

Edwards Basement

for that smooth look from now on



2 PAIRS 1.30

All sizes to fit all your needs. Some of the newest, most flattering shades... Mirage, Spring Tan, and luscious Amber-spice.

SPRING IS ON HAND

... AND SO IS A LARGE SUPPLY OF THE VERY LATEST GLOVE STYLES... AND VERY MODESTLY PRICED SO THAT IT IS POSSIBLE TO PURCHASE SEVERAL PAIRS TO VARY YOUR WARDROBE.



In this price group are the Rayon Jersey. Cuff and elbow length. All the lovely spring shades and black and white. Sizes 6 to 7 1/2.

59c Pr.
2.00 Pr.

In the higher priced field... Capeskin slippers. Novelty backs. Black, brown, turf tan and white. Sizes 6 to 8. A gracious complement to your spring blouses.

Edwards Basement



OPEN AN EDWARDS CHARGE ACCOUNT

AT DARLING SHOP
WEATHER-RESISTANT
**GABARDINE
RAINCOATS**



Tan, Rose or Blue
Sizes 9 to 17
or 10 to 18

PATCH POCKETS AND SPECIAL COIN POCKET

\$4.49

FASHION CENTER DOWNSTAIRS

Mrs. Rochester 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!



Realizing that it's going to be pretty tough to find a smooth-edged can in which to collect your waste kitchen fats now that we have so few cans of any kind, WPB has decided that any kind of a can will do. The point is to collect your fats, and keep collecting them, and never waste a drop. Out of consideration for your butcher, however, you are asked

to smooth down jagged edges as much as possible so he won't cut his hands.



War is casting less brilliant reflections upon the American home scenes with a WPB order reducing the amount of organic dye-stuffs and organic pigments for civilian use. So look for lighter shades in all types of fabrics and not so many bright colors, and if you like prints — big splashy colorful ones — sorry, you won't find an abundance of brilliantly colored printed fabrics, and those which will be available will have more white space than now.

SIX QUARTS PER GALLON

... BUT YOU ONLY PAY FOR FOUR



THIS is no one-day special, but the regular deal on Gold Bond Sunflex Deluxe. Each gallon of Sunflex paste is thinned with two quarts of water, making six quarts of ready-to-use wall paint for every four you buy. Sunflex spreads twice as fast as old style paints. And one coat covers almost any interior surface—even figured wallpaper.

DRIES IN ONE HOUR—IT'S WASHABLE
Gold Bond Sunflex Deluxe dries in one hour to a beautiful suede-like finish, free of brush marks, glossy streaks and off-color spots. All of the ten choice pastel colors are lime-proof and non-fading. And, Sunflex Deluxe is washable! Though water-thinned, it is washable with soap and water within two weeks after it has been applied! Leave all about this entirely new kind of wall paint. Ask for color card and descriptive folder. They're free.

\$2.98 Gallon **98c** Quart

Hadlock Paint Co., Inc.
466-470 CENTRAL AVENUE
Phone STONE 1968

IT'S AN AVALANCHE!
C. B. THOMAS'
GOING-OUT-OF-BUSINESS

Sale
EVERY DRESS MUST GO AT ACTUAL COST!



All these regular stock exclusives "one of a kind" frocks that women have always liked. But hurry... every day finds dwindling stocks...

OPEN MONDAY EVENINGS 'TILL 9
C. B. Thomas-Dresses
723 Seneca Hotel—Right at The Elevator

What They'll Wear When Easter Comes

Latest fashions from New York and Hollywood designed and modeled by Lily Dache, Irene of Hollywood and other famous stylists in full color. **ALSO A FULL PAGE PHOTO IN COLOR OF BARBARA STANWYCK**
ASK YOUR NEWSDEALER FOR
5¢ SUNDAY NEWS 5¢
NEW YORK'S PICTURE NEWSPAPER

A BEST KNOWN MEDICINE
made especially to relieve 'PERIODIC'

FEMALE PAIN

And Its Weak, Cranky, Nervous Feelings—
Take heed if you, like so many women and girls, have any or all of these symptoms: Do you on such days suffer cramps, headaches, back-ache, weakness, nervous feelings, dizziness, "irregularities"—due to functional monthly disturbances? Then start at once—try Lydia E. Pinkham's Vegetable Compound. Pinkham's Compound is so helpful to relieve such distress because of its soothing effect on one of woman's most important organs. Taken regularly throughout the month—it helps build up resistance against such symptoms. Thousands upon thousands of women report benefit! There are no harmful opiates in Pinkham's Compound—it contains nature's own roots and herbs (fortified with Vitamin B). Also a fine stomachic content. Follow label directions. Worth trying!
Lydia E. Pinkham's VEGETABLE COMPOUND



DAW'S
ORIGINAL CUT-RATE DRUGS

- 56 CLINTON ST. OFF. TRIPLE TARTAR
- 31 MAIN ST. E. CORNER ACADEMY
- 353 MAIN ST. E. ROCK WALK STILLSON
- 452 RIDGE RD. CORNER DEWITT
- 880 MAIN ST. W. BULLS HEAD
- 473 N. GOODMAN AVE. JUST OFF MAIN
- 539 MONROE AVE. NEAR GOODMAN

Super Values
TODAY THRU SATURDAY

WITH THIS COUPON
JAR Rubbers FOR CANNING
Large Box of 23 Pads **5c** Limit 2 Boxes
Small Box of 9c
ONLY ONE CENT EACH — Compare This Value! New, super-soft, highly absorbent pads for more comfort and security.

FITCH'S SHAMPOO 59c
75c Size

WOODBURY FACIAL SOAP 2 for 11c
WOODBURY TOOTH PASTE 19c
ALBOLINE CREAM 47c
NAVAP INHALER 25c
ALBATUM RUB 23c, 47c
SHAVE CREAM 23c
SORETONE LINIMENT 47c, 89c

POND'S Creams 39c
55c Size

BORIC ACID POWDER 13c
1-lb. Pkg.
NUJOL OIL 69c
Quart Size
4-WAY COLD TABLETS 17c
25c Box

Men, Women! Old at 40, 50, 60! Get Pep
Feel Years Younger, Full of Vim
A new preparation called Purin now supplies iron and precious Vitamin B1 and G, often found lacking in weak, tired people—who are suffering from a nutritional deficiency of these needed elements. You know how important it is to have a sufficient supply of iron. The vitamin help stimulate appetite and aid digestion so you eat more and get more food from the foods you do eat.
If you are feeling below par because your body lacks sufficient iron and Vitamin B1 and G, do this. Get Purin from your Daw's store. Take it regularly and see if it doesn't help you feel joyfully alert again. A McKesson Product.

GET THAT VIMMS FEELING!
Vimms 6 VITAMINS 3 MINERALS
all in one tasty tablet!
96 TABLETS \$1.69
24 TABLETS 49c
FAMILY SIZE 288 TABLETS \$4.79

WOODBURY'S TOOTH PASTE
LARGE 25c SIZE **13c**
(Limit 1)
Please bring an old tube—any type—in exchange.

DAW'S COUPON
Nail Polish REMOVER
LARGE 3-OZ. BOTTLE **7c**
(Limit 2)

FRESH CHOCOLATE COVERED MINT PATTIES
1-LB. BOX **23c**
Delicious peppermint patties... covered with rich, mild-bittersweet chocolate.

McKESSON'S Dependable Products
McKESSON'S DAROL SYRUP FOR COUGHS
For Hoarseness—Hark and Tickling Coughs due to cold
Large Bottle **69c**
Dental Capsules (30's) 49c

Moth Balls or FLAKES
1-Lb. Box **12c**

H. B. COUGH DROPS 3c
5c Boxes

COLGATE'S TOOTH PASTE
Large Size **21c**

POLIDENT POWDER 24c
30c Size

SODAMINT TABLETS
Bottle of 100 **3c**

BAYER ASPIRIN 59c
Bottle of 100

SLOAN'S LINIMENT 29c
35c Size

SUPER HOSIERY VALUES!



Stock up NOW on some of these beautiful Spring and Summer Hosiery Buys! Quantities are limited and some stocks are irreplaceable.

FIRST QUALITY—PERFECT
BARE-LEG HOSE
Nylon and Cotton Heel and Toe
ALSO AT THIS PRICE!
Full Fashioned Slightly Irregular **59c**
2 PAIR FOR \$1.15

51 GAUGE — VERY FINE ALL-OVER
RAYON
OR
45 GAUGE — 75 DENIER
VERY SHEER
Either Are Seconds of \$1.50 Quality **79c**

FULL FASHIONED
FINE MESH
FIRST QUALITY OR
51 GAUGE EXTRA
SHEERS
Nylon Heel and Toe
1.15

Darling Shop
190 MAIN ST. EAST

All Hose In Three Lengths—All Sizes—New Spring Shades

BIRTHDAY DINNER
Germania Chapter, O. E. S., will hold their annual birthday dinner on Monday, April 5th, in Star dining room, Masonic Temple. Members are asked to make their reservations with Worthy Matron, Anna Betlem.

REBEKAHS TO MEET
Past District Deputies of the Rebekahs will meet at the Odd Fellows Temple next Wednesday with President Lulu Rourke in charge. A social hour will follow the business session.

Never awaken baby to show him off. This disturbs his rest, needlessly excites him and interferes with the forming of correct sleeping habits.

SALESPEOPLE

Full time or part time saleswomen needed for sales work.

SIBLEY, LINDSAY & CURR CO.

The Season's Most Exciting Event!

**MONDAY
APRIL 12
8 P. M.**

**Metropolitan
Opera Co.**

In Puccini's

"LA BOHEME"

Bidu Sayao
Frances Greer
Salvatore Baccaloni
Charles Kullman
Ezio Pinza
John Brownlee
George Cahanovsky
Lodovico Oliviero

Full Metropolitan Opera
Chorus and Orchestra

Cesare Sodero Conducting

POPULAR PRICE SCALE
\$2.75, \$3.50, \$3.85, \$4.40, \$4.95, \$5.50
(Tax included)

MAIL YOUR ORDER NOW
Orders filled in sequence
of their receipt

Sunday Eve., April 4th

**LANNY
ROSS**

"America's Favorite Tenor"
with Civic Orchestra

Guy Fraser Harrison, Conducting
SEATS NOW:
46c, 55c, 52c, \$1.10
(Tax included)

Eastman Theatre
at University of Rochester



**YOUNG WIVES NEED
NOT BE EMBARRASSED
CONCERNING THIS
INTIMATE PROBLEM**

Each year thousands of timid young women, who never have been told certain facts, enter marriage completely unprepared. In this dilemma, what is the young wife to do? Because of natural shyness or lack of confidence in the knowledge of friends, she hesitates to seek the advice of others. Too often she either places her dependence on weak, ineffective "home-made" mixtures, or resorts to over-strong solutions of acids for the douche which can actually burn, scar and even denature delicate tissue.

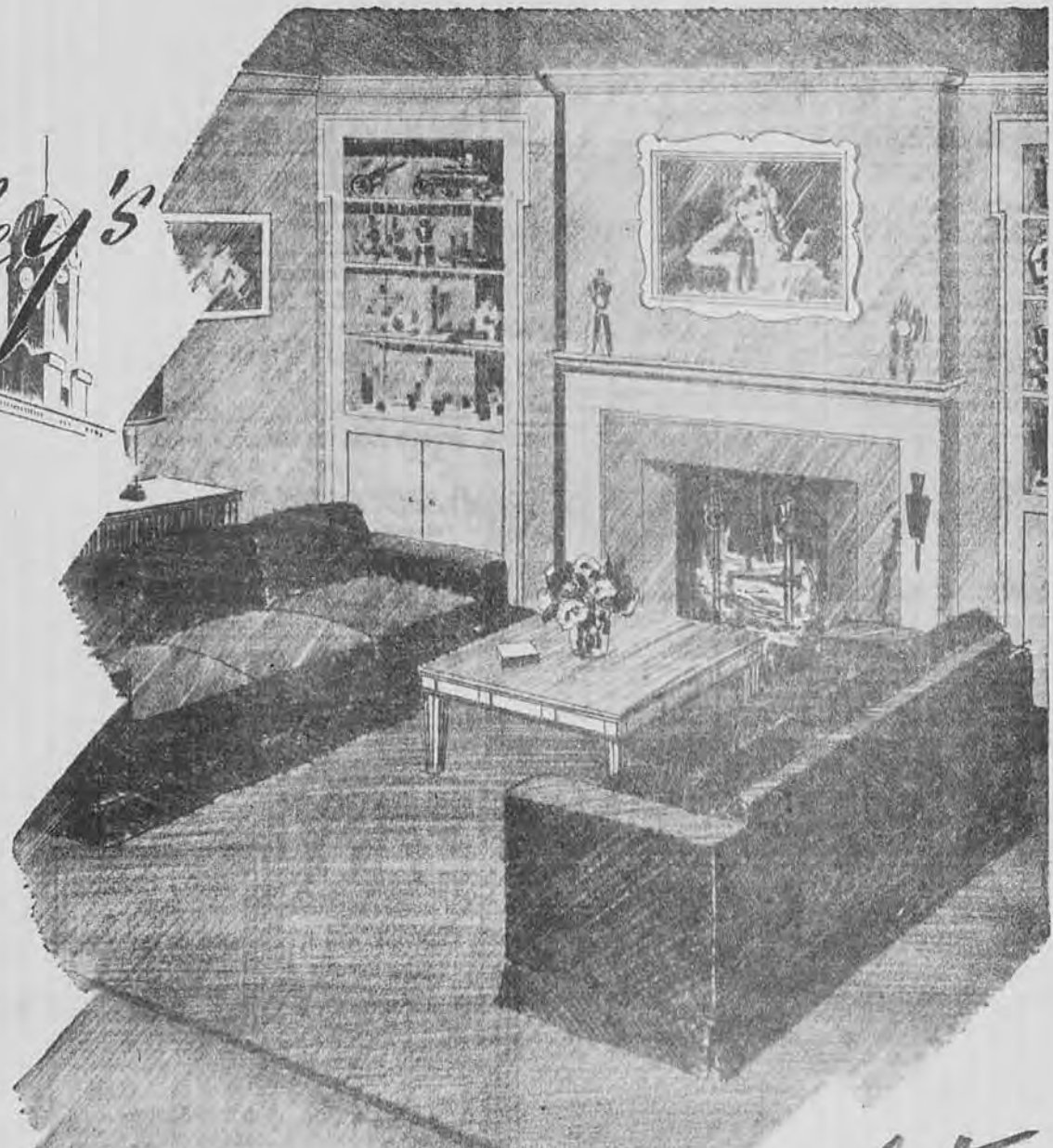
Today such risks are needless. Science has given womanhood a safe—yet amazingly powerful liquid for the douche. Zonite. So powerful is Zonite, that it kills immediately all germs and bacteria with which it comes in contact. Deodorizes—by actually destroying odors, leaving no foul-tale odor of its own. Protects personal cleanliness. Yet Zonite is non-caustic, non-poisonous, safe for delicate tissues. Over 30,000,000 bottles already bought. For modern hygienic protection you may never have known before, get Zonite at your druggist today.

Free Booklet Tells Intimate Facts Every Young Wife Should Know

FREE: Frankly written booklet, "Female Hygiene Today" mailed postpaid in plain envelope. Send response to: ZONITE PRODUCE CORPORATION, 210 Lexington Ave., New York, N. Y.

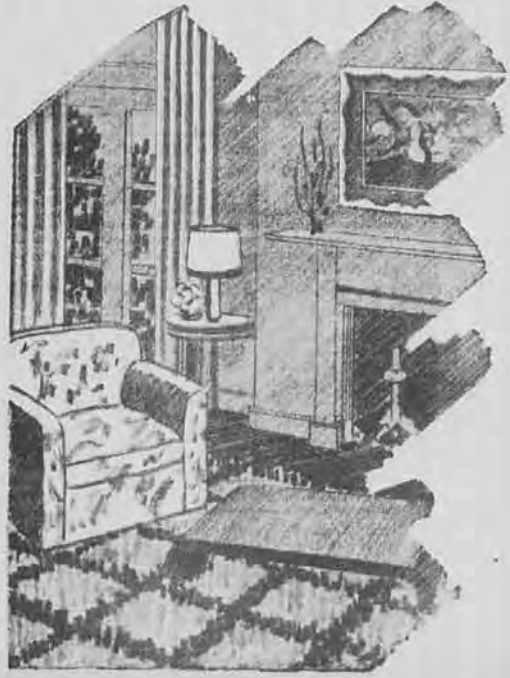
Name: _____
Address: _____
City: _____ State: _____

Sibley's



YOU CAN DEPEND ON *Quality*
WHEN YOU INVEST IN SIBLEY'S
HOME FURNISHINGS QUALITY sums up all things you look for

in furnishings for your home. **QUALITY** means design of lasting beauty . . . it signifies faithful, painstaking workmanship . . . it imparts comfort and a sense of well-being. **QUALITY** is assurance that the furniture and draperies, the floor coverings, the kitchen utensils and towels you buy will add to the pleasure of living and give abiding satisfaction. **QUALITY**, now, more than ever, is your first consideration when investing in home furnishings, and it has been a treasured Sibley tradition for three-quarters of a century.



SIBLEY, LINDSAY & CURR CO.

GUARANTEED PENNSYLVANIA HARD
R. & P. COAL EGG STOVE NUT PLUS TAX \$12.70 Cash Short Off
R. G. & E. COKE—FAMOUS READING ANTHRACITE
MARSHALL'S COAL AND COKE CO., 296 Driving Pl. Glen 109

An old-fashioned dish that tastes good to a hungry family is pork sausage links or patties served with hominy. Cook the pork sausage thoroughly and serve the browned links on lightly pan fried hominy.

NOW! YOUR GROCER SELLS guaranteed major-B VITAMIN B COMPLEX TABLETS - at Low Grocery Store Prices

major-B B-COMPLEX VITAMIN B COMPLEX TABLETS

APPROVED BY AMERICAN INSTITUTE OF FOOD PRODUCTS

BUY NOW--GOING FAST
New 1942 Radios
PHILCO---ZENITH AND OTHERS
NO PRIORITIES--NO RED TAPE

EASY TERMS **BRAUN'S** STONE 122
900 PORTLAND--OPEN EVENINGS

There is no aspirin

—that can do more for you than genuine pure St. Joseph Aspirin. So why ever pay more? Always insist on St. Joseph Aspirin and refuse substitutes. It's the world's largest seller at ten cents and you save even more on the larger sizes. 36 tablets, 20¢—100 tablets only 25¢. Always demand St. Joseph Aspirin.

TINTEX HELPS MILLIONS OF WOMEN
—to waste nothing
—to take good care of the things they have**

**From your Consumer Pledge to Uncle Sam*

Tintex COLOR REMOVER
Perhaps you have a dark-colored dress (or any other article) that you would like to change to a new light shade. Just take out the old color with Tintex Color Remover. Surprisingly easy, perfect! Then re-dye or tint the gray, new color you want with Tintex!

Tintex STOCKING DYES
Here's the product every woman needs! It is especially made for faded stockings and for re-matching odd stockings. It works its wonders in a jiffy on nylon, silk, rayon, cotton, wool and lace. It comes in all smart shades! You will be delighted with the results!

Tintex CURTAIN ECRU
This is a product especially made for curtains. It is such a gorgeous shade of ecru that it has become the most popular curtain dye in the world. Costs less than 1¢ per curtain to make your curtains gloriously new again! So quick, easy—such perfect results!

Tintex GRAY BOX
Over fifty authentic, longer-lasting colors for dyeing and also tinting silk, rayon, cotton, wool and linen. Restores faded colors or gives new colors to all apparel, drapes, curtains, etc. Easy as A-B-C—quick, too. And always perfect results. Ask your dealer to show you the Tintex Color Card. On it you are sure to find just the fashionable, lovely color you are looking for!

Note: For lace-trimmed silks use Tintex BLUE BOX. It tints the silk—leaves lace white. 8 lovely pastel shades!

WE HAVE 'EM! ON CREDIT TOO!

fishing EQUIPMENT RODS, REELS, LINES, LURES, SNELL HOOKS, NETS, ALL YOU NEED

Famous Brands, Easy Terms

CHROME & LEATHERETTE BREAKFAST SETS

TABLE \$58.50
4 CHAIRS \$34.50

TABLE AND 2 BENCHES \$34.50

WORLD FAMOUS MIRACLE WALL FINISH

Kem-Tone \$2.98 gal.

Redecorate For Spring! A Gallon Covers a Room Washable, Quick Drying—Convenient

TIRES Bring your ration certificate to us for your tire needs.
Recap Your Tires—No Certificate Needed

UNIT PARTS ROCHESTER CORPORATION
1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD

ELSCO STORES Pillsbury CORN MEAL Pkg. . . . 10c

OLD DUTCH CLEANSER 8c

5 PACKAGES OF FLOWER SEEDS only 10¢ and RINSO only 10¢ and 84¢

5 PACKETS OF VEGETABLE SEEDS only 10¢ and 84¢ with Spry label

RINSO 1 lb. 24c
1 1/2 lbs. 32c
2 lbs. 40c
Reg. 10c

SPRY 3 lbs. 73c

IVORY SOAP
Guest Size 5c—Large 11c
Medium Size .2 for 13c

IVORY FLAKES
Large 24c

IVORY SNOW
Large 24c

CAMAY SOAP 8c

LAVA SOAP 7c

CHIPSO
Large Package 24c

D U Z
Large Package 24c

OXYDOL
Large Package 24c

SELOX 15c

P & G SOAP 5c

CRISCO 1 lb. 28c
3 lbs. 73c

LIFEBUOY 8c

LUX, 1 lb. 24c. Reg. 10c

LUX Toilet SOAP, 1 lb. 8c

SWAN SOAP, 1 lb. 11c

FAIRY SOAP 3 for 17c

GOLD DUST Powder 18c

PILLSBURY'S
Best Flour, 5 lbs. 32c
24 1/2 lbs. \$1.29

SNO SHEEN
Cake Flour 28c

20 Mule Team BORAX
1 lb. pkg. 15c
BORAXO
New Hand Cleaner 15c

COFFEE RATIONING NOTE:
COUPON 26 IS GOOD NOW!

Buy Cups not pounds!

Van Dyk's extra strength and richness gives you many more cups per pound.

* VAN DYK'S
Duchess Coffee
—Famous Since 1760

TURNER'S
385 E. MAIN ST.
"Economize With the Best"

Tintex World's Largest Selling
TINTS & DYES
PARK & TILFORD PRODUCT

SBINGOS Every Saturday 8:30 P.M.

C. Y. M. A. 51 FRANKLIN SQUARE
Near Greyhound Bus Terminal
Served By All Bus Lines

UNION LEAGUE HALL BINGO
MON. & FRI. NITES
South Ave. Bus To Door
AL. STRIDE—CARL DIEHL
30 GAMES \$5 ea.
REG. BINGO \$5
Both Nites
8:15 P.M. Adm. 28c Tax

For Victory Buy War Bond And Stamps

ADMISSION 27c Plus Fed. Tax—3c

Where To Play BINGO

STAR BINGO 512 FLINT ST. (rear) Jefferson
MON. 8:15 P.M. All Games \$3
TUES. NITE—8:15 P.M.
WED. AFTERNOON—1:30 P.M.
* 23 GAMES *

Beeley's Bingo SUNDAY AT 4 P.M.
MON., TUES., WED., THURS. FRI., SAT. at 8:30
EXTRA BOARD FREE WITH TRIPLE BOARD
142 GENESEE ST. in REAR

Union League HALL
GREGORY ST. COR. SOUTH AVE.
TAKE SOUTH AVE. BUS TO DOOR

SUNDAY NITE 8:15 P.M.
BOOKS 25c
ADMISSION 28c Including Tax
ELECTRIC BLOWER Presented by ED. and WARD

WED. NOON 1:30 P.M.
FRIDAY NOON 1:30 P.M.
SAT. NOON 1:30 P.M.

Deegmans HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

BUY CHEESE!

YOUR LAST CHANCE TO BUY A WHOLE CHEESE
SOME 32 TO 36 LBS.—OTHERS 15 TO 16 LBS.
or BUY 5 or 10 lbs. of YOUR FAVORITE CHEESE

MILD CREAMY COLBY 32c lb.

WASHED CURED NEW YORK STATE CHEESE lb. 37c	SPICY BRICK OR MUIENSTER CHEESE lb. 35c
MEDIUM SHARP CHEESE lb. 40c	BEST BLUE CHEESE lb. 51c
TASTY COLORED CHEESE lb. 40c	EXTRA SHARP COLORED CHEDDAR 48c
SPICED LEYDEN CHEESE lb. 37c	TANTALIZING GARGONZOLA lb. 61c
FRESH COTTAGE CHEESE lb. 10c	DELICIOUS CHANTILLE lb. 39c

MILK TALL CAN JERSEY or TROY BRAND **9c** can

FREE PACKAGE MANY KINDS
TENDERONI **CAMPBELL SOUPS**
WITH THE PURCHASE OF 2 AT THE REGULAR PRICE
6 points . . . can **11c**

PARK HALL 928 Jefferson Ave. Near Plymouth

THURSDAY, MARCH 25—TOKEN NITE
20 PACKETS OF TOKENS GIVEN TO WINNERS \$10
\$50 JACKPOT ON 23 GAMES
REG. BOARD Plus ON REGULAR BOARDS PAYING \$50 CLIMBING JACKPOT \$5 NUMBERS All Specials Paying 5 Ways \$5-\$5-\$5-\$5

SPECIAL — FRIDAY BARGAIN NITE
THIS COUPON FRIDAY, MARCH 26 \$10.00
Good for one special — Friday, March 26, Paying—

2 TRIPLE BIDS. 50c
1 BOOK SPECIALS 50c
ADMISSION 3c + 2c TAX — 5c
Bring a friend to use extra boards if you wish.

SATURDAY — 23 GAMES PAYING \$7
ALL BOOK SPECIALS PAY 5 WAYS TOTALING \$22
REG. BD. JACKPOT \$50—CLIMBING JACKPOT \$55 (Numbers)
(If Not Claimed Thursday)

SUNDAY — 23 GAMES PAYING \$5.00
SPECIALS Played 4 Ways \$5-5-5-5 & \$50
Reg. Jackpot Plus Climbing Jackpot

SPECIAL VICTORY GARDEN PARTIES
Three Packets Of Seeds Of Garden Tools Given To Winners Something Doing All Given To All Attending. Week.

ADMISSION THURS. - SAT. - SUN. 25c (Tax 3c)
TRIPLE BD. & BOOK SPECIALS 50c
FRIDAY BARGAIN NITE 3c (TAX 3c)

Usual De Luxe Party **K of C** MONDAY NITE MARCH 29th
OVER \$1200 IN PRIZES

\$300 GRAND AWARD JACKPOT \$160

ROUND ROBIN \$100 SWEEP STAKES \$100 GOLD AWARD TICKET \$15 GAME

Watch for our announcement of our big Easter Monday Party.

COLUMBUS AUDITORIUM 50 CHESTNUT STREET

HOLLYWOOD SUNDAY & TUESDAY NITES ALL REG. GAMES \$7

WED. THURS. FRI. \$4	All Games And Specials	SAT. NITE ALL GAMES \$5
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WORTH 45c For You Tues. Mar. 25th	WORTH 50c For You Wed. Mar. 26th	WORTH 50c For You Thurs. Mar. 27th	WORTH 50c For You Fri. Mar. 28th	WORTH 25c For You Sat. Mar. 29th	WORTH 25c For You Sun. Mar. 30th
WORTH 45c For Friend Tues. Mar. 30th	WORTH 50c For Friend Wed. Mar. 31st	WORTH 50c For Friend Thurs. Mar. 25th	WORTH 50c For Friend Fri. Mar. 26th	WORTH 25c For Friend Sat. Mar. 27th	WORTH 25c For Friend Sun. Mar. 28th

COUPON: If you bring triple board and book of specials, March 30, Stratford Hotel. FOR YOU 45c

SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY NITE ALL GAMES MARCH 30th \$7

COUPON: If you bring triple board and book of specials, March 30, Stratford Hotel. FOR A FRIEND 45c

CAPITOL HALL 85 W. MAIN ST.
Mon. - Tues. - Thurs. 1:30 P.M.
Wed. - Fri. - Sat. 8:15 P.M.

Games Sun Afternoon \$4
Mon. 30 Games \$3
Games Tues. Aft. \$4
Wed. 30 Games \$5
Games Thurs. Aft. \$5

Friday and Saturday 25 Games \$5-\$10
On Reg. Boards Letter 'H' \$15 and \$15
ADM. 28c INC. TAX

19th WARD CLUB HOUSE 257 HAWLEY ST.

THURSDAY 8:15 P.M. \$9
ALL GAMES ON REG. BOARDS

FRIDAY 1:45 P.M. \$3
ALL REG. GAMES

FRI. NITE 8:15 P.M. \$5-\$10-\$20-\$35
27 Reg. Games MYSTERY GAME \$35

SATURDAY 8:15 P.M. \$8
ALL REG. GAMES

SUNDAY AFTERNOON 2:30 P.M. \$5
All Reg. Games

12th GAME LETTER "H" \$20

JEFFERSON BUS - TRIPLE BOARD AND BOOK OF SPECIALS 75c plus tax

TOWNER-HALL THURSDAY SATURDAY NIGHT

Jackpot \$75 All Reg. Games \$7

DOOR SPECIAL \$35 Jackpot \$125.00

NO GAMES AT TOWNER HALL FRIDAYS

WED. NITE 23 GAMES — All Single — No Hook-Ups

WORTH 45c For You Thursday MAR. 25th Towner Hall	WORTH 45c For You Saturday MAR. 27th Towner-Regy	WORTH 25c For You Sunday MAR. 28th Towner	WORTH 25c For You Wednesday MAR. 31st Towner
WORTH 45c For Friend Thursday MAR. 25th Towner Hall	WORTH 45c For Friend Saturday MAR. 27th Towner-Regy	WORTH 25c For Friend Sunday MAR. 28th Towner	WORTH 25c For Friend Wednesday MAR. 31st Towner

STRAND 62 ST. PAUL ST.

FRIDAY NITE, MAR. 26
TUES. NITE, MAR. 30

\$1000 EACH NITE NO JACKPOTS ALL PRIZES GO

BINGO

Onion butter makes a tasty 1/4 cup butter or fortified margarine with 1 teaspoon finely minced onion or chives and meat sandwich tastier. Cream spread lightly on the bread.

Sears

LONG LASTING HEXAGON SHINGLES



Asphalt Coated
Slate Surfaced

2.09

Bundle

Both Stores

Sears Honor Built Hex shingles are built to the highest specifications possible. Every shingle thickly surfaced with slate granules firmly embedded in asphalt coating. Full 84 pound bundle covers 50 square feet. Guaranteed for 17 years. Choice 6 colors. Buy on Budget Plan.

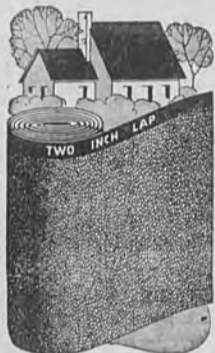


HEAVYWEIGHT ROLL ROOFING

Guaranteed For 17
Full Years

2.09

Both Stores



Asbestos Brick
Siding for Homes

3.49

roll

Looks like genuine brick, insulates and protects any building. Finished in rolls 43 feet long and 32 inches wide. It's very easy to nail over clapboards, board sheathing and other siding.

Extra heavy felt base, saturated with pure asphalt and coated with slate granules. 90-pound roll covers 100 square feet. Complete with cement and nails. A wide choice of colors. Buy on Budget Plan.

HI THERE KIDS!

Fly Your Kites Safely
In Open Spaces

DON'T fly kites near
electric wires—

DON'T Use string with
wire in it—

DON'T Use wire
for string



DO NOT FLY YOUR KITE near power or telephone wires or near high tension transmission towers. Don't fly kites over radio aeriads and DON'T CLIMB POLES TO RELEASE KITE if it gets caught.

If You See a Boy in Serious Trouble with an Entangled Kite—Call Main 3960 And Ask Us to Send a Lineman to Help Him Out.

ROCHESTER GAS & ELECTRIC

Repair Your Vacuum Cleaner NOW

Government Restrictions Now Make It Imperative for You to Take Good Care of Your Vacuum Cleaner. Co-operate for Victory. Fix 'em up! Make 'em do! Check this PENN SPECIAL!

One Full Year Guarantee!
All This at One Low Price
★ NEW BAG
★ NEW BRUSH
★ NEW CORD
★ NEW MOTOR BRUSHES
★ Cleaning of Motor
★ Alignment of Fan
★ Complete Oiling
★ Complete Greasing
★ General Tightening
★ Expert Mechanics
FREE CALL AND DELIVERY
Parts for All Make Cleaners

PENN VACUUM STORES

30 SOUTH AVENUE - STONE 6747
OPEN 'TIL 7 P. M. MONDAYS and THURSDAYS 'TIL 9
ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

★ Bedroom "BUY" ★



4-Pc. Modern Walnut
BEDROOM

Here's a bedroom bargain you'll appreciate. A brand new suite at last year's price. Handsome matching walnut veneers. Well constructed, smartly designed. Bed, chest, dresser or vanity and bench are included.

\$69
COMPLETE

27 OTHER "BEDROOM BUYS" ON DISPLAY AT OUR STORE

MAJESTIC FURN. CO.
204 COURT ST. Between S. Clinton and Stone

HERE'S YOUR BIG EASTER OPPORTUNITY

... SAVINGS TO 50% ...
Come and get 'em, 'cause times-a-wastin'! Everything goes regardless of cost or loss. This is our finale for the duration. Hurry, while selections are fairly complete.

CLOSING OUR DOORS FOR THE DURATION!

SAVINGS TO 50%
MEN'S WOOL
Suits... O'Coats... Topcoats
Fine quality valued to \$24.95! Full selections —While they last!
\$12.95

SAVINGS TO 50%
LADIES' SMART
SPRING COATS
Newest colors and styles. Quality materials valued to \$14.95.
\$7.95

CHILDREN'S WEAR (ENTIRE STOCK) **50% OFF**
LADIES' NEW SHOES (Values To \$5) **\$1.29** pair

RENS-BACHLERS
40 STATE ST. A Step From Main
OPEN SAT. AND MON. NIGHTS UNTIL 9
ALL STORE FIXTURES FOR SALE

DIARY...

(Continued from Page 1)
People with blackheads and oily skin should use this mask religiously about three times a week.

For excessively dry skin, there is an eastern oil pack that is very helpful.

The oily skin requires careful and scientific handling in order to prevent blackheads. The normal or combination skin should also adapt the following directions to their own particular cases. A combination skin is one that is oily around the nose and chin and dry at the cheeks.

Cleanse each night with a pasteurized face cream for oily or normal skin and remove thoroughly. Then wash with a cream soap or beauty grains, depending on how delicate the skin is. If there are large pores, surface blemishes or blackheads, apply some medicated cream for overnight.

To alternate, cleanse with pasteurized face cream for oily skin, remove, and then apply a skin lotion that is designed to counteract oiliness.

The morning treatment should consist of a "wake-up" lotion or another cleansing with pasteurized cream to be thoroughly removed, and apply the same counter oily lotion mentioned earlier.

Remember to use the proper massage movements when applying cream or lotion to the face and throat. Place your fingers on either side of your face as in a prayer motion and massage lightly from the chin to the ears, from the nose across and up to the temples, upward between the eyes and across the forehead, inward under the eyes and out over the eyelids, downward on the neck, out around the shoulders and up the back of the shoulders to the hairline.

Readers are invited to write to Helene Rubinstein in care of this newspaper for a Diagnosis Chart, which, when filled out and returned to Madame Rubinstein will bring you completely personalized skin care and make-up directions.

TROPIC COALS \$12.70

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

WEED'S PAINT DEPT.
TALK OF THE TOWN
Kem-Tone
MIRACLE WALL FINISH
\$2.98 PER GAL. (9 1/2 QT.)
PASTE FORM
One gallon Kem-Tone paste makes 1 1/2 gal. Kem-Tone finish. Ready-to-use cost—only \$1.98 gal.

ONE COAT COVERS WALL-PAPER, painted walls, wall-board, basement walls.
APPLIES EASILY with a wide brush or with the Kem-Tone Roller-Koater.
ONE GALLON DOES THE AVERAGE ROOM.
Kem-Tone ROLLER-KOATER
Rolls Kem-Tone right over your walls quickly, easily, smoothly!
89c
MIXES WITH WATER!
COVERS WALLPAPER!
DRIES IN ONE HOUR!
WASHES EASILY!

MAIN 7900
Weed's
15 EXCHANGE ST.
Free City Deliveries
FREE PARKING With Purchase of \$1.00 or Over

War Workers--Take Care of Your Eyes!

LET US HELP YOU KEEP YOUR

GLASSES

IN GOOD SERVICEABLE CONDITION

Your Glasses need service to keep them properly focused—frames get out of line or bent through constant use, lenses are broken and need replacing... or perhaps you need new ones. For complete service consult—

HARRY A. BENEWICK, Optician

Easy Budget Terms!

Smalls

28 MAIN STREET EAST
Jewelers—Opticians



Open Monday Evenings

Gift BARGAINS For Service Men!

Land, Sea & Air Medal **2.95**
For Soldiers, Sailors or Marines. Sterling silver Land, Air and Sea medal with matching chain for all United States service men.

Solid Gold Service Ring **9.85**
Man's Durable Military Ring of fine weight solid gold. Very specially priced, way below ceiling. Choice of Army, Navy, Signal Corps, Marines, Air Corps, Coast Guard Insignia.

Army or Navy Service Ring **16.95**
Handsome, heavy solid gold man's ring. Ruby stone with U. S. Army emblem. Blue Sapphire stone with U. S. Navy emblem. Bargain priced.

Sterling Silver Miraculous Medal **3.95**
Beautifully engraved medals with special insignia for those in the U. S. Army, Navy or for Civilians. Complete with extra long 22-inch chain.

USE YOUR CREDIT!
EASY WEEKLY PAYMENTS
USE A CHARGE ACCOUNT UNTIL MAY 1943 TO PAY

Buy with confidence at...

Smalls
28 EAST MAIN STREET
Open Monday Evenings!

at Neisner's ...

FOR 10 DAYS ONLY

Easter Special

4 LOVELY NEISNER PHOTOS

For The Price Of . . . 2



Any size you wish. Any price range.

ANY 4 FOR OUR REGULAR PRICE ON TWO!

PROOFS TO SELECT FROM

When you primp up for Easter why not drop in and make a photographic record of this year's glamour? It's killing two birds with one stone, and when you see the breath-taking result in a Neisner Photo you'll be mighty glad you did. Highest standards of craftsmanship are maintained always at Neisner's.

Excitingly Different Photo Snap Shots" expertly enlarged by our clever artists at surprisingly low prices.

Neisner's

5c to \$1.00 Stores

200 MAIN ST. E. STUDIO, Main Floor, Rear

"Nose Bullets" Found In Alaska

When Leland Smith, former Memphis druggist and now an engineer with the Navy in the Aleutians, stepped into this tiny town in the North, he felt as if he was practically with home folks.

Right on the shelf was a display of Penetro Nose Drops. Of course, as you know Penetro Nose Drops is a product of Plough, Inc., of Memphis, Tenn. When Lieutenant Smith queried the Siwash Indian storekeeper he found that this Memphis-made product was a good seller — it was the only nose drop stocked.

"Bullets for the nose" that's what the primeval storekeeper called Penetro Nose Drops. Tho the doughy Lieutenant

FOR RENT
SEMI-FURNISHED room with kitchenette, neat, clean, 15th ward section, Box 4-A, Shopping News.

FOR SALE
CROWLEY—The miniature car that goes anywhere. Best gas rationing get 40 to 50 miles per gallon. Perfect mechanical condition, new parts, new paint. Good tires. Prices \$300. Call Monroe 6021.

CHEVROLET—1938 2-door sedan. Must be sold immediately. Reasonable. Call evenings 75 Hinchey Rd. (off Hill Ave.)

didn't have a sniffle, he bought a bottle . . . for old time's sake.

KOLINSKY & MINK SCARFS!

BEAUTIFUL, smart to wear with your new Easter outfit. NOW at the season's lowest prices. You'll save some real money on a Scarf. See the new! A small, dainty, but so smart on our Lay Away Plan.

CLIFFORD FUR CO.
1283 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

Eleanor Roosevelt Describes BRITISH WOMEN AT WAR

The first lady reports on her recent trip to Great Britain. Learn how English women are working tea and eleven hours a day to help win the war. Profusely illustrated.

Complete Novel: Mrs. Willow, by Nella Garden White
Other enthralling fiction stories, special features, general features, fashion and beauty articles, gardening and homemaking hints.

Look For THE INGRID BERGMAN Cover On

15c APRIL ISSUE Ladies' Home JOURNAL NOW ON SALE 15c



Best Coke Buy On The Market!

R. G. & E.

DRY QUENCHED COKE \$11.00

PROMPT DELIVERY

ARDEAN R. MILLER

Know Your Dealer! PHONE GENESEE 26 Finest Service For 33 Years

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's action works two 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. Compare it. Convince yourself. "Grandma was right!" Druggist refunds purchase price if not satisfied. 25¢ double supply 35¢. Always get Penetro.

Now I Wear Slacks And Look Swell

Since I Lost That Ugly Fat

You adult fat people may think you're slim down without strict diet and backbreaking exercises when you have nothing to show for it. Marmola is not a cure-all. It is not a time when you should be any time about your weight and for further information as to the Marmola ingredients, consult a physician.

If you need Marmola, get it from the Marmola way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.



SAVING on Every Purchase or Your Money Back

OPEN EVERY EVENING EXCEPT WEDNESDAY

Let it Rain... Let it Blow...

ALL-WEATHER COATS

From Rochester Jobbing House Abundant Stocks Will Keep You Snug As a Bug!



Jobbing House stocks of All-Weather Coats are considered the largest and most complete in all Rochester . . . and at LOW JOBBING HOUSE PRICES, too! Every new type of water repellent coat is included, for men, women and children. All smartly styled. All suitable for rain or shine as Topcoat or raincoat.

NEW MILITARY BENGALINE COAT

All-Weather **8 98**

A new cloth in water repellent coats. Smart rayon poplin in eye-catching colors, beige, Red, Powder.



BOYS' SHORTIE Water-Repellent COATS

Since 8-14

The most popular school coat for boys of all ages. A casual coat he'll practically LIVE in 9 months of the year!

4 98



HIT OF THE YEAR! JUNIOR AIR RAID WARDEN COATS

That smart military appearance all the boys idolize! Neat and practical for dry or wet weather. Water repellent gabardine. Completely lined. Sizes 6 to 12. INCLUDING: Air Raid Hat, White, Search Light, Arm Insignia.

5 98

HELMET \$1



MEN'S GABARDINE Top-Rain-Coat

Fully lined, in shortie or knee length. Zipper or button fly front.

9 98

SIZES 34-44

NEW STORE HOURS:

MONDAY: 12 Noon til 9 P.M.
TUESDAY: 9:30 A.M. to 8:30 P.M.
WEDNESDAY: 9:30 A.M. to 6:30 P.M.
THURSDAY: 9:30 A.M. to 8:30 P.M.
FRIDAY: 9:30 A.M. to 8:30 P.M.
SATURDAY: 9:30 A.M. to 9:00 P.M.



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

KEY COUPON

DUZ Washing Powder

Large Box Limit 1 **18c**

KEY COUPON

BORAXO

Large Can Limit 2 **10c**

KEY COUPON

ASPIRIN TAB

Bot. 100 5c Grain Limit 1 **8c**

KEY COUPON

PARADICHLOROBENZENE Moth Crystals

Lb. Can 50c Val. Limit 2 **23c**

FEVER THERMOMETER

ORAL OR RECTAL \$1.00 Value **49c**

Douglas McArthur Book-Match Holder

10c

Mailing Cartons REGULATION SIZE

For The Man In Service Reg. 10c **7c**

Feenamint CHEWING GUM

Laxative 25c Box **19c**

BAYER ASPIRIN

Reg. 75c Bot. 100 Tablets **59c**

BROMO SELTZER

60c Size **49c**

CEDAR Moth Chaps If Or Box **19c**

Noxzema Cream 2c Size **49c**

470 N. GOODMAN NEAR MAIN
724 WINTON ROAD NO. 228 (W. 22nd ST.)
1861 MONROE WINTON
457 RIDGE RD W. NEAR DEWEY

KEY ROCHESTER'S MODERN CUT RATE DRUG STORES

TODAY THROUGH WEDNESDAY

NEW, EASY WAY TO MAKE COLD-STUFFED NOSE FEEL CLEARER!

USUALLY 30c **27c**

VICKS INHALER

COUGHING COLDS RELIEVE DISTRESS WITH **VICKS VAPORUB**

Regular 25¢ Size Cut **27c**

HEAVY AMERICAN MINERAL OIL
Pints 25c, Qts. 45c, 1/2-Gal. 85c, Gal. \$1.49

Health-Giving VITAMINS

Lederle VI-DELTA EMULSION

provides necessary fat soluble vitamins A and D in a palatable orange-flavored, sugar-malt emulsion. No fishy taste.

8-Oz. **\$1 69** 16-Oz. **98c**

Abbott's ★ Upjohn's ★ Squibb's

A-B-D CAPSULES \$1.79	SUPER "D" PERLES \$2.25	ADEX TABLETS \$1.00
Box of 100 ASCORBIC ACID \$1.25	Box of 50 UNICAPS \$1.17	B-COMPLEX \$1.50
50 mg. Tabs. 40¢	PHARM. OF 24 ACCESSORINS \$1.30	3-COMPLEX \$1.50
HALIVER MALT \$1.15	Tonic-10 cc. size \$1.30	Vitamin Caps. 25 98c
With Vitesterol . . .	CEREALXIN COMP. \$1.25	GOD-HALIBUT OIL Reg. \$1.25
HALIVER OIL 89c	Tablets \$1.25	3-Oz. size 1.00
Capsules 1.00	50's 77c	YEAST TABLETS 89c
OLDOL CAPS. 77c	Box of 30 VITA-KAPS \$1.17	Bottle of 250 98c
Capsules 1.00	Box of 25 VITAMIN "A" CAPS \$1.05	Fruit, Mint, Rose, NAVITOL CAPS. 12c
25,000 Units (25¢)	25,000 Units \$1.05	Box of 100 98c
BREWERY'S YEAST 7 1/2 grains 69c	100,000 Units \$1.25	A-B-D-O CAPS. Box of 50 98c
	Vitamin B-6 2c	HALIBUT LIVER OIL Capsules, 250 1.79

★ PARK - DAVIS ★

HALIVER OIL 89c	NATOLA CAPS. 77c	COD LIVER OIL \$1.25
Box of 50 89c	VITAMIN B Extract, 4-caps. 98c	Box of 50 1.25
HALIVER OIL Plain, 10 c.c. size 43c	NATOLA LIQUID Reg. 75c, 10c size 63c	HALIVER OIL With Viteol, 5c.c. 49c
IRHADOL-A Tonic, 16-caps. 99c		

VITAMINS - MINERALS

GET BOTH IN THESE HIGH POTENCY CAPSULES

Now you can get all the vitamins and minerals you need in this easy to take form. Modern, over-refined foods are often deficient in important health giving vitamins and minerals, causing a breakdown of normal health and vigor. The result is that people get frequent colds, are easily fatigued, get nervous and irritable. The skin becomes rough, nails brittle and elimination becomes irregular.

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

CHECK THE HIGH VITAMIN AND MINERAL POTENCY OF ALVITA CAPSULES

Vitamin A—20,000 U.S.P. Units	Vitamin C—500 U.S.P. Units
Vitamin B—2,000 U.S.P. Units	Vitamin B-2—62.5 Gammas
Vitamin E—From 1 Minim.	Ribo Flavine
Wheat Germ-Oil	Liver Concentrate 2 Grains
Vitamin B-1—250 U.S.P. Units	Iron Sulphate—U.S.P. 1/2 Grain

ALVITA LIVER & IRON CAPSULES

25 Day Supply \$1.98
50 Day Supply \$3.49

96 TABLETS **\$1.69**

24 TABLETS **49c**

Vimms
6 VITAMINS 3 MINERALS
all in one tasty tablet!

VITAMINS A, B, C, D and CALCIUM, PHOSPHORUS and IRON

FAMILY SIZE 28 TABLETS \$4.79

KEY COUPON

ABSORBENT COTTON

2-oz. pkg. Reg. 19c Limit 2 **11c**

KEY COUPON

HILL'S COLD TABS

30c Size Limit 1 **9c**

KEY COUPON

SANITARY NAPKINS

Box of 12 20c Value Limit 2 **11c**

KEY COUPON

WAXPAPER HEAVY

Cutter Box 100 Feet Limit 2 **10c**

Meads **Dextrin Malloose POUND CAN**

Regular 75c **63c**

EPSOM SALTS 4c

U.S.P. Lb. Box

MODESS

Box 56 **89c**

2 for \$1.75

ANALGESIC BALM

80c Size Tube **18c**

CARBON DRY CLEANER

Reg. 25c Bottle **17c**

CARTER'S LITTLE LIVER PILLS

25c Size **19c**

NUJOL Quarts \$1.60 **69c**

ZINC Ointment 25c Size **13c**

WOMEN WHO SUFFER FROM SIMPLE ANEMIA

Because Weakened from Lack of Iron due to "Monthly Losses"

You girls who suffer from simple anemia or who lose so much during monthly periods that you feel tired, weak, craggy out—due to low blood iron. Starts today—try Lydia Pinkham's Tonic—one of the greatest blood-tonics you can buy to help build up red blood to give more strength and to promote a more robust bloodstream—in such cases.

Taken as directed—Pinkham's Tablets are one of the best and quickest home ways to get iron from iron pills. Lydia Pinkham's Tonic—try them for at least 30 days—then see if you feel, look, don't remarkably better. Follow label directions.

RINSO Large . . . 24c Reg. 10c

LIFEBOUY 3 for 22c

LUX 2c 24c 2 Reg. 19c

Lux Toilet Soap, 3 for 22c

SWAN SOAP 2 for 21c

FAIRY SOAP 3 for 17c

GOLD DUST 1oz. 18c

AT ALL TRIANGLE STORES

Paint Protects Property

Kem-Tone
MIRACLE WALL FINISH

NO MUSS—Covers most Wallpapers
NO FUSS—Dries in 1 Hour
NO BOTTER—Washable

598 PER GAL PAINT FORM

KEM-TONE ROLLER-KOATER—89c
KEM-TONE TRIMS—PER ROLL, AS LOW AS 15c

VENETIAN BLINDS

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Memos on Books

By Michael Martin and Warren Bower

BETWEEN THE THUNDER AND THE SUN, by Vincent Sheehan. Random House, \$3.

Sheehan has written another highly personal account of the intricate forces that make history and the men who wield those forces. There is intriguing gossip and scandal about those places, a vivid description of the bombing of London, off-the-record talks with political and military leaders, a fascinating reflection of life in a war-time world. Certain to arrest the attention of a wide reading public.

KLONDIKE MIKE, by Merrill Denison. William Morrow and Company, \$3.50.

A rousing and true biography of a real Alaskan hero of the gold-rush days. Mike Mahoney served as the inspiration for tales of the Far North by Jack London and Rex Beach, and has lived to become a legend himself. Not merely the story of a man, but a colorful history of a fantastic period on our national frontier.

AS YOU WERE, edited by Alexander Woollcott. Viking Press, \$2.50.

The late Town Crier's last literary work was a 700-page

pocket-size anthology of short stories, poems, non-fiction and humor intended for reading by the men of the armed forces. Every soldier, sailor and marine will find in it a generous amount of the reading he likes. So will a great many civilians. There are lively notes in Woollcott's best manner.

BOUND FOR GLORY, by Woody Guthrie. E. P. Dutton & Co., \$3.

The story of an American who has been everywhere and seen and done everything that a man roaming America for work can see or do. But it is more than the autobiography of a single American — it is the biography of the ordinary American, sometimes confused but always firmly rooted in democracy, always confident that his train is bound for glory. An extraordinarily fine book, rich and warm and fresh and beautiful.

For lunch with a punch . . . several thin slices of meat make a better tasting, easier eating sandwich than one thick slice. If some like them "hot," try spreading mustard thinly between each slice before putting meat and sandwich together.

Sibley, Lindsay & Curr Co.

In the Daytime Dress Shop...

RAYON BEMBERG

Print Dresses

Washable Wonders For All Day Wear

4.99

Get an eye-ful and an arm-ful of spring with these unbeatable, unwiltable Bembergs in our Daytime Dress Shop! Fresh as park-bench paint . . . slender and youthful, besides. You could wear them practically for-ever and never tire of them, they're that pretty and unusual! Lovely Crown-tested American Bemberg that has always been top-notch quality!

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Please send me these rayon Bemberg dresses at \$4.99:		
Style Letter	Color	Size
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Please Give 16-1643-2nd, Color, Closing		

DAYTIME DRESS SHOP, THIRD FLOOR



A. Flower print classic. Peg pockets, waistband skirt fullness. Navy, red, open, or maize. 12-26. . . . 4.99



B. Windblown flower spaced print. Knife pleated skirt. Red, navy, luscious, open or green. 38-44. . . . 4.99

C. Cast dress with dainty embroidered lingerie collar. Navy, maize, red, or green. 16 1/2-26 1/2. . . . 4.99

D. Station wagon dress. Crisp polka-dot, lots of pleats! Shirred-in. Red, open or brown. 16 1/2-26 1/2. 4.99

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FIRST-OF-WEEK
VALUES

AUTHENTIC
**BEER
MUGS**



EIGHT
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\$1.00

For home rathskellar or bar—for summer picnics. The real thing at a new low price. Better stock up now. Free delivery.



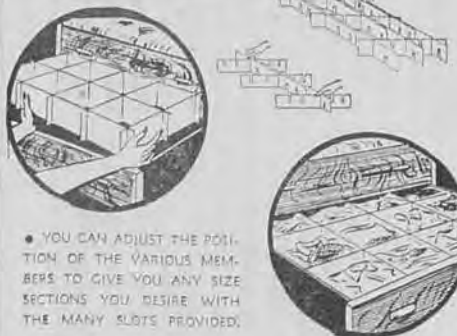
GLASS-BAKE
**NURSING
BOTTLES**

15c -- \$1.50
Doz.

Heat resisting. Sanitary. 8 oz. size. Graduations for formulae marked on sides. Sterilize without breakage.

The World's Most Popular
Adjustable Drawer Dividers

Sectionettes



YOU CAN ADJUST THE POSITION OF THE VARIOUS MEMBERS TO GIVE YOU ANY SIZE SECTIONS YOU DESIRE WITH THE MANY SLOTS PROVIDED.

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Weird's
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Free City Deliveries

FREE PARKING OPPOSITE

With Purchase of \$1.00 or Over

Rayon Has Nine Lives —If You Treat It Right

Long life for clothes is the banner American housewives are flying today. The fabrics in the new clothes you are planning to buy or make should be chosen for wearing qualities, suitability and lasting style-rightness. The clothes already part of your wardrobe must be given every care to make them last.

Rayon is a man-made, scientifically constructed and controlled fiber, built for long life, if it is properly cared for. Its increasing use in our homes and wardrobes calls for new attention to the care of rayon fabrics.

Since rayon has individual characteristics and is a distinctive textile fiber, it demands its own method of care and treatment. Just as there are do's and don'ts about the care of silk, cotton, linen and wool, there are things you should know about the handling and care of every single rayon fabric.

First Step—Cleanability

First of all, it is important to know whether a given rayon should be washed, hand-washed or dry cleaned. In general, smooth-weave rayons, such as taffeta, may be either washable or hand-washable, while novelty fabrics, crepes and high style fabrics, in rayon as in silk, should usually be sent to the dry cleaner.

Spun rayon combined with other fibers should receive the same care as the natural fibers with which it is used. That is, a rayon and wool mixture should in most cases be dry cleaned, and a rayon and cotton mixture can usually be washed.

However, for best results, it is wise to know definitely, when you purchase rayon fabrics or garments, which method of care is recommended by the manufacturer. The use of labels and tags on every kind of rayon merchandise is increasing, in order to help women know what they are buying.

Rayon merchandise that has been laboratory tested for sta-

bility bears a label or tag giving information predicting its washability, dry cleanability, color-fastness for washing and sunlight, etc. and instructions for care.

If Washable—Remember This

If your rayon dress is hand-washable, here are a few facts to be remembered. Wash a rayon dress as you would a silk dress. Don't rub or twist, either in washing or squeezing out moisture. Dry in the shade, never in the sun or near a stove, furnace or radiator.

In pressing use a moderately hot iron on all rayons. Too much heat produces a shiny

hard surface which eventually wears into holes.

Knitted rayons, such as panties, vests, etc. may be ironed when dry; woven fabrics should usually be ironed when slightly damp. Do not sprinkle the fabric. Iron on the wrong side, as you would all good fabrics.

Rayon actually "takes" to washing or dry cleaning. After each laundering or dry cleaning, the rayon fibers again assume their natural fullness, and the fabric is thus "refreshed" for the next wearing.

White rayon retain their original whiteness after many launderings, without any special care or bleaching. So, put away your commercial bleaches when you wash your white rayon slips, nightgowns, blouses, tablecloths and handkerchiefs.

Protect Your Eyes The "American" Way, With...

GLASSES

Every Man . . . and a great many women, too, have a job to do these days that depends greatly upon the eyes for efficiency. Take care of your glasses. Have an extra pair for an emergency. When lenses are broken and need replacing, frames bend and need adjusting—consult . . .

HARRY A. BENEWICK, Optician
Easy Budget Terms!

Smalls

Jewelers — Opticians
28 EAST MAIN STREET
Open Monday Evenings



Every-Other-Day

MILK

DELIVERIES

Start Today!



In order to continue to give you house-to-house delivery of milk, the milk dealers of Rochester have had to adopt a wartime conservation plan of every-other-day delivery service. To assure the success of this plan, customers are asked to give their wholehearted cooperation.

- ★ Milk will be delivered every other day instead of daily.
- ★ This new wartime delivery starts April 1st.
- ★ Your milk is delivered to you at the peak of its freshness, and with good refrigeration, you will have no difficulty.
- ★ Avoid unnecessary phone calls as telephone lines are over-worked. Your milkman will answer any questions you may have.

ROCHESTER DAIRY COUNCIL, INC.

Paint Protects Property
Everybody's Using It!

Kem-Tone

MIRACLE WALL FINISH

- 1 One Coat Covers Most Wallpapers, painted walls, wallboard, basement walls.
- 2 Dries in 1 Hour . . . No offensive paint odor.
- 3 Mixes with Water . . . no turpentine needed.
- 4 Washable.
- 5 1 Gal. Does Average Room.

\$2.98 PER GAL.
2¢ PASTE FORM

KEM-TONE ROLLER-KOATER . . . 89c
KEM-TONE TRIMS—PER ROLL, AS LOW AS . . . 15c

Paint Up DULL FURNITURE with ENAMEL

For Kitchen, Bath room, Nursery Furniture and Woodwork
Enamel Your Porch and Lawn Furniture Now

89¢ Pint

VENETIAN BLINDS

CUSTOM MADE
38¢
Square Foot
Minimum 10 Sq. Ft.

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PAINT STORE
80 St. Paul St. Main 2090
—Free Parking—

TROPIC COALS \$12.70
Egg—Stove—Nut... Anthracite
Rochester & Pittsburgh Coal Co. PER TON \$12.70
Lincoln-Alliance Bank Bldg. PLUS TAX Stone 7080

JUST IN TIME
for Easter
SAVINGS TO 50%
In This Tremendous Opportunity Sale!

CLOSING OUR DOORS FOR THE DURATION!

MEN'S WOOL
Suits... O'Coats.. Topcoats
Fine quality valued to \$24.95! Full selections —While they last!
\$12.95

SAVINGS TO 50%

LADIES' SMART
SPRING COATS
Newest colors and styles. Quality materials valued to \$14.95.
\$7.95

CHILDREN'S WEAR (ENTIRE STOCK) 50% OFF

LADIES' NEW SHOES
Values To \$5 **\$1.29** pair

RENS-BACHLERS
40 STATE ST. A Step From Main
OPEN SAT. AND MON. NIGHTS UNTIL 9
ALL STORE FIXTURES FOR SALE

19th WARD CLUB HOUSE 257 HAWLEY ST.

THURSDAY 8:15 P. M. \$9
ALL GAMES ON REG. BOARDS

FRIDAY 1:45 P. M. ALL REG. GAMES \$3

WED. NITE APRIL 7th 8:15 P. M. 27 Reg. Games \$5-\$10-\$20 \$40 MYSTERY GAME

SATURDAY 8:15 P. M. ALL REG. GAMES \$8

SUNDAY AFTERNOON 2:30 P. M. All Reg. Games \$5

12th GAME LETTER "H" \$20

JEFFERSON BUS TRIPLE BOARD AND TO HAWLEY ST. — BOOK OF SPECIALS 75¢ plus tax

Hi There Neighbor!
AT THE IT'S VICTORY GARDEN WEEK

PARK HALL 928 Jefferson Ave. Near Plymouth

GARDEN SEEDS FOR ALL PATRONS!
GARDEN TOOLS FOR WINNERS!

Thurs. 23 Games On \$50 Jackpot On Reg. Boards Plus \$30 Climbing Jackpot 5 Ways—Totaling \$25 \$10

Fri. 2. TRIPLE BDS. 50¢ Admission 3¢ + 3¢ TAX — Being a friend to use extra boards if you wish.

SATURDAY 23 GAMES PAYING \$10
ALL BOARD SPECIALS PAY 5 WAYS TOTALING \$25
RED. BD. JACKPOT \$50—CLIMBING JACKPOT \$25
(If Not Claimed Thursday)—55 NUMBERS

SUN. NITE SPECIAL
All Board Games Paying **\$7**
Specials Pay 5 Ways Totaling \$25

ADMISSION THURS. - SAT. - SUN. 25¢ (Tax 3¢)
TRIPLE BD. & BOOK SPECIALS 50¢
FRIDAY BARGAIN NITE 3¢ (TAX 2¢)

Bartholomay Dairy Joins Skip-Day Delivery Plan

Bartholomay Dairy, Inc. will join other dairies in this area inaugurating skip date delivery of milk to Rochester homes.

The plan, authorized by the Office of Defense Transportation, takes effect today. Bartholomay Dairy customers will receive double their normal supply of milk every other day.

Patrick Casey, Bartholomay manager, has expressed the sentiments of the dairy officials in his statement that "we are sure the people of Rochester will accept this slight sacrifice without complaint because we know they feel as we do, that anything we can do to help win the war will be done cheerfully." "Therefore," continues Casey's statement, "we want to thank our customers, in advance for their kind cooperation."

BIG 5c WORTH
In This Sunday's Issue
FIRST COLOR PHOTOS OF OUR TROOPS BATTLING IN TUNISIA

Also 16 Pages of Comics, Magazine and News Sections

GET THE HABIT
Read the New York **SUNDAY MIRROR**

Where To Play BINGO

\$BINGOS
Every Saturday 8:30 P.M.

C. Y. M. A.
51 FRANKLIN SQUARE
Near Greyhound Bus Terminal
Served By All Bus Lines

COMFORTABLE
Tables For All

\$ ADMISSION 27c \$
Plus Fed. Tax—3c

Usual De Luxe Party **K of C** MONDAY NITE MARCH 29th

OVER \$1200 IN PRIZES

\$300 GRAND AWARD JACKPOT **\$180**

ROUND ROBIN **\$100** SWEEP STAKES **\$100** GOLD AWARD TICKET **\$75 GAME**

Watch for our announcement of our big Easter Monday Party

COLUMBUS AUDITORIUM
50 CHESTNUT ST.

Union League HALL
GREGORY ST. COR. SOUTH AVE.
TAKE SOUTH AVE. BUS TO DOOR

SUNDAY NITE 8:15 P. M.

BOOKS 25c
ADMISSION 25c Including Tax
ELECTRIC BLOWER Presented by ED. and WARD

WED. NOON 1:30 P. M.

FRIDAY NOON 1:30 P. M.

SAT. NOON 1:30 P. M.

BINGO

CAPITOL HALL
85 W. MAIN ST.

Mon. - Tues. - Thurs. 1:30 P. M.
Wed. - Fri. - Sat. 8:15 P. M.

Games Sun Afternoon

\$4 Mon. 30 Games \$3

Games Tues. Aft. **\$5**

\$5 Wed. 30 Games \$5

Games Thurs. Aft. **\$5**

Friday and Saturday
25 Games **\$5 - \$10**
On Reg. Boards **\$15**
Letter 'H', \$15 and \$15
ADM. 28c INC. TAX

A CARLOAD OF VALUES

At FAHRER'S—96 STATE STREET

HARD - TO - GET BEDS • SPRINGS • MATTRESSES

CONGOLEUM RUGS
All Ass'd. Colors
6x9 .. **\$1.75**
12x15 **\$10.95**
12x20 **\$16.00**
—Farm House Size—
12x24 RUGS
49c - 59c Sq. Yd.

SPECIAL!
• BEDS
• SPRINGS
• Mattresses

COMPLETE \$19.50
Sold Separately

• SPRINGS
• Rollaway Cots
• Coil Spring Cots
• Innerspring Mattresses

SOLD SEPERATELY 4 POSTER BEDS 8.50

FAHRER'S 96 STATE ST. MAIN 8926
Open Monday Evenings

Union League HALL
BINGO
MON. & FRI. NITES
South Ave. Bus To Door
AL. STRIDE—CARL DIEHL
30 GAMES ea.
REG. BINGO \$5 ea.
Both Nites
8:15 P.M. Adm. 28c Inc. Tax

STRAND
62 ST. PAUL ST.
FRIDAY NITE, APR. 2
TUES. NITE, APR. 6

\$1000

EACH NITE NO JACKPOTS ALL PRIZES GO

BINGO

Beeley's Bingo
SUNDAY AT 8 P. M.
MON. TUES. WED. THURS.
FRI. SAT. at 8:30
EXTRA BOARD FREE WITH TRIPLE BOARD
142 GENESEE ST. in REAR

STAR BINGO
373 FLINT ST. (rear) Jefferson Bus
MON. 8:15 P. M. All Games **\$3**
TUES. NITE - 8:15 P. M.
WED. AFTERNOON - 1:30 P. M.
* 23 GAMES *

TOWNER-HALL

THURSDAY JACKPOT \$80 Special DOOR SPECIAL \$40 NUMBERS

SATURDAY ALL Reg. Games \$7 Jackpot **\$130.00**

DOOR SPECIAL \$40 NUMBERS Jackpot **\$130.00**

NO GAMES AT TOWNER HALL FRIDAYS

WED. NITE 23 GAMES — All Single — No Hook-Ups

WORTH 45c For You Thursday APRIL 1st Towner Hall	WORTH 45c For You SATURDAY APRIL 3rd Towner-Rexy	WORTH 25c For You SUNDAY APRIL 4th Towner	WORTH 25c For You Wednesday APRIL 7th Towner
WORTH 45c For Friend Thursday APRIL 1st Towner Hall	WORTH 45c For Friend SATURDAY APRIL 3rd Towner-Rexy	WORTH 25c For Friend SUNDAY APRIL 4th Towner	WORTH 25c For Friend Wednesday APRIL 7th Towner

HOLLYWOOD

SUNDAY & TUESDAY NITES ALL REG. GAMES \$7

WED. THURS - FRI. All Games Aud Specials \$4	SAT. NITE ALL GAMES \$5
----------------------------------------------	-------------------------

WORTH 45c For You Tues. April 5th	WORTH 50c For You Wed. April 7th	WORTH 50c For You Thur. April 1st	WORTH 50c For You Fri. April 2nd	WORTH 25c For You Sat. April 3rd	WORTH 25c For You Sun. April 4th
WORTH 45c For Friend Tues. April 5th	WORTH 50c For Friend Wed. April 7th	WORTH 50c For Friend Thur. April 1st	WORTH 50c For Friend Fri. April 2nd	WORTH 25c For Friend Sat. April 3rd	WORTH 25c For Friend Sun. April 4th

COUPON 45c
When buying triple board and book of specials April 4th, Hollywood-Hudson.

SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY NITE - All Games \$7

COUPON 45c
When buying triple board and book of specials April 4th, Hollywood-Hudson.

FOR A FRIEND

Genesee Horses Again Familiar Sight On Rochester Streets

Brewery Saves Gas, Oil, Tires By Returning Horse To Favorite Pre-Prohibition Hauling Task

When beer came back to a thirsty America ten years ago, many people said, "just like the old days, except for the lack of the brewer's big horses."

Yes, it looked like the gasoline age had done away with dohbin. Even those beautiful big animals we all admired as kids which hauled the brewery rigs about the city.

Horses Not Through

But today, it is apparent that the horse is a long way from "through." Along came Mr. Hitler and his crowd looking for a nice big licking. And immediately, the brewers of Genesee being as patriotic as the next fellow, looked around for ways to help the war effort. One way they knew was to keep the Genesee flowing. For Genesee

was going to cost more to use horse and wagon delivery. Motor trucks cover a great many more miles in a day than even the finest team. But Genesee is not worrying about that added cost. Proud, rather, are they that already they've saved hundreds of gallons of gasoline and oil, as well as sizable amounts of tire mileage.

Other Important Savings

But still Genesee is not satis-



Shown here are the two types of horse-drawn delivery rigs in use at Genesee today. The "covered wagon" is for bottled goods and the lower photo shows the good old-fashioned brewer's rig used to haul Genesee in barrels.

see Beer, beverage of moderation, is a definite contributor to the high morale of war workers, as well as soldiers. But, to keep the beer going usually took a lot of gasoline for the trucks. And besides it wore out tires. And even though government officials said the distribution of beer was important, Genesee officials were not satisfied.

War Brings Wagon's Return

That's why today the big wagons of the Genesee Brewery Company have once again become a familiar sight on Rochester streets. But from idea to actual horse-drawn operation was a bigger job than it is to tell the story.

First, of course, was the problem of finding the horses. Finest horse for delivery service is the Percheron, while the old 12-horse team, since given away were Belgian Roans. Up to Canada went Jack Doyle, former trainer and driver of the 12-horse team. And back he came with 12 thoroughbred Percherons.

Fortunately, much of the harness from the 12-horse team was still in Genesee's possession. Some of the wagons and more of the harness from the "good old days" was rounded up and put into shape. Finally six two-horse teams were put on the streets last fall and since that time have been doing their share to help Genesee do its share for the war effort.

Delivery Costs Mount

Of course, Genesee knew it

was going to cost more to use horse and wagon delivery. Motor trucks cover a great many more miles in a day than even the finest team. But Genesee is not worrying about that added cost. Proud, rather, are they that already they've saved hundreds of gallons of gasoline and oil, as well as sizable amounts of tire mileage.

Today the horses are stabled in buildings of the old Cataract Brewery under the able care of Jack Doyle as head stableman.

And, in spite of the fact that it took a war to bring 'em back, there are very few of us who don't enjoy the sight of the brewer's horses bringing their load of good cheer to your neighborhood and mine.



Jack Doyle, head stableman at Genesee poses with two of the beautiful Belgian Roan stallions in the Genesee family.

Genesee Trucks Set High Safety, Courtesy Record

This week marks a double anniversary for Genesee. On April 17 they begin their eleventh year of operation. They also begin their second year without a single accident among their motor fleet of 23 trucks. Interesting enough in itself, the record becomes more outstanding when it is realized that Genesee's trucks cover 145,000 miles a year. And that means 145,000 power too. Days lost on account of accidents can't be replaced.

Genesee has taught and practiced safe driving during all of its ten years. The day the brewery opened drivers were told "Under no circumstances does a Genesee truck have the right of way." Of course, at that time they were thinking about building good will. Now, it's even more important to drive carefully. It's a case of conserving irreplaceable rolling record.

Remember The Famous Genesee 12 Horse Team?



Here are members of the famous 12-horse team as they bid "goodbye" to their stables on Scottsville Rd. At the right two of them are shown "doing their duty" down on the farm.

They're War Workers Now!

Ever wonder what became of Genesee's famous 12-horse team which, a few years back, spread the name and fame of Genesee as well as the city of Rochester up and down the length and breadth of the land?

They're retired from the pavements now, but they're hard at work, helping young people who are learning farming from, let us say, the ground up.

After touring most of the eastern states in which Genesee products are sold, Genesee's 12-horses were retired to their palatial Scottsville Road stables in the fall of 1939. Retired—but not for long.

In 1939... remember... we were all talking about "defense," so the Genesee folks de-

Home Deliveries Discontinued As War Measure

Miss Beatrice Hemingway is a lonesome young lady these days. For, prior to January 1, 1943, she talked with hundreds of you folks every day. You see, Miss Hemingway is the charming young lady who was at the other end of the line when you picked up the phone and called Main 1865, to order "a couple cases of Jenny, please. I'm havin' a shindig at my house tomorrow night."

Yes, gone are the home deliveries of that thirst-quenching "Jenny." Maybe forever, but possibly only until after the war. Faced with the necessity of saving gasoline and tires, Genesee voluntarily discontinued all home deliveries on January 2, 1943.

Now, wait a minute. Before you get all excited, remember, there are more than a thousand Genesee dealers right here in Monroe County. And that means there's one right around the corner from you. And, your favorite dealer probably has Genesee already cooled for you. That's a break if you want to serve it in a hurry! Then too, many of these dealers still maintain a delivery service. But, if you avail yourself of his delivery system, may we respectfully suggest you order by the case. Your dealer's got to save all the gas he can, too, you know.

Another method of keeping your home supplied with Genesee is to ask for a few bottles at your favorite restaurant or tavern. They carry bottled Genesee as well as draft. So when you stop in for a couple of "Jennys" on your way home from work tonight, ask the man behind the strip for a few bottles to take home to the missus. She likes Genesee almost as well as you do!

'Drink Beer For Long Life' Says Man, 93

Use of beer and wine as beverages instead of water from boyhood was the reason given for his advanced age by Joseph Jensen, retired Chicago manufacturer, as he celebrated his ninety-third birthday, recently.

"Never since I was a boy have I drunk much water," said Jensen. "Beer and wine are much better for the system," he continued. "But not hard liquor. I hardly ever touch it."

That was the only prescription for longevity Jensen had to offer, but it certainly seems to have worked in his case. Friends of the retired manufacturer say he could easily pass for a man 20 years younger, drives his own car, enjoys dancing, can read without spectacles and hears almost as well as ever.

pair of the Genesee Roans pulling plows in the fields, helping young farmers gain necessary experience in the art of tilling the soil and raising more food for America.

Genesee also owned, back in 1936 and 1939, three purebred Belgian stallions. They too were stabled on Scottsville Rd.

He, Too, Liked Jenny!

Old King Cole was a merry old soul,
And a merry old soul was he.
He called for his pipe, he called for his bowl,
And he called for his...
... Genesee!

An official statement of policy by the Office of Civilian Supply made recently in Washington states that: "Experiences in other countries have indicated that these beverages (beer and wine) have a value in sustaining morale to civilians and the armed forces."

Do you remember when



... Skirts went to within 9 inches of the ground . . . "42nd Street" was packin' them in . . . and you just weren't dressed if you didn't wear a Princess Eugenie hat!

(Ever since repeal, folks 'round here have bought and are still buying more Genesee than any other beer.)

We Return to Horse-and-Wagon Days!



WHEN the rubber shortage became acute and long before gas rationing became the problem it is today, we at the Genesee began to ask ourselves "How can we conserve tires and gasoline for America's war effort?"

The answer was quickly found—horse-drawn deliveries. But finding the answer didn't solve the problem. First we had to find the horses. Next, and considerably more of a problem, we had to procure suitable wagons and harnesses. Fortunately, we had some of this equipment left over from "the old days," and more was quickly procured. Genesee began making city deliveries by horses in the early fall of 1942, and today we have six such outfits on the street.

Now there are no economies in horse-and-wagon deliveries. On the contrary. A motor

truck will cover a great many more miles in a day. But some way had to be found to save gasoline, and oil, and tires—and even though it cost a lot of money, Genesee was glad to do its part.

We know we've already saved hundreds of gallons of gas and oil, as well as sizable amounts of tire mileage—and we're ready to go farther should it appear necessary. We've voluntarily abandoned home deliveries, saving still more mileage; and by converting from oil to coal at our Sodus Point Malt House, we're saving 250,000 gallons of fuel oil annually so that your home, we hope, may be better heated.

We tell you the story of Genesee's War Record not in a spirit of boastfulness. We've merely done our duty as we saw it, and no one deserves undue praise merely for doing his duty. What pleases us most is that in doing it we have had the wholehearted, enthusiastic co-operation of every member of the Genesee organization.

Louis A. Wehle
PRESIDENT



THE GENESSEE RECORD

Published as a Supplement to
THE ROCHESTER SUN
for the Genesee Brewing Company, Inc.
on the occasion of the
TENTH ANNIVERSARY
of
THE RE-LEGALIZATION OF
BEER AND ALE

APRIL 1, 1943

Genesee's Pledge Of 1933

The Genesee Brewing Company has two aims:

To provide for the people of Rochester and vicinity a beer of the quality and goodness that made its name — Genesee — synonymous with the best in beer; and to do its part, by a rigid observance of the letter and spirit of the law, in correcting the evils which have grown up in connection with measures now modified or in process of repeal.

We believe — and we have staked a large sum of money on our belief — that under the law, brewing can be a legitimate, successful business. We believe that this is also the belief of the majority of the people of this vicinity.

We ask their support.

Rochester, N. Y.
March 27, 1933

LOUIS A. WEHLE,
President

A Pledge Re-Affirmed

Ten years ago, in the public press, we, of the Genesee Brewing Company, made the above pledge to the people of Rochester. This pledge meant exactly what it said:

To produce a product worthy of the great Genesee name.

To observe both the letter and spirit of all laws, federal, state and local, surrounding the marketing of that product.

Five years ago, on the occasion of our fifth anniversary, we renewed that pledge; we re-affirm it today.

In the ten years of our corporate existence, it has been constantly before us as a guide in the day by day conduct of our business.

In April, 1933, Genesee sprang into leadership as "the beer you didn't forget." That was the year in which we hoped we might sell a hundred thousand barrels — and actually sold more than double that amount.

Since that day nearly three million barrels, almost a hundred million gallons of Genesee have gone out to win friends and influence people to say, "That's MY beer — for life!"

Today, for all practical purposes, the size of our business is limited only by our capacity to produce and the amount of raw material at our disposal.

We would be unappreciative indeed, if we did not express our thanks to the people of Rochester and vicinity who made this success possible.

So today, on our tenth anniversary, we express our thanks in the best way we know how — by renewing the pledge we made ten years ago. From it we shall never vary.

Are Breweries Essential In Wartime?

Are breweries essential in war time?

The prohibitionist, of course, would say "No". But few would agree with him.

Beer does help army morale, as officers and government officials testify. Beer does cheer war workers after a hard day. Beer is doing its part and paying its full share.

Recently in the Rochester Gannett papers we published a series of advertisements under the heading, "Genesee's War Record" showing how this brewery is engaged in many activities directly connected with the war. We told how our Industrial Alcohol Division is making thousands of gallons of this vitally needed war material, how our Soda Point Malt House is making distillers malt also for industrial alcohol, which in turn is used for making smokeless powder.

We told how our employees are buying War Bonds, collecting scrap and contributing to the Red Cross Blood Bank and how we are saving gas and oil and tires by utilizing horses for city deliveries.

But we still think our greatest contribution to America's war effort is in the brewing of good beer, the beverage of moderation, and making it available to all in clean, wholesome surroundings. For beer, as a beverage of moderation, is an ideal war time drink. Over-indulgence is the enemy of efficiency, hence unpatriotic. It is our patriotic duty to eat moderately, play moderately, drink moderately. As everyone knows, a quality beer—Genesee to pick an outstanding example—is light and mild. It makes a long drink, and a very moderate amount provides hours of enjoyment.

It so happens that millions of Americans attach a special value to their right to enjoy a refreshing glass of beer . . . in the company of friends . . . with wholesome American food . . . after a hard day's work.

A small thing, surely—not of crucial importance to any of us and yet morale is a lot of little things like that . . . little things that help to lift the spirits, keep up the courage. Little things that are part and parcel of our own American way of life.

And, after all, aren't they among the things we fight for?

OWI Finds Beer Great Factor In Soldier Morale

'Adds To Army Sobriety' Say Chaplains, Military And Civilian Authorities

The report of the OWI referred to here, was an independent objective study carried out without the knowledge of the brewing industry and publication of excerpts here in no way implies an endorsement of the product.

"The sale of 3.2 beer in the post exchange in training camps is a positive factor in Army sobriety."

That is one of the chief findings of an official survey made by the Office of War Information and released to the nation December 30, 1942.

The report was made by observers of the OWI who traveled more than 12,000 miles, visiting military establishments in all parts of the country. Collection of much of the evidence was made possible by Army cooperation but was entirely independent of Army supervision. The OWI was out to get the facts. They interviewed commanding officers, provost marshals, informed and intelligent leaders in near-by communities and Federal field men charged with social protection and recreational activities. In addition, they did a lot of looking around and saw for themselves the facts they reported.

Here are the results, as quoted by Congressman Wadsworth, of a survey recently made by the Army of the drinking habits of two combat divisions of ground troops:

Fifty-seven out of every hundred men drank nothing alcoholic even on Saturday nights, the traditional time for spees. Thirty-four men drank only beer, nine had a few nips of hard liquor.

In a similar study of two army Air Force units, 58 out of every hundred men confined themselves to nothing more violent than sarsaparilla, 31 quaffed beer, and eleven turned to liquor.

The work of military police

drawed the attention of the Congressman in a tour of many army camps. Most of the taverns, says Wadsworth, cooperate willingly with Army authorities around the camps he visited, but when one becomes too shoddy, it becomes "off limits" with a speed that shakes the proprietor to his senses.

Pointing to another Army survey, Wadsworth cites figures showing that 26 per cent of the well-adjusted soldiers were beer drinkers, while only 22 per cent of the badly adjusted men had the habit. Which doesn't mean, he says, that drinking beer makes a better soldier, but does mean that the better soldiers drink a little more beer.

Wadsworth declares that Army officers claim drinking among the men is an insignificant problem except in some parts of the country. Senator Bilbo, says Wadsworth, gave evidence of this sort when he "let out a tremendous blast about deplorable conditions around camps in his home state, bone-dry Mississippi.

The local option system, under which any area has the right to vote itself dry, is a menace to the Army, according to the COLLIER'S article. The

(Continued on Page 6)

Army 'Soberest In History' Declares Congressman In 'Colliers' Article

Army Officers Tell Wadsworth Drinking Among Soldiers No Problem Except In So Called Dry Areas

Despite some of the wild talk about drunken servicemen, American soldiers are the soberest and healthiest fighting men on earth, says Congressman James W. Wadsworth in an official report to the nation made by COLLIER'S magazine on December 19, 1942.

Wadsworth's article points out that the conduct of American soldiers began improving with repeal and has continued to improve until it is now three or four times better than in the "holy years of prohibition."

How much drinking do our soldiers do? Congressman Wadsworth has this to say about that:

Most of them don't drink alcoholic beverages at all. Those who do confine themselves so thoroughly to beer that the distillers would be in the direst financial straits if they had to depend on soldiers for their profit.

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(Continued on Page 6)

WHAT A BIRTHDAY!



LIKE the first brave crocus, for instance, that pops out of the grass on a raw spring day . . . That's one of the little things almost guaranteed to cheer you up . . . boost the old morale.

The first crocus . . . that letter the censor thought was just like a million others . . . a lift to work in a neighbor's car . . . Little things, sure. But little things that mean a lot, somehow.

They help us to take the bad news with the good . . . they keep us smiling.

after a good day's work . . . with wholesome American food . . . in the company of good friends.

A small thing, surely—not of crucial importance to any of us.

And yet—morale is a lot of little things like this. Little things that help to lift the spirits, keep up the courage. Little things that are part and parcel of our own American way of life.

And, after all, aren't they among the things we fight for?

A refreshing glass of beer, a moment of relaxation . . . in trying times like these they too help to keep morale up



It happens that millions of Americans attach a special value to their right to enjoy a refreshing glass of beer . . . as a beverage of moderation

Genesee One Of Nation's First Brewers To Engage In War Work

Started Manufacture of Industrial Alcohol Five Months Before Pearl Harbor; Now Produces Thousands of Gallons Daily of Vital War Material

Because of the foresight of Genesee officials and their willingness to risk thousands of dollars in an unproved venture, Rochester is today producing thousands of gallons of industrial alcohol vitally needed in this country's war effort.

Industrial alcohol has many uses in the implements of war. It is the basic ingredient used in the manufacture of smokeless powder; it is used in chemical warfare materials, medical supplies and synthetic rubber. So important is industrial alcohol to this nation right now that the War Department has asked producers to supply 530,000,000 gallons of it this year. And, because men all over the country, like officials of the Genesee Brewing Company, made preparation months ago, there is great probability that the quota will be met.

Shortage Foreseen in 1940

Back in the days of 1940 and 1941 all efforts of the country were bent on preserving the peace — keeping the United States out of the war. Even under that program, the production of industrial alcohol was important. But there just weren't enough plants to supply the demand. Months before Pearl Harbor it became evident that an acute shortage of industrial alcohol might prove to be one of the bottlenecks of America's war production. Genesee officials sensing this, immediately took steps to take over the old Rochester Distilling Company plant on Exchange Street and outfit it for the production of industrial alcohol. Without one advance order, with no specific promise from anyone that they would buy the output of the Genesee Industrial Alcohol Division, plans were made to install machinery and start production.

Conversion of the big building on Exchange St. now housing the Industrial Alcohol Division began in July, 1941, with the "blessing" of the O. P. M. Working at top speed, pouring thousands of dollars into the venture, the first industrial alcohol began its flow to munitions factories and other important users right after Pearl Harbor. And it continues that flow today.

Synthetic Rubber

War uses themselves will demand millions of gallons of industrial alcohol, but this product has assumed an even greater importance since our natural rubber supplies have been cut off. Research has shown that a very acceptable synthetic rubber can be made from industrial alcohol and today rubber plants are calling on alcohol producers for more and more millions of gallons.

Uses Surplus Grain

This nation is fortunate in having giant industrial alcohol plants and also, is just as fortunate that there is a surplus of the type of grain used in its manufacture. No wonder the Genesee Brewing Company takes pride in its industrial alcohol achievement. It's a typically American story. They saw a chance to help the country. They invested their money — they took a chance. And all of us are benefiting today.

"You are making a valuable contribution to our country's war effort," says an official of the War Production Board in a recent letter to Genesee. "You have done a good job, and we are happy to commend you for it."

OWI Report . . .

(Continued from Page 4)

a thriving business. Today, in areas where beer is obtainable, the bootlegging problem is almost non-existent.

This is the case for 3.2 beer presented by chaplains and military police alike: it provides soldiers with a mild relaxation without impairing their efficiency. It minimizes hard liquor drinking by providing a comparatively harmless substitute. It can be controlled because post exchanges are under military supervision. It keeps troops out of trouble by keeping them in camp; denied evening relaxation and recreation on post some of them will seek recreation elsewhere in places where there is no military or sanitary control.

Remember, the report containing these statements was official. It cannot be considered as propaganda. It is composed of facts. It should do much to dispel the rumors, usually started by someone with "an ax to grind" that our soldiers are a bunch of "drunks." Nothing further from the truth could be the case. Soldiers are healthy and fit, and beer is doing its share to keep them that way.

TRIM Finds Favor With Those Seeking "Something Extra"

While most people will say that Genesee's Anniversary Lager is plenty good enough for them, there are still some who want something extra special — and for them there's Trim. Genesee's thoro-brewed premium beer. For Trim is extra special — so light, so dry, so delightfully different. Trim costs a little more, but the real Trim fan says it's worth it. Of course, Trim is different. "But that's why I like it," say a lot of folks hereabouts.

Trim is sold only in bottles, with a distinctive blue, white and gold label which many say is the most striking design ever conceived for a beer bottle. Trim is brewed by an entirely different process which reduces the amount of sugars, starches and solids, and is responsible for its extra lightness.

Trim is definitely the answer to those who think all beers taste alike. Try it yourself — you'll see the difference.

Genesee Malt House Brings War To Sodas

When Genesee officials announced the acquisition of the old Parsons Malt House at Sodus Point five years ago, they little thought that today this same building would be producing a vital material of war. For the Genesee Malt House, as it was renamed, was organized to produce a peacetime product—malt—used in the making of Genesee Beer.

But today Genesee Malt House is producing thousands of bushels of distillers' malt which goes directly into the manufacture of industrial alcohol. Industrial alcohol, you know, is used in making smokeless powder.

The big Malt House at Sodus Point is said to be the only one operated by a brewery in the United States east of Buffalo. And since you can't make industrial alcohol from grain without the addition of a certain percentage of malted barley, the malt that Genesee is producing at Sodus Point becomes exceedingly vital to America's war effort.

Yes, war has certainly come to placid Sodus Point, the home of the bass, the summer picnic grove, the vacation-land of this area.

Naturally, just as the Rochester plants, employees of the Sodus Malt House are investing part of their earnings in War Bonds. They're collecting scrap, conserving gasoline, oil and tires — in fact, doing all those things you and I are doing in our "all out for victory" effort.

Ideal Coffee Stretcher Found In Roasted Malt

Little short of coffee? Want to stretch your supply a bit? Try adding some roasted barley malt.

Yes, roasted barley malt has been found to be a very excellent coffee stretcher. Many of these "stretchers" now on the market are made from roasted barley grains. Experts say that the fifty-fifty mixture of coffee and roasted barley makes an excellent drink. They also say that the addition of 20 percent roasted barley to ground coffee can hardly be detected from the pure coffee product? In its effort to help the cause of victory in every way possible, the Genesee Brewing Company has undertaken experiments in conjunction with one of the nation's largest coffee roasters toward producing a wholesome, palatable coffee stretcher. A more detailed announcement about this project may be expected within the next few weeks.

Let's see: Beer, industrial alcohol, brewer's yeast, corn syrup, coffee stretcher . . . who says breweries aren't essential in wartime? Maybe they'll at least admit they're very handy to have around when you need action!

TRY TRIM and you'll say "THAT'S THE BEER FOR ME!"



● You'll like the wonderful new lightness and dryness you'll find in Trim—you'll like its distinctive new fine-beer flavor. Trim's special and exclusive brewing formula makes Trim not only a different beer—but a better beer! Try Trim and let your taste convince you!



Collier's Article . . .

(Continued from Page 4)

dry areas now, it continues, are simply small duplicates of the entire nation during prohibition. Soldiers are only human and if they can't buy drinks legally under the eyes of their officers they crawl into hidden speakeasies out of reach of reasonable authority, rubbing up against every conceivable sort of wickedness; and a soldier will drink more when it is forbidden. That's one big lesson, says Wadsworth, we got from Volsteadism.

Agitation for prohibition in areas surrounding Army camps has only one aim, according to Wadsworth, and that is the eventual enactment of nationwide prohibition laws.

The article concludes with these two declarations:

Prohibition is destructive in direct proportion to the size of the territory dried up. Every area containing a military establishment weakens that establishment when it sets itself up as dry. But the prohibitionists have never been particularly concerned about such destruction. Their whispering campaigns alone have hampered the Army in its sincere efforts to keep morale at a high peak.

Statements printed repeatedly in dry publications fed the grossly false whispers that large scale drunkenness was responsible for our December 7th tragedy at Pearl Harbor, that liquor was being sold inside Army camps, and that acute alcoholism was widespread among troops.

Yet even a casual study of the truth demonstrates that the last thing we need worry about is the moral, mental and muscular fitness of our soldiers, so long as we leave them alone. The surest way to change that happy state is to forbid them the basic civilian privilege of buying a drink openly and unashamedly on the infrequent occasions they want one.

Genesee Aids In Local Scrap Collection Drives

When Uncle Sam issued his call for scrap metal roundup, Genesee employees, as individuals and as an organization, rolled up their sleeves and began an "all out" scrap metal drive.

A scrap captain was appointed for every department in Genesee's four plants and made responsible for collecting and turning in every single piece of scrap metal in his department. They looked around, dug around, salvaged every bit of waste metal in sight. Many brought scrap metal from their homes, garages and yards to add to the fast-growing Genesee pile.

When the piles were sorted and weighed they totalled 35 tons. This was sold and the proceeds from the sale donated to the Rochester Chapter of the American Red Cross.

In addition to collecting scrap, Genesee employees have also donated their services for scrap sorting. Genesee donated five trucks, manned by Genesee drivers for the January 30th tin can collection. Again on Sunday, March 28, Genesee furnished three trucks and drivers to aid in the city's tin can pickup. It is interesting to note that out of a total of 15 carloads of scrap tin collection in the city on January 30, Genesee alone furnished two full carloads.

Of course Genesee's contribution wasn't unique. Americans all over the country were gathering scrap for Uncle Sam's war needs. And no one at the Genesee Brewing Company thought he was doing more than his duty or adding more than his share to the scrap pile. Genesee employees are proud to do their bit. And Genesee management is proud of them. Because, at Genesee, management and employees alike are "all out for victory."

Do you remember when . . .



. . . Every parking lot was a miniature golf course, full of tunnels, wheels, saws . . . the darndest contraptions! The N. R. A. Eagle was flying high!

(Every year since '33, Genesee has continued to win friends! You'll find the reason in every delicious drop you drink!)

In a report, released recently by CLICK magazine, it is stated that out of 34 suggestions given to soldiers with the request that they choose the five most important jobs for civilians to do on the home front, one was: Make sure that Prohibition isn't put over on us again.

Ever hear of the old man who caught his son painting the front door black? "Never darken my door again," says the father. "Why paw," says the son, "if you want it light, get yourself a bottle of Genesee's new Anniversary Lager. And that goes for you, too, chum."



Five months before Pearl Harbor

MONTHS before Pearl Harbor it became evident that an acute shortage of industrial alcohol might prove to be one of the bottlenecks of America's war production. There just weren't enough industrial alcohol plants in the country to produce the amounts that were needed for lend lease and for our own defense program.

Five months before Pearl Harbor we at Genesee decided that we might be able to contribute to the defense effort by going into the production of industrial alcohol, which is somewhat akin to our company's regular business. Remember, in those days we were talking and thinking about "defense" and how America could be kept out of war.

So in July, 1941, with the "blessing" of O.P.M., we started. Almost before you could say C₂H₅OH we found we were in the industrial alcohol business—a business, may I add, about which we soon found we knew very little. But we learned.

With no contract for the sale of the product, and with very little realization of the production problems involved—

but inspired with a desire to do what we could, we went to work. A plant had practically to be rebuilt. Materials and equipment were hard to get. With O.P.M. prodding us for speed and more speed, thousands of dollars were poured into reconditioning and remodeling. It took a lot of courage, for we were entering a brand new field.

Then came December 7, 1941, and Pearl Harbor. Our months of preparation had not been in vain. The alcohol we were able to produce was now desperately needed. In another six weeks we were in full production—becoming the first concern in our line of business to go "all out for war and victory."

Louis C. Wehle
PRESIDENT

Inside Genesee's Industrial Alcohol Plant where thousands of gallons of alcohol are produced daily

1. Unloading a car of grain. Vast quantities of surplus corn and wheat are used in the manufacture of industrial alcohol.
2. In the control laboratory Mario Frati, chemist, constantly tests the finished product.
3. A battery of fermentation tanks in which the starches and sugars of the grain are turned into a frothy mass containing alcohol.
4. Red Payne shown turning a control valve on a "cooker" in which the enzyme process is at work.

Genesee Makes Corn Syrup For Food Industr As Step In "All Out" War Effort

There's a new war industry in Rochester.

You've never heard of it before, because this is the first announcement of its operation. In fact, this story was written before the plant was actually in production. But, as you read this the Genesee Brewing Company, in its Cataract Street Plant is producing nearly 50,000 pounds of corn syrup every day.

Corn syrup, under sugar rationing is eagerly sought by bakers, candy manufacturers and others in allied industries. Their use of corn syrup releases

additional supplies of cane sugar for civilian use.

Now, Genesee's corn syrup may never find its way to your breakfast table, or be used over your wheat cakes, but because it is available to manufacturers, you may eventually have more cane sugar for your cereal and coffee. You see, instead of using enormous quantities of sugar, as we have been accused of doing by professional "drys", Genesee is actually producing a valuable sugar substitute.

The manufacture of corn syrup is similar to that of beer

in its early stages. A mash is made, consisting of 90 per cent corn and 10 per cent barley malt. After it is cooked in Genesee's brew kettles, the wort is piped across Platt Street to the old Cataract Brewery plant, where in a series of huge evaporators, it is condensed into a rich syrup. This is shipped in barrels and is sold wholesale to bulk users only.

The corn syrup plant is under the management of Harold J. Wehle.

Here's just another instance showing how a brewery can extend its usefulness in wartime.

Use of Brewers' Yeast In Wartime Diets Advocated By Officials

The use of Brewer's yeast in supplementary diets is receiving serious attention by nutritionists, physicians, research workers and government specialists. It has been found that this residual yeast from the fermentation of beer and ale is one of richest known sources of vitamin B complex and is already reported in use

by the Army, Navy, Red Cross, Lend Lease and the U. S. Public Health Service.

There is a rapidly developing interest by the government in the use of this large store of vitamin-rich food as a supplement to wartime nutrition in the armed forces and among war industry workers. The New York State War Council has already authorized a project for the large-scale use of the product to supplement the nutrition of war workers, and last year the Brewing Industry

Foundation appointed a Brewers' Yeast Committee to cooperate with the Federal Government, New York State War Council and other official agencies interested in the utilization of brewer's yeast as an aid to human diet in promoting good health.

Indications are that it will become an increasingly important food item. Genesee at this moment is giving serious consideration to the drying of its yeast as another of its wartime activities.

Quarts Find Favor When Metal Bottle Caps Become Scarce

Metal is precious to this nation today. Our whole war machinery is geared to metal, and every bit of it saved means that much more for the making of munitions. Rochesterians know this and they certainly have proved their eagerness to help conserve this nation's metal supplies.

One interesting instance is the saving on metal beer bottle caps. Now a bottle cap doesn't take much metal but when you consider the hundreds of thousands of bottles of famous beer like Genesee which are sold, the metal in the caps adds up to a considerable tonnage.

The Genesee Brewing Company was one of the first brewers to suggest to its customers that one way to conserve metal was to buy beer in the quart bottles instead of the customary 12-ounce size.

And, it didn't take much urging either. Patriotic Rochesterians who appreciate the goodness in a glass of Genesee changed over to quarts right away.

Questions: Answers . . .

(Continued from Page 1)

Q. If I turn in the same name several times will that person receive a carton of cigarettes for each card turned in?

A. No. Only one carton of cigarettes will go to each service man and woman.

Q. Do I have to pay the postage?

A. Absolutely not. Genesee will pay the entire expense of packing and shipping the cigarettes.

Q. My buddy is in the army, but I don't know his address. What shall I do?

A. Unless you have a recent correct military address of the person to receive the cigarettes, please don't turn in his name.

Q. Can I pick up the cigarettes from a Genesee dealer and mail them myself?

A. No. All cigarettes will be mailed directly from the factory. Even though the person to receive cigarettes is in Rochester at the time, they will still have to be mailed out from the factory.

Q. Why is Genesee making this unprecedented offer?

A. To help our boys "over there" say "happy birthday 'over here'."

Joe: They tell me the Egyptians brewed beer 7000 years ago, but it wasn't as good as today's Genesee.

Ed: How do you know?
Joe: My mummy done told me!



Genesee Outdoor 'Book Signs' Prominent Local Landmarks

By now they're familiar Rochester landmarks, those ten big illuminated bulletins — we call them "book signs" — that Genesee has spotted in strategic locations in and around Rochester. In fact, they're quite the biggest outdoor electric signs used by anyone in this area. The largest ones are fifty feet long and about thirty feet high.

These bulletins, as you will note from the accompanying illustration, have often been put to uses other than merely selling Genesee Beer. Way back when "War Bonds" were still "U. S. Defense Savings Bonds", passers-by can darken them instantly in the event of black-

outs. In addition, Genesee has designated a spotter who lives or works near each sign location, whose business it is to see that all the lights are extinguished when the first warning sounds.

Genesee has received many compliments on the fine appearance of these boards and the way they have been used for other than Genesee's own purposes. Right now the boards are calling attention to Genesee Anniversary Lager — a special brew for a special occasion — and that's good news too.

Have You Heard a Little Rumor Today?

Ever hear a rumor? Sounded like fact didn't it? Until you asked for proof. Then you undoubtedly found out that someone had distorted the facts or had told the story without any facts whatsoever. The Brewing Industry has been particularly susceptible to rumors. Some outlandish, some vicious. Here are three striking examples and the actual facts which completely refute them.

Rumor No. 1	Rumor No. 2	Rumor No. 3
<p>"No, Joe, I ain't savin' any tin cans. Why they tell me all those tin cans we give in the salvage drive go right straight to the brewers."</p> <p>Heh, hold on there a minute, fella, who told you that one? Before you say that, you'd better investigate a bit. Now, maybe it's true, and then again, maybe it's another one of those rumors. You know rumors spread disunity and the more disunity we have in this country the more it will hurt our all-out war effort.</p> <p>So, let's get the facts on the brewers get-all-the-tin-cans rumor.</p> <p>Uncle Sam says that under certain conditions, brewers may pick up, at their own expense, used "No. 10" and so-called "30 lb." cans, and use the metal in making bottle caps. What the rumor monger didn't tell you was that No. 10 and 30 lb. cans represent only a small part of the total tonnage of tin cans. He also forgot to tell you that when Genesee Brewing Company collects those large cans and makes them into bottle caps, 60 per cent of the weight of the metal goes directly into salvage.</p> <p>Brewers don't want, nor can they use, ordinary household cans, but, without shouting about it, they are picking up thousands and turning them in as a service to the salvage drive.</p> <p>There's another angle, too, that maybe Joe's friend didn't think of, but Uncle Sam did. When the brewery picks up a ton of the large metal cans and makes them into bottle caps, the federal treasury may collect as much as \$7000 in excise tax on the product which is "capped" with this ton of waste tin. And that \$7000 is spent to help fight your war and my war.</p> <p>Looks like maybe Uncle Sam knew what he was doing after all when he told the brewers they could have these old tin cans if they could collect them from scrap heaps and elsewhere.</p> <p>But Joe's friend didn't tell you about that. His only thought was to take another crack at a business of which he doesn't approve. But in doing so he was helping Hitler by trying to destroy that unity of action which is so necessary to America's war effort.</p> <p>So, before you listen to rumors, before you repeat ANY rumors . . . get the facts. KNOW whereof you speak.</p> <p>Incidentally, if you see Joe, give him the lowdown, will you? And help spike another rumor.</p>	<p>If you've heard any rumors at all, you've heard the one, widespread a few months ago, that brewers are using unlimited amounts of sugar while under sugar rationing, and I am unable to get sufficient sugar for home use.</p> <p>Sounds like it might be true, doesn't it? Well, as Al Smith used to say, "Let's look at the record!"</p> <p>Before you get all excited, remember this one fact which blows the whole story sky-high. Neither Genesee nor any other brewery in this country uses cane or beet sugar (the kind you and I have on our table) in making their products. The kind brewers use is not edible sugar. Therefore, if every bit of sugar were denied brewers there wouldn't be an extra ounce of sugar on your table or mine.</p> <p>That, my friends, is fact, not rumor.</p> <p>Then how do such stories get around, you say. Usually they are inspired by someone who has an "axe to grind." There are some people in this country who would just love to "get something" on the brewers. Sometimes rumors arise from ignorance, over-zealousness for a particular "cause" or even started in a deliberate attempt to deceive.</p> <p>So the brewers are robbing us of needed sugar, eh? Try again, brother. The brewers don't use our kind of sugar.</p>	<p>They ought to put the brewers out of business, then there would be plenty of grain for the starving people in Europe!</p> <p>Surely you've heard that one, haven't you. Well, let's see, if there's any truth in this story.</p> <p>The principal ingredients of beer and ale are barley malt and hops. Barley is only rarely used for human food. Oh sure, once in awhile you get a bit of it in soup, but that's about all. Hops are never used as food. And there's a plentiful supply of barley in America. The malt industry is using huge quantities of it in the manufacture of industrial alcohol which, in turn, is a chief ingredient of smokeless powder, synthetic rubber, chemicals and other war materials. Industrial alcohol plants are running at full capacity. That's as fast as they can go. The barley which is left over is used to make barley malt for brewers. Oh, yes, the brewers are being rationed. They're only getting what the industrial alcohol makers don't need. So you see, there again Uncle Sam seems to know more about what is best for the country than does Uncle Horace or Cousin Alfie.</p> <p>Rationing beer to save grains for food just isn't practical. So the next time you hear how brewers are withholding food from starving Europeans remember, "no matter how you slice it, it's still . . . just a rumor!"</p>

"THANKS for a job well done"

WHEN the War Production Board says "You have done a good job and we are happy to commend you for it," we at the Genesee tend to forget the headaches we went through getting an industrial alcohol plant in production. Such praise makes us forget the losses we took—for the manufacture of alcohol has not proved a profitable venture. But if we are "making a valuable contribution to our country's war effort," we are satisfied, for Genesee is "all out for war and victory."

Genesee makes industrial alcohol entirely from grains—corn, and wheat, and barley malt from our own malt house at Sodus Point. Everyone knows that this country has enormous grain surpluses, while sugar, from which peacetime industrial alcohol was usually made, was almost the first commodity to be rationed. So in addition to producing a much needed commodity, we are helping the farmer by using great quantities of the grains he produces.

Today our entire output of industrial alcohol—hundreds of thousands of gallons a year—is going into the manufacture of smokeless powder. It's a satisfaction to think that we may be furnishing ammunition for the guns of Eisenhower's or Halsey's or MacArthur's men. Tomorrow this alcohol may go into the manufacture of synthetic rubber, and Rochester war workers may be riding on tires that Genesee helped to produce.

All of us hate war, but now that we're in it we're going to win it. We didn't want it but we'll see it through. Of course, Genesee is proud to be one of the first concerns in our line of business to go "all out for war and victory." But above all we're proud to be Americans, proud of the American way of life, glad to do our part in helping to sustain it.

Louis C. Wehle
PRESIDENT



WAR PRODUCTION BOARD
WASHINGTON, D. C.

IN REPLY REFER TO:
Chemicals Division
JWB-3126-MCB

November 30, 1942

Mr. Louis A. Wehle
Industrial Alcohol Division
The Genesee Brewing Company, Inc.
Rochester, New York

Dear Mr. Wehle:

I think it is entirely proper that we should commend you and your organization for what you have done in producing industrial alcohol for the War Production Board. You are making a valuable contribution to our country's war effort.

I realize something of the tremendous problems you have met and overcome in doing this job. I understand that the distillery which you are operating was not originally built for the production of 180 proof alcohol, and I know that you had had no previous experience in this line of work. Yet yours was one of the first organizations to go into the manufacture of industrial alcohol when it became apparent that our country was facing a shortage of this vital material for munitions making. We know, too, that for months you operated this plant at a distinct financial loss.

You have done a good job and we are happy to commend you for it.

Very truly yours,
John W. Boyer, Chief
Alcohol & Solvents Section

FOR VICTORY BUY UNITED STATES WAR BONDS AND STAMPS

Do you remember when . . .



. . . You played: Knock! Knock! Who's there? Tarzan! Tarzan who? Tarzan Stripes forever!

(Remember 1933 when beer was made legal . . . the year when Genesee started out as the most popular beer in this locality.)

Introducing **GENESEE ANNIVERSARY LAGER**

See your **GENESEE DEALER** for full details. No obligations whatever.

CARTON OF CIGARETTES SENT FREE TO ALL MONROE COUNTY SERVICE MEN AND WOMEN

1933 ... TENTH ANNIVERSARY ...

Proudly we present **GENESEE ANNIVERSARY LAGER**

A SPECIAL BREW FOR A SPECIAL OCCASION

See your **GENESEE DEALER** about sending FREE CARTON OF CIGARETTES to all MONROE COUNTY SERVICE MEN and WOMEN. No charge. No obligations.

spent in advertising the merits of Genesee products. Genesee has several "firsts" to its credit, but the one of which it is most proud is "first in the hearts of Rochesterians."

Do you remember when . . .



. . . Folks got lost in Anthony Adverse and weren't heard from for months. "The Private Life of Henry VIII" was teachin' people bad table manners . . . and the "Veterans of Future Wars" was organized!

(That was 1933, the year beer came back! And right from the start Genesee was Rochester's favorite beer!)

City's Greatest Ad Campaign Spreads Story of Genesee Anniversary Gift Offer

Genesee's tenth anniversary and offer of free cigarettes for service men and women will be supported and publicized by the greatest and most intensive advertising campaign Rochester has ever seen. That's a strong statement, but its backed entirely by facts.

First, there is this eight page supplement to the Rochester Sun, which in itself is a bit unusual. But that's only the beginning! Last week a two-page letter, outlining the details of the free cigarette plan, was mailed to every resident of Rochester and Monroe County, — one of the biggest single local mailings ever to go through the Rochester post office — totaling 106,000 pieces, each individually addressed.

In addition to all this we've prepared the biggest concentration of billboard advertising ever seen in this city. To make sure that everybody knows about the free cigarettes for service men and women, Genesee will use 318 giant billboards within the boundaries of Monroe County.

In case that doesn't mean much to you, we'll tell you that a normal coverage, as the billboard people call it, consists of 44 of the big boards within the city limits. GENESEE IS USING NORMAL COVERAGE SIX TIMES. The largest previous showing ever used simultaneously by one advertiser was back several years ago when Chesterfield used 100 of these big boards. So Genesee's

Leadership Record . . .

(Continued from page 1)

master of the old Genesee and the active in the baking business sensed that America was about to throw off the yoke of prohibition and, with a group

of associates acquired the Genesee Brewery property, name and trade-marks. Reconstruction was immediately undertaken and was carried forward at top speed. Production was able to get underway immediately the beer bill was signed. Total sales during the ten year period have exceeded \$40,000,000. Wages and raw materials have received a huge share of this, but the tax gatherer has been the big gainer. More than \$15,000,000 has been paid in taxes by the Genesee Brewing Company. Then too, more than a million dollars has been

Brewing Industry Offers 10-Year Report To The Public It Serves

Ten years ago next week Congress relegalized the manufacture and sale of beer, culminating a nation-wide movement for repeal of the increasingly unpopular 18th amendment.

The contrast of the gangster-dominated regimes of the thirteen dry years with the past decade of legal and regulated manufacture and sale is one of the most vivid of contemporary American history.

Put Capital To Work

Relegalization came at a time when the United States' economic situation was most desperate and business leaders were clamoring for some vital force that would put new capital into circulation and help restore the public's buying power.

Today, over a million and a quarter dollars daily flows into Government treasuries from taxes assessed on beer.

Health, Morals Improved

While economic gains have matched and even exceeded the hope of nearly all business leaders, social gains have been no less striking since prohibition ended. A gratifying and continuing trend toward national moderation and improved health and morals have been noted by business, civic and government leaders alike.

The return of beer sent hundreds of thousands of people back to work; gave new life to countless business enterprises and furnished government with much-needed revenue. Despite predictions of professional "drys" it also boosted the sale of milk, ice cream and soft drinks.

Huge Tax Revenues

During the 13 years of prohibition, experts estimate that a million dollars a day in graft and corruption was paid out for the protection of speakeasies, rum runners and bootleggers. But during the decade since beer's return government taxation revenue derived from its sale amounts to \$3,935,000,000 of which \$2,780,000,000 was in Federal revenue with the balance going to state and local treasuries. The present Federal tax on beer is seven dollars per

barrel. (Before Prohibition, the Federal tax was one dollar a barrel and there were no state taxes.)

Labor Benefits

In addition to its large contribution to government, the industry has paid out \$940,000,000 to brewery labor and other personnel; has given America's farmers \$925,000,000 for agricultural products, largely grown in surplus. In this connection it is noteworthy that farm income has risen more than 200 per cent in the ten years since relegalization.

During the decade of legal beer we, as a nation, have been healthier than ever before, according to the United States Public Health Service. A report of the Metropolitan Life Insurance Company states that the 1942 death rate for its many millions of policy holders was 7.39 per 1000 — an all-time low. Government sources report that the health of the Army is also better than ever.

Helping Victory Cause

Today this nation is at war. All are agreed that it is going to take the concerted effort of us all to win the victory. Here, again, the brewing industry has already shown its importance in the cause of victory. Brewery workers throughout the nation are buying war bonds regularly through the payroll deduction plan. Last year their subscription amounted to \$445 per worker. Officials of the United States Treasury Department say this is one of the highest averages thus far attained by an entire industry. So effective was the brewing industry's bond purchasing plan that the Treasury department asked for and received permission to offer it to other large industries for possible adoption.

From the moment of our active participation in the war, the brewing industry has maintained a policy of strict and cheerful cooperation with the Government in connection with all restrictive measures, including reduction in the use of transportation both by rail and highway. The industry has also given wholehearted cooperation in national, state and local government campaigns for the col-

Blood TO SAVE A SOLDIER'S LIFE

ON two different occasions—once in January and again in October—the Red Cross Blood Bank Mobile Unit has honored the Genesee by visiting our plant. A full day's work for these splendid volunteer workers resulted in each case. We don't know now just how many pints of "Genesee blood" has gone to the Red Cross—and indeed it doesn't matter, for it's the spirit that counts. Everyone, it seemed, was willing to contribute—and we were rather proud of our low percentage of "rejects." After all, giving a couple of pints of blood isn't a very big sacrifice in comparison with what many are doing—and we're ready for the Mobile Unit to come again whenever they're ready.

War bonds, scrap metal, blood plasma, civilian defense activities . . . we've done our part in each and every one. And we'll do it again . . . again . . . and again until victory is won—for here at the Genesee we're all out to smash the Axis as quickly and completely as possible. After all, who isn't?

Louis C. Wehle
PRESIDENT

GENESEE'S WAR RECORD NO. 7 OF A SERIES

Employees Answer Call

Thousands of former employees of brewing companies have answered Uncle Sam's call to the colors. Many of these men are actively engaged on fighting fronts abroad; others have, unfortunately, made the supreme sacrifice and a number are on the wounded list, in hospitals, either here or in some foreign land. Still others are in training camps at home. To all of them, the brewing industry pays a warm and well-deserved tribute.

Leaders Laud Repeal

Therefore, it's no wonder that law enforcement officials, government heads and business leaders, join in endorsing the return of legal, wholesome beer.

"There is abundant reason for some form of celebration on the Anniversary. There is no doubt that the overpowering majority of the America people not only feel that it was not a mistake but a forward step," says former Governor Alfred E. Smith.

"I am happy to have contributed to the legalizing of beer in 1933 . . . for thereby the U. S. government gave official recognition to light beer as a practically non-intoxicating beverage. On this anniversary of the return of light beer, I am convinced that the public welfare will be best promoted by an increased consumption of the dilute alcoholic beverages, particularly beer." So says Yandell Henderson, professor of physiology, emeritus, Yale University.

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You can give your Blood, too

If you haven't given your blood to the Red Cross Blood Bank why not visit the Blood Donor Center at 37 Exchange Street. It is open Tuesday, Thursday, Friday and Saturday from 12 to 5, and on Monday and Wednesday from 3 to 7:30. It's easy, too—a donation takes only 45 minutes. And, if two months or more have passed since your last donation, why not chip in another pint: Just phone Main 6160 for an appointment or drop in the next time you're downtown. It may be the means of saving the life of some soldier, sailor, or marine, wounded in action while fighting for you.

Rest and refreshment are compulsory after the donor has gone through his " ordeal." It really wasn't so bad after all—as the smiling faces prove.

IT'S GENESEE FOR '43



The Rochester Sun

SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave. S. Rochester, N. Y. Distributed free to 75,300 homes in Rochester, Greece, Brighton and Tonawanda. Mail subscriptions \$1.50 a year in advance (within Rochester city limits). Outside city, \$2.00 per year.

SIXTH YEAR—No. 30 ROCHESTER, N. Y., THURSDAY, APRIL 8, 1943

Women Set 300 Million Goal In April Bond Drive

The United States Treasury is this month conducting a campaign to raise the largest amount of money ever shown in a single drive in our history. Called a "Spring Offensive on the Home Front", the campaign solicits fighting dollars for our fighting men.

As their share in this great drive, women's organizations in Rochester are being asked to join other women's groups throughout the country in "Outfitting an Outfit" during the month. The national goal for the women has been set at outfitting 2,000,000 men, at an approximate cost of \$300,000,000. This means selling enough War Bonds between April 12th and May 1st to buy all the coats, shoes, suits, blankets, folding cots, steel helmets, first aid pouches, etc., that the Government regularly provides for that number of men.

Letters have been mailed to every woman's organization in Rochester by Mrs. William F. Washburn, Rochester chairman of the Women's Division of the War Savings Committee, suggesting that each club set its own goal. To outfit a single soldier costs \$154.95, a sailor \$96.40, or a marine \$155.94. If a group should decide to outfit a platoon of soldiers, which has about 48 men, their goal would be to sell \$7,437.60 worth of War Bonds.

Mrs. William H. Gorsline, who heads the speakers' committee, has arranged to provide fifteen-minute talks for any organization requesting one, in which procedure will be outlined, prices of all types of equipment show and the basis for figuring the goal suggested. Women's groups, realizing that as our fate is in the hands (Continued on Page 7)

JY Minstrel Show Readied For Saturday Opening

"Come and Get It" is the title of this year's edition of the JY Minstrels which will be presented at the JY Auditorium on Saturday and Sunday evenings with a Sunday matinee.

The entire show was written and is being directed by Ed Ruda, assisted by Mark Ruda. Betty Lou Barron is in charge of the dancing and Mark Ruda will conduct the glee club and other musical numbers.

Many of the original minstrels who participated in the first show 36 years ago will be among the present cast of 100. Included in this group is Harry Friedman, "Doc" Pearlman, Jack Salzman, Meyer Davis, Lew Baker and Saul and Jeanne LaVine.

Lloyd M. Kovel is general chairman.

FLOWER CITY CIRCLE

Flower City Circle No. 464, Companions of the Forest of America will meet next Monday evening in Ukrainian Civic Center, 831 Joseph Ave. Games and refreshments will follow the meeting.

Print News



NEWS IN PRINT is the figure-flattering model chosen by Virginia O'Brien, Daisies in golden-yellow of reality splash over a grey background. Applique detail outlines the waistline, the top of apron-effect front drapery and forms a self-trim at the throat.

Shopping News Offers Cash Prizes For Recipes

"The food of a thousand uses," is the way enthusiastic users describe Van Camp's new product, Tenderoni.

Well, the Food Editor of Shopping News has already heard of scores of recipes using Tenderoni, but still doesn't know whether or not there are actually a thousand ways to use this delicious macaroni product.

Buffalo Scientist To Give Illustrated Lecture At Museum

Ellsworth Jaeger, acting curator of the Buffalo Museum of Science, will give an illustrated lecture on "Wonder Trails of the Southwest," at Bausch Hall of the Rochester Museum of Arts and Sciences on Friday.

Jaeger is a well known artist, naturalist and explorer as well as an author and lecturer. He has spent many years in New Mexico and Arizona.

Pediatrician To Speak At Laurelton PTA Meeting

Dr. Albert D. Kaiser, committee chairman of the American Academy of Pediatrics, will speak at a meeting of the Laurelton PTA next Thursday at 8 p. m. in the school on Helendale Rd.

Dr. Kaiser's topic is "Health—Essential for Defense of Nation."

Mrs. Burr Judd, Mrs. Milton B. Punnett and Mrs. Donald Cole are hostesses for the affair.

DIARY

OF A BEAUTY AUTHORITY



Helena Rubinstein

NEW YORK.—Now that warm winds are blowing our way again, and as long as many women cling to the habit of going about hatless, I think that directions for very thorough shampooing of the hair at home, should be memorized and never forgotten. Sun and air are wonderful for the hair (unless the sun is very bright and strong) and the twin evils of dust and dryness can easily be dismissed, if the proper care is taken.

Directions for Home Shampoo:

1. Divide the hair into small sections. Hold up one section at a time at right angles to the scalp. Draw a firm bristle brush upward from the scalp to the end of the hair. Repeat three times with each strand. Continue until you have brushed all the hair in this manner. Do not be afraid to pull the hair, as this stimulates the circulation and is therefore beneficial.
2. Dip a piece of cotton in heated olive oil if the scalp is dry, and rub it into the scalp. This is best done by parting the hair about twenty times over the head, and rubbing along each part. Continue until scalp is thoroughly saturated with oil. If a dandruff condition exists, substitute antiseptic dandruff lotion.
3. Place the wrists firmly on either side of the head and bury the cushion parts of the fingertips firmly in the scalp. Rotate so that not merely the fingers move, but the scalp itself. Now place the fingers at the nape of the neck, and move them with the same rotating movements up to the crown of the head. As you do this, lower and raise your head, first to the left, then to the right. This is an excellent head exercise to stimulate your scalp and strengthen your hair.
4. Now you are ready to wash your hair. Never use a bar of soap directly on the hair. Make a lather by mixing in warm water, unless a liquid shampoo is used. Pour this lather on the scalp and scrub it thoroughly. Then rinse thoroughly. Apply the shampoo a second and third time, each time rinsing very well. If your hair is long, wash it between your hands as if it were a piece of silk. It is most important to rinse the hair until every particle is gone.

Amusements

CENTURY NOW PLAYING "FOREVER AND A DAY," Brian Aherne, Ida Lupino, Ray Milland, Merle Oberon and 78 stars; plus Simone Simon in "TARITTI HONEY."

LOEWS NOW PLAYING "CABIN IN THE SKY," with Ethel Waters and Eddie "Rochester" Anderson; plus "AMERICAN EMPIRE," with Richard Dix.

PALACE NOW PLAYING "AIR FORCE," John Garfield, Harry Carey, George Tobias; plus "TAXI, MISTER," William Bendix, Grace Bradley.

ARNETT "Yankee Doodle Dandy," with James Cagney and Great Cast SUN, MON, TUES

CAMEO "Yankee Doodle Dandy," James Cagney and Joan Leslie SUN, THRU TUES.

CAPITOL NOW PLAYING "STAR SPANGLED RHYTHM," Bing Crosby, Bob Hope and 43 stars; plus "HENRY ALDRICH GETS GLAMOUR," with Jimmy Lydon.

DIXIE "Yankee Doodle Dandy," with James Cagney and Joan Leslie SUN, THRU TUES.

HUDSON SUN, MON. "WAKE ISLAND," with Brian Donlevy, Robert Preston; plus "PRIORITIES ON PARADE," with Ann Miller, Jerry Colonna.

LITTLE Held For Second Big Week! "SUSPICION" Cary Grant and Joane Fontaine

MADISON-MONROE SUN, THRU WED. "HITLER'S CHILDREN," Bonita Granville and Tim Holt; plus "HOWS ABOUT IT," The Andrews Sisters and Robert Paige.

REGENT NOW PLAYING Deanna Durbin in "THE AMAZING MRS. HOLLYDAY"; plus "APACHE TRAIL," Lloyd Nolan, Donna Reed.

REXY SUN, MON, TUES. "NAXY COMES THROUGH," with Pat O'Brien and George Murphy; plus "BASHFUL BACHELOR," with Lum and Abner.

RIVIERA SUN, THRU WED. "HITLER'S CHILDREN," Bonita Granville and Tim Holt; plus "HOWS ABOUT IT," The Andrews Sisters and Robert Paige.

STATE-LIBERTY SUN, THRU WED. "HITLER'S CHILDREN," Bonita Granville and Tim Holt; plus "HOWS ABOUT IT," The Andrews Sisters and Robert Paige.

TEMPLE NOW PLAYING "WRECKING CREW," Richard Arlen, Chester Morris, Jean Parker; plus Roy Rogers in "IDARHO."

WEST END "Yankee Doodle Dandy," with James Cagney and Joan Leslie SUN, THRU TUES.

HERE'S YOUR CHANCE TO SAVE ON YOUR SPRING OUTFIT AT COLUMBIA'S

Easter SALE

3 WAYS TO PAY

1. CHARGE ACCOUNT
No down payment. Merchandise purchased here and during April will not have to be paid until June 10.
2. INSTALLMENT REGULATIONS
Pay as little as \$1.25 weekly, after required one-third down payment. No down payment on any article at \$6.00 or less.
3. LAY-AWAY PLAN
We'll hold your purchase. You may pay as little as you wish until one-third down has been paid. Then take it and pay as little as \$1.25 weekly.

LADIES' SPRING FASHION-HITS
COATS AND SUITS 19⁹⁵ AND UP

LADIES' LATEST SPRING DRESSES 5⁹⁸ AND UP

MEN'S... SUITS AND TOPCOATS 22⁷⁵ AND UP

COLUMBIA
CLOTHES for MEN and WOMEN

49 N. CLINTON NEAR CENTURY THEATRE

FOR THE EASTER PARADE

Once again, Rochester Jobbing House brings you Rochester's best Easter Values for apparel you'll be proud to wear. Smart Sport coats for junior, the big boy, and the young man. Contrasting slacks to complete the Easter outfit. Little topcoats with hat to match for little tots, and sport jackets and skirts for the young lady in your family.

AT LOW JOBBING HOUSE PRICES!

BOYS' 2-PANTS SUITS
We will have a fairly good stock of suits with 2 pants. Ties, of course, are now real scarce and must be replaced. Broken lots but most sizes still on hand.
\$9.98 to \$22.50

YOUNG MEN'S SNAPPY SPORT COATS
Wear them the year round for dress, for school, for sport.
LONGS—SHORTS—REGULARS
\$12.95 to \$14.95

LADIES' 100% ALL WOOL Sport SWEATERS
Long or short sleeve Tailored Classic Sweaters in a choice of 12 beautiful colors.
1.98 - 3.98

MEN'S 100% ALL WOOL SPORT SLACKS
Plain color whipcords, gabardines and cords to contrast with your odd coat. 100% wool that will really hold their shape.
Sizes 30 to 42
7.98

LADIES' NEW PASTEL Sport Jackets
Hounds tooth checks or beautiful large plaids. Sizes 12 to 20.
3.98 to 5.98

LADIES' NEW Spring Skirts
Beautiful pastel colors in plaids, tweeds or plain shades. Sizes 24 to 36.
2.98 to 4.98

LITTLE BOYS' TOPCOATS
Mantle over coats that look exactly like Dad's bright tweeds, herringbones and plain colors. Size 4 to 8.
5.98 to 8.98
Hats to Match **1.00**

YOUNG MEN'S Shortie Coats
A practical coat for all weather, rain or shine. Worn as a topcoat or raincoat, popular with young men of all ages.
Sizes 38 to 44
5.98

ROCHESTER JOBBING HOUSE
159-161 JOSEPH AVE. Cor. Nassau St. STONE 2-260
Open til 9 Every Evening Unrestricted Parking

KAY'S COMMENTS . . . by kay shearer

It's so convenient — that new ANTIQUE SHOP located at 12 Cortland St. directly opposite the Seneca Arcade. And it is the most well stocked antique shop it has been my pleasure to see. Authentic pieces, all in excellent condition, glassware, china, priced gently. Drop in, you'll be welcomed.

It's some problem in these days of rationing to be certain that your family receives enough VITAMIN D. Here is a suggestion. Serve HOMOGENIZED VITAMIN D MILK delivered by BRIGHTON PLACE DAIRY. In every glass of Homogenized D. Milk, there is present the needed D. Vitamin. Brighton Place asks you to try this famous Milk for two weeks — if you're not satisfied, no hard feelings, but my bet is on HOMOGENIZED VITAMIN D. Glen 144, 45 Fulton Ave.

Crow's-feet are caused by excessive dryness and require nothing but lubrication and massage. Try both and see if you don't notice a marked improvement.

Joels
I'll forever wear a JOELS HAT. And there's no woman in the world who loves HATS like I do. (My Dad used to call me HATTIE). This season the chapeau at Joels are lovelier than those remembered last year. There is nothing more pleasing than seeing a pretty woman in a pretty hat — unless it is being one. Color is rampant on headgear this season. As for shape anything goes (provided it is becoming). Big cart wheels, tippy bonnets, sailors with snappy bags to match. Why don't you drop into this friendly shop and look around. I'm betting you'll leave with a hat and always be happy wearing in. JOELS, 215 EAST MAIN ST.

Since peas are hard to get and are expensive as well, try "stretching" them with creamed hard-boiled eggs. Served atop split toasted English muffins this combination makes a satisfying dish for Spring days.

Outside of the war news, probably nothing touched our lives so closely last month as rationing. I would like to be able to give a clean bill of health to my own sex, but the stores, crowded with "food buyers" and "clothes-hoarders" told a sickening story. Too often in my trek around town, I felt the hot blush of shame for some of my fellow women. They almost had actual fist fights in some of our markets. After all, no matter how much they bought, the reckoning comes some day—they must abide by the point rationing—the sooner they realize it the better. My mildest wish is that food cellars of the hoarders will be flooded, and the moths have a banquet in their clothes-closet. Rationing isn't easy—granted—but after all there will always be food to eat—maybe not always just those things you dote on—but no one in this land of ours will starve. So why try to get more than your fair share.

Devotedly, Kay.

L A bulge here — a bulge there — won't help that new Easter suit you're dreaming about. Let KATHERINE-KO fit you into a garment that will make you appear pounds lighter — years younger. — 603 TEMPLE BLDG. Open Mon. Eve. till 9.

Tins of asparagus should be opened at the bottom to prevent breaking the soft tips.

So you want to have that hole you so carelessly burned woven. Our suggestion is EMPIRE WEAVERS. Their work is tops, their service fast, and their prices gentle. 409 BURKE BLDG.

Soften dried fruits in water before adding them to cake or muffin dough. Otherwise they will be hard and tasteless. They are best when kept in a airtight jar.

Superfluous You've heard a lot about methods of removing superfluous hair, but if you really want to know about PERMANENT FREEDOM from unwanted hair — send to CHARLOTTE WHITE, 222 Cutler Bldg. for her booklet telling you the things you want to know. Stone 503.

FURS are smelling-alike to any costume. And what one of those gorgeous MINK SCARFS will do to your new or old suit, is just one of those things you'll have to see. SHAFER FUR CO. has the grandest selection of Mink scarfs you ever did see. Selection is easy 'cause there are many skins to choose from. All are full-bodied skins, alive with character, the kind of minks you've always longed for. Mr. Shafer has personally selected every pelt, this is your guarantee of absolutely top quality. You may select several skins, have them mounted as you like, or choose those already mounted. These Mink Scarfs are priced at a modest \$22 per skin. Don't wait too long 'cause they're going like the proverbial "hot cakes". SHAFER FUR CO. 51 EAST AVE. All prices include tax.

Don't let Easter catch you without a new at perched on your noggin. MARLENE HAT — is ready to serve you — adorable hats for young and the not so young. \$2 to \$7.98 — Bags \$1.69 up. HOTEL SENECA.

PUT YOUR MONEY on a suit this spring. And let PROJANSKY tailor it for you. Or better yet, let this famous shop make you a top-coat and suit to match or contrast just as you prefer. You know this department sometimes wonders if the women of this fair city appreciate having a firm like Projansky's among us. A cosmopolitan air permeates this shop, the merchandise is always styled with an eye on the future. But what are we talking about — we know you women appreciate PROJANSKY'S 'cause just to drop in and see the scores of women going and coming, all happy at "getting just what I want." What we started to say, let PROJANSKY tailor something just for you. Materials still hold variety. Lovely soft imported things, and many others. Prices are gentle. PROJANSKY 38 EAST AVE.

INVESTIGATE THIS OPPORTUNITY. — For a limited time H. B. GRAVES will furnish and install up to eight yards of WILTON STAIR CARPET for only \$39.85. This lovely carpet comes 27 inches wide — with a variety of patterns and colors. After you have made your selection, your carpet will be laid by experts, at no extra cost, mind you, top this if you can. Remember the carpet bears the famous Wilton label. And if you can match that price, I'll buy you the biggest ice-cream soda in town — if we can get the ice-cream. If you are thinking about more carpet, browse round the well-stocked department at Graves and give some thought to that very special value of new beautiful, luxurious sculptured Carpeting by the makers of Gull-istan for exactly \$6.75 per square yard. You may pay cash — use budget plan or charge it at H. B. GRAVES, 73 STATE ST.

W Tune in WHEC next Saturday morning April 10th at 11:30 and listen to the new program call "Fashions in Rations". That entertaining little lady Billie Burke will be featured. Those "sales" in the know at ROCHESTER GAS & ELECTRIC will say a few words of interest to all women. So listen, won't you please?

Call CULVER 51 and have a "PARENT BY PROXY" dispatched to your home to relieve you of the children for the afternoon or evening. Every Proxy is a understanding, intelligent woman, who understands the growing pains of the very young. Blanche Reynolds is the party in charge. Ask for her when you call Culver 51.

It will pay you in these days of buy a couple extra for guests. casserole dishes to invest in. You will find there are many individual casseroles for your dishes that take to casserole and family. They are inexpensive so food looks so good in them.

Wash V. Deverian
ORIENTAL RUGS
—to LOOK BETTER
—to LAST LONGER
Need Cleaning & Repairing
PHONE STONE 3484 . . . 258 EAST AVE.

LIKLY'S NEW Handbags
Looking for just the right Bag? Here it is. Likly's assortment includes the style, color, size and material; fabric or leather that you have in mind.
\$2.50 to \$59.50
\$3 — Street Floor

Servicemen's Easter Gifts
BUY AND MAIL IT NOW!
Handy Sewing Kits \$1.00—\$ 2.75
Note Books . . . \$1.00—\$ 2.50
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Money Belts . . . \$1.00—\$ 2.00
—Street Floor

LIKLY'S
Mail Orders 271 Main St. E. Est'd 1844

"ITCHIN' FOR ACTION"

WRITES SGT. PERRY O. POPP
former bookkeeper at the Lincoln-Alliance

Dear Perry:

So you and the boys are "itohin' for action"—more power to you. You're a long way from the book-keeping machine you used to operate up on the fourth floor. Mike Laing is still "Top Kick" there, but instead of the twenty-five beautiful girls — and surrounded now by twenty-five beautiful girls — and what a job they're doing, 21,000 items daily and every item handled six or seven times — around 3 P.M. every day they have all the action they want. (And some people believe when the bank closes our work is done.)

You'd hardly recognize the bank, Perry, if you were to drop in on us — 80 former employees are now in the armed forces and more to go and girls are stepping up to do the job. When you were here only 30% were girls, as you remember, and now it's getting close to 65%.

War Bonds are going strong — last year the bank sold \$8,881,350. Everything about the bank is geared up to Wartime going. You fellows are very much on our minds these days and depend upon it — we're out to do everything we can to help.

When you get that "action" you want — shoot first and straight. So long for now.

Joe

LINCOLN-ALLIANCE BANK AND TRUST CO.
Member Federal Reserve System • Member F. D. I. C.

VICTORY CLOTHES

For Work or Play!

FOR VICTORY GARDEN OR SHOP WEAR

PRE-SHRUNK GUARANTEED WASHABLE OVERALLS \$1.99 BLUE DENIM ALL SIZES

HUNDREDS TO CHOOSE FROM **SLAX** ALL COLORS ALL SIZES \$1.99 UP

WASHABLE **POLO SHIRTS** CREW NECK \$1.00 COLORS: YELLOW, RED, BLUE, GREEN, ALL SIZES

Darling Shop
190 MAIN ST. EAST

Pretty Fixings For Spring!
EYELET NECKWEAR

1.00

Spice your darks and prints with dainty eyelet embroidered collar and cuffs sets for the new look of Spring 1943. Square or V styles with matching cuffs in pink or bright white.

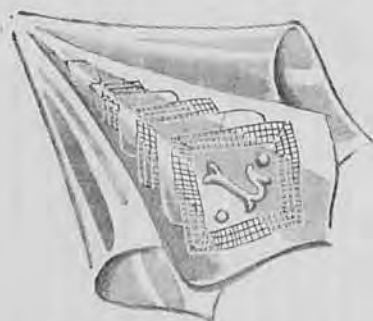
FRONT AISLES E TO F, MAIN FLOOR

Initialed Chinese Handmade Sheer HANDKERCHIEFS

29c

Here's a beauty treatment for your handkerchief wardrobe! Fresh, white sheers with dainty hand rolled hems, decorative spoke stitching and appliqued initials of great individuality. Very specially priced.

REGULATOR COUNTER, MAIN FLOOR



Short Sleeved White Cotton Classics!
JUDY BOND BLOUSES

2.25

Crisp white cotton blouses, soap 'n water beauties to wash and wear indefinitely! Our famous well-cut Judy Bonds in three popular cotton fabrics. The college crowd loves them under sweaters; business gals wear them with suits.

- A. Judy Bond white broadcloth, 32-40 2.25
- B. Judy Bond white madras shirting, 32-40 2.25
- C. Judy Bond perky white pique, 32-38 2.25

FRONT AISLE J, MAIN FLOOR



Sibley, Lindsay & Curr Co
Little-Price Fashions
That Do a Lot for Your
SPRING WARDROBE
Phone Stone 6500
Mail and Phone Orders Taken.



Seersucker Cotton Crepe PRINTED HOUSECOATS

3.69

Beautiful assorted floral and bouquet prints on different pastel grounds. Easily washed seersucker in two popular wrap styles. The cool cotton robes you'll wear all spring and summer, as fresh and pretty as you please! Sizes 12 to 20, 40 to 46.

NEGLIGEE, SECOND FLOOR



A. Well-known wrap pattern, surplice neckline, unpressed skirt fullness, three-quarter sleeves. Aqua, luggage, green, navy or gray. 36-42 8.95



B. Tiger lily print with simulated tortoise shell saucer button and belt trim. Plunge neckline. Skirt yoke. Blue, gray, green, luggage or aqua. Sizes 12 to 20 8.95

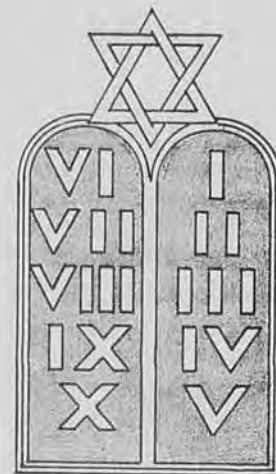
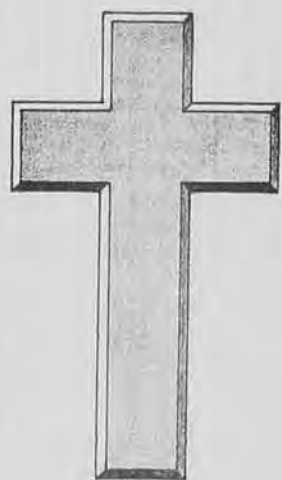
LARGE SPACED PRINTS

McKetterick Classic Dresses

8.95

Smart McKetterick styling, unusual details and foremost fashion always. Popular wide spaced prints on beautiful rayon crepe grounds. Classic go everywhere dresses that know no season.

THRIFT DRESS SHOP, SECOND FLOOR



THEY ALSO SERVE -

In every camp, on every battlefield, ship and farflung outpost - wherever Old Glory flies - there also is a Chaplain of the Army, Navy or Marine Corps. Protestant, Catholic and Jew alike - all are serving their country by helping their fellow man serve his God as his conscience dictates.

Our boys "over there" need the help of Almighty God just the same as you and I over here. And upon the shoulders of the Chaplains Corps rests the responsibility for "pointing the way." The Chaplains are measuring up to that responsibility. They are giving spiritual consolation and guidance at a time when it is most needed. Whether it be in the thick of battle or the crowded life of a training station, the Chaplain's present religion, not only in sermons, but bring your boy and mine closer to God by the example of their courageous, unselfish and religious lives.

This, then, is the cause to which the Chaplains have dedicated their talents, yes, their very lives:

To bring spiritual uplift, to offer a helping hand, to "point the way" to the lads with whom, and for whom, they serve.

ROCHESTER AREA CHAPLAINS NOW SERVING WITH OUR ARMED FORCES

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REV. S. H. SHEARS
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REV. DONALD MURPHY
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REV. RALPH F. NEAGLE
REV. BERNARD C. NEWCOMB
REV. WILLIAM J. O'BRIEN

REV. FRANCIS J. PEGNAM
REV. DAVID B. SINGERHOFF
REV. FRANCIS H. VOGT
REV. EDWARD J. WATERS
REV. FRANCIS C. WATERSTRAAT
REV. JOHN K. WHEATON
REV. JOHN WOLOCH
JEWISH
RABBI HENRY FISHER
RABBI PHILIP BERNSTEIN

This message is one of a series, dedicated to all religions and graciously sponsored by the undersigned Rochester Institutions. Only the limitation of available space has confined the sponsorship of this series to this group. Many others have signified their approval of these messages.

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; Cramer Drug Company; Sibley, Lindsay & Curr Co.; Weed & Co.; Weis & Fisher; McFarlin Clothing Co.; McCurdy & Co.; B. Forman Co.; H. L. Green Co.; Sears Roebuck & Co.; Projansky, Inc.; National Clothing Co.; War Activities Committee of Rochester Theatres, Inc.



GOOD VISION

IS AN IMPORTANT AID to the war effort... whether your job is in war material production on the assembly line, in the office or anywhere else on the home front. According to the eyes greatly increased importance, eye examinations should be obtained with greater frequency.

Phone Either Store for Time-Saving Appointments
Convenient Charge Accounts
E. E. BAUSCH & SON CO.
6 MAIN ST. E. 61 EAST AVE.
CARL R. BAUSCH, Optometrist

Films Listed For Sunday Showing At Museum

Cooperating with "Humane Week" the Rochester Museum will show two films on Sunday at 3 p. m. illustrating the theme, "Their Safety Is Your Trust." The pictures show the care of animals after bombings in England. Another film, "The Great Meddler," dramatizes the life of Henry Bergh, founder of the Humane movement in America.

In addition, a full color film, "Yellowstone Wildlife," will be screened; as well as a short film on nutrition, "Keeping Fit," tying in with the "Health and War" exhibit now in the main hall.

The public is invited. No admission charge is made.

Lamb is low in ration points, so here's a suggestion. Make individual lamb pies for your family. Prepare just as you do any meat pie and top with crust. They will like it. It is tasty enough for company dinner. Why don't you try it.



Your Watch Needs a SPRING TONIC

Put new pep in your watch! Keep it going, accurately and regularly! Perhaps a thorough spring cleaning is all it needs! But don't wait! Examination without cost!

Dependable WATCH REPAIRS
CENTER AISLE A MAIN FLOOR

ROMANTIC MIRAGE.



A mirage of delicacy is the flattering Easter bonnet worn by Ann Eden. The soft drapery is effected by drawing grey veiling through loops made of flower stems fastened on each side of the light natural straw crown. This super-feminine hat is perfect for dining, dancing and general leave-celebrating. The long scarf ends swathe the shoulders in a romantic mist.

New Price Announced For 'True Story' Magazine

Effective with the May issue now on the newsstands, True Story will return to its original price of 15c per copy.

In explaining this change, Henry Lieferant, True Story's editor, makes the following explanation:

"We were faced with the choice of reducing the number of stories and articles, and so save paper while still supplying sufficient copies, which meant less reading matter for our readers' money. Or, we could keep the magazines as rich as usual, giving as many stories as before, but printing fewer copies. We decided to print fewer copies, thus reducing the revenue and necessitating the increase in price per copy. We assure you that at fifteen cents True Story will continue to be the best buy on the newsstand."

No. 37 PTA To Hear Music Director, Orchestra

A musical evening has been planned for next Tuesday at 8 p. m. by the P. T. A. at No. 37 School.

The school orchestra, under the direction of Henry F. Osborne, will open the program with a number of musical selections, after which Alfred Spouse, director of Music in the Rochester Public Schools, will discuss the topic, "Music and Morale."

Orchestra members include: John Skehan, Gloria Miller, Ruth Cooper, Grant Southard, Barton Miller, John Bennett, James Duncan, Helen Nicol, Shirley O'Grady, Carol Coughlin, Norman Miller, Ruth Miles, Jacqueline Githero, Walter Putson, Priscilla Manning, Isabelle Turnbull, Barbara Dowling, Helen del Solar, Jean Werner.

Spicy vinegar from pickled pears or peaches may be used instead of ordinary vinegar in a French dressing for fresh fruit salads.

When preparing a white sauce for vegetables add a few chopped almonds, or Brazil nuts will do just as well.

To prevent bacon from curling notch the lean edges with a knife or scissors before placing it in the frying pan and turn it frequently while cooking.

TROPIC COAL \$12.70
Egg—Stove—Nut... Anthracite
Rochester & Pittsburgh Coal Co. PER TON PLUS TAX
Lincoln-Alliance Bank Bldg. Stone 7080

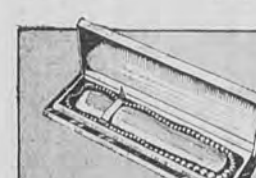
Easter Time Is the Time for GIFTS
From Rudolph's



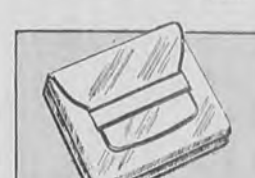
Friendship Diamond
Dainty new style setting of 14K yellow gold, set with two fine diamonds. **39.95**
EASY TERMS



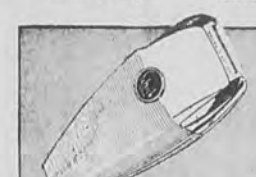
Crystal Rosary
A beautiful, thoughtful gift that is sure to be appreciated. **3.50**
EASY CREDIT



Richelieu Pearls
Lustrous quality, beautifully matched and graduated. With fine clasp. **5.95**
EASY TERMS



Cigarette Case
Fine leather; will hold 20 cigarettes safely. Especially good for the service man. **3.50**
PAY WEEKLY



Schick Shaver
This popular electric shaver for quick, easy shaves will make a hit with any man. **12.50**
BUY ON CREDIT



Service Ring
Army or Navy insignia initial ring in a real man-styled setting of 10K yellow gold. **22.50**
EASY CREDIT



Kentus-Gruen-Bulova
Smart, accurate watches for men and women. Good choice of styles in these nationally famous watches. **33.75 UP**
EASY CREDIT



BABY SPOON
1.25
EASY TERMS
Halmes & Edwards sterling inlaid bent spoon.



Zircon Set
Lovely link bracelet with matching pendant. Each set with brilliant blue Zircon. **24.50**
EASY TERMS



CROSS
4.95
EASY TERMS
Beautiful solid gold cross set with fine diamond.



CHILD'S DIAMOND
5.95
PAY WEEKLY
Dainty ring set with sparkling diamond.

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Cor. East Main St. at South Ave.
Open Monday Evening In Batavia 109 Main St.

WANTED
The H. L. GREEN COMPANY has several desirable positions open for the following:
**OFFICE CASHIER
MILLINERY HEAD
RESTAURANT HELP**
Also full or part time positions open for
SALESLADIES
Liberal Salary — Good Working Conditions
Apply — Second Floor
H. L. GREEN CO.
132 E. MAIN STREET

USED CARS Are Not Rationed And WE STILL OFFER CONVENIENT TERMS SEE THESE — YOU'LL BUY

- '42 Nash '6' Station Wagon, fully equipped, Big Disc't
- '40 Packard 120 Sedan, Radio, Heater \$845
- '40 Olds Coach, Radio, Heater 695
- '41 Chevrolet Club Coupe 795
- '41 Plymouth Coupe 725

THE BIGGEST LITTLE CAR IN TOWN — AT YOUR OWN PRICE

New paint, motor overhauled, tires like new. 45-50 miles on a gallon of gas. The ideal gas-ration car. **THIS CROSLY IS NOW PRICED AT \$225. THE PRICE WILL BE REDUCED \$5 A DAY UNTIL SOLD. PUT IN YOUR BID NOW!**

- '42 Nash Club Coupe, fully equipped .. Big Discount
- '37 Fords (choice of 3) \$225
- '37 LaSalle Club Coupe 395
- '40 Nash Coach 695
- '37 Pontiac Conv. Coupe .. New Top & Paint .. 395

SCHOEN BROS.
68 Genesee St. STONE 446

MOTH Preventives
Protect Precious Woolens

TAKE the offensive against wardrobe destroying moths... with our anti-moth ammunition! Care in storing your precious woolens... rugs and blankets will assure them of giving years more useful service. Now especially, when wool fabrics are being used extensively for military purposes, it's good sense to pamper the things you have... by giving them the best of storage care. Our economy priced moth preventatives will protect your things until you need them next season.

- Moth Balls 1-lb. 15c
- Moth Flakes 1-lb. 15c
- Tar Paper 12 Sheets 50c
- Blanket Chest 9" by 19" by 43 1/2" with casters \$1.29
- Wardrobe 24" by 21" by 59" \$2.19
- Others to \$5.95
- Larvex pint 79c
- Paradichlorobenzine Vaporizer 49c
- Refills, 1-lb. size 49c
- Paradichlor. Crystals ... lb. \$1.19
- Garment Bags 35c—3 for \$1

MAIN 7900 **FREE PARKING**
Opposite With \$1.00 Purchase
Weed's
15 EXCHANGE ST
Free City Deliveries

Lentil soup is an old-time favorite but it tastes just as good today . . . a heartening dish, anytime. You can increase the flavor and sustenance of the soup by adding frankfurts cut into 1-2 inch slices when almost ready to serve. Simmer about 10 minutes after frankfurts are added. Navy bean, black or lima beans, make a mighty good soup too.

Frankfurters Delicious Served With Spanish Rice



Plump frankfurts atop piping hot Spanish rice is a skillet supper that will satisfy the hungriest family — and one that can be quickly prepared. If you want to save a precious ration coupon, try serving frankfurts on browned rice, instead. Melt 3 tablespoons bacon fat or lard in a skillet. Add ½ cup washed raw white rice, and stir until golden brown. Add 3 cups boiling water and 1½ teaspoons salt. Cover and simmer about 25 minutes until rice is dry and flaky. About 10 minutes before rice is cooked, place the frankfurts on top of the rice, cover the skillet and cook remaining time. Arrange on a platter—and it's for a company meal you can add glamour by serving

How do you like the new blouses being shown this spring. They are adorable. But a word of warning, I have noticed they shrink more than in the good old days, so buy them accordingly.

A dash of nutmeg will bring out the flavor of rhubarb. Try it next time you stew the fruit or put it in a rhubarb pie.

Here's How To Make Your Coffee Stretch

How are you getting on with one pound of coffee every five weeks? Is your supply diminishing at a pace which will bring about the goodness of the last drop long before the five weeks are up?

If this is the case, here are several suggestions made by the OPA to make your coffee go further:

Keep your coffee in an airtight container in the refrigerator or some other cool place. You'll find that it deteriorates less rapidly when cool.

Make certain that your coffee pot is clean. Old grounds or coffee film will spoil the flavor of fresh coffee.

Have your coffee ground as fine as possible for the type of coffee pot you use.

Be accurate in measuring the coffee. Heaping tablespoons often make for waste.

Serve coffee as soon as made. And make only the exact amount you need.

Should there be any leftover coffee, use it for flavoring.

SAVE ON GAS

Have you tried these ways to save gas and electricity in your home? Clean burners so that flame is blue not yellow. Try to cook one-burner meals. Don't turn on the plate burners until needed and then make certain the flames don't lick around the edges of cooking utensils. Don't store warm food in your refrigerator, wait until it has cooled. Cook vegetables in a small amount of water; it not only saves fuel, but preserves the vitamins.

Tenderoni And Cheese Loaf

- 1 (8-oz.) package TENDERONI
- 1 egg
- ½ cup milk
- 1 cup bread crumbs
- 1½ cups grated American Cheese
- 2 tablespoons chopped onion
- 1 teaspoon salt
- Dash pepper
- 1 tablespoon chopped pimiento or green pepper (optional)

Cook TENDERONI according to directions on package. Combine egg and milk and beat well. Add remaining ingredients, and turn into a greased loaf pan, 8½ x 4½ x 2½ inches. Make in a moderate oven (350 degrees F.) 40 minutes. Makes 6 servings.

Muffin Magic

A few slices of bacon will do double duty and serve many if chopped, crisp bacon is added to a favorite muffin batter — delicious for breakfast or supper.

Muffins made from enriched flour, milk and egg are gems of good nutrition. They carry valuable protein, calcium, iron and B-vitamins to the table in most delicious and economical manner.

Make no mistake, the brush act will never seriously disturb your dreamiest hair-do if you sweep along in the direction of your waves.

"My Fashion Note—a Victory Wardrobe with TINTEX!"

A FEW cents for Tintex—and a victory wardrobe is yours! Tintexing your apparel and home decorations to last longer and look better—is the thing to do this war-year! It conserves precious fabrics—saves money—keeps you well-dressed, color-fashionable! Fabric and color scarcities don't trouble the millions of women who use Tintex, America's quality dye. For Tintex offers over 50 true dye-colors—fashion-right and longer-lasting. Tintexing will thrill you! So easy, quick, perfect! That's why Tintex is by far the largest selling in the world. Try Tintex today! 10c & 15c at drug, dept. and 10c stores. You'll be delighted with the result!

Conserve Fabrics • Save Money

Tintex

TINTS & DYES

—still, keep fashionable!

PARK & TILFORD PRODUCT

Van Camp's

TENDERONI

A NEW AND DELICIOUS TREAT FOR MACARONI and SPAGHETTI LOVERS

TENDER, BUT NOT DOUGH-Y—COOKS IN 7 MINUTES

Van Camp's TENDERONI

A Delicious Treat for MACARONI and SPAGHETTI LOVERS

Free INTRODUCTORY OFFER:

One full size package of the new Van Camp's Tenderoni FREE with the purchase of two packages at the regular price. If you don't say that Tenderoni tastes better than any macaroni or spaghetti you ever tasted, bring back the empty package with the two packages you bought and get your money back. This offer is good at your grocer's as long as his supply of FREE packages lasts.

Distinctive flavor . . . economical . . . quick . . . brings cheers from young and old . . . healthful . . . everybody loves it . . . delicious . . . easy recipes in package . . . Buy Tenderoni today, at your grocer's.

Made and distributed by the makers of the Famous Van Camp's Pork and Beans

Special THIS WEEK

Fresh Young

TURKEY PARTS

No Points Needed

DOLAN'S

600 JEFFERSON AVE.
COR. BARTLETT
Telephone Geneva 1417

New package. Saves tin. Easy to open. Lighter to carry. Still 10c per package

Ideal DOG FOOD

JUST ADD LIQUID

NOW!

Cocktails to everyone's taste . . . At a moment's notice . . . right from your refrigerator . . .

Keep 'em chilled . . . Just pour only as much as required . . . ADD NO ICE . . . Decorate and serve.

No Mess . . . No Waste . . . The ideal popular handy liquor package for "HOME SERVICE" . . .

Pete Hagen's

Ready-to-Serve COCKTAILS

MANHATTAN DRY MARTINI
OLD FASHIONED
DAIQUIRI
SIDE CAR

only 7.89 full fifth

BUY U.S. WAR BONDS & STAMPS

at neighborhood liquor stores
Popper Morson Co., Rockefeller Center, New York

REAL WITH VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

Repair Your Vacuum Cleaner NOW

Government Restrictions Now Make It Imperative for You to Take Good Care of Your Vacuum Cleaner. Co-operate for Victory. Fix 'em up! Make 'em do! Check this PENN SPECIAL!

One Full Year Guarantee!

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All This at One Low Price

- ★ NEW BAG
- ★ NEW BRUSH
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- ★ NEW MOTOR BRUSHES
- ★ Cleaning of Motor
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Expert Mechanics

FREE CALL and DELIVERY

Parts for All Make Cleaners

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OPEN TIL 7 P. M. MONDAYS and THURSDAYS TIL 5

ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

TUNA IS A "POINT SAVER". Have you tried it?

Learn how good BREAST-O'-CHICKEN TUNA MEALS can be!

The points you "spend" for Breast-O'-Chicken brand tuna fish do more than double duty because you can combine this protein-rich food with other non-rationed foods to make hearty, healthful meals.

Plan to serve at least one TUNA dinner a week

BREAST-O'-CHICKEN Tuna Noodle Casserole

- 1 7-oz. can Breast-O'-Chicken brand tuna fish
- 2 cups cream sauce
- 2 hard boiled eggs
- 1 tablespoon minced onion
- 2 cups cooked noodles
- salt and pepper

Make a rich cream sauce to which the minced onions are added. Place a layer of noodles in a buttered baking dish. Add a layer of Breast-O'-Chicken brand tuna and sliced hard boiled eggs. Top with another layer of noodles and pour the sauce over the top. Bake in a moderate oven for thirty minutes.

7 oz. tin Only 3 points

NO WASTED FOOD
Use even the salad oil!

WESTGATE SEA PRODUCTS Co.
San Diego, Calif.

HURRY THEM BACK.. JOIN THE WAAC!

Enrollment is open to all women who are citizens of the United States, regardless of race, creed or color, who are between the ages of 21 and 44, inclusive; in good physical condition, of excellent character, and with no dependents under 14 years of age. Pay ranges from \$50.00 to \$138.00 per month, plus food, clothing, housing, and medical and dental care. If you qualify after enrollment, you may go to an Officer Candidate School.

DON'T DELAY . . . ENLIST TODAY!

82 EAST AVENUE, MAIN 4276

WAAC'S



TREAT YOUR FAMILY THIS WEEK

TAKE HOME THIS DELICIOUS NEW

COCOANUT JELLY LAYER CAKE

29¢ each

Luscious jelly filling and jelly top. Generously sprinkled with flavorful coconut. Coconut is hard to get these days — better have some while you can.

WEGMANS bakeries feature Rochester's largest variety of quality baked goods, delivered oven-fresh to our counters several times daily.

BEST POINT VALUES			
RED STAMPS Points Price			
FANCY, MEDIUM SHRIMP	3	can	29c
12-OZ. CAN TASTY BRUNCH	5	can	35c
DEMINGS RED SALMON	7	can	40c
FANCY PINK SALMON	7	can	22c
BLUE STAMPS Points Price			
14-OZ. BTL. BLUE LABEL CATSUP	10	bot.	17c
Campbells (46-oz. can) TOMATO JUICE	22	can	23c
CAMPBELLS VEGETABLE SOUP	6	can	11c
46-OZ. CAN GRAPEFRUIT JUICE	9	can	33c

NO POINTS NEEDED

PILLSBURY, 24½ LB. SACK BEST FLOUR . . \$1.27

BISC-O-BITS CRACKERS, pkg. 10c

½ GAL., 19c 33 BLEACH, qt. bot. 10c

BREAKFAST OF CHAMPIONS WHEATIES, pkg. 10c

FREE TENDERONI FREE

With The Purchase of Two At The Regular Price

Wegman's HOME OWNED SUPER MARKETS

FREE PARKING FOR CUSTOMERS

Shopping News Patterns



Mexican Influence In Negligees

The Mexican influence in fashions, which has been so much in the news recently, is now looming up in the lingerie or intimate fashion collections. In housecoat collections particularly, the bright, gay Mexican prints are noted. Such a print is the "hat print," gigantic Mexican sombreros printed in colors on a plain ground, in such gay color contrasts as green and red hats on a maize ground. Head to come

New Suit Lines Flattering

Suits will have a new and flattering look this spring. At first you'll find it hard to see just what gives this appearance of newness to the classic lines, but if you look a little closer, you will see that it is achieved by means of the shorter jacket, the tiny collars brought up close to the throat, the interesting handling of pocket detail.

There are new designs in materials, too... stripes, checks in varying sizes, solid tones in brand new colors.

FOOT "PEPPER-UPPER"

Are your feet always tired after a day of shopping or office work? An epsom salt bath will relieve the tired and burning feeling. Stir a cup of epsom salt into a basin of hot water, and soak your feet for about three minutes. Now rub your feet with a generous amount of the salt. Soak for a few more minutes and then plunge your feet into cool water. Dry and massage with a cream or lotion. Remove excess with cologne and sprinkle with talcum powder. You'll be a new person.

Paint Protects Property

SAVE THAT OLD CANVAS!

Setfast makes old stained or faded canvas look like new at a fraction of replacement cost. This remarkable paint leaves the fabric pliable and will not crack. It adds greatly to durability as it is sun resistant, water repellent and retards rot and mildew. Easy to apply—just brush or spray it on. 10 attractive colors—also Black, White and Clear. Use it on Beach Chairs and Umbrellas, Awning, Cabanas, Tents, Gliders, Canvas Shoes and Leggings, Fiber Bags, Canvas Auto Tops, etc. One quart covers approximately 60 square feet. One coat is usually sufficient.

Quarts \$1.40 -- Gallons \$5



SELECTION OF COLORS. New roller included. Size 6 ft. x 36 inches.

WASHABLE WINDOW SHADES 39c Without Roller 29c

LUCAS PAINT STORE 80 St. Paul St. Main 2090 -Free Parking-

Diary . . .

(Continued from Page 1)

... of soap has been removed. 5. Dip a hand brush or nail brush into your shampoo and scrub around your hair line. First over the forehead, then behind the ears and across the nap of the neck. This removes any remaining dust or make-up. 6. If your hair is growing darker or looks dull and lifeless, a lemon or camomile rinse will brighten it. Peroxide dries the hair, as do the majority of prepared rinses. A vinegar rinse softens the hair and makes it easy to comb. It is especially advisable to use a vinegar rinse after a permanent wave to prevent the ends from breaking and splitting.

7. Now wrap your hair in a heavy turkish towel to absorb the water well. Rub hair and scalp with clean, dry towel until dry. If possible, dry hair out-of-doors. Fresh air seems to give the hair a lustre, but avoid bright sunlight because it causes the hair to fade.

8. If you have a permanent wave, or wish to train your hair with combs, now is the time. Before the hair is completely dry, set it as you wish it to fall. A wave-setting lotion will help.

9. After you have dressed your hair, apply a fragrant an atomizer. This assures an apple-blossom brilliancy with even distribution. If your ends are dry and brittle, rub them between the palms of your hands with a few drops of brilliancy.

(Editor's Note: If you would like to have a make-up and culture chart, describing the most attractive make-up and culture for you, please address your request to Helene Robinson in care of Shopping News, 93 Clinton Ave. So., Rochester, N. Y., specifying whether you have a round, long, narrow, oval or broad face.)

Bond Drive . . .

(Continued from Page 1)

of our fighting men, so their fate is in our pocketbooks—that our money is a factor in making their bravery count, have cooperated wholeheartedly with the War Savings program since its inception. Many have taken the responsibility of staffing War Savings booths, or have volunteered to assist in special projects. During Women's War Bond Month in November, many clubs set up special booths, or made other definite efforts to sell extra War Bonds, with the

result that the month was a great success. Again the War Savings Committee is urging the cooperation of these groups, asking them to make an added effort at this critical time. Quotas and results, as they are reported, will be publicized by Mrs. Vilas M. Swan, publicity chairman of the War Savings Committee.

Each group will figure the amount of its own War Bond sales, regardless of where they are purchased. Both captains urge that they be bought at one of the booths especially established for the convenience of women.

It's a Brown Spring

The idea of a color being suited to only a particular season has now been completely discarded by designers. Pastels, for example, are now a year-round fashion. Latest color to make itself an all-year favorite is brown. Not so long ago, it was considered particularly suitable to fall and winter—more in keeping with the tones of the landscape, and all that.

Now brown is being shown in all shades for coats and suits and dresses for spring, and indications are that it will be used extensively in summer clothes.

Uncle Sam Needs Workers With Good Vision!

RELIEVE EYE STRAIN WITH GLASSES

and keep them in good condition. Have an extra pair for emergency. When lenses are broken and need replacing, frames bent and need adjusting—consult

HARRY A. BENEWICK, Optician

Smalls

28 EAST MAIN STREET

PROTECT EYES ON THE HOME FRONT

Pay Small Sums Weekly

OPEN MONDAY EVENINGS

Do you remember when . . .



. . . You played: Knock! Knock! Who's there? Tarzan! Tarzan who? Tarzan Stripes forever! . . . Knock! Knock! Who's there? Petunia! Petunia who? Petunia old grey bonnet . . .

Remember 1933 when beer was made legal . . . the year when Genesee started out as the most popular beer in this locality.



. . . Skirts went to within 9 inches of the ground . . . "42nd Street" was packin' them in . . . and you just weren't dressed if you didn't wear a Princess Eugenie hat!

Ever since repeal, folks 'round here have bought and are still buying more Genesee Beer than any other beer. Yes sir, quality will tell!

YOU SANG:

1. A SONG ABOUT A WALKING DREAM!
2. A SONG ABOUT AN EASTER PASTIME!
3. A SONG ABOUT ROUGH WEATHER!

Every year since '33 . . . we at Genesee have conscientiously tried to improve each succeeding brew. And today we present what we believe is the finest of them all . . . Genesee Anniversary Lager.

GENESEE ANNIVERSARY LAGER

A Special Brew for a Special Occasion

THE GENESEE BREWING COMPANY, INC., ROCHESTER, N. Y.

FREE CIGARETTES TO SERVICE MEN AND WOMEN

As part of the celebration of our Tenth Anniversary, Genesee will send a free carton of cigarettes to all Monroe County service men and women. Go to your nearest Genesee dealer today. Ask him for an Anniversary Gift Card. Enroll the name of some relative or friend, formerly from Rochester or Monroe County, but now in any of the United States armed services. No charge and no obligation whatsoever. This offer expires April 30, 1943.

something new in table spoons minced raw cucumber or green pepper.

KOLINSKY & MINK SCARFS!

Beautiful Scarf in new color. 100% Wool. 100% Cashmere. 100% Alpaca. 100% Mohair. 100% Merino. 100% Angora. 100% Cashmere. 100% Alpaca. 100% Mohair. 100% Merino. 100% Angora.

CLIFFORD FUR CO.
1283 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

NEW YORK'S MOST UNUSUAL HOTEL

Invites You to discover the extra quiet, comfort and economy of the Bristol, so centrally located in Radio City. Individually controlled radio in each room. *Sanitized 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 7:30-10:00 Lunch 7:00-10:00
De Luxe Dinner 1.40

HOTEL BRISTOL
8th St., New York City
Joseph E. Borch
Leon, Jr., Alfred B. Tolson

AT RADIO CITY

WITH THIS COUPON

20 Double-Edge BLADES

Made of the finest SWEDISH SURGICAL CHROME STEEL—triple tested and super-honed!

Pkg. of 20 **23c**

Fits all Gillette and double edge razors. (Limit of 2 Pkgs.)

IPANA TOOTH PASTE

50c Size **39c**

EPSON SALTS

1-lb. pkg. **4c**

SOAP

Large 10c Bars

CITRATE OF MAGNESIA

25c Size **9c**

WHEAT GERM

1-lb. pkg. **19c**

PACKER'S TAR SOAP

25c Size **16c**

NOXZEMA CREAM

25c Size **19c**

ANALGESIC BALM

50c Size **16c**

SACCHARIN TABS

1/4 or 1/2 Grains
Bottle of 1,000 **49c**

imms AMINIS 3 MINERALS

96 TABLETS **\$1.69**

24 TABLETS **49c**

FAMILY SIZE 228 TABLETS **\$4.79**

A, B, C, D and CALCIUM, PHOSPHORUS and IRON

Lentil soup is an old-time into 1-2 inch slices when favorite but it tastes just as ready to serve. Simmer good today... a heartening 10 minutes after frank dish, anytime. You can increase added Navy bean, b the flavor and sustenance of the lima beans, make a mig soup by adding frankfurts cut soup too.

"My Fashion Note - a Victory Wardrobe with TINTEX!"

A FEW cents for Tintex—and a victory wardrobe fit yours! Tintexing your apparel and home decorations to last longer and look better—is the thing to do this war-year! It conserves precious fabrics—save money—keeps you well-dressed, color-fashionable. Fabric and color scarcities don't trouble the millions of women who use Tintex, America's quality dye. For Tintex offers over 50 true dye-colors—fashion-right and longer-lasting. Tintexing will thrill you! So easy, quick perfect! That's why Tintex is by far the largest selling in the world. Try Tintex today! 10c & 15c at drug, dep and 10c stores. You'll be delighted with the result.

Conserve Fabrics • Save Money

Tintex TINTS & DYES
still keep fashionable

PARK & TILFORD PRODUCT

Van Camp's TENDERON

A NEW AND DELICIOUS TREAT FOR MACARONI and SPAGHETTI LOVERS TENDER, BUT NOT DOUGH-Y—COOKS IN 7 MIN

Free INTRODUCTORY OFFER:

One full size package of the new Van Camp's Tenderoni FREE with the purchase of two packages at the reg price. If you don't say that Tenderoni tastes better than any macaroni or spaghetti you ever tasted, bring 1 the empty package with the two packages you buy and get your money back. This offer is good at your grocer's as long as his supply of FREE packages!

Distinctive flavor... economical... quick... brings cheer young and old... healthful... everybody loves it... delicious... easy recipes in package... Buy Tenderoni today, at your grocer's.

Made and distributed by the makers of the Famous Van Camp's Pork and Beans

TUNA IS A "POINT SAVER!"

Learn how good **BREAST-O'-CHICKEN TUNA MEALS** can be!

The points you "spend" for Breast-O'-Chicken brand tuna fish do more than double duty because you can combine this protein-rich food with other non-rationed foods to make hearty, healthful meals.

Plan to serve at least one TUNA dinner a week

BREAST-O'-CHICKEN Tuna Noodle Casserole

1 7-oz. can Breast-O'-Chicken brand tuna fish 2 cups cream sauce
2 hard boiled eggs 1 tablespoon minced onion
2 cups cooked noodles salt and pepper

Make a rich cream sauce to which the minced onions are added. Place a layer of noodles in a buttered baking dish. Add a layer of Breast-O'-Chicken brand tuna and sliced hard boiled eggs. Top with another layer of noodles and pour the sauce over the top. Bake in a moderate oven for thirty minutes.

GUARANTEED PENNSYLVANIA HARD

R. & P. COAL EGG STOVE PLUS \$12.70 Cash Show Off NUT TAX

R. C. & E. COKE—FAMOUS READING ANTHRACITE MARSHALL'S COAL AND COKE CO. 296 Driving Pk. Glen 109

TUNISIA STEPPING STONE TO EUROPE

A Double-Page Color Map In Detail Follow The U. S. Troops On This Map

PLUS 18 PAGES OF COMICS 18 PAGES OF COLOR PHOTO 18 PAGES OF NEWS FROM ALL OVER THE WORLD

A Special Edition Containing All Features Is On Sale Throughout The Week

SUNDAY NEWS NEW YORK'S PICTURE NEWSPAPER

WE HAVE 'EM! ON CREDIT TOO!

fishing EQUIPMENT RODS, REELS, LINES LURES, SNELL HOOKS NETS, ALL YOU NEED

Famous Brands, Easy Terms

CHROME & LEATHERETTE BREAKFAST SETS

TABLE \$58.50 4 CHAIRS \$34.50

TABLE AND 2 BENCHES \$34.50

WORLD FAMOUS MIRACLE WALL FINISH

Kem-Tone \$2.98 gal.

Redecorate For Spring! A Gallon Covers a Room Washable, Quick Drying—Convenient

TIRES Bring your ration certificate to us for your tire needs. Recap Your Tires—No Certificate Needed

UNIT PARTS ROCHESTER CORPORATION

1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD

STAR BINGO

372 FLINT ST. (rear) Jefferson Bus

MON. 8:15 P. M. All Games \$3

TUES. NITE 8:15 P. M.

WED. AFTERNOON 1:30 P. M.

* 23 GAMES *

Beeley's Bingo

SUNDAY AT 8 P. M.

MON. TUES. WED. THURS. FRI. SAT. at 8:30

EXTRA BOARD FREE WITH TRIPLE BOARD

142 GENESEE ST. IN REAR

DIEHL WITH STRIDE

MON. & FRI. NITES 8:15 P. M.

30 GAMES REG. BINGO \$5 Each

Admission 28c Inc. Tax

SPECIAL OFFER Admission Triple Board Book of Specials 78c

Extra Triple Boards Books of Specials 25c ea.

UNION LEAGUE HALL Gregory St., cor. South Ave.

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.

Games Sun Afternoon \$4

Mon. 30 Games \$3

Games Tues. Aft. \$4

Wed. 30 Games \$5

Games Thurs. Aft. \$5

Friday and Saturday 25 Games \$5-\$10 On Reg. Boards and \$15 Letter 'H' \$15 ADM. 28c INC. TAX

STRAND 62 ST. PAUL ST.

FRIDAY NITE, APR. 9 TUES. NITE, APR. 13

\$1000 EACH NITE NO JACKPOTS ALL PRIZES GO

BINGO

Memos On Books

By Michael Martin and Warren Bower

George Washington Carver American Biography by Rackham Holt. Doubleday, Doran. \$3.50. The magnificent biography of an American genius. A man who won world-wide fame for his experiments and who succeeded in discovering means of soil economy that greatly helped the people of the south. A great negro, a great man and a great American. A book everyone should read. Most highly recommended.

Experiment Perilous By Margaret Carpenter. Little, Brown & Co. \$2.50. Although this is a first novel, it is an expertly written story of horror and suspense. If "chillers" are your dish, you will read it with breathless attention. Yet there is in it, despite its grisly tale, an unusually satisfying love story. This book is headed for a deserved best-sellerdom.

They Call It Pacific By Clark Lee. The Viking Press. \$3. Another correspondent's book from the fighting fronts in the Pacific, but a soundly written and unusually factual account of the military realities of Bataan, Corregidor, and the whole Philippine campaign. Then Mr. Lee switched to an aircraft carrier and took part in the Battle of Midway. This is war at a close-up, told with accuracy and clarity.

MEMO ON MURDER The Brass Chills By Hugh Pentecost. Dodd, Mead & Co. \$2. An unusually well-written story of espionage and sabotage. It has a good plot and the suspects are limited to a small group of people. There is plenty of thrills, action and suspense. Recommended.

If you still haven't started your victory garden I want to recommend that you get the Pocketbook of vegetable Gardening for 25 cents in the Pocketbooks edition. It is the best I've seen.

A few frankfurts sliced crosswise into creamy potato soup is a luncheon or supper dish worth mentioning. For added flourish, sprinkle finely minced parsley over the top of each bowl of soup before serving.

NIGHT or DAY—BUY WAR BONDS and STAMPS AT LOEW'S

LOEW'S

WIN GUEST TICKETS TO LOEW'S CONTEST

What You Think of (Rochester's Own) KENNETH SPENCER Singing Ability — He Is An Eastman School of Music Graduate, And is Now Featured in "Cabin In The Sky".

CABIN IN THE SKY

STARRING

ETHEL WATERS
"ROCHESTER" (EDDIE ANDERSON)
LENA HORNE

*NOTE: To the First 25 Best Letters — Guest Tickets For Loew's Will Be Awarded. Mail All Entries To The Rochester Sun Contest Editor No Later Than Friday April 9th.

SBINGOS Every Saturday 8:30 P.M.

C. Y. M. A. 51 FRANKLIN SQUARE Near Grayhound Bus Terminal served by All Bus Lines

COMFORTABLE Tables For All

ADMISSION 27c Plus Fed. Tax—3c

TOWNER-HALL

THURSDAY SATURDAY NIGHT

Jackpot \$85 All Reg. Games \$7 DOOR SPECIAL \$45 57 NUMBERS

Jackpot \$135.00

NO GAMES AT TOWNER HALL FRIDAYS

WED. NITE 23 GAMES — All Single — No Hook-Ups

WORTH 45c For You Thursday APRIL 8th Towner Hall	WORTH 45c For You SATURDAY APRIL 10th Towner-Hoxy	WORTH 25c For You SUNDAY APRIL 11th Towner	WORTH 25c For You Wednesday APRIL 14th Towner
WORTH 45c For Friend Thursday APRIL 8th Towner Hall	WORTH 45c For Friend SATURDAY APRIL 10th Towner-Hoxy	WORTH 25c For Friend SUNDAY APRIL 11th Towner	WORTH 25c For Friend Wednesday APRIL 14th Towner

HOLLYWOOD

SUNDAY & TUESDAY NITES ALL REG. GAMES \$7

WED. & THURS. All Games And Specials \$4	FRI. NITE \$5	SAT. NITE \$5 & \$6
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WORTH 45c For You Tues. April 13th	WORTH 50c For You Wed. April 14th	WORTH 50c For You Thurs. April 15th	WORTH 50c For You Fri. April 16th	WORTH 25c For You Sat. April 17th	WORTH 25c For You Sun. April 18th
WORTH 45c For Friend Tues. April 13th	WORTH 50c For Friend Wed. April 14th	WORTH 50c For Friend Thurs. April 15th	WORTH 50c For Friend Fri. April 16th	WORTH 25c For Friend Sat. April 17th	WORTH 25c For Friend Sun. April 18th

COUPON When buying triple board and book of specials April 13th, Hollywood-Hudson. FOR YOU 45c

SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY NITE All Games APRIL 13th \$7

COUPON When buying triple board and book of specials April 13th, Hollywood-Hudson. FOR A FRIEND 45c

19TH WARD CLUB HOUSE 257 HAWLEY ST.

THURSDAY 8:15 P. M. \$9 ALL GAMES ON REG. BOARDS All Thurs. Nite Specials 5 and 6 Ways. Other Nites 4, 5 and 6 Ways.

FRIDAY 1:45 P. M. \$3 ALL REG. GAMES

WED. NITE 27 Reg. Games \$5-\$10-\$20 \$40

SATURDAY 8:15 P. M. \$10 ALL REG. GAMES

SUNDAY AFTERNOON 2:30 P. M. All Reg. Games \$5 \$20

12th GAME LETTER "H" \$20

JEFFERSON BUS TRIPLE BOARD AND TO HAWLEY ST. — BOOK OF SPECIALS 75c plus tax

PARK HALL 928 Jefferson Ave. Near Plymouth

Thurs. 23 Games On Reg. Boards Paying \$10

\$50 Jackpot On Reg. Boards Plus \$45 Climbing Jackpot All Specials Played 5 Ways—Totaling \$25

Fri. 2 TRIPLE BIDS. 50c ADM. 3c + 2c TAX = 5c Hiring a friend to use extra boards if you wish.

SATURDAY 23 GAMES PAYING \$10 ALL BOOK SPECIALS PAY 5 WAYS TOTALING \$25 RED. BD. JACKPOT \$50—CLIMBING JACKPOT \$50 (If Not Claimed Thursday)—55 NUMBERS

SUN. NITE SPECIAL All Board Games Paying \$7

Specials Pay 5 Ways Totaling \$25

ADMISSION THURS.—SAT.—SUN. 25c (Tax 3c) TRIPLE BD. & BOOK SPECIALS 50c FRIDAY BARGAIN NITE 3c (TAX 2c)

SUNDAY NITE 8:15

25 GAMES ON BOARD ← All Games

25 GAMES ON SPECIALS ← \$5.00

25 Cents for Books

—Afternoon Games—

WED. FRI. SAT. at 1:30 Books 25 Cents

UNION LEAGUE HALL GREGORY AT SOUTH AVENUE

Bring This for Special Award Sunday Nite

"The Home of Beautiful Curtains"



Largest Assortment of New Spring CURTAINS DRAPERIES BED SPREADS

Curtains 89¢ to \$4.95 pr.
Draperies \$2.98 to \$10.95
Bedspreads \$3.95 to \$14.95
Bath Sets 98¢ to \$4.95

Open Monday Noon to 9 P. M.
PAULS CURTAIN SHOP
PAUL LINDGREN, Owner

Where Women Send Their Friends
76 Clinton Ave. S.

Consumer News

Compiled by the Rochester and Monroe County War Councils. Mrs. Arnold B. Swift, Editor.

A woman who throws down her ration books on the counter and leaves it up to the grocer to figure out her stamps is inviting trouble. She suggests comparison with a private who might lay down his fighting gear and leave it up to the sergeant to look after him. Only in they army you don't do that. You accept responsibility for your own person and equipment and duties. The newspapers, magazines, radio, home service agencies — all offer explicit help on how to figure up points, and information on point-values. Know your charts. Use a paper and pencil before you go to the store to ensure your family the best meals possible. You'll help your grocer and yourself.

This is the moment to get out that book of instructions which came to you from the manufacturer when you bought your washing machine and really read it. If you happen to have lost it, call the Rochester Gas and Electric or the Rochester Home Bureau or the Monroe County Home Bureau and ask

for suggestions to help prolong the life of your particular make of washing machine. Washers, irons, mixers—there just aren't any more of them in the stores. Some of us may not appreciate them until they give out and we have to take to the rub board and the egg beater again.

General hints on the care of washing machines include: Don't run your machine longer than necessary (7 to 12 minutes should be enough). Avoid over-loading — which increases your power consumption and decreases efficiency. Drain washer immediately after use, rinse and dry thoroughly. Remove any soap curd or lint in tub, agitator or suction cups. Wipe rolls and frame of wringer dry and release pressure to save spring and rubber. Leave cover off tub until dry to avoid musty odor. Keep machine covered against dust. If the washer is stored in a cool place, bring it into the warm room or fill tub with hot water before using; this gives the grease in the gears a chance to soften and prevents burned-out motors and wear on motor.

Victory Recipe To Save Your Meat Ration Points

RAGOUT OF BEEF

2-lb. — Frank Beef — 3 ration points per pound — Serves 6.
Paprika 1 green pepper, chopped
Salt and pepper 1 cup chopped celery and leaves
Flour 2 tablespoons chopped parsley
Fat 1 onion chopped

Cut the beef in inch cubes and sprinkle with salt, pepper and flour. Brown well in 2 to 3 table-

spoons of fat, and while browning add the onion, green pepper, parsley. Sprinkle with paprika, add water to cover, put on a lid, and cook slowly by 2 1/2 to 3 hrs. or until the meat is tender. If the stew is not thick enough, mix 1 to 2 tablespoons of flour to a smooth paste with an equal quantity of cold water. To the paste add several spoonful of hot stew, then stir the mixture into the rest of the stew and cook until smooth and thickened. Season to taste with salt and pepper, adding, if desired, tomato catsup, or chili sauce, or grated horse radish.

If you want to "set" your hair set try Cologne—only the tips and find yourself out of wave-of the curls need be dampened.

ADMIRAL ERNEST JOSEPH KING

First of a series of paintings of leaders of our fighting forces by McClelland Barclay. In full colors available for framing.

THE WHOLE HEART

A novel by Helen Howe abridged to an evenings reading time.

How To Grow a Victory Garden

Ted Shane, who knows his onions and other vegetables, gives out with a few tips to help you strike pay dirt.

Apr. 24 THE NEW LIBERTY Now On Sale
10c Bigger, Better & Brighter Than Ever 10c

TYPICAL LAUER VALUES THAT PROVE IT COSTS NO MORE TO BUY BETTER FURNITURE

TIPS FOR WISE INVESTMENT IN FURNITURE:

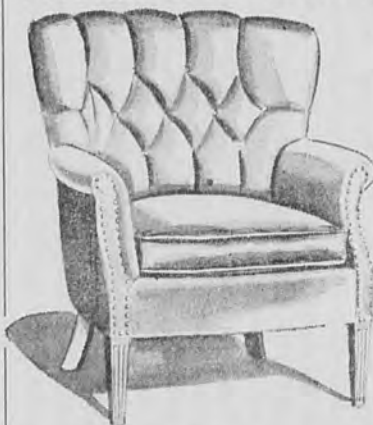
You'll want Lifetime construction and timeless beauty and styling when you invest in truly good furniture. You'll want to find these qualities at the most reasonable prices. You'll find all you can ask in Lauer's beautiful displays of the very best furniture. . . . Let Lauer's prove that "Quality Costs Little More!"

• Trade In Your Old Furniture

• Use Lauer's Budget Terms



Investment In Comfort



Here is style plus comfort! This extra fine barrel chair is modestly priced. The fabric, frame and materials will prove most satisfactory.

\$49.50

INVESTMENT IN BEAUTY MAHOGANY DINETTE

Rich red mahogany! Notice the unusual pilaster motif of the buffet and china cabinet. . . . the gracefully carved chair backs. . . . the broad comfortable seats. Extension leaf table. The entire 7 piece group consists of table, buffet, china and 4 chairs.

7 PIECES \$139



Champagne Maple DINETTE

The light toned wood for which Lauer's are noted. Beautifully finished, carefully selected maple that will give you satisfaction. The table opens quickly and easily. As pictured.

5 PIECES \$39.95



Comfortable MATTRESS 16.50

All sizes. The top and bottom of this mattress is all layer felt. . . . the center is light fluffy cotton liners. Covered in woven striped ticking. Full, single or three-quarter size—immediate delivery.

TABLE LAMP

You'll like the pierced gallery top of this all mahogany "Grand Rapids" piece. The serpentine tripod base is unusually graceful.

\$12.87



LAUER'S DEEP TUFT TWIST BROADLOOM

9', 12' and 27' widths in this extra heavy, all wool twisted Broadloom. Canyon rose, blue, sand, maple, cherry red and green colors.

Sq. Yd. 6.50

Lauer's

50 STATE ST.



"Thanks for the Ammunition — Rochester!"

"YOU'VE always done a swell job, Rochester, in supporting your fighting men. You've met every quota in every War Bond campaign. You've achieved miracles in war production. You've helped the Red Cross with your money and with your blood. You've backed the Army, Navy and Marines all the way. The things you've done, Rochester, make us mighty proud of our home town."

"WAR BONDS are tanks and guns and ships and planes. They provide the ammunition that has the Hun on the run in North Africa, and is jolting the Japs in the South Pacific. The more War Bonds you buy, the quicker we can smash our way to Victory and come back home to Rochester. We know you won't let us down."

Rochester Gas and Electric

A War Industry

Special Purchase!

Famous-Brand FABRIC GLOVES

69c

Fine soft rayon fabric gloves in favorite classic styles. The perfect complement to your new Easter costume. Especially low priced at 69c so you can afford several pairs to interchange. Easy to wash. In white, black, navy or country cream.

FRONT AISLES D AND E, MAIN FLOOR

- A. CLASSIC Style in White, Navy or Country Cream . . . 69c
- B. NOVELTY Starching in White, Black, Navy, Country Cream . . . 69c



Top It Off with a Perky WHITE PIQUE BONNET 2.00

Stiffly starched and dazzlingly white, these flattering bonnets are in fashion's favor these days! Adjustable to any headsize because of their "Twin Buckles" in back. Fauntunne frosting for spring and summer.

- A. Gored rolled-back brim 2.00
- B. Dipped turned-down brim 2.00
- C. Peet Dutch bonnet style 2.00

MAIN FLOOR HAT BAR, OPPOSITE BRIGADYARD



Mail and Phone Orders Will Be Taken
Phone Stone 6500

Sibley, Lindsay & Curr Co.

Accessories

To Glorify Your
EASTER PARADE



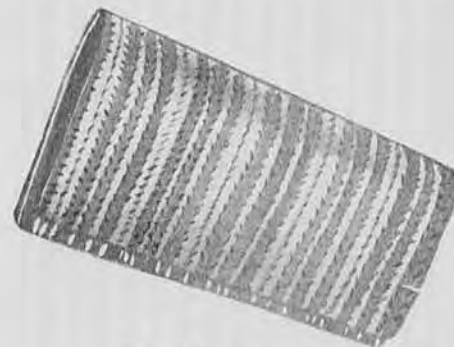
Black Magic in Shimmering PATENT SHOES

From Our Cinderella Shop

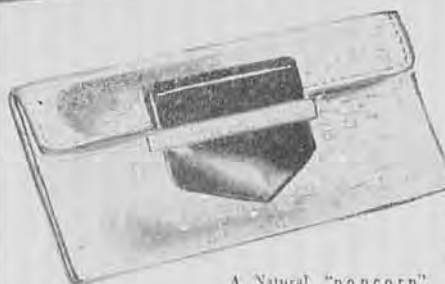
4.95

Your headquarters for potent patent! Get a toe-hold on spring from the ground up with these black dazzlers, for nothing so speaks of spring as they do! And pretty is the patent word. Close to the ground or gracefully elevated heels. Pumps, sandals, ties, all for the mad dashing whirl of a bright new season . . . and only 4.95 with your coupon No. 17!

CINDERELLA SHOP, MAIN FLOOR



C. Rough Garaytwine envelope in combinations 3.00



A. Natural "popcorn" weave. Navy or turf call trim 3.00



D. Butcher rayon with wooden frame. Assorted colors 3.00



B. Black rayon faille pouch with double double handles . . 3.00

Fabric Is the News in HANDBAGS

All Styles! All Fabrics!

3.00

Fabric is a year-around fashion in handbags now. See the interesting textures and unusual designs in this tremendous group of beautiful bags. Tailored types for tweeds, dressy rayon failles for town. All smart large bags in various colors.

FRONT AISLES B AND C, MAIN FLOOR

Victory Recipe

To Save Your Meat
Ration Points

IRISH STEW

1 1/2 lbs. lamb - Suitable cuts
(Series 6)
(Break lamb - 3 ration points per lb.)
(Neck lamb - 4 ration points per lb.)
(Flank lamb - 3 ration points per lb.)
(Shank (fore) - 4 ration points per lb.)
(Shoulder - 3 ration points per lb.)

4 carrots, sliced
2 turnips, sliced
1 tablespoon chopped parsley, if available

Shoulder, neck, flank and shank of lamb or mutton are all good for Irish stew. Cut the meat in 2 inch cubes, sprinkle with salt, pepper, and flour; and brown with the onions in 2 to 3 tablespoons of fat. Add water to cover and let lamb simmer 1 1/2 hours or until tender. Mutton takes more time, probably 2 1/2 to 3 hours. Add the diced vegetables and cook until tender. If the stew is not thick enough, mix 1 to 2 tablespoons flour with an equal quantity of cold water to make a smooth paste. To the paste add several spoonfuls of the stew, then stir the mixture into the rest of the stew and cook until smooth and thickened. Season with salt, pepper, and parsley.

Latest Styles For Easter!
LADIES SUITS AND DRESSES
★ **LOWEST PRICES** ★
Because of our low overhead and modest location, we can pass most of the profit back to you. Latest styles - generous assortment to choose from. Drop in - You'll be glad you did!
240 Rosedale off Monroe
ZWEIGS
A step from the Monroe Bus

Money For Easter
Barton Pays More
For Diamonds and
Old Gold.
Watches, bridge-
ware, etc. Look
for the big gold
sign - straight
from the
mine.
BARTON GOLD CO.
262 Burke Bldg. 5 St. Paul St.

TROPIC COALS \$12.70
Egg-Stove-Nut . . . Anthracite
Rochester & Pittsburgh Coal Co.
Lincoln-Alliance Bank Bldg.
Stone 7080

Quiz Question -
CAN YOU CHANGE A DARK COLORED
DRESS TO A NEW LIGHT SHADE?
YES! EASY, IF YOU FIRST USE

**Tintex
COLOR REMOVER**

Keep fashionable! Conserve fabrics! Save money!
Change last year's dresses, drapes, etc., to this
year's smart shades. Even DARK COLORED fab-
rics can be changed to new light shades. You simply
use Tintex Color Remover first! This removes the
old color - then re-dye the color you wish with any
of the 50 Tintex colors. Used by millions! Easy!
Perfect! 10¢ and 15¢ at drug,
dept. and 10¢ stores.

PARK & TILFORD Product

AT CHAMPION'S
RIDING APPAREL
FOR MEN AND WOMEN

LADIES'
JODHPURS
\$3.25 and \$3.95

LADIES' RIDING
BREECHES
\$2.98 - \$3.98

LADIES' JODHPURS BOOTS
\$3.45 - \$4.50

LADIES' RIDING BOOTS
\$8.95

MEN'S WHIPCORD
RIDING BREECHES
\$4.50 - \$7.50

Men's Riding Boots \$9.95

JUST ARRIVED A SHIPMENT
OF MEN'S WATERPROOF
ARMY REJECTS
RAINCOATS

- OLIVE GREEN
- DOUBLE VENTILATED BACK
- DOUBLE FLY FRONT . . .

SIZES:
SMALL, MEDIUM, LARGE

\$6.95

MEN'S OFFICER STYLE
GABARDINE \$12.95
RAINCOATS

GIRLS'
STATION WAGON
Blue \$5.49
Red
Natural

SIZES
12 TO 18

Champion
KNITWEAR CO. 71 ST. PAUL ST.

Open Monday
Nights 'Til
9 P. M.

"I'M FLYING EVERY DAY, NOW"



'Are the nickels still piling up, Doc?'
so writes PILOT JOHN A. AGAN,
formerly Cash Teller's Assistant at the Lincoln-Alliance.

Dear John:

So you're flying every day - well - Happy Landings, boy - we're with you. You've been traveling since you wrapped nickels for "Doc" Wells. Don't ask him if they're piling up. He's almost buried under his cash - half a million more a week than a year ago. It's the War on the Home front - more checks, more cash flowing through the Banks.

It's a reflection of the big job industry is doing to keep you flying. You'll be interested to know that eleven Rochester firms (customers of the Bank too, John) are flying the Army & Navy E flags for excellence in their war production effort.

And the Home Town is running true to form in the Buying of War Bonds - First big city in the country to be awarded the U. S. Treasury Flag, which means that 90% of the folks working in 90% of Rochester's industries are buying War Bonds regularly out of the old pay envelope. And now we're going out to raise \$50,000,000, our share of the Second War Loan.

So long for now - keep your eye on the horizon. Don't worry about "Doc" and his nickels - he has two good-looking girls doing your job till you get back.

Joe

LINCOLN-ALLIANCE BANK AND TRUST CO.

V-MAIL

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

KEY COUPON

DUZ Washing Powder
Large Box Limit 1 **18¢**

470 N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTON

KEY
ROCHESTER'S MODERN
CUT RATE
DRUG STORES

724 WINTON ROAD NO. 100 (COR. W. 100)
457 RIDGE RD. W. NEAR DEWEY

KEY COUPON
DOUBLE EDGE BLADES
GILLETTE TYPE
Pkg. 20 Limit 2 **23¢**

KEY COUPON
WAXED
Sandwich Bags
Pkg. 40 Limit 2 **8¢**

KEY COUPON
WAX PAPER HEAVY
Cutter Box 100 Feet Limit 2 **10¢**

KEY COUPON
SANITARY NAPKINS
Box of 12 20c Value LIMIT 2 **11¢**

KEY COUPON
Clothes Pins
Box of 30 - Limit 2 **2 boxes 13¢**

KEY COUPON
BOND BANK SAVINGS
It Holds \$18.75
In Quarters and Dimes - Enough To Buy a \$25.00 Bond **10¢**

KEY COUPON
LUDEX'S COUGH DROPS
5c Size . . . Limit 2 **2 for 5¢**

KEY COUPON
BOOK MATCHES
Box of 50 Limit 2 **8¢**

KEY COUPON
HONEY & ALMOND Cream
5c SIZE **2 for 49¢**

POCKET TINS
Prince Albert TOBACCO
REG. 15c **9c**

KEY COUPON
IRONIZED YEAST TABLETS
Dollar Bottle **49¢**

KEY COUPON
NOXZEMA CREAM
25c Size **19¢**

KEY COUPON
IPANA TOOTH PASTE
5c Size **39¢**

KEY COUPON
ANALGESIC BALM
5c Size Tube **16¢**

KEY COUPON
MEADS Dextrin Mallose POUND CAN
Regular 75c **63¢**

KEY COUPON
ANACIN TABLETS
Reg. 50c Reg. 75c **59¢**

KEY COUPON
PEPTO BISMOL
5c Size **47¢**

KEY COUPON
GEM SINGLEDGE BLADES
5 for **23¢**

Avoid "5 o'clock Shadow!"

Remember that
BIRTHDAY ANNIVERSARY RED LETTER DAY
with a box of
Whitman's CHOCOLATES

Send your greetings with a box of Whitman's Chocolates, the finest in candy. Our supply is fresh from the makers - Packages from \$1.10 up

KEY COUPON
DR. WEST TOOTH PASTE
Giant 40c Tube **20¢**

KEY COUPON
FRESH Gobelin CHOCOLATES

There's no question about it, you get more for your money when you buy Gobelin Chocolates from our new, immaculately clean, white candy counter.

They're fresh . . . frequent deliveries direct to us from Gobelin kitchens assure you of that.

They taste good . . . for Gobelin uses only the finest ingredients in making them.

You get real value . . . for they're packed in plain white economical packages.

Gobelin Chocolates are a real treat! Try some today and see how delicious candy can be - when it's FRESH.

KEY COUPON
SCHICK TYPE BLADES
Pkg. of 12 **49¢**

KEY COUPON
MARLIN BLADES
Double Edge Package 18 **25¢**

KEY COUPON
LADY ESTHER 4 PURPOSE CREAM
5c Size **39¢**

KEY COUPON
MENNEN ANTISEPTIC OIL
5c Size **43¢**

KEY COUPON
BABY Nursing Bottles
8-oz. Size **3 for 5¢**

KEY COUPON
SPECIAL STOCK UP SALE
3 ROLLS **19¢**

KEY COUPON
VIMMS
6 VITAMINS 3 MINERALS
all in one tasty tablet!

96 TABLETS **\$1.69**

24 TABLETS **49¢**

FAMILY SIZE 288 TABLETS **\$4.79**

KEY COUPON
NUJOL
Quart Reg. \$1.00 **69¢**

KEY COUPON
VICK'S
Nose Drops 2c Size **24¢**

VITAMINS A, B, B1, P, C, D and CALCIUM, PHOSPHORUS and IRON

Lovely Easter Styles In HONEYSUCKLE DRESSES



\$1.19
Main Floor, Monroe

America's favorite dress for youngsters. Individually fashioned, beautifully made, with new and pretty details. Gay smocking, dainty lace trims and bright contrast. Fast color broadcloths, percales and chambrays, in quaint peasant, princesses and two piece styles.



SPRING COAT SALE

To Dress Up The Younger Generation

Fitted and boxy styles in tweeds and herringbones, sizes to 6½ years. Main Floor, Monroe.



BOYS' SPRING COAT SETS

\$3.98 Others \$5.98 to \$7.98

Ready with all the new fabrics and colors is the juvenile department on the Main Floor, Monroe. Tweeds, herringbones and chevrons. Sizes to 6½ years. Hats 79c.



Shows above to only one of the many new spring styles. Starts to 6½.

\$5.98



\$3.98

Toddler's coats in tweeds and herringbone, two-button style.

\$2.98



Famous Fashions For Girls 7 To 14 HONEYLANES

Second Floor, Monroe

\$1.19

Honeylane frocks in adorable spring styles — everyone an outstanding value. Smart, basque, torso and midriff models, 2 piece effects and peasant styles, chambrays, percales and cottons.



Dressy HATS **\$1.98**

Pretty as a picture bonnets, berets, pill boxes and small brimmed hats. Felt and straws, sizes 5 to 18 and Junior. Second Floor, Monroe.

Colorful COATS **\$7.95**

Included are "boxy" coats, Chesterfields, tie fronts, and princess silhouettes, sizes 7 to 16. Second Floor, Monroe.



SEARS SAY...
NOW IS THE TIME TO
Dress up!

Easter Favorites With The Emphasis on Pretty Details

COATS
\$16.95

This is the year for feminine details and graceful lines in a coat to keep you looking smart and pretty wherever you go, whatever you do. Choose the richness of satin binding... the sure flattery of white pique revers... or the accent of a pinched-in waist. They're all here, in fresh Spring colors and lovely fabrics. Sizes 12 to 20 and 38 to 44 included.

Second Floor, Monroe

2-PC. EASTER SUITS

Featuring the dressmaker suits everyone wants! Plus plenty of tailored types and the ever-popular rayon satin-bound suit that's equal to any occasion. Softly detailed all wool fabrics. Basic navy; black; red and pastels. Sizes 12 to 20.

\$16.95

HOLIDAY DRESSES

Every day is a holiday, when you wear such pretty dresses as these! Brand new versions of the popular 2-pc. suit dress... bright printed rayon jerseys... dark sheers frosted with white lingerie trims... hundreds of others! Sizes 9 to 15, 12 to 20 and 38 to 44.

\$4.98

HATS Look Your Loveliest In These Straws and Felts

The prettiest, most exciting hats that ever led an Easter parade! There's magic in the lovely curve of the big brims... dramatic news in the new suit types, and smart flattery in saucy pompadour hats. All Spring colors. All headsizes.

\$2.98

SEARS, ROEBUCK AND CO.
MONROE AVENUE AT S. UNION



Open Monday Nights 'Til 9 P. M.

COUPON LE EDGE TRADES TE TYPE **23c**

COUPON AXED Rich Bags **8c**

COUPON EN'S H DROPS Limit 2 **5c**

COUPON MATCHES **8c**

WEST PASTE **20c**

TYPE DES **49c**

BLADES **25c**

OTHER E CREAM **39c**

WEN TIC OIL **43c**

Bottles or **5c**

NUJOL **69c**

VICK'S Nose Drops **24c**

WEED'S ask you to Hammer this Thought Home

BUY WAR BONDS NOW



SECOND WAR LOAN

"They GIVE their LIVES, You LOAN your MONEY"



Complete 20-Piece Crystal LUNCHEON SERVICE

for Four Spec. \$1.69

Gleaming crystal service beautifully decorated. Dishes have smart scalloped edging. Set consists of four 9 1/2 in. dinner plates; 4 cups, 4 saucers; 4 water glasses; 12 in. serving plate; creamer and sugar bowl with cover. All 20 pieces \$1.69.

MAIN 7900

Weed's
EXCHANGE

FREE PARKING OPPOSITE With Purchase of \$1.00 or Over

Special THIS WEEK

Fresh Young **TURKEY PARTS** No Points Needed **DOLAN'S** 600 JEFFERSON AVE. Cor. Bartlett Telephone Genesee 1417

All Dogs Like Ideal Made by a Famous Meat Packer Still 10c per package

Ideal DOG FOOD JUST ADD LIQUID

GUARANTEED PENNSYLVANIA HARD **R. & P. COAL** EGG STOVE NUT \$12.70 Cash 50c off **R. G. & E. COKE**—FAMOUS READING ANTHRACITE **MARSHALL'S** COAL AND COKE CO. 296 Driving Pk. Glen 109

1ST THOUGHT of millions at first warning of simple headache or subtle painful migraines is St. Joseph Aspirin. 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**

K of C Special Easter **MONDAY DELUXE PARTY** APRIL 26th **30 GAMES**

\$300 GRAND AWARD \$100 SWEEP STAKES \$100 ROUND ROBIN \$100 GOLD AWARD ALSO A JACKPOT GAME 55 NUMBERS OR LESS \$200

No Game Under \$20 Buy An Advance Ticket Entitling You To **EXTRA \$100 FREE GAME**

NO PARTY HOLY WEEK EXTRA BOARDS 25c No Increase in Price ADMISSION \$1.10 Incl. Tax **COLUMBUS AUDITORIUM** 50 CHESTNUT ST.

STRAND 62 ST. PAUL ST. FRI. NITE, APR. 16 TUES. NITE, APR. 20

\$1000 EACH NITE NO JACKPOTS ALL PRIZES GO **BINGO**

PARK HALL 928 Jefferson Ave. Near Plymouth SPECIAL PRE-EASTER PRIZES **\$1187.00**

PLUS JACK POTS IF CLAIMED IN 55 NOS. PLUS \$10 DOOR PRIZE NIGHTLY TOTAL AMOUNT TO BE PAID TO WINNERS THIS THURS. FRI. SAT. AND SUN., APRIL 15, 16, 17, 18. **23 GAMES ON BOARDS PAYING \$10** ALL SPECIALS 5 WAYS TOTAL \$25 JACKPOTS ON BOARDS (55 numbers) \$50 CLIMBING JACKPOT \$55

Fri. 2 TRIPLE BBS. 50c BOOK SPECIALS 50c ADMISSION 3c + 2c TAX = 5c Bring a friend to use extra boards if you wish. **SATURDAY APRIL 17 ONLY SPECIAL** 12 GAMES ON BOARDS \$12 + 11 GAMES ON BOARDS \$10 PAVING \$60 ALL SPECIALS — 5 WAYS TOTAL — \$25 JACK POTS ON BOARDS — \$50 CLIMBING JACKPOT IF NOT CLAIMED THURS. \$60

SUN. APR. 18 23 Games-\$7 Ea. SPECIALS JACKPOTS **ADMISSION** THURS. - SAT. - SUN. 25c (Tax 3c) TRIPLE BD. & BOOK SPECIALS 50c FRIDAY BARGAIN NITE 3c (TAX 2c)

NOW!

Cocktails to everyone's taste . . . At a moment's notice . . . right from your refrigerator . . .

Keep 'em chilled . . . Just pour only as much as required . . . ADD NO ICE . . . Decorate and serve.

No Mess . . . No Waste . . . The ideal popular handy liquor package for "HOME SERVICE" . . .

Pete Hagen's Ready-to-Serve **COCKTAILS**

MANHATTAN DRY MARTINI OLD FASHIONED DAIQUIRI SIDE CAR

only 1.89 full fifth All at 45 proof

at neighborhood liquor stores Popper Morson Co., Rockefeller Center, New York Since 1899



Money Fights—Subscribe To The Second War Loan

★ STAR BINGO ★ 372 FLINT ST. (rear Jefferson Bus MON. 8:15 P. M. All Games \$3 TUES. NITE — 8:15 P. M. WED. AFTERNOON — 1:30 P. M. * 23 GAMES *

Beeley's Bingo SUNDAY AT 8 P. M. MON. TUES. WED. THURS. FRI. SAT. at 8:30 EXTRA BOARD FREE WITH TRIPLE BOARD 142 GENESEE ST. in REAR

SUNDAY NITE 8:15 25 GAMES ON BOARD ← All Games 25 GAMES ON SPECIALS ← \$5.00 **25 Cents for Books** Afternoon Games **WED. FRI. SAT. at 1:30** Books 25 Cents

UNION LEAGUE HALL GREGORY AT SOUTH AVENUE Bring This For Special Award Sunday Nite Apr. 18

HOLLYWOOD SUNDAY & TUESDAY NITES ALL REG. GAMES \$7 WED. 45c FRI. 50c SAT. 25c THURS. 50c NITE 50c SPECIALS 25c & \$6

WORTH 45c For You April 20th	WORTH 50c For You Wed. April 21st	WORTH 50c For You Thur. April 22nd	WORTH 50c For You Fri. April 23rd	WORTH 25c For You Sat. April 24th	WORTH 25c For You Sun. April 25th
WORTH 45c For Friend April 20th	WORTH 50c For Friend April 21st	WORTH 50c For Friend April 22nd	WORTH 50c For Friend April 23rd	WORTH 25c For Friend April 24th	WORTH 25c For Friend April 25th

COUPON: Buy a triple board and book of specials April 20th, 21st, 22nd, 23rd, 24th, 25th. \$45c FOR YOU. SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY ALL NITE GAMES APRIL 20th \$7. COUPON: Buy a triple board and book of specials April 20th, 21st, 22nd, 23rd, 24th, 25th. \$45c FOR A FRIEND.

19TH WARD CLUB HOUSE 257 HAWLEY ST. **THURSDAY 8:15 P. M. \$9** ALL GAMES ON REG. BOARDS All Thurs. Nite Specials 5 and 4 Ways. Other Nites 4, 3 and 4 Ways. **FRIDAY 1:45 P. M. \$3** ALL REG. GAMES **WED. NITE 27 Reg. \$5-\$10-\$20 MYSTERY GAME APRIL 21st Games \$5-\$10-\$20 \$45**

SATURDAY 8:15 P. M. \$10 ALL REG. GAMES **SUNDAY AFTERNOON 2:30 P. M. All Reg. Games \$5 12th GAME LETTER "H" \$20** **ADMISSION** JEFFERSON BUS TO HAWLEY ST. — TAX—3c; TOTAL—28c



ALL YOUR NEEDS FOR Spring House Cleaning

LARGE PACKAGE **GOLD DUST** . . . pkg. 15c
LARGE PKG. 22c, **RINSO** small pkg. 9c
CLEANS POTS AND PANS **BABO** 2 pkgs. 21c
SAFE, SPEEDY POWDER **BON AMI** pkg. 10c
CLEANS CHROME OR SILVER **WET-ME-WET** pkg. 10c
QUICK ARROW **SOAP CHIP** pkg. 19c
LARGE PKG. 22c, **OXYDOL** small pkg. 9c
MAKES GLASS SPARKLE **WINDEX** jar 13c

FLEX MAXWELL HOUSE **"2-CUPPER" DRIP COFFEE MAKER** COFFEE IN BULK No. 26 Coupon Ground to Your Order **29c**

NO POINTS NEEDED **PILLSBURY'S BEST FLOUR** 5 lbs. 29c **JERSEY, LIBBY OR TROY MILK** 6 can 55c **MOTHERS FLOUR** sk \$1.25 **SAUER KRAUT** 2 jars 25c **WAFFLE MIX** pkg. 20c **PEANUT CRUNCH** jar 22c **CAKE FLOUR** pkg. 26c

FREE TENDERONI With The Purchase of Two At The Regular Price **Wegman's HOME OWNED SUPER MARKETS** FREE PARKING FOR CUSTOMERS

AMERICA NEEDS YOUR DOLLARS!

The 2nd War Loan

ROCHESTER'S QUOTA IS

50 MILLION DOLLARS

ROCHESTER HAS NEVER FAILED

Let Us Keep Our Fine Record Clean

THE GOVERNMENT of the United States is asking us to lend it 13 billion dollars in the next few weeks. We can do it. And we *must* do it. Every American must realize the truth:

In this, our toughest war, we've made a good start. We've trained a lot of men—made a lot of weapons—built a lot of ships.

But it's only a start. No man or woman among us would contend for a single instant that we're doing enough *now* to win this war!

We've Got to Build More!

We broke all records building 8 million tons of shipping last year. But grim-faced Army and Navy men will tell you that the 18 MILLION tons we're building this year *still* won't be enough!

We've Got to Fight More!

From now till this war is won, America must be on the offensive. In ever-increasing numbers, your sons, brothers, husbands must go

into actual battle. Our losses have already begun to mount—and they will not grow less.

And We've Got to Buy More War Bonds!

Sure we're all buying War Bonds now. But we've got to help pay for our increased fighting and building . . . We've got to match, as best we can, the sacrifice of those Americans who are toiling and sweating on a dozen battlefronts—with the bloodiest yet to come. The blunt fact is this: to keep our war machine going, we've got to dig up 13 billion *extra* dollars this month. 13 billion dollars over and above our regular War Bond buying!

In the next few weeks you may be visited by one of the thousands of volunteers who are contributing their time and effort to this Drive. But don't wait for him. Make up your mind now that before this drive is over, you're going to march right down to your nearest bank, Post Office, or place where they sell War Bonds, and do your duty. And don't ever forget this: in doing your duty, you're doing

yourself one of the biggest favors of your life!

For United States War Bonds are the greatest investment in the world—bar none. They're investments tailored to fit your particular situation. And they give you the chance of a lifetime to order and *get* the kind of world you want to live in after this war. Every cent you put in War Bonds now will help to guarantee plenty of peacetime jobs making peace-living for every one of us.

For your Country's sake—for your *own* sake—invest *all* you can!

There Are 7 Different Types of U. S. Government Securities—Choose The Ones Best Suited For You:

United States War Savings Bonds—Series E: The perfect investment for individual and family savings. Gives you back \$4 for every \$3 when the Bond matures. Designed especially for the smaller investor. Dated 1st day of month in which payment is received. Interest: 2.9% a year if held to maturity. Denomina-

tions: \$25, \$50, \$100, \$500, \$1000. Redemption: any time 60 days after issue date. Price: 75% of maturity value.

2½% Treasury Bonds of 1964-1969: Readily marketable, acceptable as bank collateral, these Bonds are ideal investments for trust funds, estates and individuals. A special feature provides that they may be redeemed at par and accrued interest for the purpose of satisfying Federal estate taxes. Dated April 15, 1943; due June 15, 1969. Denominations: \$500, \$1000, \$5000, \$10,000, \$100,000—also \$1,000,000 if registered. Redemption: Not callable till June 15, 1964; thereafter at par and accrued interest on any interest date at 4 months' notice. Subject to Federal taxes only. Price: par and accrued interest.

Other Securities: Series "C" Tax Notes; 7/8% Certificates of Indebtedness; 2% Treasury Bonds of 1950-1952; United States Savings Bonds Series "F"; United States Savings Bonds Series "G."

Prove Rochester's Leadership Again!

THIS PAGE IS CONTRIBUTED BY A GROUP OF ROCHESTER INDUSTRIAL CONCERNS

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21c
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10c
19c
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CUSTOMERS

★★★★★★★★★
SUNDAY EVE.
MAY 2 at 8 P. M.
OSCAR LEVANT
"Information Please"
Pianist
"Rhapsody in Blue"
with
CIVIC ORCHESTRA
Guy Fraser Harrison Conducting
ALL SEATS RESERVED
40c, 55c, 83c, \$1.10
(Tax Included)
EASTMAN THEATRE
of University of Rochester
★★★★★★★★★

KAY'S COMMENTS... by Kay Shearer

L Don't wear that Easter suit another day 'til you've let KATHERINE-K fit you to a corset suited just for you. Your figure problems are no problem to this shop. You'll never know the real meaning of comfort, of confidence that you look your best 'til you've worn a KATHERINE-K garment. 803 TEMPLE BLDG. Open Mon. Eve.

Jewelry is lovely this year. My particular weakness are the pins, bracelets, earrings, fashioned of gold set with brilliants. I wish the Easter Bunny would bring me some.

Memories of you linger long when thoughtfulness and beauty mark the gifts you give. For anniversaries, and other sentimental occasions, such gifts are readily found at SMITH-CERAMIC STUDIOS. Your budget will feel no pain. If you select your gifts at this gleaming beautiful shop, 803 MONROE AVE.

Pique gilet—(dickie to me) are very smart worn with suits. Easy to launder, they give better service than the frilly neckwear.

Most of us need no introduction to the Second Victory Loan. Now is the time for us to make a special effort to buy extra War Bonds, stamps. There is no compulsion to buy them. In fact, you don't have to buy a thing. You simply loan your money to your government at a very good rate of interest. Of course, nothing much is at stake... only the future of our country and mine—perhaps even the future of the whole world! But, if we don't give our money freely—we've already lost—lost by default, by lack of confidence in our government. And you and I are the government. Men in France, in Poland, in Norway—men all over Europe already regret their lost opportunity. "If only we had known," they say. But, we here in America can't say that. We do know. Corregidor, Pearl Harbor, Singapore, Dunkerque—they're not dreams. They are evil things that have happened. And now this evil approaches us. Time is money—but money cannot buy lost time, nor bring dead men back to life, nor purchase freedom once it is lost. Failing now—we fail forever. Never could so much be bought for so little. Never so much lost for lack of that little.

The Second Victory Loan Drive needs your cooperation—are you doing your part?

Devotedly, Kay.

Joels Ten to one your new Easter bonnet will bear the label of JOELS. Cause JOELS are enjoying the patronage of many of the smart women of Rochester. Their chapeaus are spilling color all over the Main Street of our fair city. They are cut to your own spirits in the Easter season. Light pastel hats with swaths of veiling and sporting colorful flowers—form a perfect foil for deeper, darker clothes. Then they are always the smart Navis, blacks, many browns, turf tan, beige—in fact anything and everything in the line of Easter bonnets you have had your heart set on. Prices are the kind you'll like. Remember JOELS for your new Easter bonnet. 215 EAST MAIN ST.



Let's Clean Up The Mess!
BUY ANOTHER BOND
Help Rochester Reach It's Quota, \$50,000,000.00 in This SECOND WAR BOND DRIVE.

Since 1844 **LIKLY'S** 271 MAIN E.

SURPRISE MOTHER WITH YOUR Portrait
Mothers Day SUNDAY MAY 9th

Choose from **12 PROOFS**
Lincoln's famous Poly-photo camera catches 12 different poses in a few minutes with the aid of...
3 Beautiful 5x7 BUFF PORTRAITS \$3.95
No Appointment Necessary
LINCOLN'S Photo STUDIO
MAIN ST. at ST. PAUL — Rear Main Floor

DARLING SHOPS

Pre-Easter SALE

PLAID COATS & SUITS

HUNDREDS OF BEAUTIFUL SOFT AND BRIGHT PLAIDS

Expensively styled Fitted, Boxy or Boy Style Coats. Bright wool plaids—large selections—values to guarantee you savings! Superbly tailored dress suits—casual sport styles in brilliant, dashing plaids or quiet conventionals. No matter what your taste—you're sure to find a suit or coat to please you in this breath-taking selection!

SECOND FLOOR

3 BIG GROUPS

\$9.00
\$11.00
\$15.00

Darling Shop
190 MAIN ST. EAST

Final Clearance
PLAID SUITS
Values To 14.99
\$6.99
STREET FLOOR
DARLING SHOP

ANTIQUES are smart alone—but they're downright dramatic in pairs. If you've been longing to match one of your prized possessions, try the new ANTIQUE SHOP located at 12 CORTLAND ST., directly opposite HOTEL SENECA. At this well-stocked shop you'll find chairs, mirrors, and tables in such quantity you shouldn't be surprised if you find the exact match to that antique you already own. Drop in and browse around.

Here's a lazy old fellow—that "Old Man Sunshine" but he's got a dependable helper in HOMO. GENIZED VITAMIN D MILK. And in these dark dull days, when we wonder if the sun will ever shine again, it behooves every home-maker to make sure her family has the required Vitamin D. Rationing has made this doubly hard, but BRIGHTON PLACE DAIRY at Glen 144 will deliver HOMOGENIZED VITAMIN D MILK to your home and your troubles are over—as far as making positive your family is receiving the right amount of Vitamin D. Remember it's BRIGHTON PLACE DAIRY, 45 FULTON AVE.

There is something about the simple clear lines of a PROJANSKY costume that sets it aside from all others. You can spot it in a minute. Women who wear Projansky clothes have confidence in themselves 'cause they know they're well-turned-out. When you're wearing one of those new arrivals in HATS, you'll know you're smart and pretty. These new arrivals are fresh from their wrappings and hold with every fashionable idea of New York's foremost designers. And at such reasonable prices, too! Then why not have a new dress. Captivating styles that will give special charm to your figure. Ready-to-wear suits in classic or dressy models. Many from the custom workshop of Projansky's. Fashioned of very precious imported wools and the finest domestic fabrics. Top-coats for every hour of the day, some boxy, some tailored, like a man's coat—others with set-in or Raglan sleeves. And top it all with a luxurious Fur Scarf. The very largest and finest selection Projansky's have ever shown. So hurry, be ready to lead the Easter parade, turned out by PROJANSKY, 39 EAST AVE.

Do you know about "PARENTS BY PROXY"—that helpful service, which will send a Proxy to care for your children—or invalids, for the small sum of 35c per hour. Every Proxy is an understanding soul who will relieve you of your responsibilities for as long a time as you wish. Blanche Reynolds is the party in charge. The telephone No. is Culver 51.

BEATRICE BITTLES SAYS: Frame your face in picturesque charm with a new hat for Easter. Maybe you'd like a Impish pique bow smack on top of a navy sailor. Or maybe you'd like a cluster of white flowers, with that fresh-as-snow look nodding at a becoming angle on that always beloved black hat. And how about the magic of a airy horse-hair in a tiny hat with head-hugging qualities, covered with swaths of veiling and maybe some bright flowers. There are so many beautiful, becoming hats at BEATRICE BITTLES, your choice will be easy. 144 East Ave.

McFARLIN'S are sticklers for FIT in children's clothes. And regardless of what you pay, if the suit or coat doesn't fit a child, you're lost. McFarlin's give painstaking, individual attention to every detail of fit to your boy. He's turned out in clothes with that "made-for-him" look. Clothes with up-to-the-minute styling and thoroughbred quality providing more smartness, more wear, more economy. Bring Son to McFarlin's—the store that specializes in little and big boys' clothes. 195 East Main St.

Memo to all those women who must pack a LUNCH every day. Drop into HOME SERVICE at ROCH-ESTER GAS & ELECTRIC and pick up helpful hints on how to provide your war-workers with the kind of lunch, he can work the best on.

Grab your hat and coat and catch the next bus to SHAFER FUR CO. A brand new shipment of fur scarfs has arrived just in time for Easter. In the shipment are some elegant MINKS. Not the run-of-the-mill MINKS, but large, silky full-bodied skins, alive with character. Some are mounted—others may be chosen by you and mounted to your liking. The sturdy quality of Mink will give you years of wear, to say nothing of the smartness added to any costume you may wear. There is nothing that does what a fur scarf will do. It is a sensible buy 'cause a good fur scarf may be worn all the seasons of the year. These Mink Scarfs sell from \$18 per skin. If your taste runs to KOLINSKY'S SHAFER'S are lucky to have some of these on hand for you for Easter. Lovely skins of excellent quality beautiful color, and you know how "good" Kolinskys are in the world of fashion. These skins sell from \$13.50 per skin. What-ever selection it will be "right" if your scarf bears the SHAFER LABEL. Remember all prices mentioned include tax at SHAFER FUR, 52 East Ave.

Since you can no longer buy things to replace many of your possessions that wear or are damaged—why not remember that EMPIRE WEAVERS will re-pair-mend-weave any valuable possession at a very nominal cost? 409 BURKE BLDG.

Superfluous Hair CHARLOTTE WHITE will send a booklet on the method and results used by her to remove the scourge of superfluous hair. There is no obligation. Miss White's method is endorsed by Doctors. NO NEEDLES—NO PAIN—NO SCARS. 222 Cutler Bldg. Stone 503.

Speaking of **Easter Gifts...**

How About Something in **Sportswear?**

CASUAL SHIRTS
\$2.95 TO \$4.50
Long or short sleeve, in-and-out-of models in pleasing new pastel shades. Washable, good-looking materials.

SPORTS TROUSERS
\$7.50 TO \$18.50
Rochester's finest line-up of Spring trousers for every need. Flannels, gabardines, tweeds, all the favorites!

TAN TWILL SLACKS
\$2.95
Just the thing for Victory garden work! Sturdy, well-made, San-feritized cotton twill in service tan.

ALL-WOOL LEISURE-COATS
\$13.75
A coat to serve an off hour, when you want to be casually comfortable, yet well-dressed. Styled as shown, in all wool tweed. Rayon lined.

COLORFUL, ALL-WOOL SWEATERS
\$3.95 TO \$12.50
The complete story in Spring sweaters. Round and V-neck models. Coats, Plains, Ribs, Cable knits. All kinds, all colors!

McFARLIN'S
195 MAIN STREET EAST

Uncle Sam's War Work Demands Precision!

SAVE YOUR EYESIGHT

DON'T CAUSE A BOTTLE NECK BY POOR VISION



GLASSES will relieve eye strain, preserve your vision and make it easier for you to do a good job. Keep them 'fit' as well as yourself. Have an extra pair for emergency—and when lenses are broken, frames out-of-line, consult

HARRY A. BENEWICK — Optician

Smalls — PAY SMALL SUMS WEEKLY

28 MAIN STREET EAST — Use Only Bausch & Lomb and Shuron Lenses

Shopping News Pattern



2599. Two blouse styles in one pattern. Sizes 14 to 44. Size 36 requires for the long sleeved blouse. 2 1/4 yds. 39-in. fabric.

2588. A dressy blouse, fitted for nice lines. Sizes 12 to 48. Size 36 requires 2 1/4 yds. 39-in. fabric.

2525. The classic shirtwaist type. Sizes 12 to 48. Size 36 requires 3 1/4 yds. 36-in. fabric.

2050. A popular jumper dress. Size 12 to 40. Size 16 requires 1 1/2 yds. 35-in. fabric for the blouse, for the jumper 2 1/4 yds. 39-in. fabric.

2066. Suits were never more important. Sizes 12 to 48. Size 36 requires 3 1/4 yds. 54-in. fabric with 1/2 yd. contrasting.

Send 15c (plus 1c for mailing) for each pattern. Write plainly YOUR NAME, ADDRESS AND STYLE NUMBER. BE SURE TO STATE SIZE YOU WISH.

Address: Pattern Department, Shopping News, 93 Clinton Ave. S., Rochester, N. Y.

Lloyds Lead Again

With a Complete **Easter Display** of **PLANTS NOVELTIES**

Beautiful Corsages Reasonably Priced

Always the best Flowers

LLOYDS
30 W. MAIN POWER HOTEL—MAIN 661

Sibley, Lindsay & Curr Co.



For God and Country...

Your name here

HAS answered the Nation's call with generous assistance in purchase of U. S. War Bonds in America's 2nd Great War Loan Campaign. In grateful acknowledgment and sincere appreciation this certificate is presented as evidence of our Country's thanks for this patriotic and spontaneous cooperation.

THE ROCHESTER, NEW YORK SECOND WAR LOAN COMMITTEE

APR 22 1943

Come On, Rochester!

BUY BONDS and MORE BONDS

BOOST Rochester Way Over the \$50,000,000 Goal!

We're doing it, Rochester! You, and YOU, and YOU! Just days to go to make another spectacular war record for Rochester! LET'S GO! Dig deep into our pockets for every last dime that can be spared in this greatest of all investments! Rochesterians, right to the last individual, shall be PROUD to have helped their city and country in this time of great need. Our boys at the front will be proud of us, too.

They GIVE Their Lives... You LEND Your Money

Above is a picture of the certificate you receive with your bond purchase. Something to cherish, forever. Series "E" Bonds are on sale at our two Main Floor Booths. Applications taken for Series "F" and "G" Bonds.

"OVER HERE A YANK IS A YANK..."

...no matter if he is a sailor or marine or soldier. "We have a hallova lot of fun." Writes Sgt. Selden K. Partridge, former look-alike at the Lincoln-Alliance.



White Is Right

The white hats are here unusually early this year—small, flower-laden hats, wide-brimmed hats, hats that are just a twist of white straw and white ribbon and white fabric. They'll look crisp and pretty with your Easter suit, and will give the new season a good start.

Sibley, Lindsay & Curr Co.



FOR EASTER GIFTS

Remember those on your gift list with new watch bands! A practical gift that will last for years! See our wide selection of leather, ribbon, stainless steel, gold-plate, and gold-filled stretch bands!

Dependable WATCH REPAIRS

CENTER AISLE A—MAIN FLOOR

BUY, BUY FOR BABY BUY, BUY BONDS

They GIVE their LIVES... You LOAN your MONEY



LOBEL'S
114 EAST MAIN ST

Dear Sarge!

So you're having fun -- that's the spirit, hey, that can't be licked. And are we proud of you Tanks? You're an inspiration to us.

We're carrying on and having some fun -- in spite of crowded buses -- high taxes -- a long winter and rationing -- speaking of rationing, we've had ration stamp holding -- something new since you left. This is how it works:

Wholesale buyers of sugar, coffee, processed foods, etc., open ration accounts for each month. Then, as they collect ration coupons from their customers, they deposit the coupons, get their deposit coupons in return, and so build up a credit of so many pounds of sugar, or coffee, or other goods. Then when they buy a chest of sugar, or coffee, or other goods, they draw on the ration account along with the cash. The cash goes to the merchant to pay for the goods, and the ration coupons go to the government. In every day when you buy a chest of sugar, or coffee, or other goods, you are helping to finance the war effort. But no sugar without this new department. We're having fun running this new department of War in having fun running this new department of War in having fun running this new department of War.

100 deposits at present include 100,000 pounds of sugar, 100,000 pounds of coffee, 100,000 pounds of other goods. This is just another war effort. 100,000 pounds of sugar, 100,000 pounds of coffee, 100,000 pounds of other goods. This is just another war effort. 100,000 pounds of sugar, 100,000 pounds of coffee, 100,000 pounds of other goods. This is just another war effort.

Here's hoping you're still having fun -- even though it becomes a bit grim at times.

Joe


V-MAIL

LINCOLN-ALLIANCE BANK AND TRUST CO.

Member Federal Reserve System • Member F. R. C.

THEY RISK THEIR LIVES

YOU LEND YOUR MONEY



We must not fail our men in the fighting forces. Speed the tide of fighting dollars to equip our fighting men. To invest in the U. S. is to invest in the safest security in the world!

From here on to Victory we must fight shoulder to shoulder. Help our boys, our country, our Rochester reach its quota of \$50,000,000.00.

Projansky Inc.

Sibley, Lindsay & Curr Co.

3600 Pairs! Exclusive at Sibley's!

HOLLYWOOD RAYON CHIFFON STOCKINGS

79c

Here they are! The famous Hollywood stockings you've worn before and loved! 3600 pairs of these beautiful dull-finish hose. Cotton reinforced foot for extra wear. In lovely Easter shades. Stock up now at this saving price. You'll receive compliments galore for their sheer beauty. Sky glo. (Sunny Beige), star joy. (Neutral Beige) or sun gay (Sun Tan). 8 1/2 to 10 1/2.

FRONT AISLES I TO K—MAIN FLOOR

SIBLEY LINDSAY & CURR CO.
ROCHESTER, N. Y.

Please send me Hollywood stockings at 79c a pair as follows:

No. of Pairs	Size	Color

Name:

Address:

Charge Cash C.O.D.

(No C. O. D.'s Under \$1.00)





THE 2ND WAR LOAN IS ON!

It's Ten Minutes to Midnight!



Wake Up, Americans!

THE hour when the final die is cast, when decisive victory hangs in the balance. The hour which will decide the future of you and your children . . . a future of joyous freedom or a future of endless slavery.

Yes, it is ten minutes to midnight. And when the first stroke of that fateful hour begins to sound, it will be *too late* to throw your weight into the fight. The time to do that is **NOW**.

Now, when your dollars can keep the production lines humming. *Now*, when your dollars can buy the tanks and guns and planes and ships our soldiers need to fight a winning war . . . the only kind of a war we can afford to fight. *Now*, while there are still ten minutes before midnight.

Your country is asking you to lend your dollars in greater amount than ever before. It is asking for 13 billions of dollars *extra* this month . . . 13 billions for the weapons of war to make sure that it is *our side* which dictates the peace.

If we do not win, the money you fail to lend now will be worse than useless to you. If we win, as we *must*, the money you lend now will be returned with interest . . . for you to spend on the good things of life . . . for you to enjoy in a free and safe world.

So dig down, Americans. Answer the challenge by buying War Loan securities this month with every idle dollar you have except what you need for the barest necessities of life.

Don't wait for the War Loan Volunteer. Go to your nearest bank, investment dealer, broker, store or War Bond booth *today*.

Have your money in your fist . . . the fist that can deliver the knock-out blow to the Axis. But hurry . . .

For it is ten minutes to midnight . . .

The hour that can strike the knell of doom—or the blessed song of freedom.

Your dollars can call the tune.

There are 7 different types of U. S. Government securities—choose the ones best suited for you:

United States War Savings Bonds—Series E: The perfect investment for individual and family savings. Gives you back \$4 for every \$3 when the Bond matures. Designed especially for the smaller investor. Dated 1st day of month in which payment is received. Interest: 2.9% a year if held to maturity. Denominations: \$25, \$50, \$100, \$500, \$1000. Redemption: any time 60 days after issue date. Price: 75% of maturity value.

2½% Treasury Bonds of 1964-1969: Readily marketable, acceptable as bank collateral, these Bonds are ideal investments for trust funds, estates and individuals. A special feature provides that they may be redeemed at par and accrued interest for the purpose of satisfying Federal estate taxes. Dated April 15, 1943; due June 15, 1969. Denominations: \$500, \$1000, \$5000, \$10,000, \$100,000 and \$1,000,000. Redemption: Not callable till June 15, 1964; thereafter at par and accrued interest on any interest date at 4 months' notice. Price: par and accrued interest.

Other Securities: Series "C" Tax Notes; ½% Certificates of Indebtedness; 2% Treasury Bonds of 1950-1952; United States Savings Bonds Series "F"; United States Savings Bonds Series "G."

THEY GIVE THEIR LIVES . . . YOU LEND YOUR MONEY!

SPONSORED BY

CAPITOL WINE & SPIRIT CORP.
10 Winthrop Street

EBER BROS. WINE & LIQUOR CORP.
52 Public Market

S. M. FLICKINGER Co. Inc.
505 St. Paul Street

McKESSON & ROBBINS, Inc.
230 St. Paul Street

ROCHESTER LIQUOR, Corp.
175 N. Water Street

UNITED STATES TREASURY WAR FINANCE COMMITTEE—WAR SAVINGS STAFF—VICTORY FUND COMMITTEE

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THE Easter PARADE BEGINS AT CHURCH



Go To Church This Easter — Thank God You're An American

Be glad that, because this is America, you have the privilege of attending the church of your choice to worship God as you choose. Exercise that privilege — yes — that duty — next Sunday. All through the year the church stands as a bulwark of democratic America. But particularly at Easter time the church and its meaning predominate our thoughts.

But don't let your church attendance stop with Easter. Let it be rather the beginning — the beginning of your regular attendance and support of the church of your choice.

One of the chief motives for the foundation of the 13 colonies was the right to worship as each individual chose. That right is today one of the cornerstones of this nation's constitution. And the right to worship God according to each individual's conscience is one of the reasons we now carry the torch of liberty in this war.

Attend church — regularly. The church needs your support. And you need the support and influence of the church in your life.

This Page Is The Last Of A Series Dedicated To Rochester's Churches And Sponsored By The Following Local Institutions:

Reliable Furniture Co.; Rochester Sun Shopping News; W. T. Grant Co.; Darling Shops; Shafer Fur; Cramer Drug Company; Sibley, Lindsay & Curr Co.; Weed & Co.; Weis & Fisher; McFarlin Clothing Co.; McCurdy & Co.; B. Forman Co.; H. L. Green Co.; Sears Roebuck & Co.; Projansky, Inc.; National Clothing Co.; 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.

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KEY!

Co. Inc.

ITTEE

"What a gorgeous Ecru!"

YET IT COSTS LESS THAN 1¢ TO DYE A CURTAIN

Tintex CURTAIN ECRU DYE

Yes, Tintex Curtain Ecru is the most beautiful shade of ecru you have ever seen. It makes faded curtains just-like-new! Especially made for curtains—so easy, so quick, so perfect! That's why millions of women use this quality dye—that's why it is the largest-selling curtain ecru in the world. Available with Tintex Curtain Ecru 10¢ and 15¢ sizes at drug, department, 10¢ stores.

PARK & TILFORD PRODUCT

GUARANTEED PENNSYLVANIA HARD

R. & P. COAL EGG STOVE PLUS \$12.70
NUT TAX Cash Short. Off

R. G. & E. COKE—FAMOUS READING ANTHRACITE
MARSHALL'S COAL AND COKE CO. 8 Canary St. Glen 109

Come On, Rochester...

Over The Top!

Make that 50 million quota look like second grade arithmetic! Especially for Rochesterians breeze by all We Rochesterians like the Empire Express passing up a slow freight... we can do it again!

War Bonds and Savings Stamps on Sale at a Special Booth in Our Store

LINCOLN'S
118 Main St. East

POLITICS NEEDS WOMEN

A fortnight article by Eve Gavette which presents logical reasons why women should be more active in politics.

How To Keep a Husband In Tow

You may not agree with the author but you'll learn something you should know from this special feature.

Many other interesting and helpful articles in this pocket-size digest magazine for the modern woman.

10c NOW ON SALE **THE WOMAN** MAY ISSUE 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

COMPLETE WITH LABOR & MATERIAL

ANY ROOM-SIZE UP TO 10x12 **\$18.75**

LUCAS PAINT STORE
80 ST. PAUL ST. Free Parking MAIN 2090

CHAMPION OPEN MONDAY 12 NOON TIL 9 P. M.

JUST ARRIVED — ANOTHER SHIPMENT

MEN'S ARMY REJECT RAINCOATS

A COMPLETE SELLOUT LAST WEEK

Men's Corduroy or Wool **LOAFER COATS \$7.95**

• Double Back **\$6.95** Sizes Small Medium Large
• Fly Front
• Waterproof

Riding Apparel
Ladies Jodhpurs \$3.25 — \$3.95
Ladies Breeches \$2.95 — \$3.95

Girls' **STATION WAGON COATS**
RED NATURAL BLUE **\$5.49** SIZES 12 TO 20

CREW SHIRTS
Seconds... ea. 39c
Firsts... ea. 49c
Thirds... ea. 29c
4 for \$1.00

Champion KNITWEAR CO. 71 ST. PAUL ST.
Half Hour Parking for Customers — Strand Parking Station

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 bring thousands of thrifty shoppers to DAW'S.

Today Through Saturday (Right Reserved To Limit Quantities)

DAW'S COUPON

PERFECT FOR END CURLS

Hair Curlers
★ ALUMINUM ★ SPRING LOCK
Long or Short Styles **2 for 9¢** (Limit of 6)

RATION BOOK HOLDER 9¢
Made of transparent, water-proof plastic material. Just the thing for carrying all your War Ration Books—keeps them clean and safe.

BADGE HOLDER 17¢ For War Workers
Wear your identification badge attached to this leather tab with spring clasp. No more pin holes, tears in your clothes.

DAW'S ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. OFF. TRIPLE DEWEEPS
31 MAIN ST. E. CORNER MONROE
353 MAIN ST. E. 1 DOOR FROM BULLOCK
452 W. RIDGE RD. CHASE DRIVE
880 MAIN ST. W. BULL'S HEAD
473 MONROE ST. JUST OFF MAIN
539 MONROE AVE. NEAR GOODMAN

ELSCO QUALITY FOODS STORES

SUNBRITE CLEANSER 5c
PILLSBURY FARINA 10c

PILLSBURY'S
Best Flour, 5 lbs. 32c
24 1/2 lbs. \$1.32
SNO SHEEN
Cake Flour 29c

KIRKMAN PURE WHITE DOUBLE DUTY SOAP FLAKES
For fine laundry and family wash! **25c**

KIRKMAN BORAX SOAP 5c
GRANULATED 25c
CLEANSER 5c
COMPLEXION SOAP 5c

GOLD MEDAL
Kitchen Tested Flour 24 1/2 Lb. Sack \$1.32

OLD DUTCH CLEANSER 8c
Palmolive Soap 8c
Super Suds lg. pkg. 24c

OCTAGON PRODUCTS
Laundry Soap 5c
Toilet Soap 5c
Granulated Soap 25c

LUX FLAKES Lg. 24c. Reg. 10c
LifeBuoy Soap 8c
Fairy Soap, 3 for 17c
RINSO, Lg. Pkg. 24c
LUX TOILET SOAP 8c

IVORY SOAP
Guest Size 5c—Large 11c
Medium Size 2 for 13c

IVORY FLAKES
Large 24c

IVORY SNOW
Large 24c

CAMAY SOAP 8c
LAVA SOAP 7c

CHIPSO
Large Package 24c

DUZ
Large Package 24c

OXYDOL
Large Package 24c

SELOX 15c

P & G NAPHTHA SOAP 5c

CRISCO 3 lbs. 73c
15 Points

Del Monte Peaches
Glass Jar 2 1/2 31c
24 Points

DAW'S COUPON

LEHN & FINK'S Hand Lotion
True American
For smoother, softer, whiter-looking skin.
11¢ (Limit of 2)

EAU DE COLOGNE
Large, 7-oz. bottles of delightfully-scented Eau de Cologne—light and refreshing. Choice of gardenia or lily.
39¢ (Limit of 2)

DAW'S COUPON

Nail Polish REMOVER
Giant 3-oz. Bottle
Daw's Low Price **7¢** (Limit 2)

DAW'S COUPON

Pastel Colored CURL-TYPE COMBS
Made of Acetate... naturally... break a bit. Choice of colors.
10c Value
6¢ (Limit of 2)

DAW'S COUPON

QUICK-DRYING Wave Set LOTION
Not Sticky Will Not Flake
Large 7-ounce Bottle **7¢** (Limit 2)

DAW'S COUPON

VANILLA FLAVOR
(Imitation) Large 25c
6-oz. Size **8¢** (Limit 2 Btl.)

DAW'S COUPON

SANITARY NAPKINS
Large Box of 23 Pads **23¢** Limit 2 Boxes
ONLY ONE CENT EACH—Compare This Value! New, super-soft, highly absorbent pads for more comfort and security.

DAW'S COUPON

Famous Brand PERFUME
(Manufacturer's Name With-hold.)
2-Dram 50c Size **19¢** (Limit 2)

DAW'S COUPON

TOOTH POWDER
Famous P & S Formula
Large 4-oz. Size 50c Value **14¢** (Limit 2)

MOTH Preventives

MOTH BALLS or Flakes, 1-lb. box 12c
MOTH CARES 39c
Gas—50c Size 2 for 25c
Apex, Reg. 15c
MOTH KILLER 59c
Lightning, Full Pint 49c
DICHLORIDE 49c
Moth Crystals, 1-lb. 49c

Moth Crystals
Pure Paradichlorobenzene Full Pound **23¢**

LARVEX For Clothes, Furniture, Rugs
LIQUID MOTH SPRAY
One spraying kills moth-proofs for a whole year!
Pt. Size **79¢**
Quart Size **\$1.19**

Garment BAGS
• Cedarized
• Dust-Proof
• Air-Tight
• Damp-Proof
29¢
2 for 55c
Extra-large, roomy Cedar-Pack Bags—holds several garments. Size 27x36. Completely air-tight, dust and damp proof. Buy several at this low price!

VIMMS VITAMIN TABLETS
6 VITAMINS 3 MINERALS
BOX of 24 Vimms 49¢
FAMILY SIZE OF 288... **\$4.79**
VIMMS contain Vitamins A, B1, B2, P-P, C, D and Calcium, Phosphorus and Iron.

ONE-A-DAY VITAMIN A and D TABLETS
Compare THESE PRICES:
Box of 30 **49¢**
Bottle of 90 **\$1.17**

FALSE TEETH
DENTUR-EZE, the new, cushiony plastic, makes false teeth so comfortably for weeks. DENTUR-EZE is not a powder—it's a paste. Economical to use. Get a robe today! At your drug counter. MONEY-BACK GUARANTEE

Cutex Nail Polish
10c Disc. Size
2 for 13¢

FREEZONE
Corn Remedy 17c
35c Size

Giant 12-oz Jar BARBASOL Shave Cream
Reg. \$1.00 **59¢**

MARCHAND HAIR WASH
50c Size **39¢**

60c Size MAR-O-OIL SHAMPOO
28¢

SODA MINT TABLETS Pkg. of 100 **3¢**

75c VASELINE HAIR TONIC
Large 6-oz. Size **63¢**

BORIC ACID POWDER 1-Lb. Size **14¢**

\$1.35 Size PINKHAM MEDICINE **69¢**

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New...

STAR TRIO



Veronica Lake, Dorothy Lamour and Paulette Goddard are three of the many stars appearing in Paramount's all-star musical comedy "Star Spangled Rhythm," which opens Sunday for three-day runs in the State, Liberty, Madison and Monroe Theatres.

War Loan appeal, suggested to Postmaster Donald A. Dailey that 100 percent participation was not necessarily a stopping place.

Accordingly, Mr. Dailey staged two rallies of his cohorts last week and these, it was announced today, already have resulted in 223 additional bond purchases for an aggregate of \$7,850. Final report from the postoffice coincident with close of the present campaign will add considerable, it was said.

Conservation note: Apply a coating of colorless nail polish to your metal compacts, clips and handbag fasteners to prevent tarnish and scratching.

You can make a meal of batter. Leave out the sugar, griddle cakes if you add a cup. Make the pancakes extra big or so of chopped ham or shred. Try these with apple butter instead of syrup.

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 S. Tolson

AT RADIO CITY

HOUSEWIVES
2 Hours Work Daily In Your Neighborhood
EARN \$5.00 A DAY IN YOUR HOME
Write Box 30
Rochester Sun
93 S. CLINTON

KOLINSKY & MINK SCARFS!
Beautiful skins to wear with your new Easter outfit. NOW at the season's lowest prices. You'll save some real money on a new Fur Coat now! A small deposit holds any garment on our Lay Away Plan.

CLIFFORD FUR CO.
1283 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

TROPIC COALS \$12.70 PER TON
Egg—Stove—Nut . . . Anthracite
Rochester & Pittsburgh Coal Co.
Lincoln-Alliance Bank Bldg.
Stone 7080

Easter WINES AND LIQUORS
Quantities will be rationed one to a customer in order to serve everyone.

Are **BERGHASH** Values!
5 Yrs. Old
"OLD LEWIS HUNTER" **Kentucky BOURBON**
STRAIGHT WHISKY
Bled in Harrison County of Kentucky's Blue Grass with limestone water. The identical process and in the same distillery.

2.89 FIFTH
BOTTLE

"RON CARABEE" IMPORTED VIRGIN ISLANDS **RUM - 2.59** FIFTH
Imported by the Old Colony Co., Importers of Fine Rum, Excellent Makers—84 proof, Limit 1.

PETE HAGEN'S PREPARED COCKTAILS
JUST CHILL AND SERVE WITH PRIDE!
• SIDE CAR
• DAIQUIRI
• DRY MARTINI
• OLD FASHIONED
LIMIT ONE

1.79 FIFTH

GALLAGHER and BURTON **BLACK LABEL** BLENDED WHISKY
Bled with 4 and 5 year old whiskies. Truly smooth and fine tasting. A famous brand. Limit 1.

3.89 Full Quart

RIVERDALE CLUB **Blended WHISKY**
Bled of 3, 4, 5 and 7 year old whiskies. Try this exceptional blend that has everything.

3.69 Full Quart

SPECIAL PASSOVER WINE
CARMEL BRAND **LESTINE PORT**
Bled and bottled by Palestine House and sold by volume. Limit 1.

1.80 3/4 Quart

Passover Brandy **4 YRS. OLD GOODMAN'S SLIVOVITZ**
Bled from Brandy. Distilled in the spirit of the old. Bled from the distillery of Bohol M. Hirsch. Limit 1.

3.25 Fifth

Robertson's Yellow Label **SCOTCH**
Bled. Limit 1. A blend of 50% Scotch Whisky—distilled from the best in Scotland.

4.25 FIFTH

OLD MEDAL LABEL . . . **SWISS COLONY VINE**
Sherry - Muscatel. Bled by volume. Limit 1 bottle.

1.10 Full Quart

Only one bottle of these and other whiskies per customer. Shop early.

BERGHASH ★
INTON AVE. S. MAIN 786

Victory Loan . . .
(Continued From Page 1)

Rochester plants, calling attention to the urgent need for success of the Second War Loan. At a meeting of War Finance Committee leaders with county chairmen and vice-chairmen last evening at Hotel Canadigua in Canadigua the subject of concentrating on individual subscriptions during the remainder of the campaign was stressed, and all district leaders were asked to urge industries and mercantile establishments in their respective towns to follow in the footsteps of Rochester plants.

Theatres Aid Drive
Rochester theater managers, under the chairmanship of Jacob Golden, manager of the RKO interests in this city, are joining forces with the War Finance Committee efforts to round up \$6,000,000 in individual subscriptions by exposing their audiences to brief spoken appeals from their respective stages every day this week. Members of the speakers' bureau, headed by Fred Erath, have volunteered their services for this important mission and have scheduled a busy program of theater appearances both afternoons and evenings in behalf of the Second War Loan.

Women's Group Active
As evidence of the desire of the general public to cooperate to the fullest in meeting the Rochester area's quota, it was announced at headquarters today that many women's groups in Rochester and nearby cities and towns in the area have voluntarily announced the acceptance of specific quotas. These are being reported daily to Mrs. William F. Washburn, Rochester chairman of the Women's War Savings Committee.

Outstanding among early responses of women's clubs was that of the American Association of University Women, whose Rochester branch headed by Miss Charlotte Henderson, has set itself a \$10,000 quota. The Council of Jewish Women announces a quota of \$6,000, and Senior Hadassah, \$7,500. Postal Workers Pass Quota
From the Rochester postoffice, long since qualified for the Treasury's certificate for employee participation in War Bond purchases, came word today that postal clerks and carriers, inspired by the Second

Sears for Smart Easter Fashions - Budget-Priced!

Young Fashions They Look Pretty As Picture For Easter

Boys' Spring Sport Coat **9.95**
Main Floor Monroe

Boys' Dress Trousers **2.98**
Both Stores

Boys' New HUSKY SUITS **17.95**
For the well-built young man a complete selection of these husky suits in all wanted patterns, single and double breasted. Sizes 14 to 20. No charge for alterations. Main Floor, Monroe

Slack Socks **25c** Both Stores
Exceptionally fine cotton slack socks in a huge selection of colors and patterns. Reinforced heels and toes. Complete sizes.

Unmatched Quality! FRATERNITY PREP SUPREME TAILORED SUITS **17.95**
Main Floor Monroe
Unmatched in quality and style at the price. Supremely tailored. Fraternity Prep suits in all the newest styles and fabrics for spring. New over-plaids, glen plaids, tweeds and herringbones. Sizes 12 to 20. No charge for alterations.

Spring Coats
The Kiddies Easter really begins at Sears this year—for here you'll find all of the headlines in the Easter parade—smartly tailored coats and coat sets, the newest fashions in millinery and shoes all at Sears Budget Prices.

Boys' coat sets in smart double breasted styles. Choice of colors and fabrics. Hats to match 79c. **3.98**

Girls' coat sets of superb quality wools in a "host of colors" and styles, for the little ladies. Sizes to 8 1/2. **5.98**

Toddler's coat of fine shetland wools in cunning double breasted styles. Choice of colors. Sizes to 4 1/2. Hats 87c. **2.98** and up

Juvenile Department On the Main Floor Monroe

BOYS' HATS **1.49** Main Floor Monroe
New slope and pinch front styles in fine fur felts, snap brims, wide and narrow brims in a complete size range.

BOYS' SHIRTS **79c** Both Stores
Fancy patterned broadcloth shirts, well tailored, full cut. Sanitized, shrunk to insure maximum shrinkage. Complete sizes.

Best For Big Boys! SANDY NEVIN **4.40** Both Stores
Sears finest grade shoes for boys. Husky. Every pair designed to make No. 17 coupon go further. Made with leather soles and rubber heels in plenty of new styles for spring. Sizes 6 to 11.

BOYVILLE JR. LONGY SUIT **8.95** Main Floor Monroe
Single and double breasted models in tweeds, herringbones and plaids, plus all the wanted colors. Complete sizes to 10.

BOYVILLE JR. SPORT COAT **6.95** Main Floor Monroe
Coats that contrast beautifully with sport or regular suit trousers. Plaids solid colors and fancy mixtures. Sizes to 10. Slacks from \$2.19 to \$2.98.

BOYVILLE JR. KNIT SUIT **1.98** Both Stores
Two-piece knit suit with solid color suspender shorts and fancy striped basque shirt in choice of several colors. Complete sizes to 10.

Children's BILTWELLS **2.39** Main Floor Monroe
Built on lasts especially for growing feet, these famous Biltwells can really take it. Heat patent pumps and plain toe soles for boys or girls in sizes 8 1/2 to 13.

Growing Girls' CAREFREES **3.30** Main Floor Monroe
Styles that are tops for school sports or dress up. Classic red dist. loafers, moccasins in brown and black. Sizes 3 1/2 to 9.

Sears, Roebuck and Co.

Support the **2nd WAR LOAN!**
Make the **INVESTMENT** that protects all other investments!

George D. B. Bonbright & Co.
100 Powers Bldg. MAIN 4838
MEMBERS New York Stock Exchange

TOOTH PASTE
MAP
OF IA
1c
ING
8c
utex Polish
Disc. Size **13c**
NEZONE
medy **17c**
size
Giant
Basol
ve Cream **59c**
ARCHAND
WASH **39c**
size
50c Size
R-O-OIL
AMPOO
28c

"What a gorgeous Ecu!"
YET IT COSTS LESS THAN
1¢ TO DYE A CURTAIN

Tintex CURTAIN ECRAI
Yes, Tintex Curtain Ecu is the most beautiful shade of
have ever seen. It makes faded curtains just-like-new!
made for curtains—so easy, so quick, so perfect! T
millions of women use this quality dye—that's wh
largest-selling curtain ecru in the world. Save...
Curtain Ecru 10¢ and 15¢ sizes at drug, department,
PARK & TILFORD PRODUC
GUARANTEED PENNSYLVANIA HARD
R. & P. COAL EGG STOVE PLUS \$1
R. G. & E. COKE—FAMOUS READING ANTI
MARSHALL'S COAL AND COKE CO. 8 Canary St.

Come On, Rochester...

Over The Top

Make that 90 million quota
like second grade arithmetic!
We Rochesterians breeze
quotas like the Empire E
passing up a slow freight
we can do it again!

War Bonds and Savings Stamps on
Sale at a Special Booth in Our Store

LINCOLN'S

118 Main St. East

SUNBRITE
CLEANSER 5c

ELSCO
QUALITY FOODS
STORES

PILLSBURY'S
Best Flour, 5 lbs. 32c
2 1/2 lbs. \$1.32
SNO SHEEN
Cake Flour 29c

KIRKMAN
PURE WHITE DOUBLE-DUTY
SOAP FLAKES
For fine laundry and family wash!
25c

KIRKMAN
BORAX SOAP 5c
GRANULATED 25c
CLEANSER 5c
COMPLEXION SOAP 5c

GOLD MEDAL
Kitchen Tested Flour
2 1/2 Lb. Sack \$1.32

OLD DUTCH
CLEANSER 8c
Palmolive Soap 8c
Super Suds lg. pkg. 24c

OCTAGON PRODUCTS
Laundry Soap 5c
Toilet Soap 5c
Granulated Soap 25c

LUX FLAKES
Lg. 24c. Reg. 10c
LifeBuoY Soap 8c
Fairy Soap, 3 for 17c
RINSO, Lg. Pkg. 24c
LUX TOILET
SOAP 8c

IVORY S
Guest Size 5c—
Medium Size ..
IVORY FL
Large

IVORY SL
Large

CAMAY SOA
LAVA SOAP
CHIP
Large Packag
DU
Large Packag
OXYD
Large Packag
SELOX
P & G NA
SOAP
CRISCO 3
15 Poin

Del Monte
Glass Jar 2 1/2
24 Poin

Wegmans
HOME OWNED SUPER MARKETS

WEGMANS HAVE ROCHESTER'S LARGEST
VARIETY FOODS. YOU'LL FIND EVERY-
THING YOU WANT FOR YOUR EASTER
DINNER HERE UNDER ONE ROOF.

We Have
Your Easter Ham

TENDER-SWEET COOKED

HAMS

WHOLE OR SHANK HALF

9 Pts. **43c** Lb.

GET THE BEST VALUES FOR YOUR POINTS

Values — Blue Points

Points	Price
1	3 pks. 25c
1	3 jars 23c
3	3 cnt 25c
10	bot. 20c
10	bot. 20c
14	can 11c

Values — Red Points

DELICIOUS LOW POINT CANNED
LUNCH MEAT

Points	Price
5	35c. cn.
5	lb. jar 24c
12	qt. 55c
7	can 40c
7	can 22c
2	can 36c
3	can 29c

Last week to enjoy
WEGMAN'S DELICIOUS
FLAKY FRESH

Hot-Cross Buns

21c Doz.

NEW LOW PRICE FOR
LAST THREE DAYS OF LENT

Easter Ham Slice

We can still maintain the tradition of "Ham for Easter" in
spite of meat rationing. The answer is to serve a slice of ham,
from the center, utt or shank end, and extend the meat with a
fruit dressing. Tulips add a restive holiday touch, and can be
made from turnips.

Bake the ham slice on top of the fruity dressing which has
diced apples, oranges, and raisins (if you wish) mixed with
the bread cubes and other seasonings. Carve oval-shaped white
turnips into tulip shapes and stuff the center with cloves. We
surrounded the Easter ham with with diamond cut green
beans, for an extra touch of spring.

Consumer News

Compiled by the Rochester and
Monroe County War Councils.
Mrs. Arnold B. Swift, Editor.

DON'T BE JITTERY! Put
a check rein on your first de-
sire to dash out and buy up can-
ning supplies against a possible
need and listen to the assur-
ances of the War Production
Board. They tell us:

GLASS JARS: 500 million
will be produced this year—
twice as many as last year.
Over 3 billion home canning
jars filled last year should be
available again this year, as
well as jars not used last year.
In addition thrifty housewives
have saved up glass jars in
which they bought commercial-
ly packed food.

CLOSURES: A recent order
released enough metal to per-
mit the manufacture of almost
all types of closures. These will
total over 3 billion. An estimat-
ed 2 billion more are in the
hands of housewives and need
only new jar rings to be re-us-
able.

JAR RINGS: Sufficient rub-
ber jar rings to seal all of the
excess crops of the 18 million
Victory Gardens are assured.

PRESSURE COOKERS:
Production of 150,000 will be
allowed—twice as many as
were made last year.

Victory Recipe

To Save Your Meat
Ration Points

SHEPHERD'S PIE

1 1/2 lbs. lamb — Suitable cuts
(serves 6)
Bread crumbs—3 ration points per lb.
Neck lamb—4 ration points per lb.
Flank lamb—3 ration points per lb.
Shank (fore)—4 ration points per lb.
Shoulder — 3 ration points per lb.
Salt
Pepper
Flour
Fat
1 Onion sliced

Cut the meat in inch cubes;
sprinkle with salt, pepper, and
flour; and brown in 2 or 3 ta-
blespoons fat. Add the onion,
and water to clear. Simmer for
1 1/2 hrs. or until the meat is ten-
der. Then add the turnips and
green pepper and cook until they
are tender. If the stew is not
thick enough, mix 1 to 2 table-
spoons of flour to a smooth
paste with an equal quantity of
cold water. To the paste add
several spoonfuls of the stew,
then stir the mixture into the
rest of the stew and cook until
smooth and thickened. Season to
taste.

When the stew is done, put in
into one large baking dish, or
individual baking dishes. Put a
"lid" of seasoned fluffy mask-
ed potatoes and bake until the
potatoes are hot throughout and
brown on top. A small quan-
tity of baking powder or a well-
beaten egg adds to the light-
ness of the mashed potato.

MEMOS On Books

by Michael Martin and
Waren Bower

ONE WORLD, by Wendell
Willkie. Simon and Schuster,
\$1.00. The titular head of the
Republican party reports his
observations on countries and
leaders he visited on his round-
the-world flight. Remarkably
liberal ideas on cooperation
with Russia and the impor-
tance of China. Undoubtedly
Mr. Willkie's bid for his party's
nomination in 1944, but it is
very considerably more than a
political document. Deserves to
be read by all. Recommended.

CHICKEN EVERY SUN-
DAY, by Rosemary Taylor.
Whittlesey House. \$2.75. Sub-
titled "My Life with Mother's
Boards," this is a leisurely
series of pictures of life among
some particularly amusing ec-
centrics. Takes you into the
bosom of the family, where
you'll have a very happy time.
The "chicken" here is done to
a most appetizing turn, brown
and succulent.

WE CANNOT ESCAPE HIS-
TORY, by John T. Whitaker.
Macmillan. \$2.75. A top-notch
correspondent sets down a can-
did history of Europe since
1934. Whitaker knew most of
Europe's leaders well, and gives
shrewd appraisals and off-the-
record details. Occasional flash-
es of humor, but the usual good

EXTRA

FOR BABY WEEK

4 Cute
Baby Photos **495**
Reg. 6.50

YOU SAVE \$1.55

Included:
ONE LARGE 8x10
3 POPULAR 3x4
(The approved size to send
service men)

SEVERAL PROOFS—
TO CHOOSE FROM

Now FULL LENGTH POSES

Neisner's
5c to \$100 Stores
200 MAIN ST. E.

Three years in
the making—not
an over-night
substitute

Still 10c per package

JUST
ADD
LIQUID

BIG 5¢ WORTH

In This Sunday's Issue
CORPORAL BARNEY ROSS
U.S.M.C. IN FULL COLOR

Also 16 Pages of Comics,
Magazine and News
Sections

GET THE HABIT
Read the New York
SUNDAY MIRROR

PAUL NOETH

19 CLINTON AVENUE SOUTH MAIN 874
Just a Step Off Main St. Opposite Hotel Seneca—Open Every Night Till Midnight

ANOTHER BOND
WON'T KILL YOU...
ANOTHER BOMB
MAY!

HELP ROCHESTER
MEET IT'S QUOTA!
BUY MORE BONDS!

WINES
FOR EASTER

- WIDMER'S
- TAYLOR'S
- GOLD SEAL
- WELL KNOWN CALIFORNIA BRANDS

Including Some Fine Imports

OUR BIG SPECIAL
BOTTLED IN BOND . . . 5 YEARS OLD

OLD MASTER BOURBON

One of the most notable of all the
great whiskeys from Kentucky.
Straight, supremely mellow drop
straight whiskey.

Reg. \$3.25 — Limit One **\$2.59** QUART

While Popular Brands are
becoming scarce we are
trying our best to service
you with the finest liquors
available.

IT
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By test de
percentage
ashes, less
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CALL
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NO
PLUS
TOTAL
23
ALL SPI
JACKPO
CLIMBI
SATU
5 GA
8 GA
10 GA
• ALL SPI
• JACK P
• CLIMBI
• ADDITI
SUN.
ADMI

IT PAYS TO BUY THE BEST
Miller's 100% Guaranteed
JEDDO COAL
The Quality Leader For 86 Years!
By test Jeddo Anthracite Coal contains the highest percentage of carbon, which means more heat, fewer ashes, less work and more for your heating dollars.
ARDEAN R. MILLER
CALL GEN. 20 KNOW YOUR COAL DEALER!
Finest Service For Over 30 Years

**No. 44 School PTA
To Hear Madison
High School Official**

Seventh graders of No. 44 School will join with the PTA at the school next Tuesday afternoon to hear Miss Marguerite E. Thurston discuss the subject, "Guiding Our Children Into the Future." Miss Thurston is on the staff of Madison High School. The meeting will begin at 2 p. m.
Mr. Merl Nulton, president of the group will report on her recent attendance of the PTA conference at Cornell University.
Tea will be served following the meeting.

Kitchen Decoration

To decorate your kitchen, you might try an idea that originated with Joan Leslie. She took bright square pie tins and pasted inside them colorful floral prints and then hung them like pictures all around her kitchen walls.

Pinch-Hit Vase

If you run short of vases you can always make them, as Anne Shirley does, out of those handsome pottery flower pots. Anne just filled in the hole at the bottom of them with plaster of Paris, letting in dry firm before filling with water.

Real old-fashioned Lager
today's **GENESEE**

Now! COMPLETE PAINT LINE
IN TIME FOR YOUR SPRING DECORATING NEEDS

The popular Miracle Wall finish
Kem-Tone
\$2.98 GALLON — COVERS A ROOM

LUCAS
PAINTS - ENAMELS
LAQUERS, ETC. FOR
EVERY PURPOSE

EASY-TO-CLEAN CHROME
BREAKFAST SETS
Table and Four Chairs... \$60.00
TABLE & 2 BENCHES
A Real Buy **\$34.50**

FISHING EQUIPMENT Famous brands. Easy Terms

TIRES — Bring your ration certificate to us for your tire needs.
Recap Your Tires — No Certificate Needed

UNIT PARTS
ROCHESTER CORPORATION
1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD

HOLLYWOOD
SUNDAY & TUESDAY NITES ALL REG. GAMES \$7

WED. 8 THURS.	All Games And Specials \$4	EASTER PARTY SATURDAY NITE APRIL 24TH	All Reg. Games \$10.00
WORTH 45c	For You Tues. April 27th	WORTH 50c	For You Thurs. April 29th
WORTH 45c	For Friend Tues. April 27th	WORTH 50c	For Friend Thurs. April 29th

COUPON: When buying triple board and book of specials... \$45c FOR YOU

SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY NITE APRIL 27TH \$7 FOR A FRIEND

SCHOOL AUDITORIUM
PLYMOUTH & GLASGOW

CONVENIENT TO 3 BUS LINES
★ Jefferson ★ Plymouth ★ Exchange

RE-OPENS WED., APRIL 28th
8:15 P. M.

No Game Under \$8.00

ADMISSION 28c Inc. Tax Triple Board and Book of Specials

TOWNER-HALL

THURSDAY JACKPOT SPECIAL \$95

SPECIAL PRE-EASTER PARTY SATURDAY, APRIL 24th DOOR SPECIAL \$55

WORTH 45c For You Thursday APRIL 22nd Towner Hall

WORTH 25c For You SATURDAY APRIL 24th Towner-Hall

WORTH 25c For You SUNDAY APRIL 25th Towner

WORTH 25c For You Wednesday APRIL 28th Towner

Easter
WINES AND LIQUORS
Quantities will be rationed and to a customer in order to serve everyone.

These Are BERGHASH Values!

5 Yrs. Old
"OLD LEWIS HUNTER" Kentucky BOURBON
Distilled in Harrison County — heart of Kentucky's Blue Grass district, with limestone water and by the identical process and formula in use since 1800.
LIMIT ONE BOTTLE **2.89** FIFTH

"RON CARABEE" IMPORTED VIRGIN ISLANDS RUM - 2.59
Imported by the Old Colony Co. Importers of Fine Rum. Excellent mixer — 84 proof. Limit 1.

PETE HAGEN'S PREPARED COCKTAILS
JUST CHILL AND SERVE WITH PRIDE!
• SIDE CAR
• CAIQUIRI
• DRY MARTINI
• OLD FASHIONED
LIMIT ONE **1.79** FIFTH

GALLAGHER and BURTON BLACK LABEL BLENDED WHISKEY
Blended with 4 and 5 year old whiskeys. Truly smooth and full tasting. A famous brand. Limit 1.
3.89 Full Quart

RIVERDALE CLUB Blended WHISKY
A blend of 2, 4, & 5 year old whiskeys. Try this exceptional 3-way blend that has everything.
3.69

SPECIAL PASSEOVER WINE CARMEL BRAND PALESTINE PORT
Imported and bottled by Palestine House Inc. Alcohol 18% by volume. Limit 1.
1.80 3/4 Quart

Passover Brandy 4 YRS. OLD GOODMAN'S SLIVOVITZ
Special Brandy Imported from Poland. Truly smooth and full tasting. A famous brand. Limit 1.
3.25 Fifth

Robertson's Yellow Label SCOTCH
Choice Scotch Whisky. A blend of 5 year and better in Scotland. Limit 1.
4.25 FIFTH

GOLD MEDAL LABEL SWISS COLONY WINE
Port - Sherry - Muscatel. Alcohol 20% by volume. Limit 1 bottle.
1.10 Full Quart

Only one bottle of these and other whiskies per customer. Shop early.

BERGHASH
124 CLINTON AVE. S. MAIN 786

WAR BONDS

WILL HELP BRING HIM BACK!

DIG DOWN DEEP TODAY
... this very minute! Buy another Bond... You'll be making another down payment on shining tomorrow when all our boys come marching home.

LIVADAS BROS.
LIQUOR STORE
183 MONROE AVENUE

BUSY BEE Stores

SWEETHEART SOAP 4 for 29c

OLD DUTCH CLEANSER... 10c

KIRKMAN Complexion Soap... 5c
Soap Flakes... 24c
Granulated Soap... 24c

SUNBRITE CLEANSER... 6c

WOODBURY FACIAL SOAP... 4 for 27c

WINDEX 15c

DRANO 2 for 39c

Busy Bee Stores Co-Operating With B-K Co., Inc.

STAR BINGO
372 FLINT ST. (rear) Jefferson Bus
MON. 8:15 P. M. All Games \$3
TUES. NITE — 8:15 P. M.
WED. AFTERNOON — 1:30 P. M.
★ 23 GAMES ★

C. Y. M. A.
51 FRANKLIN SQUARE
Near Greyhound Bus Terminal
Served By All Bus Lines
COMFORTABLE
Tables For All
\$ ADMISSION 27c \$
Plus Fed. Tax—3c

Beeley's Bingo
SUNDAY AT 8 P. M.
MON. TUES. WED. THURS. 8:15 P. M.
FRI. SAT. at 8:30
EXTRA BOARD FREE WITH TRIPLE BOARD
142 GENESEE ST. in REAR

K of C
Special Easter MONDAY DE LUXE PARTY
APRIL 26th
30 GAMES
\$300 GRAND AWARD
\$100 SWEEP STAKES
\$100 ROUND ROBIN
\$100 GOLD AWARD
ALSO A JACKPOT GAME 55 NUMBERS OR LESS \$200
No Game Under \$20
Buy An Advance Ticket Entitling You To EXTRA \$100 FREE GAME
NO PARTY HOLY WEEK
EXTRA BOARDS... 25c
No Increase in Price
ADMISSION \$1.10 Incl. Tax

19th WARD CLUB HOUSE
257 HAWLEY STREET
THURSDAY 8:15 P. M.
ALL GAMES ON REGULAR BOARDS
This title special 5 and 6 ways
Other nights 4, 5 and 6 ways.
WED. NITE, APRIL 28
8:15 P. M. 21 Regular Games
Mystery Game
SATURDAY 8:15 P. M.
ALL REGULAR GAMES
SUNDAY AFTERNOON
All Regular Games—2:30 P. M.
12th Game Letter H
Jefferson Bus to Hawley St.
Admission 25c, Tax 3. Total 28c

CAPITOL HALL
85 W. MAIN ST.
Mon. — Thurs. 1:30 P. M. — 8:15 P. M.
Wed. — Fri. — Sat. 8:15 P. M.

Games Sun Afternoon \$4
Mon. 30 Games \$3
Games Tues. Aft. \$4
Wed. 30 Games \$5
Games Thurs. Aft. \$5
Friday and Saturday 25 Games \$5-\$10
On Reg. Boards Letter 'H' \$15 and \$15
ADM. 28c INC. TAX

COLUMBUS AUDITORIUM
50 CHESTNUT ST.

Where To Play Bingo

SUNDAY NITE 8:15
25 GAMES ON BOARD ← All Games
25 GAMES ON SPECIALS ← \$5.00
25 Cents for Books
—Afternoon Games—
WED., SAT. at 1:30
NO GAME GOOD FRIDAY AFTERNOON
Books 25 Cents

UNION LEAGUE HALL
GREGORY AT SOUTH AVENUE
Bring This For Special Award Sunday Nite Apr. 25

PARK HALL 928 Jefferson Ave. Near Plymouth

EASTER SPECIAL \$982.00
NO GAME FRIDAY APRIL 23RD

PLUS JACK POTS IF CLAIMED IN 55 NOS. PLUS \$10 DOOR PRIZE NIGHTLY
TOTAL AMOUNT TO BE PAID TO WINNERS THIS THURS., SAT. AND SUN., APRIL 22, 24, 25.

THURSDAY
23 GAMES ON BOARDS PAYING \$10
ALL SPECIALS 5 WAYS TOTAL... \$25
JACKPOTS ON BOARDS (55 numbers)... \$50
CLIMBING JACKPOT... \$35

SATURDAY APRIL 17 ONLY SPECIAL
5 GAMES ON BOARD \$15.00 PLUS JACK POTS
8 GAMES ON BOARD \$12.00
10 GAMES ON BOARD \$10.00
• ALL SPECIALS — 5 WAYS TOTAL — \$25
• JACK POTS ON BOARDS — \$50
• CLIMBING JACKPOT IF NOT CLAIMED THURS.
• ADDITIONAL SAT. NITE EASTER NOVELTIES **\$40**

SUN. APR. 25th 23 Games—\$7 Ea. SPECIALS JACKPOTS
ADMISSION THURS. - SAT. - SUN. 25c (Tax 3c) TRIPLE BD. & BOOK SPECIALS 56c

Now then . . . what do YOU say?

Will you lend your share to equip this boy . . . ?
one of Rochester's own, perhaps



It's Up to You, Mr. Public to Clinch
\$50,000,000
Rochester's Quota in America's
Second War Loan



This Certificate
When You Buy Your Bond

is presented to you, in grateful appreciation, by your government, to have and to hold as tangible testimony that you, too, have gone to the front for your country . . . that you heard the call.

Buy Your Bond This Week
Ask For Your Certificate

Fifty Million Dollars—our goal in America's \$500,000,000 campaign; greater challenge in the history of the city. . . . You much for Rochester? . . . and No! NO!

We have proved Rochester's leadership time and again . . . With blood plasma in the drive for funds for the Red Cross . . . by carrying the right to fly the Treasury Department's special Minute Man Flag . . . by financing three Flying Fortresses when we went after one. Now we'll prove Rochester's leadership again!

Our banks, our industries, our institutions are meeting their allotments. It's up to you, the Rochester Public—to come thru with your share of the city's quota of 50 million dollars in War Bonds.

We can do it! We must do it!

Every citizen of Rochester must join in this nationwide attack. We must arm that boy in the picture above, and all our men throughout the world, with machines of war that will bear the brunt of battle and spare human flesh.

We must become a part of the American combat teams that face Rommel in Africa . . . the Japanese in the Pacific.

In ever-increasing numbers we must send our fighting dollars to help our sons, brothers, husbands, as they go into actual battle.

We've got to buy more War Bonds

We have a record to be proud of here in Rochester. It's a record we must keep intact. Much is expected of us because we have proven that too much cannot be asked of us.

We'll buy bonds and more bonds . . . the bonds we have subscribed for, the extra bonds without which this gigantic effort cannot succeed. We'll show the Axis where we stand! We'll give all America a goal to shoot at! We'll keep our faith with the service stars that gleam in the windows of thousands of Rochester homes.

We'll lend and lend so the blue stars won't have to turn to gold.

Buy YOUR Share of Bonds Today!

This Advertisement Contributed By The Rochester Brewers Exchange

Be sure you're safe, from Tuberculosis!

WARTIME WORRIES, OVERWORK, CROWDING, AND DIETARY CHANGES INCREASE YOUR CHANCES OF BEING INFECTED!

You may have it and not know it. You may feel fine until it's too late. Eight out of ten persons don't reach the doctor soon enough.

Discovered early, it can be cured. Modern science has provided the means of effectively attacking tuberculosis. But early diagnosis is vital.

Get an X-ray examination and be sure! A chest X-ray often shows up hidden tuberculosis that no other method can reveal.

See Your Doctor, Today
Or write your local tuberculosis association for information.
Tuberculosis and Health Association
Rochester and Monroe Counties, Inc.
211 N. STATE ST. ROCHESTER, N. Y.
NATIONAL EARLY DIAGNOSIS CAMPAIGN

1ST CHOICE

of millions for simple headaches or colds' painful aches, 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? 20 tablets 20c; 100, 1.50c.

St. Joseph ASPIRIN

If You Suffer 'PERIODIC' FEMALE PAIN
Which Makes You Weak, Cranky, Nervous—
If at such times you, like so many women and girls suffer from cramps, headaches, backache, dizziness of "irregularities," periods of the blues—due to functional monthly disturbances—Start at once—try Lydia E. Pinkham's Vegetable Compound. This famous liquid not only helps relieve monthly pain but also accompanying tired, weak, nervous feelings of this nature. This is because of its soothing effect on ONE OF WOMAN'S MOST IMPORTANT ORGANS.

Take regularly—Lydia Pinkham's Compound helps build up resistance against such symptoms. Thousands upon thousands report benefit. Also a fine stomachic tonic. Follow label directions. Worth trying!

Special THIS WEEK
Fresh Young
TURKEY PARTS
No Points Needed
DOLAN'S
600 JEFFERSON AVE.
Cor. Bartlett
Telephone Genesee 1417

KEY COUPON
RINSO
Large Box Limit 1
18c

KEY COUPON
HAIR CURLERS
Long or Short Spring Lock
2 for 9c
Limit 6

KEY COUPON
ADHESIVE TAPE
1 1/2" x 3/4" 100' Reg. 10c
Limit 2
6c

KEY COUPON
MOTH BALLS or FLAKES
12 oz. box Regular 15c
Limit 2
7c

KEY COUPON
EASTER CARDS
LARGE ASSORTMENT
5c to 25c

KEY COUPON
BROMO SELTZER
60c Size
49c

KEY COUPON
MEDICATED THROAT DISCS
PARKE DAVIS 10X OF 60
15c

KEY COUPON
MARLIN BLADES
Double Edge Package 15
25c

KEY COUPON
GLIDER
Williams Special Shave Cream for Daily Shavers
Forms protection between blade and skin. Helps prevent razor scrape. No brush needed. Not sticky or greasy.
DOUBLE SIZE TUBE ONLY 39c

KEY COUPON
ANACIN TABLETS
Reg. 30c
24c
59c

KEY COUPON
Sulphur Candles
REG. 10c EA.
4 for 23c

KEY COUPON
KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
TODAY THROUGH WEDNESDAY
DELICIOUS Gobelin CHOCOLATES
FRESH..DIRECT FROM THE KITCHEN TO US
★ SINCE starting to feature Gobelin Chocolates we have had many enthusiastic comments from our customers. "They are so FRESH!" "They taste so good!" "There's such a variety!" "They're such a real money's worth!"
★ YOU will like Gobelin Chocolates, too. Only the finest ingredients are used in manufacturing them. They are made in clean, white kitchens by skilled craftsmen. They are delivered directly to us . . . frequently . . . absolutely FRESH.
★ IF YOU have never tasted Gobelin Chocolates you've missed a treat. Come in today and select your favorites from our generous display. Find out how really good candy can be—when it's FRESH!

KEY COUPON
Lighter Fluid
4-oz. Bot. 15c Val.
Limit 2
7c

KEY COUPON
ASPIRIN TABLETS
Bot. 100 5-Grain
Limit 1
8c

KEY COUPON
Paper Cups
HOT OR COLD
Reg. 10c Pkg.—Limit 4
2 pkgs. 13c

KEY COUPON
MILK MAGNESIA TABLETS
Reg. 50c Bottle 100
Limit 2
17c

KEY COUPON
GILLETTE BLUE BLADES
PKG. 5 — 25c
Package of 10
49c

KEY COUPON
SACCHARIN TABLETS
Bot. 1000 1/4 or 1/2 Gr.
49c

KEY COUPON
PEPSODENT Tooth Powder
50c Size
39c

KEY COUPON
GIANT SIZE EXCELLO KITCHEN TOWELS
9c

KEY COUPON
Luckies, Camels, Chesterfields, Raleighs, Herbert Tareyton, Pall Mall, Philip Morris, Old Golds
2 PKGS.
30c

KEY COUPON
VIMMS
GET THAT VIMMS FEELING!
6 VITAMINS 3 MINERALS
all in one tasty tablet!
VITAMINS A, B, B₁, P, P, C, D and CALCIUM, PHOSPHORUS and IRON

KEY COUPON
VICK'S VAPORUB
3c Size
27c

KEY COUPON
Baume Bengay
7c Size
59c

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If you are serving vegetable In baking escalloped dishes, the If that demanding male in your dinner and who isn't, a couple general pattern is one or two life still grools for cheese with of times a week. Serve a cup of cups of cooked vegetables, fish, his apple-pie, try sprinkling of the vegetables broiled or baked, heat or whatever to one cup of grated cheese (cheddar preferred) or fried. The meal is apt to be medium white sauce. Turn into over crust before baking. You'll interesting when all vegetables are baked, top with crumbs and bake until brown. You'll find that a little goes far this way—and it will keep him happy.

KAY'S COMMENTS

Many a conscientious woman is in a quandry, this spring. "Would it be better if I didn't buy 'Anything', she asks. "Or should I go on buying as usual? "What should I buy—and when? "How much should I pay for what?—"What should I do—or not do—without?" What one woman buys—or doesn't buy—may seem relatively unimportant. But there are sixty-four million women in America, and in spite of the epic number in defense work—there are still upward of thirty million who have the sole role of purchasing agent for their families and themselves. The Government neither asks—nor wants, you to stop buying entirely. The Government will take—before the shops or you have a chance to—everything it requires for the armed Services. If you can find what you need in the shops, you don't have to feel that by its purchase you are depriving any soldier or sailor of his essentials. The Government sees to it—that he gets his first. Needed materials are being rationed. The buying of other articles keeps business functioning. Ten per cent (or more) of your income should go into War Bonds. For as always—thrift means—wise spending—not hysterical hoarding, not miserly purse-buttoning, but an informed consideration of all the elements before a single article is bought. Devotedly—Kay.

PUBLIC NOTICE

We have just received permission from FHA allowing us to finance

1. Conversion of heating equipment from one fuel to another
2. Installation of home insulation
3. Purchase of storm sash and storm doors

on a deferred payment basis

This means that you can play safe today by having this work done NOW, while materials and labor are still available.

NO PAYMENT UNTIL NOV. 1st

AND you may pay for this work on a monthly basis—over a period of as long as three years, if necessary. You can arrange this financing through your contractor or in person.



25 EAST MAIN STREET
1806 EAST AVENUE

DOGS
PEDIGREED SCOTTISH TERRIERS—Three Months Old Bred from Registered Stock Small, stubby puppies—black as your hat. Would make ideal house dog. Bred for intelligence, alertness. The little girl dog is \$3—The boys sell for \$10. Call Stone 6000—Miss Moran

STOCK-TAKING-SALE at RIPTON DRESSES. Of course you're familiar with Ripton Dresses quality—so picture the values. One group is selling for \$3.95 were \$8.95, some \$9.95, were \$14.95, special group selling for \$10.95—these were \$16.50. The materials included rayon crepe sheers—assorted prints—every one of the superior Ripton quality. So hurry—at these prices—they'll go like hot-cakes. 739 MONROE AVE. Hours—10 A. M. 'til 9 P. M.

JOELS
A JOELS HAT will put you in a confident spring mood. How do you like those straightforward sailors, which sit squarely on your head? Some are decorated with flowers, veils—other with no adornment. Then those adorable calots with gay flowers swathed in veiling are my dish. Worn on the back of your "pomp," they do "things" for any gal. Those plaid tartan hats and bags to match still hold first place in loads of women's hearts—they are adorable. The casual hat is still a leader. The new fuzzy Beanies in pastel shades are at Joels too. These are so gently priced, consider more than one. Lovely for now and well into the summer. Remember JOELS for the hat you'll wear and love always. 215 EAST MAIN ST.

Be careful about saving lamb fat. I spoiled a whole jar of fat I had been carefully saving. When I tried to use it it was so strong, it gave off an unpleasant aroma. So profit by my experience. Better throw it out, than spoil other good fats. However I have read that it may be used for croquettes. But remember I don't recommend it.

Special Offer There is a special offer on storage at CROSBY-FRISIAN FUR CO. this year. Why don't you inquire about it? As you know, your government is urging you to take care of what you have, and this includes your precious furs. You know there is nothing that will ruin your furs quicker than heat. Once the natural oils have been ruined in pelts, there is no way to replace them. Heat is what destroys oil in skins. So don't wait—call Glenwood 206, CROSBY-FRISIAN FUR CO., today and they will pick up your coat—store it carefully right on the premises. If your fur coat needs cleaning—repairing or relining—ask this reputable firm about their prices. You'll be pleased. Remember CROSBY-FRISIAN FUR CO. for dependable storage—and ask about their special offer. 752 Lake Ave.

Listen Lady— I heard someone prattling over the radio the other day—on how to care for your furs—I was surprised to hear a man discussing this subject—generally women are the ones who spout about these things, but this gentleman was a recognized authority, and it was very interesting to hear him tell that the real menace to furs is HEAT. Furs dry out before they wear out. He cautioned women about letting their fur coats hang in hot closets all summer. It seems heat does more damage to pelts than moths. Moths can be removed, but there is positively nothing that can replace the natural oils present in fur pelts, once it has been destroyed. So why take chances with that precious fur coat of yours. At SHAPER'S you may store your furs for 2 1/2% of your valuation. Fur coat Minimum \$3. Cloth coats Minimum \$1.50. Simply call Stone 119. Stone 125 and Shafer's will pick up your coat—repair it or remodel it at year's lowest prices. Remember SHAPER FUR CO., 51 East Ave. for fur storage.

For lunch-box sandwiches—here's a suggestion from HOME SERVICE ROCHESTER GAS. Baked beans and pickles mixed with mayonnaise, chopped egg. Drop into BURKE BLDG. they are experts in their field. Prices are right too.

BEAUTY is their business at VIRGINIA REDUCING & BEAUTY SALON. They'll slim you down to your proper size on their Roller Massage plus the famous Exercise. Permanent results. Treatments Five for Five Dollars. Their beauty salon is also at your disposal. 27 So. Clinton. Stone 348.

If your canvas furniture has faded, there is a new product on the market to restore it. It is called Set-Fast staining paint. It may be applied in any color. Next comes a "overcoat" to protect the first coat—to keep it from fading and also to keep it from rubbing off. It sells for about \$1.40 per quart.

Superfluous Hair CHARLOTTE ESTER WHITE would like to tell you about her new scientific method on the removal of superfluous hair. Why not drop in and talk it over—or send for her new booklet. No obligation of course. NO ELECTRIC NEEDLES—NO PAIN—NO SCARS. 222 Cutler Bldg. Stone 503.

1st THOUGHT St. Joseph ASPIRIN

15 EXCHANGE MAIN 7900
Werck's
Free City Deliveries
Free Parking Opposite
With Purchase of \$1.00 or Over

FOR BATHROOM, KITCHEN, CLOSET
TOWEL SHELF
AND GENERAL UTILITY RACK
\$1.29

Holds stacks of towels, wash cloths, etc. Sleek, lustrous chrome bars are excellent for drying hosiery and linens. Bar ends turn up to provide convenient utility hooks. Will lead a most useful life in your home.

Hard to Believe, Yet It's TRUE!
FELT BASE RUGS
7 1/2 by 9 Foot Reg. \$4.25
\$3.29
9 by 10 1/2 ft. Reg. \$5.25
\$4.29

Also a few remaining 6 by 9 Ft. and 9 by 12 Ft. Sizes at extra low prices

NEW GLEAMING CRYSTAL
STEMWARE
29c ea.
\$3.00 Dozen

Lovely slim lines. Water, wine, sherbet and cocktail glasses in matched designs.

FOUR FOLD SCREENS
\$1.00

Made of good quality fibre-board covered with simulated wood paper design. They are 56" high and have a spread of five feet. Just the thing to cover an odd or awkward corner.

29c Ea.
4 for \$1.00

INDIVIDUAL
French
OVENWARE CASSEROLE
Permits PIPING HOT Table Service

Artistic Glass Colors
Harmonize With Modern Table Ensembles. Heat Proof Cold Proof Non Cracking 10-oz. Capacity

TRADE IN YOUR OLD FURNITURE
You get fair value. Lauer's renovate your used furniture and sell it in their own basement.

2 Comfortable Chairs
Take your choice at these magnificent trained barrel chairs. They're good looking, comfortable and well made. Available for immediate delivery in regular, damask or henrietta fabrics. Choice of colors. Spring filled seat cushions.
\$49.50
Either Style

MODERN SOFA SET
An attractive sofa for day or night double bed by night! Here is a mighty practical piece of furniture. Laid flat, it makes a bed. Back rises equally comfortable for sleeping. The (optional) upholstery is reversible and attractive.
\$49.75
Complete
Lauer's
50 State
USE LAUER'S BUDGET TERMS

LOEWS WIN Guest Tickets
Lana TURNER in
Robert YOUNG
"Slightly Dangerous"
DANGER! CURVES AHEAD! . . . Lana's a million dollar baby in a five-and-ten-cent store and Bob doesn't believe in signs. It's the years gayest romantic farce!

NOTE
Name four pictures in which Lana Turner has appeared also four pictures in which Robert Young has played in. — The first 25 selections will receive guest tickets to Loew's. Mail all entries to Rochester Sun Contest Editor no later than Friday, April 30th.

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Consumer News

Compiled by the Rochester and Monroe County War Councils, Mrs. Arnold B. Swift, editor.

You are a Victory Gardener at heart, but the thought of canning and preserving vegetables gets you down. Anyway you haven't a pressure cooker etc., etc. Consider the root vegetables of the field, and toil not. They can be stored with comparative ease and come up crisp and appealing in the dead of winter. Into a large box or crate put a sack of dry leaves. Bury a nest-like hollow in the middle into which you put carrots, beets, turnips—what have you in the root-vegetable line. A second "blanket" bag of leaves goes over the top. Tops should first be removed from the vegetables, but otherwise they can be put to bed just as they are pulled from the ground. It is suggested that a large quantity of vegetables be divided into several different "nests" to avoid exposing the whole lot to air each time you reach in after your dinner. The advantage of this method over packing in dirt is mainly cleanliness and ease of handling. In either case the boxes should be kept in the coolest part of the cellar. Squash and pumpkins, on the other hand, take kindly to a warm dry spot not far from the furnace, whereas parsnips are improved by being allowed to freeze outdoors in the ground.

It is possible to store root vegetables outdoors in a pit about two feet deep and 3 feet long covered over with leaves, a burlap bag, and a little soil. The main threat in this method is from rats. Bury cabbages head down in the dirt, packing the soil around them and leaving part of the stump showing. For further information send for Cornell Extension Bulletin 533, Cornell University, Ithaca, N. Y.

Hospital Work Is Important & Essential

Men and women with or without experience are needed in the Kitchen, Laundry, Housekeeping and Nursing Departments of the Genesee Hospital, Alexander Street. Apply in person.



MUST THE MARRIED WOMAN LIVE IN DOUBT?

The so-called "modern wife" often distrusts the half-knowledge gathered during her adolescence. But, instead of entering wedlock fully equipped with the intimate facts she needs, she resorts to 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 a safe—yet amazingly powerful liquid for the douche, Zonite. So powerful is Zonite, it kills instantly all germs and bacteria with which it comes in contact. Deodorizes—by actually destroying odors, leaving no tell-tale odor of its own. Protects personal daintiness! Yet! Zonite is non-caustic, non-poisonous, safe for delicate tissues. Over 20,000,000 bottles already bought. For modern hygienic protection you may never have known before, get Zonite at your drugstore today.

Free Booklet Tells Intimate Facts Every Young Wife Should Know
FREE: Frankly written booklet, "Feminine Hygiene Today" mailed free postpaid in plain envelope. Send coupon to Dr. H. B. ZONITE PRODUCTS CORPORATION, 370 Lexington Ave., New York, N. Y.
Name.....
Street.....
City..... State.....

8 'GLAD' BULBS 10' and SWAN wrapper
SWAN 1c 11c 17c
NOW! IN 3 LB. AND 1 LB. BAGS
3-lb. 73c
1-lb. 27c

APRIL RED POINTS MUST BE USED THIS WEEK ON SPRAY 5 POINTS PER POUND

RINSO Lg. 24c—Reg. 10c
LIFEBUOY 2 fer 15c
FAIRY SOAP 5c
LUX Lg. 24c—Reg. 10c
LUX TOILET SOAP 2 fer 15c
GOLD DUST 19c

AT ALL TRIANGLE STORES

Sibley, Lindsay & Curr Co.

You're Helping Your Country and Yourself When You
FIX IT UP AND MAKE IT DO
With Sibley Lifesavers for Clothes, Food and Home

CLEAN AND BRIGHTEN STORE YOUR BLANKETS RENEW WORN CLOTHES PROTECT YOUR EGGS BRIGHTEN DOLL FURNISHINGS SAVE YOUR FOODS

 <p>Deluxe "Mirror-King" WARDROBE 6.98 69" high, 29" wide, 21" deep, with hat shelf, removable lower shelves, mirrors.</p>	 <p>Double-Lid STORAGE CHEST 49c Sturdy chest with refillable insecticide holder. Large size... 30" long, 20" deep.</p>	 <p>Rugged BLANKET CHEST 89c Full wood frame, sturdy build, 30" long, 20" deep. Refillable holder.</p>	 <p>For Closets! PARA VAPORIZER 55c Kills moths and moth eggs. Refillable 14-oz. vaporizer with hook for hanging.</p>	 <p>5 Lbs. White Tar MOTH FLAKES 79c Approximately a season's supply of effective moth flakes for drawers, etc.</p>	 <p>Slip-In GARMENT BAG 89c 24x46" cedar-odor bag that holds 3 garments on hangers. Dustproof.</p>
 <p>Bedspring BRUSH 75c Part of every careful homemaker's equipment. Quality, black-bristle brush.</p>	 <p>Big, Washable POLISHING CLOTH 67c Makes furniture, woodwork, glass, automobiles gleam, with a minimum of labor!</p>	 <p>Hydro-Matic FOOD FRESHENER 1.00 New, simple vaporizer that preserves food moisture in refrigerator or bread-box.</p>	 <p>Zipper Seal Sac VEGETABLE BAG 98c Large, oil-silk bag with zipper opening. Keeps lettuce, celery, tomatoes fresh.</p>	 <p>7-Pc. Seal Sac BOWL COVER SET 1.25 Keep foods fresh, save leftovers with sanitary, washable plastic-coated covers.</p>	 <p>Heavy Com-Pakt GARMENT BAG 69c 31x6x60" white-lined, paper bag; cedar-odor; holds 4 garments on hangers.</p>
 <p>Radiator BRUSH 55c Sturdy, black-bristle brush to clean off radiators during spring housecleaning.</p>	 <p>Upholstery BRUSH 85c Black-bristled brush to whisk off chairs and sofas, keep them new longer.</p>	 <p>Murphy's LIQUID SOAP 32-Oz., 65c Vegetable-oil soap for washing doekins and fabric gloves, sweaters, fine lingerie, hose.</p>	 <p>Liquid Veneer FLOOR WAX 1/2-Gal. 1.29 No polishing needed—Liquid Veneer shines itself! Wax applicator 25c</p>	 <p>Liquid Veneer POLISH 24-Oz., 75c Leaves no greasy film! Wonderful on your dusting cloths! Or for mops.</p>	 <p>Well-Padded SLEEVE BOARD 69c Sturdily-made board for ironing the children's clothes, frilly blouses, etc.</p>

PHONE ORDERS TO STONE 8500—HOUSEWARES, FOURTH FLOOR

<p>Answer to Pressing Problems!</p> <p>PRES-KLOTH</p> <p>Each 69c</p> <p>Take care of your precious suits, slacks, skirts with Pres-Kloth! Just dampen the chemically treated cloth, then press! Thick steam will smooth stubborn wrinkles, steam velvet, make lasting pleats, creases.</p> <p>NOTIONS, REAR AISLE D TO G, MAIN FLOOR</p>	<p>Renew Awnings and Beach Chairs!</p> <p>HEAVY AWNING STRIPES</p> <p>Yd. 35c</p> <p>Strong weave in colorful stripes, to recover gliders and awnings. 29-inch width.</p> <p>Beach Chair Recovers. 59c 13x52", with rope ends, easy to put on. Bright stripes.</p> <p>Metal Chair Pads. 1.25 Red, blue, green, wine pads with Pyroxylin covers.</p> <p>COTTONS, REAR AISLES G AND H, MAIN FLOOR</p>	<p>Clean Rugs Last Longer!</p> <p>USE POWDER-ENE</p> <p>3-Lb. Box 1.00</p> <p>After a thorough vacuuming, sprinkle a film of Powder-Ene on your rug—brush in with a bristle brush, let stand for an hour, and then remove with vacuum cleaner. That's all there is to keep rugs bright and new-looking with Powder-Ene!</p> <p>Brush for applying Powder-Ene... 25c</p> <p>OZITE Rug Padding. 5q. Yd., 1.00 Makes rugs wear longer, feel more luxurious underfoot. Heavy, 32-oz. weight, all hair.</p> <p>FLOOR COVERING, FIFTH FLOOR</p>	
<p>It's Patriotic! Have Your HOSIERY REPAIRED AND DYED</p> <p>Search through those dresser drawers and find your old silks and nylons. Sibley's can repair runs and dye—not just tint—odd stockings to perfectly matched pairs! You'll be the possessor of several pairs of like-new stockings... and for a very small cost, too!</p> <p>HOSIERY REPAIR, MAIN FLOOR</p>	<p>Our Watch Repair Maintains A GOOD SERVICE RECORD!</p> <p>We help to keep them going... alarm clocks, watches, even jewelry you wear and wear! Our services include bead re-stringing, dial finishing, new watch hands, watch crystals, and general watch and alarm clock repairs. Examination and estimate without charge!</p> <p>Dependable WATCH REPAIRS CENTER AISLE A, MAIN FLOOR</p>	<p>Shoes Live Longer with Expert SHOE REPAIR SERVICE</p> <p>Don't throw your shoes away! We'll put them in step again. Bring them in for new soles, heels, tips, linings, dyeing, cleaning! We can repair any shoe that's fit to wear and make it look like new.</p> <p>SHOE REPAIR SERVICE, AISLE 16, BASEMENT</p>	<p>Protect Your Precious Silver!</p> <p>STAYBRITE TISSUE</p> <p>Roll 50c</p> <p>Keep your precious silver and tarnishable metals bright and shining! Protect their brilliance by wrapping in Staybrite, efficient, chemically treated tissue paper. Staybrite keeps tarnish out, keeps surface brightness!</p> <p>STATIONERY, REAR EAST AISLE, MAIN FLOOR</p>

for MOTHER'S DAY DARLING SHOP SUGGESTS



**FLOWER-PRINTED
COTTON
HOUSECOATS**

Choose from one of Rochester's greatest selections of flower-printed cotton housecoats. These will make an ideal gift, and at a price to bring you savings. A good selection of printed crepe as well. Some will slipper. All sizes.

2⁹⁹ Others To \$4.99

**FREE
GIFT
BOXES**

**RAYON SATIN and
RAYON CREPE
SLIPS**

Tremendous assortment of lace trimmed and tailored slips. Every popular style. Tea rose, white, blue, pink, navy and black. Junior misses, women, and larger women sizes.

1¹⁹

Others To \$2.99

HANDBAGS



1⁹⁹
Others to \$7.50

FREE GIFT BOXES

FIRST QUALITY
Perfect Full Fashioned

**RAYON
HOSE
84c**

Beautiful 200 denier stockings with toe patch. The most comfortable woman's hose. Tide knit. 15.98.

Darling Shop
190 MAIN ST. EAST

KAY'S COMMENTS . . . by kay shearer

**Every kind of GIFT—
GIFTS FOR MOTHER
EVERYBODY'S**

A Happy Mother's Day—that is the wish of all of us who are lucky enough to still have our MOTHER. But remember there are thousands of Mothers in America, this Mother's Day, who will not receive the warming and tender honors, due her. Her son is away in some distant land, where he is unable to even send a message to his beloved Mother. So don't you think it a good idea to make a special effort to "carry on" for servicemen next Sunday? Why not drop to on the women whose sons are away from home or show them some special thoughtfulness, on the day devoted to the Mothers of the land. Send them a little gift—or drop a card in the mail—it's so little—and it means so much. Your attentiveness will help someone celebrate a Mother's Day which otherwise might be sad and lonely.

Devotedly—Kay.

SPECIAL PRICES—Dresses and hats for Mother's Day. Be sure to visit this thrifty well-stocked shop. ROSE MARTIN'S, 1390 Culver Rd. Webster Bus to door.

Calling all Mothers—There's a canning demonstration being conducted by HOME SERVICE of Rochester. With IRENE MUNIZ, presiding every Mon. eve at 7:30 and Wed. aft. at 2 P. M. through the month of May. What are you waiting there—get up there and learn all the newest in home canning. 89 East Ave.

Give Mother some thought for her home—that's her first and most important interest. At PAUL'S CURTAIN SHOP you'll find many items earmarked for Mother's Day. Colorful bedspreads. Gay curtain drapes—glass curtains—fluffy pillow covers. Prices are always right at PAUL'S CURTAIN SHOP, 76 Clinton Ave. So.

Poultry seasoning lends piquant flavor to creamed asparagus. A half-teaspoonful to a cup of white sauce is a good proportion.

Give Mother a series of treatments from VIRGINIA'S REDUCING & BEAUTY SALON. Five treatments for Five Dollars—and she'll love it. Loss of weight—added pep and energy will keep her much happier. Call Stone 346 for details. 27 Clinton Ave. So.

Ham fat may take the place of margarine in boiled spinach and prepared horseradish. Adds immeasurably to the flavor.

Tell Mother about that famous service rendered by EMPIRE WEAVERS. She'll be delighted to know that these nimble fingered experts will repair-mend-weave any garment or precious possession of her's for a nominal sum. 409 BURKE BLDG.

If you use a powder base—and who doesn't—never use a colored base. Lighten than your natural skin tone. It will look superficial as a cake frosting. Use one that either matches your skin or one that is slightly darker.

"PARENTS BY PROXY" is a service invented in U.S. FOR MOTHERS. Many Rochester Mothers know about these understanding "PROXIES" who come to your home—take care of your children or invalids—for the small sum of 85c per hour. Blanche Reynolds is the lady in charge, ask for her at Culver 51.

Tell your Mother about the new scientific method now being used by CHARLOTTE ESTHER WHITE in the removal of superfluous hair. NO ELECTRIC NEEDLES—NO PAIN—NO SCARS. Send for a free booklet—no obligation of course. 222 CUTLER BLDG. Stone 503.

L Does your Mother know about the service rendered by KATHERINE-K-7 Repeating-laundering of ANY foundation garment at gentle prices. 603 TEMPLE BLDG. Open Mon. Eve.

The most careful of housekeepers sometimes forget the dusty things of lamp shades and the grime that collects on bulbs and reflectors. Yet lighting experts estimate that 20 to 30 percent of the light is lost by this neglect.

Have you asked about that SPECIAL OFFER on Storage at CROSBY-FRISIAN FUR CO. It is really worth while—and bears investigating. You know that all fur coats taken into Crosby-Frisian are stored in their own premises. Huge low-cold storage temperature and humidity rigidly controlled—the kind of cold to keep your furs healthy and happy. Loads of space—so your coat isn't jammed against another. As we have told you any number of times—there is nothing more harmful to your fur than HEAT. Summer heat injures the pelt of a fur coat—and dries the natural oils—these cannot be replaced. Even moths don't and can't do the damage that HEAT does. Moths can be removed—but there is no way of replacing all once it has dried out. The pelt becomes brittle—cracks—splits and your coat is ruined. So why take chances—especially when that very SPECIAL OFFER ON STORAGE is being offered at CROSBY-FRISIAN FUR CO. Call Glenwood 206 and ask about it today—752 Lake Ave.

Fresh strawberries will go farther if they are mixed with sugar-balm. Both cook in a short time and their flavors blend well.

FRANK BUCK
Greatest Hunter of Them All
With Amazing Films of 25 Years of Jungle Experience
SEATS NOW:
Matinee: 40c, 55c, 83c
Even: 40c, 55c, 83c, \$1.10
Eastman Theatre
of University of Rochester

**LLOYD'S
Lead Again**
With a Complete
**Mother's Day
Display
of
PLANTS
NOVELTIES**
Reasonably Priced
Open Sunday, Mother's Day



**Ration Book
Wallets**
Genuine Leather
in Assorted Colors
\$1 to \$2
In Simulated Leather From 25c Up

Other Handbags, smart for now and through the Summer... \$1.69 to \$59.50

Other Pins, Bracelets, Necklaces, Earrings and Rings \$1.00 to \$20.00

LIKLY'S Gift Center
Est'd 1844 271 Main St. E. Mail Orders

THIS IS OUR WAR
"The first time I saluted, I blushed and was very flustered," so writes
Lieut. Rosamary Schairer, W.A.A.C.
former Secretary in Auditing Dept.—Lincoln-Albany



**LINCOLN-ALLIANCE
BANK AND TRUST CO.**

MOM would love a new hat from MARLENE HAT. This shop caters to matron hats—in large sizes. Prices range \$2.98 up. I'll bet your Mom would like new gloves and hat to go with that new hat. Drop in HOTEL SENECA.

An impressive candidate for the best selection of all round the clock clothes for MOTHER is BASTIAN'S. Gay enough for your favorite lady, but no interference with classic, simple lines. Half sizes in suit priced from \$8.95 to \$12.95. Spectator Cottons in becoming styles—also half-sizes priced \$3.98 up. BASTIAN'S Dress Shop, 493 Lyle Ave. Open Eve.

A welcome addition to any lunch box is a sandwich, made of whole-wheat bread, cottage cheese and sliced olives or thin slices of avocado sprinkled with lemon juice.

BERNSTEIN'S know what the Mothers really want in the line of dresses. Smart-becoming frocks in all sizes. Price at a gentle \$8.95. 654 PARK AVE. OPEN EVE.

**Remember with Jewelry
for
Mother's
DAY...
Gifts She Long
Will Cherish!**

Sunday, May 9, is the day to remember Mother with a gift of beautiful jewelry. Here are a few of the many gifts you'll find at Rudolph's—gifts that are sure to please.

Lovely Cameo
Exquisite cameo brooch with dainty gold frame. Mother will love it. **10.95**

Five Diamond
Certified perfect diamond in a smart, 14K yellow gold setting. **89.50**

Two Diamond
Beautifully designed ring set with two large, fine diamonds. **39.95**

Heart Bracelet
New style stretch bracelet with heart-shaped locket medal. **7.95**

Five Zircon
Five brilliant blue Zircons in this smart cluster ring. **24.50**

Bulova--Kerris--Green
Nationally famous watches of fine accuracy. Lovely styles in choice of pink or yellow gold cases. **33.75**

Rudolph's
USE YOUR CREDIT AT
Corner East Main at South Ave.
In Batavia—109 Main Street
Open Monday Evenings

Sibley's

Thousands of Yards! Glorious SUMMER FABRICS

**Newest Fashion-Right Simplicity Patterns!
All Your Needed Trimmings and Findings!**

More fabrics and more glorious fabrics than we've seen in many a summer! Sheers . . . crisp washables . . . sturdy "workables" and "playables." Fabrics for clothes for every member of the family. Colors galore! And, of course, all the workables and finishing touches to give your sewing the completely professional look. This is your summer to Sew and Save!

FABRICS CENTER, THIRD FLOOR
Phone Stone 6500

TRIMMINGS
Lend extra spice to your new "tailored-for-you" wardrobe with peasant braids, rickrack, lace, eyelet embroidery edgings!

Eyelet Embroidery . . . yard 39c
Edging . . . yard 10c
Embroidered Rickrack Braid . . . yard 10c

TRIMMINGS, THIRD FLOOR



TWILL-TOUR RAYON

Yard 1.39 (Plain Fabrics - Right)

Another Mallinson rayon in the spotlight for summer! A soft, suave flannel-weave in cool spun rayon that wears well! Lovely mouth-watering colors!

MIAMI SPUN RAYON

Yard 89c (Plain Fabrics - Right)

Mallinson's cool, lightweight, crush-resistant spun rayon in eye-filling prints that go everywhere! Won't wilt in heat, easy to sew, washable! 39 inches wide.



Notions You Need

- Hem Gauge each 25c
- Strawberry Emery each 10c
- 60" Measuring Tape each 10c
- Plastic Thimbles each 5c
- Mendaire Mending Tape, each 39c
- Rubber Mending Tissue, each 5c
- Snap Fasteners card 10c
- Coats' Sewing Thread
- Coats' Mercerized Thread spool 5c - 10c
- Coats' Mercerized Thread spool 5c
- Sewing Silk Thread, 50 yards 9c
- Pin Cushions 10c - 25c
- Bias Tape each 10c
- Rickrack Trim 4-yd. pc. 10c-15c
- Twill Tape piece 10c
- Skirt Marker each 59c
- Wooden Sewing Cabinet
- Cretonne Sewing Box each 1.65
- Cretonne Sewing Box each 1.00 - 2.00

NOTIONS, REAR AISLES D TO G, MAIN FLOOR

BUTTONS
Garnish your trim, war-worthy clothes with buttons that work for fashion! Choose from our full selection of new plastics, leather, wood, metal, stone and pearl!

Heart button, each 13c to 19c
Swirl button, dozen 75c to 1.25
Leaf button, each 15c to 22c
Ivory with color center button, each 19c to 25c

BUTTONS, REAR AISLE D, MAIN FLOOR



RAYON RHYTHM SHEER

Yard 1.19 (Sheer Fabrics)

Mallinson's feather-weight fabric, cool, soft, easily draped! Chiffon-weight sheer rayon that takes to tubbing like a duck to water! Exquisite prints, colors. 38 inches wide.

BERMUDA BROADCLOTH, Soft, easily tubbed rayon prints! yard 1.00

PIQUE PRINTS

Yard 59c (Sheer Fabrics)

Go-everywhere fabric with a long life! Washable, fine wale, sanforized* shrunk, fast color for lots of tubbing, lots of wear. New floral and geometric prints, stripes. 36 inches wide.

FUN 'N' FROLIC SEERSUCKER, Permanent finish, durable cotton . . . yard 79c

*Residual shrinkage not over 1%

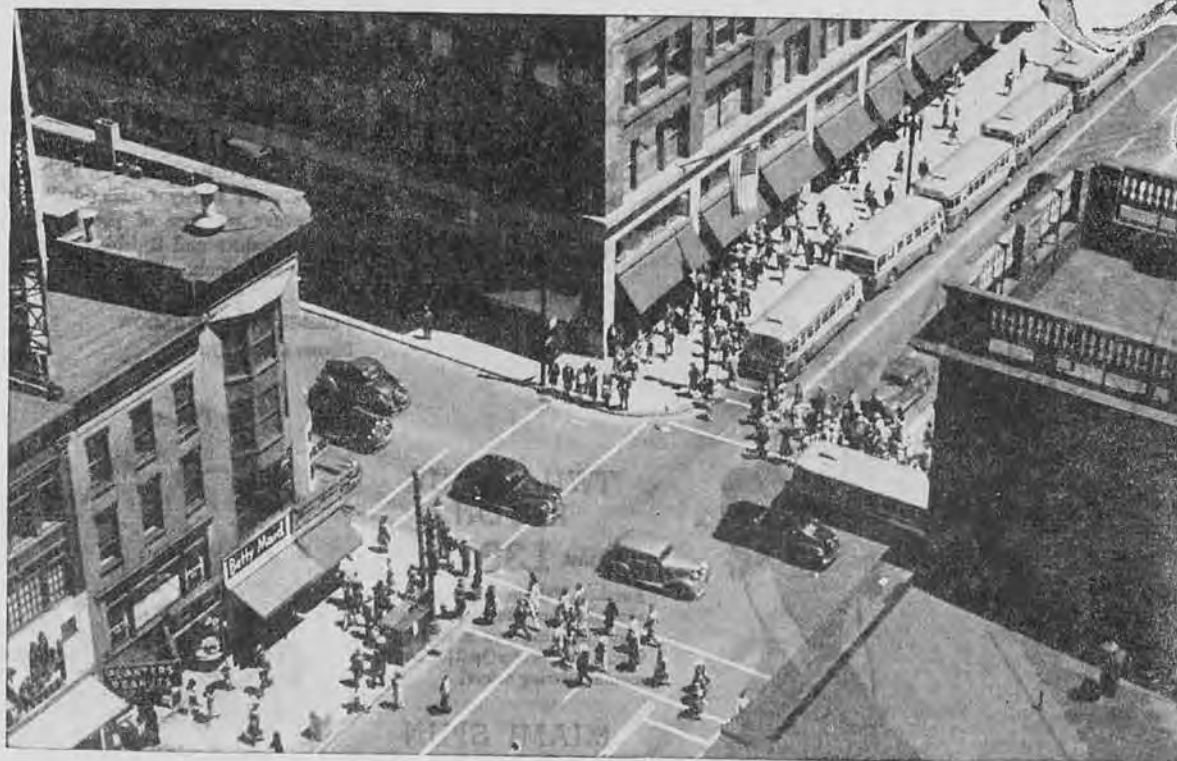


GILBRAE MUSLIN

Yard 49c (Sheer Fabrics)

Specially priced sheer, soft Romance muslin! Pre-shrunk, permanent finish, fast colors! Durable, darling soft cotton. Regularly 59c yard!

SIBLEY, LINDSAY & CURR CO.



It's the way we do it in Rochester . . .

Scrap drives, yes . . . blood banks, of course . . . Bond drives, you know the answer . . . First, big city to fly the Treasury Flag . . . And now over the quota on the biggest of them all, the Second War Loan. You, the people of Rochester, have another victory to your credit.

Rochester has the habit of being patriotic. Often its deeds go unsung. But this time the Second War Loan Committee gives pause to say "Thank You" to the thousands who dug deep in their pockets or signed for payroll deductions, to buy fighting tools to clean up that big war overseas.

Now our city has made this quota, but the job is only partially done. We must continue to buy War Bonds. When those boys out in the foxholes go forth tomorrow and win, well, it's not the end of things, it's just another battle. Their fight is not over until the last shot is fired and FINAL victory has been achieved. Can we expect of them more than we ourselves are willing to give in the tasks assigned to us?

Let's continue to buy War Bonds now, to hasten the day when our men will be back, our hands and machines making the things of peace.

The Best Buy in the World Today is Unrationed--United States War Savings Bonds

Rochester Second War Loan Committee

(This space was provided by the Eastman Kodak Company)

SEARS ANNUAL *May* ECONOMY FESTIVAL

STARTS TOMORROW AT BOTH STORES

Fancy Linen For Mothers Day

Pillow Cases
Boxed Guest Towels
Printed Tablecloths
Bridge Sets
Tea Sets
Lace Scarfs
Lace Table Runner
Lace Vanity Sets

YOUR CHOICE **1.00** Each
Main Floor, Monroe

Men's 7 Jewel Waterproof Watch

Smartly designed waterproof watch in highly polished chrome case. Accurate time tested, complete with genuine leather strap. Buy on Budget Plan.

12⁶⁸
Plus Tax
Main Floor, Monroe

Full Fashioned Rayon Hose

Regularly 59c each. Chiffon and Service Weight. Sheer clear full fashioned in a complete selection of shades for daytime and evening wear. Sizes 8 1/2 to 10 1/2.

2 PAIR **1.00**
Main Floor, Monroe

81x99 Family Friend Sheets

Regularly sold at 1.09 for the 81x99 size. Bleached snow white with strong even hems. Pre-laundered ready to use. Stock up now at this low sale price.

97^c
Both Stores

Service Mens Travel Case

Ideal for the men in service when they come home on furlough, over night style in khaki color, 20 inch size leather bound.

7.44
Both Stores

8 Cup Silex With Electric Stove

Scoop! Only a few of these hard to get genuine Silex coffee makers with electric stove that sold regularly for \$6.90! Every one perfect, hurry for they won't last long.

4.97
Both Stores

Single Plaid Cotton Blankets

Single Plaid Cotton Blankets 66x76 ideal for cottages and home use. Choice of smart new color combinations. Neatly made with overlapped edges.

89^c
Both Stores

62 Piece Dinnerware Set

Beautifully made Semi-Porcelain American made dinnerware in smart floral pattern with spray in center of all pieces.

13⁹⁵
Both Stores

93 Pieces Available at \$19.95

★ Assorted Playing Cards

Monroe Store
Regularly 1 for 67c. Bridge or Pinnole single decks. Linnen finish choice of patterns.

55^c

★ Girls Spring Dresses

Monroe Store
Regularly 89c. Cotton, broadcloths and percales. Assorted colors, sizes 1 to 6 1/2 years.

69^c

★ Carton Of 200 Cigarettes

Monroe Store
Regularly \$1.46. Camels, Raleigh, Phillip Morris, Chesterfields and others. Limit 2 cartons.

1.44

★ Pottery Base Table Lamps

Basement Monroe
Regularly \$3.49. Assorted styles, beautifully made, all complete with contrast shade.

2.98

★ Cross Country Spark Plugs

Both Stores
Regularly 42c each. Fast starting, fuel savers, guaranteed 18,000 miles for all cars.

39^c

★ White Enameled Closet Seal

Both Stores
Regularly \$3.25. Hardwood with white enameled finish, fit all standard size closets.

2.88

★ 3 Position Steamer Chair

Both Stores
Three position adjustment, hardwood frame, natural finish, with supported back and seat.

2.49

★ Ruby or Crystal Salad Set

Both Stores
Regularly \$1.00. Crystal tray, fork and spoon with ruby colored bowl or all crystal set.

88^c

★ 125 Feet Wax Paper

Both Stores
Regularly 21c. Kitchen Charm heavy quality wax paper in handy outer edge box.

17^c

★ Women's Polo Shirts

Monroe Store
Regularly \$1.00. Popular for all around wear with skirts for work or gardening. Regular sizes.

88^c

★ Pound Of Mixed Nuts

Monroe Store
Regularly 80c. Fresh roasted delicious white nuts, filled with cashews and brazil.

79^c

★ Box 12 Sanitary Napkins

Monroe Store
Regularly 20c each. Famous Fluff-Naps, Hospital standard. Limit 6 boxes.

11^c

★ Gallon Of Turpentine

Both Stores
Regularly \$1.09. Highest quality, 6 1/2 gal. distilled. Please bring your own container.

88^c

★ Boulevard Net Curtains

Both Stores
Regularly 79c. Ecru color, fine lace net, full length, headed, ready to hang.

66^c Pair

★ 14x20 Size Cocoa Mat

Both Stores
Regularly \$1.29. Genuine cocoa, made in India. Securely bound edge for strength. 14x22 size.

1.00

★ Lb. Green Karpel Grass Seed

Both Stores
A mixture of fine grass seeds, makes rich soft lawn. Other quantities available at sale prices.

33^c

★ Box 200 Satinette Tissue

Monroe Store
Regularly 10c each. Soft absorbent in handy dispenser box, limit 6 boxes.

3 for **20^c**

★ Boys' Slack Length Hose

Both Stores
Regularly 19c pair. Bright striped hose in assorted color combinations, complete sizes.

15^c

★ Dressy Handbags For Spring

Monroe Store
Beautifully made fabrics and leathers in assorted sizes and styles. Choice of colors.

2.98

★ Woven Splint Bike Basket

Both Stores
Regularly \$1.59. Large size, deep. Made especially for the new Victor model bikes.

1.33

★ Modern Bedroom Fixture

Both Stores
Regularly \$1.69. Enameled holder with your choice of colored shades. Takes up to 60 watt bulbs.

1.39

★ Framed or Venetian Mirrors

Monroe Store
Regularly \$1.29. Clear glass mirrors for every room in your home. Limited quantity at sale price.

1.00

★ Waterproof Hi-Chair Pad

Monroe Store
Regularly \$1.19. Decorated in nursery patterns. Plump, soft standard size Hi-Chair Pad.

1.09

★ 5 Pounds Wheat Paste

Both Stores
Regularly 27c for five pounds. Easily prepared, mixes with hot or cold water, fast drying.

21^c

MAY 14, AT 8:15
MAY 15, AT 2:20
**ANK
CK**
Hunter
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NOW:
c. 55c, 83c
, 83c, \$1.10
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THEATRE
of Rochester

*Lindsay
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PAIRS
MAIN FLOOR

engrin!

95
Both
TERMS

Sibley's



In the Daytime Dress Shop . . .

CLOTHES-LINE NEWS!

WASHABLE WORKABLE SUMMER RAYON DRESSES

Featuring Green and a Rainbow of Other Colors

4.99

Shantungs! Spuns! Bembergs!

Water babies, these! All your favorite rayon fabrics in the classic styles you'll wear to market, to luncheon, to Red Cross, to innumerable jobs. They're nuisance-proof dreams that pop in and out of your wash-tub as quickly as they brighten your life. In a flower garden variety of hues. Prints or plain, styles for everyone. See them in our Daytime Dress Shop, phone or fill out the handy order blank on this page. It's as simple as that, for there are lots of these becoming dresses at Sibley's. Sizes 12 to 20, 16½ to 24½ and 36 to 46.

For Women, Misses and Half Sizes

DAYTIME DRESS SHOP, THIRD FLOOR



A. "Desk-to-Date" rayon hemberg border stripe, Cardigan neckline. Green, brown, navy, red. Sizes 12 to 204.99

B. "Button-Button". Rayon hemberg coat-dress, lingerie collar. Green, blue, navy, brown. Sizes 16½ to 26½4.99

C. "Stitch-in-Time" Rows of stitching trim. Spun rayon shirtwaist dress. Luggage, open green. Sizes 18½ to 26½4.99

D. "Pucker-Pocket". Rayon hemberg daisy print, shirred skirt pockets. Luggage, blue, green. — Sizes 12 to 204.99



E. "Shoppers' Shantung". Rayon shantung coat-dress, solid color. Open, luggage, rose, green. Sizes 14 to 20, 40-424.99

F. "Classic - Commuter". Rayon hemberg shirt-waist dress, pleated skirt. Green, navy, brown. — Sizes 12 to 204.99

MAIL AND PHONE ORDERS WILL BE PROMPTLY FILLED
Phone Stone 6500 as Early as 8 A. M. Daily

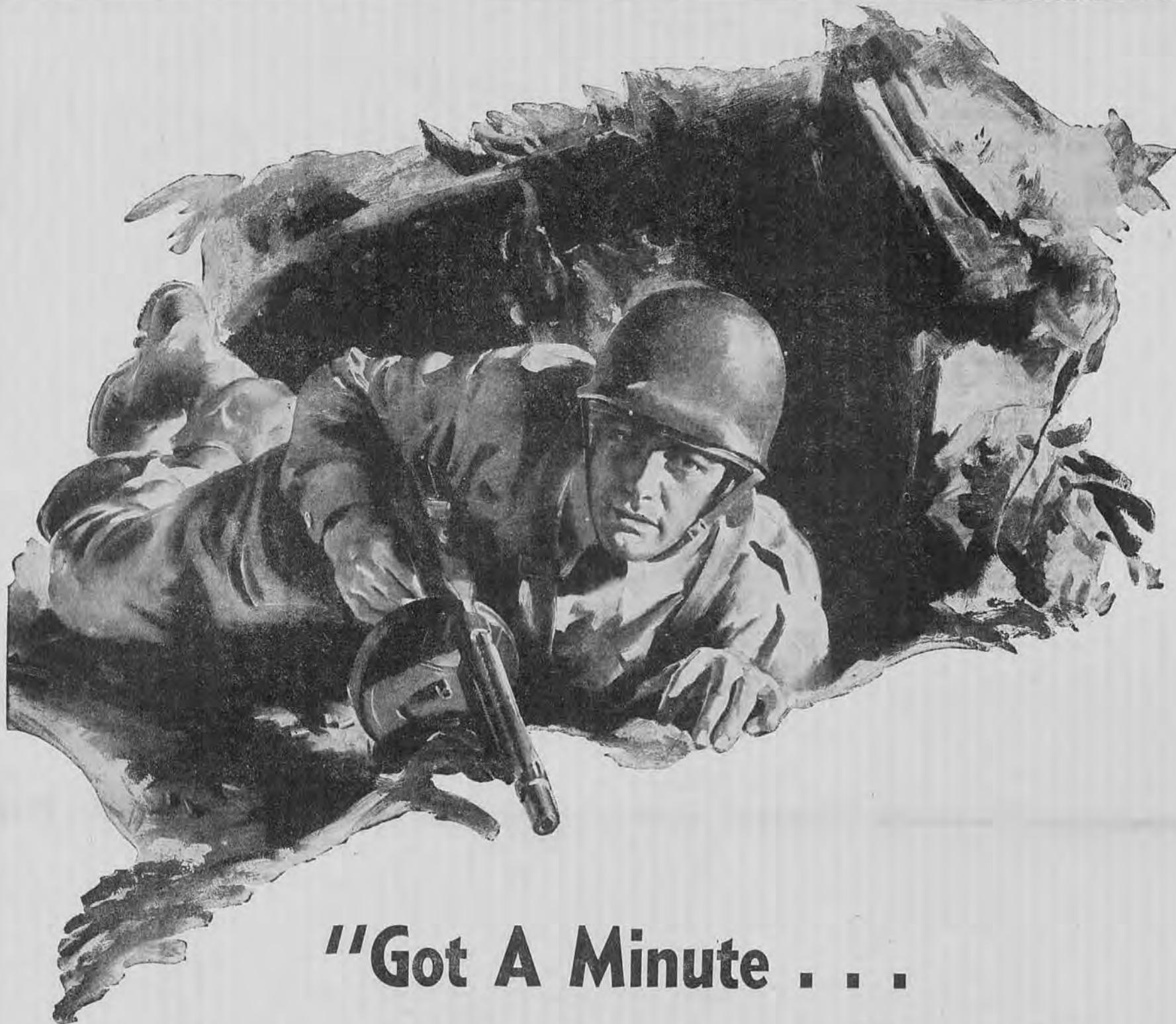
SIBLEY, LINDSAY & CURR CO.
Rochester, N. Y.

Please send me the following rayon dresses at \$4.99 each:
Give first and second color choice.

Style Letter	Size	Color

Name Cash
Address Charge
..... C. O. D.

SIBLEY, LINDSAY & CURR CO.



"Got A Minute . . . To Listen To A Guy From Home?"

Rochester's my home. I was born down in the Tenth Ward. I went to John Marshall. I used to belong to a Scout troop at my church . . . and I learned to swim at the Maplewood "Y."

When my kid sister was sick with infantile paralysis — they took wonderful care of her at St. Mary's, and down at the Convalescent Hospital. When she came home there was a Visiting Nurse at the house nearly every day. That's why she can walk just as good as ever now . . .

I'm hoping to get back to Rochester all in one piece. And I don't want Rochester to get crippled and smashed up in this war either.

I want it to be the same kind of a friendly and helpful town that I remember. The kind of a town I'm fighting for.

The Nazis and Japs would be glad to see you folks forget your neighbors. They'd be glad to kill the things that are *inside* us Americans. The good things. The things that make you care for the blind and the crippled and the sick. That make you help us fellows with your USO. That make you send food and clothes and medicine to China, Russia, England, Greece.

If you let the Japs and Nazis kill those things . . . then I'm just wasting my time out here, that's all.


I've got a fighting job to do. And so have you. And it's going to take the best I've got, and the best that you've got, to beat the thing we're fighting now. Let's get together on our fighting jobs . . . me out here, and you back home!

FIGHT BY GIVING! . . . GIVE A DIME A WEEK
FOR EVERY TEN DOLLARS YOU EARN A WEEK!

COMMUNITY AND WAR CHEST

At Smalls!

**PRECISION WORKERS
NEED PRECISION
GLASSES**



You're in business with Uncle Sam Now. The slightest slip on the smallest job may mean delay in victory or the life of a fighting man. Your Eyes too need the finest care and protection in this important task. Make sure of both. Have an extra pair of glasses for an emergency. When lenses break, frames become bent or on any other matter effecting your vision consult

HARRY A. BENEWICK, Optician

Budget Terms—Pay Small Sums Weekly!

We Use Only Bausch & Lomb and Shuron Lenses

Smalls

28 EAST MAIN STREET

Store Open Every Monday Evening!

Community Chest . . .
(Continued from page 1)

Cross. He also recognized the defection of the organized labor ranks but expressed the opinion that very few persons would "refuse to join with us in this united effort."

In addition to the thousands of dollars needed this year for special war relief agencies, the many social agencies financially dependent on the Community Chest must be provided for. Such groups as the Boy and Girls Scouts, the YMCA and YWCA, homes for the aged, those who care for the sick, the children, the blind and the unfortunate—all have a need for funds, particularly acute during wartime.

The share usually allocated to the Red Cross by the Community Chest has been budgeted to the USO and the Allied War Relief agencies. Hence the budget total, which is some \$47,000 greater than was raised in the campaign week of 1942.

Workers are confident that those on the home front will keep faith with our fighting forces on the battlefronts and that the Community and War Chest will be filled before the completion of the drive.

AUXILIARY MEETING

Frank E. Robertshaw Post Auxiliary will meet next Wednesday at 8 p. m. at 137 Linden St., for a combined business and social meeting. Mrs. Mary Troit is the hostess, assisted by Grace McCarthy and Gertrude Troit.

Now In Progress!

**DARLING SHOP'S
Semi-Annual
DRESS
SALE!**

*Whatever Type of Dress You Want,
You're Sure To Find It Here!*

GROUP ONE:
**HUNDREDS
of our
REG. \$5.00
DRESSES**

350

All Types—Sizes and Colors!

GROUP TWO:
**HUNDREDS
of our
REG. \$9.00
DRESSES**

550

All Types—Sizes and Colors!

Choose Yours From Thousands

All Legitimate, Verified Values

*Every Dress Marked With Original
Price Ticket . . . As Well As Sale
Price . . . See The Savings!*

Shop In Comfort—
Fashion Center
Downstairs
Completely
Air-Conditioned



395



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In the face of current
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"LION & UNICORN"
SLOE GIN
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4/5 Qt.

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BRANDY
IMPORTED FROM PORTUGAL
Each bottle accompanied by a certificate from the government of Portugal guaranteeing age and that the brandy is distilled from wine produced in Portugal.
HALF PINT \$1.20
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One of the Finest State
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CHOICE OF:
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• Port
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• Tokay
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4 YEARS OLD 100 PROOF
RYE
Distilled By Hiram Walker
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2.59
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4 YEAR OLD STRAIGHT
WHISKIES
2.69
4/5 Quart
80.6 PROOF
LIMIT 1 BOTTLE

NEW HOURS

Due to present war condition our
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Mon. thru Fri. 9 to 9
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FREE PARKING OPPOSITE STORE

Your Dollars Are Fighting Dollars
When You Contribute to Rochester's
**COMMUNITY
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This year, the need of our Community Chest is greater than ever. The money you give to this most worthy cause does double duty. The combined Community and War Chest will supply funds to our local agencies as well as to war relief agencies—theUSO, Navy Relief Society, Russian, British, Greek and United China Relief Fund and the Maple Leaf Funds.

So give generously, give gladly, knowing that your dollars are helping materially in our common fight for freedom.

LINCOLN-ALLIANCE BANK AND TRUST CO.

Saute stewed prunes in fat from roast, bacon, ham, or other meat. Serve as meat accompaniment.

Cook and puree dried peas. Add bread crumbs, onions, a little Worcestershire sauce and seasoning. Fry in patties.

DIARY

OF A
BEAUTY
AUTHORITY
by



Helena Rubinstein
NEW YORK—Nature didn't intend us to spend too much time in a chair, and the body certainly was not designed for a sedentary life. Our ancestors who spent their days hunting, fishing or farming did not have to worry about spreading hips or flabby thighs. But we do. We must learn to cope with these things and to overcome the bad features of a ten-hour stretch at the assembly line, or long meeting hours devoted to war work by women who formerly spent all their time actively running their households.

Those of us who are part of the chair brigade must guard against spreading hips, flabbiness of the inside thighs, (and this becomes more difficult to correct the longer it is neglected), bad posture and swelling ankles.

Incorrect posture can be very harmful. If you slouch in your chair with your shoulders humped and your back curved, you may harm your breathing organs, suffer backache and constant tension in your neck and shoulders. Sitting for long periods of time also tends to swell the ankles because the circulation becomes sluggish. In fact, the whole body tone slackens up and you lose vitality. The body becomes stiff so that it is an effort to get up. For that reason, it is important that you spend at least ten minutes a day on exercises, and that you be very strict with yourself regarding your posture.

There are dozens of exercises for reducing flabbiness of hips and thighs but I will give you a simple one that will correct both hip spread and flabby inside thighs.

Scissors Kick: Lie down on floor, arms relaxed overhead on floor. Lift both legs up and open them wide. Touch inside thigh muscles and feel them tighten. Bring legs together and repeat ten times.

Sitting correctly: Press small of back to chair. Lift chest and keep it high, pulling up from the diaphragm. Shoulders should be relaxed.

Practice for correct sitting posture: Sitting in your chair, bend down touching floor. Stretch up, pressing small of back against chair and lift arms overhead until you can feel the muscles of the back tighten. Remember to keep the small of your back pressed against back of chair. Repeat until tension leaves the body and you feel relaxed.

Ankle Roll: While seated, cross one leg over the other and move your foot around in a circular motion, down, side, up, side and down — rolling your ankles as much as possible. Cross other leg and repeat. Relief for tired, swollen ankles can be felt almost at once.

Limber-up Exercise No. 1: Sit on floor, knees bent and soles of feet flat on floor. Keeping your knees bent and together, swing them over to the floor to one side of the body. Sit back, and swing knees over to the other side. Repeat.

Limber-up Exercise No. 2: Kneel on floor. Swing your body over to the side until you are seated on the floor to the side of your legs. Back to kneeling position and over to the other side. Repeat.

These two exercises should be started slowly and remembered to keep the body relaxed. Gradually increase the tempo as your body becomes more limber. These exercises are designed to take the strain and tenseness from the hips, and make the body more lithe.

Spots On Rugs Easily Removed

To get chewing gum out of a rug, rub with a piece of ice until gum gathers in a ball, and then sponge the spot with carbon tetrachloride. Other spots that may appear on your rugs always should be attacked at once. Blot up the blotting paper if the offending spot is moist. Alcohol spilled on a wool rug should be sponged with clean cloths and cold water. Then rub as dry as you can with clean cloth. Blood stains should be blotted up, and then they disappear.

Chocolate may be scraped off with a dull knife, sprinkled with powdered borax moistened with a little cold water, and remove the excess chocolate with a damp cloth. As soon as the borax is thoroughly dry, brush it up. Paint should be sponged

Pertinent Paragraphs

Always brush woolen things thoroughly brushing spots will remove them.

Important tools for the best results in make-up. A good mirror, a sharp light, a deft hand. And enough patience to develop a technique of quick application. It's the little tricks that count.

During the Revolutionary war, corn was as essential to our army as gunpowder and cannon. Today nourishing, ready-to-eat cereals made of corn are playing an important role in the nutrition of a nation again at war.

BETTER EYESIGHT MEANS BETTER WAR WORK

Check Up On Your Eyes During
SMALLS VICTORY VISION CAMPAIGN

NOW IS THE TIME TO KNOW—whether your eyesight is what it should be. It's important, not only to your own health and safety but to the war effort. Tired eyes may mean quick fatigue and slipshod work. Correct Glasses will help you work better and hasten the road to Victory. Consult...

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28 EAST MAIN STREET
Store Open Every Monday Evening

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PLAN NOW FOR FATHERS DAY SUNDAY JUNE 20th
GIVE "DAD" YOUR PORTRAIT

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The popular Miracle Wall Finish.
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\$6.95

EASY-TO-CLEAN CHROME BREAKFAST SETS
Table and Four Chairs... \$50.00
TABLE & 2 BENCHES
A Real Buy **\$34.50**

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Pete Hagen's READY-TO-SERVE COCKTAILS
... to everyone's taste

...at a moment's notice—simply keep them chilled in your refrigerator... Just pour, decorate, and serve... Add no ice. No mess, no waste... Ideal for home service.

1.89 full fifth

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MANHATTAN-DRY MARTINI
SIDE CAR-DAIQUIRI
OLD FASHIONED
All bottled at 43 proof

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Order Now! For FATHER'S DAY

Dad wants to keep baby's first shoes! Our patenting process preserves every crease, may be used on old or new, cloth or leather shoes. Order now for Father's Day!

Mounted on Ash Tray, **2.95**

Dependable WATCH REPAIRS

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Your Lips and Your Fingertips!

Rich brilliant beauty to brush across your lips, to add jewels to your fingertips! Lustrous, exotic hues to lend color-drama to every costume! Superb Chen Yu Nail Lacquer, and now, Chen Yu Lipsticks, are famed for staying power, for long-lasting beauty!

CHEN YU NAIL LACQUER SET — Basic manicure needs in the exotic Chen Yu vials. Nail Lacquer, Remover, and Lacquerol. (Base coat) for a smooth, long-lasting manicure. Set 1.00

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SIBLEY, LINDSAY & CURR CO.

Consumer News

Completed By Rochester and Monroe County War Councils

"To market, to market" — but certainly not to the black market! Every housewife has been concerned over rising prices. She knows that such advances bring inflation one step nearer—inflation, which makes her dollar shrink almost to the vanishing point. The new ceiling prices placed on a wide variety of commodities — 240 in Rochester and Monroe County, to be exact—are an attempt to hold the line against further increases, and in some cases mean a lowered cost. The housewife has a new responsibility, for the enforcement of these ceilings is squarely up to her. Hers not only to reason why, hers to do and to keep doing. What to do? Eternal vigilance may be the price of peace; it's no less a factor in the control of price. So, Mrs. Housewife must clip the lists of price ceilings from the newspapers, watching these as they change from time to time, and to compare them with the prices charged by her grocer. Violations should be reported to the Ration Board at No. 12 School. And before the lady of the house grumbles at one more food problem she should stop and consider how much more serious would be the problem of runaway prices.

By this time the intelligent housekeeper should have acquired some skill in budgeting points, so that she doesn't feed her family steak and chops all one week only to find herself without butter the next. She considers her supply of points before gathering up canned goods; she doesn't keep a long line of customers waiting while she rearranges all her purchases. And she remembers that if point values and ceiling prices are a headache for her, they are a headache multiplied many times for the grocer and butcher. Consideration and cooperation on her part are a prime requisite these days.

What kind of care do you give your ironer? The roll of an ironer compares with an ironing board. It should be given attention if you want the best ironing results. When the outside cover gets soiled or scorched it should be removed and laundered. This cover usually has a drawstring at either end and is tied around the end of the roll to hold it in place. Wash the same as any cotton fabric and bleach in the sun if

possible. While the cover is still slightly damp, tuck the end under the loose lap of inside pad and iron cover on slowly, using press control if necessary. Have heat control of ironer turned on lowest point. Keep cover straight by holding it firmly crosswise on the roll. Tighten

the drawstrings, turn control to medium, and continue ironing until cover is smooth and dry. Occasionally the inside padding may be removed for airing to make soft. Never wash the pad. Read manufacturer's directions before removing the pad. Fluff it with the hands and loop it

over the line in such a way that the pad will not stretch in length. Replace dry pad by ironing on in same way as the cover is replaced.

Sour cream may be used to advantage in baking fish fillets. It adds richness and flavor and produces a golden brown product.

Setfast CANVAS PAINT

DOZENS of USES in your home for this AMAZING PAINT



Beach Chairs and Umbrellas, Awnings, Cabanas, Tents, Gliders, Canvas Shoes and Leggings, Fiber Rugs, Canvas Auto Tops—these are but a few of the articles in your home that can be painted with Setfast Canvas Paint so they'll look as good as new and last far longer. Setfast Canvas Paint leaves the fabric pliable. It will not crack. Is water-repellent. Sun resistant. Retards rot and mildew. Just brush or spray it on. Ten attractive colors—also Black, White and Clear. Colors mix well—giving any shade or tone desired. Come in and let us show you actual samples of awning duck painted with this remarkable paint.

- FOR BEACH UMBRELLAS
- FOR STORE AWNINGS
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- FOR GRASS OR FIBER BUGS
- FOR CAR TOPS

DOES NOT STIFFEN AWNING • WILL NOT CRACK
RETARDS ROT AND MILDREW • EASY TO APPLY
SUN RESISTANT • WATER-REPELLENT

Pint 85¢
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ord of God

tion of the spirit torn with grief. For a return of the hope and faith grown weak under the whip of despotism.

And here in its pages to seek the flame that lifts men's souls. The courage to face tomorrow. The faith, that in good time . . . the sound of war will end . . . and men shall live again in brotherhood and peace.

The publication of this message, in the interest of all creeds, is made possible by a fund previously provided by the undersigned stores and institutions.

Reliable Furniture Co.; Rochester Sun Shopping News; W. T. Grant Co.; Darling Shops; Shafer Fur; Cramer Drug Company; Sibley, Lindsay & Curr Co.; Weed & Co.; Weis & Fisher; McFarlin Clothing Co.; McCurdy & Co.; B. Forman Co.; H. L. Green Co.; Sears Roebuck & Co.; Projansky, Inc.; National Clothing Co.; War Activities Committee of Rochester Theatres; Inc.; E. W. Edwards & Sons; Central Trust Co.; Louer Furniture; Lincoln Stores; Likly's; Key Drug Co.; First Federal Saving & Loan Association.

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Man Turns to the Word of God

A fighting man speaks from the floor of a storm-tossed raft. . . "Is there a Bible among us?"

On a burning African desert a voice reads quietly . . . and a thousand heads bow reverently.

In the silence of night on a Kansas farm . . . a mother finds solace in its thin, worn pages.

Quietly . . . its words of comfort are spoken in solemn requiem . . . as rough hands grown tender lower a hero's body overside.

In the search for peace through generations . . . man has turned to the Bible. For the things men live by are found in this book that is the Word of God.

In its pages . . . men have found help for their deepest needs. Comfort for their shattered spirits. Light for their darkest hour.

Always, the Bible has inspired the noblest courage and the most sublime actions of man. Heroes have dedicated their lives to its principles. Martyrs have died with its words on their lips.

Now, an anguished world turns to this book that has molded the life of man. For its lessons of mercy, humanity, tolerance, charity. For a restora-

tion of the spirit torn with grief. For a return of the hope and faith grown weak under the whip of despotism.

And here in its pages to seek the flame that lifts men's souls. The courage to face tomorrow. The faith, that in good time . . . the sound of war will end . . . and men shall live again in brotherhood and peace.

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*To those who Serve
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Kirkman BORAX SOAP 5c	Pillsbury Sno Sheen Cake Flour 29c
GOLD MEDAL Kitchen Tested Flour 24½ Lb. Sack \$1.32	LUX FLAKES Large Pkg. 24c
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KIRKMAN Soap Flakes 25c Granulated Soap 25c	LUX TOILET SOAP 8c SWAN SOAP Lg. 11c, Reg. 2 for 13c Gold Dust Powder 18c
20 MULE TEAM BORAX 1-lb. 15c BORAXO New Hand Cleaner 15c	SPRY 1-lb., 26c 3 lbs. 74c
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FELT-BASE linoleum rug, Room size, \$1.75. Heavy weight 9x12. Well-known brands \$2.25. Standard weight by the yard 30c. Heavy weight 4c. 12-ft. width (floor covered without seam wall to wall). Standard weight 49c a yard. Heavy weight 59c. H. P. Fahrner, 96 State St.

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WOMAN wanted to take care of child in light housework days. No washing or cooking. Live in or out. Culver 3424-J for appointment.

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ANY ROOM SIZE UP TO 9x12 COMPLETE WITH LABOR AND MATERIALS

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WASHABLE WINDOW SHADES
Selection of colors. New roller included. Size 6 ft. x 24 inches. WITHOUT ROLLER 29c

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Canning Schedule
If you are wondering how to schedule your canning time this information may be helpful. Our season is late this year and fruits may be late, but normally you can plan thus: Strawberries start coming about June 15; the dark red ones are better for canning and freezing—they weigh more and have a better flavor. Black raspberries come any time from July 4 to 10, red raspberries from July 10 to 16. Wild blueberries come in anywhere from the middle of July to the middle of August.

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Fine Room with Private Bath
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3 ATTRACTIVE DINING ROOMS
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KEY COUPON ASPIRIN TABLETS Bot. 100 5 Grain Limit 1 8c	YOU SAVE MONEY when you buy these "GIANT SIZES" COLGATE 37c 8c PALMOLIVE 39c 15c 'VASELINE' 63c 48c HALO SHAMPOO 79c 15c COLGATE 39c 15c CUE LIQUID DENTIFRICE 39c 16c PALMOLIVE BRUSHLESS 39c 18c CASHMERE BOUQUET LOTION 33c 3c	KEY COUPON ALUMINUM HAIR CURLERS Long or Short Spring Lock 2 for 9c Limit 6
KEY COUPON Clothes Pins Box of 20 — Limit 2 2 boxes 13c	UNICAP 100 FOR VITAMINS \$3.95	KEY COUPON DRINKING STRAWS BOX 100—LIMIT 2 2 boxes 13c
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Alka Seltzer 6oz. Size 49c	GET THAT VIMMS FEELING! Vimms 6 VITAMINS 3 MINERALS all in one tasty tablet! 96 TABLETS \$1.69 24 TABLETS 49c FAMILY SIZE 288 TABLETS \$4.79	KEY COUPON Squibb's Aspirin 200 Tablets 69c Witch Hazel Pint Bottle 18c

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The Rochester Sun
SHOPPING NEWS

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SIXTH YEAR—No. 37

ROCHESTER, N. Y., THURSDAY, MAY 27, 1943

PHONE STONE 6000

DIARY OF A BEAUTY AUTHORITY
DECREES OF FASHION

Helena Rubinstein
 NEW YORK. — People's faces are beginning to show the stress and strain of these times. The firm, tight expression around the mouth, the strained look about the eyes, the deeply furrowed brow — the result of long hours of work, little time to relax, worry, it always shows in the face first.

Particularly is this noticeable in the older woman — mothers whose sons have gone into service and who in addition to regular household and social duties, spend hours each day working for the Red Cross, USO or AWVS.

It takes more than courage to keep your chin up, so a few self beauty treatments will be an aid to the soul as well as the face. There's nothing more relaxing than the feeling of being perfectly groomed. If you are armed with the knowledge that you look lovely, you can go forth to your daily duties and meet any situation with a smile.

The older one becomes, the more the complexion needs a little stimulation. Thorough cleansing and lubrication are also important.

MORNING: Use a lotion or cream especially made for "waking-up" the complexion. Leave it on while you dress, remove with tissue and finish your morning.

By BARBARA LEE BOYD
 From the Valhalla of Forgotten Fashions, the millinery designers of today are seeking inspiration. Currently in New York a popular exhibit, "Fashions in Headdress," is showing famous medieval paintings and sculpture illustrating the consciousness and significance of hat beauty through the ages. Modern adaptations of the most beautiful hats of centuries have been made by leading stylists to demonstrate the similarity of age-old designs and the models worn today. The cycle of repetition is closely affiliated with the history of the time, from days of luxurious living to times of depression.

Romance galore abounds in the history of gloves. To answer the question of multitudinous altar-bound young ladies about the propriety of wearing gloves we sought the advice of C. Cody Collins who has compiled the story of gloves for a forthcoming book. For centuries the properly-gowned bride wore gloves and should today. The short glove for informal weddings can be easily removed for the ring ceremony, and the long, formal glove may be opened at the finger seams of the ring finger. Wedding gloves were recorded back in the 1500's when Ben Johnson refers to them as "ensigns of a wedding." A custom of early days was the presentation of one glove by the groom to the bride's father, signifying that he could care for the daughter single-handed. The mother-in-law

Safety Garb



Here's the way to wear a sweater on the production line and still prevent the "7th Column" — the carelessness that causes accidents — from doing any dirty work. One of America's leading sweater girls, Paulette Goddard model this sanforized garment that keeps the knitted sweater stitches safely out of the reach of any machine.

Sun Cruise Party Members Assured Cordial Welcome In Canadian Cities

Travel through Canada by United States citizens has been greatly facilitated by the governments of the two nations. Citizens of this country do not need passports to enter Canada and very little proof of citizenship is required to re-enter the United States.

Even cameras in the hands of tourists are welcomed. Of course, there are restrictions against taking snapshots of military installations — just the same as there are in this country. The rate of exchange is very favorable for United States tourists, too. Every American dollar buys approximately ten percent more in Canada — and prices are reasonable in the first place.

The cruise to Montreal, Quebec and the Shrine of Ste Anne de Beaupre, leaving Wednesday July 7 under sponsorship of the Travel Department of Shopping News will undoubtedly be one of the best vacation "buys" in this area this summer.

Several features insure the success of this cruise-vacation: In joining the cruise, a member can forget all worries about food rationing, gasoline shortage and tire rationing and can spend the full time in the leisurely pursuit of happiness. All expenses incidental to the cruise are covered in the one cost of \$59.50 (plus \$4.10 tax). And, in this instance "all-expense" actually means just that. Not only are all transportation, stateroom, hotel, and meal charges included, but taxi transfers from boat dock

Old U. S. Banners Sought For Museum Flag Display

In honor of Flag Day, the Rochester Museum of Arts and Sciences is planning a special exhibit of old United States flags the week of June 14. Dr. Arthur C. Parker, the director, will be grateful to anyone who has a flag in good condition representing a period before 1900, if he will let the museum borrow it for this special event. He would appreciate having the history of each flag also if it is possible.

Among the flags belonging to the museum is one with only 24 stars. Many such flags must be owned throughout the city and gathered them together should make a gala display for Flag Day, which has an added significance in war times.

Recruiting Aids To Be Discussed By WAAC Group

The AMOWAACS, Parents and friends of the WAACS, will meet at 8 p. m. tomorrow at the USO Center to exchange views and discuss recruiting for this district's quota of the 90,000 volunteers sought by the Women's Auxiliary Army Corps by July 1st.

Arrangements are in charge of Mrs. Freeman Allen, chairman of the Civilian Recruiting Committee, assisted by Fred W. Eruth, chairman of the Rochester War Council. Excerpts from letters of WAACS in the service will be invited from the audience. Parents and friends are asked to bring letters describing experiences in the WAACS.

The Rochester Recruiting and Induction District's quota for the drive ending July 1st is 529, and the city alone has been given a quota of 300. To aid in the local effort, some thirty or forty WAACS will be in the city today, tomorrow and Saturday to speak in theatres and clubs and answer questions from booths located on the streets downtown.

Among the speakers at the USO meeting will be Judy Heller, a war refugee; 27-year-old Anthony Cimino, a blind war worker; Lt. Col. E. S. Knowlton, head of the Northern New York Recruiting and Induction District; Maj. Thomas D. L. Cronan, chief of the Rochester District; 2nd Officer Elizabeth R. Suppes, and 2nd Officer Helen J. Crabtree. Music will be furnished by a male quartet and a girl's trio from the Bausch & Lomb Chorus, and by Richard Streib, pianist.

J. Y. Fraternity To Picnic At Ellison

Members of Gamma Sigma Phi, a J. Y. fraternity, will hold their annual picnic on June 6 at the Orchard Grove of Ellison Park from 11 a. m. to 9 p. m. Feature attractions of the day will be a baseball game between the charter members and the rest of the club and the installation of officers.

Amusements

CENTURY NOW PLAYING	2nd big week of John Steinbeck's "THE MOON IS DOWN" with Sir Cedric Hardwicke, Dorris Bowdin. Plus "GILDERSLEEVE'S BAD DAY" with Harold Pears.
LOEWS NOW PLAYING	"THE HUMAN COMEDY" with Mickey Rooney and Frank Morgan; plus "AND SHE HAS WHAT IT TAKES" with Jinx Falkenberg.
PALACE NOW PLAYING	"BOMBARDIER" with Pat O'Brien, Randolph Scott and Anne Shirley; plus "DIXIE DUGAN" with Lois Andrews and James Ellison.
ARNETT SUN, MON, TUES	"RANDOM HARVEST" with Greer Garson and Walter Pidgeon
CAMEO SUN, THRU TUES.	"MEANEST MAN IN THE WORLD" Jack Benny and Priscilla Lane; plus "DIXIE PARADE—FIGHTING GUERRILLAS" with Phillip Dorn and Anna Stern.
WEST END SUN, THRU TUES.	"RANDOM HARVEST" with Greer Garson and Ronald Coleman
CAPITOL NOW PLAYING	Rosalind Russell and Fred MacMurray in "FLIGHT FOR FREEDOM"; plus Ida Lupino, Dennis Morgan and Joan Leslie in "THE HARD WAY."
DIXIE SUN, THRU TUES.	"JOURNEY FOR MARGARET" with Robert Young and Lorraine Day; plus "HIT PARADE OF 1943" with John Carroll and Susan Hayward.
HUDSON SUN, MON.	"THE MAJOR AND THE MINOR" with Ginger Rogers and Ray Milland. "KID DYNAMITE" with the East Side Kids.
LITTLE NOW PLAYING	"ALGIERS" with Charles Boyer and Hedy Lamarr
MADISON-MONROE SUN, THRU TUES.	"TARZAN TRIUMPHS" with Johnny Weissmuller. "CABIN IN THE SKY" Rochester & Ethel Waters.
REGENT NOW PLAYING	Mary Martin, Dick Powell, Eddie Bracken, Betty Hutton in "HAPPY GO LUCKY"; plus "NIGHT PLANE FROM CHUNGKING"; with Robert Preston and Ellen Drew.
REXY SUN, THRU TUES.	"THE MAJOR AND THE MINOR" with Ginger Rogers and Ray Milland. "KID DYNAMITE" with the East Side Kids.
RIVIERA SUN, THRU WED.	"AIR FORCE" with John Garfield and Gig Young. "HE'S MY GUY" with Dick Foran and Irene Hervey.
STATE LIBERTY SUN, THRU TUES.	"POWERS GIRL" with Carole Landis and George Murphy. . . . "SALUDOS AMIGOS" Walt Disney's latest.
TEMPLE	One big week on the stage in person! Harry Howard's BOMBHELLS OF 1943 with SMITH AND PALE, STIBL BOWAN and 40 OF THE WORLD'S LOVELIEST GIRLS. On the screen Judy Canova and Joe E. Brown in "CHATTER-BOX."

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CONSUMER NEWS

COMPILED BY ROCHESTER AND MONROE COUNTY WAR COUNCILS

WATCH SUGAR BUDGET

"Dat Ol' Debbil Budget" pops up in many places besides the family account book these days—for it is only another word for "planning," and planning for the wise use of supplies as well as money is one of the home maker's biggest jobs. Warning: Budget your canning sugar, now. Don't let the first fruit of the season, probably the favorite strawberry, carry you away so that you find yourself with quarts and quarts of delicious strawberry jam, but with no sugar left to use for all of the other fruits which follow along during the season ahead. According to the OPA, not more than 5 pounds of the canning sugar allotment should be used for jams and jellies.

CANNING SUGAR

Have you questions on sugar for canning? Here are two helpful answers taken from a bulletin of the Rochester Information Division of the OPA which may help you:

Q.—Does the sugar allowance of "one pound of sugar to each four quarts of finished fruit" mean that I must can all fruit with the same weight of syrup?

A.—No, but you must make an average of four quarts of finished fruit for each pound of sugar you get. You may, if you wish, put up some of your fruit or fruit juices with no sugar at all, and make a heavier syrup for certain others. You are allowed up to 20 pounds.

Q.—Must I declare the number of quarts of fruits and vegetables I have on hand when I apply for sugar for home canning?

A.—No. However, the available supply of sugar for home canning is limited and local boards may ask for information about your supplies and needs of home-canned fruit in deciding how much sugar you will receive for this season's canning.

QUICK TRICKS FOR WAR-TIME COOKS

Many a war worker has found that she not only can prepare supper for her family in less time than she did in pre-war days, but that many of her time-saving tricks result in more nutritious meals than did her leisurely pre-war methods. She cooks her vegetables more quickly, thus holding more of the vitamin content. She serves more vegetables raw, thus avoiding the loss of vitamins which cooking entails. Carrots and celery are old favorites, but not so well known are raw young turnips, cut in thin sticks, and cauliflower, separated into flowerets and used with salt, or

in green salads. Experts say that one way to conserve the Vitamin C in vegetables is to serve them as soon as possible after they are picked, and to keep them in the refrigerator if they cannot be used at once. Vitamin C disappears when vegetables stand at room temperature.

Among the quick tricks used by war workers is one that has been the mainstay for years of women who have kept a house and job going—that is, to cook enough food on Sunday to last well into the middle of the week. A pot roast, for example,

or a pot of baked beans, are good cold or hot, and will also provide the makings for lunch box sandwiches. When potatoes are cooked, a double supply will provide a remainder for potato cakes or nourishing potato soup. Extra quantities of other cooked vegetables can be used in a one-dish vegetable scallop.

Canning vegetables, says the Bureau of Human Nutrition and Home Economics, U. S. Dept. of Agriculture, is a quick top-of-stove way to cook many vegetables such as cabbage, kale, spinach, summer squash

and okra (with pods sliced crosswise) and it holds the food value since the vegetables are cooked in their own juices. The system approved by the Bureau is as follows: for each quart of prepared vegetables, allow two tablespoons of fat. Melt the fat in a heavy, flat pan; add vegetable and cover to hold in the steam. Cook slowly until tender, but not mushy, stirring occasionally. Season with salt and pepper before serving. Milk can be added if desired, first sifting flour lightly over the cooked vegetable to thicken the milk.

Browned fresh mushrooms and green peas combined with a gravy and served on slices of meat loaf take meat loaf up the social ladder. A cup of cooked diced carrots and the meat mixture adds color and size to the loaf.



MUST YOUR DAUGHTER RISK HAPPY MARRIAGE ON HALF-TRUTHS?

Many a mother herself, reared in an atmosphere of false modesty, dreams the day when she must "tell her daughter." Too often, she fails to tell her at all. As a result, she learns "half-truths" from others. Little wonder so many young wives unknowingly risk their very happiness by placing their dependence on weak, ineffective "home-made" mixtures; or using 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 a safe—yet amazingly powerful liquid for the douche, Zonite. So powerful is Zonite that it kills immediately all germs and bacteria with which it comes in contact. Deodorizes by actually destroying odors, leaving no tell-tale odor of its own. Protects personal cleanliness. Yet! Zonite is non-caustic, non-poisonous, safe for delicate tissues. Over 20,000,000 bottles already bought. For modern hygienic protection you may never have known before, get Zonite at your druggist today.

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SEE IMPORTANT ANNOUNCEMENT ON PAGE 9

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**Area Girl Scouts
To Rally At Genesee
Valley Park June 4**

Fun Day for Genesee District Girl Scouts will be held on the polo field of Genesee Valley Park Friday, June 4, from 4 to 7 p. m.

Sports, games, folk dances, songs, a picnic supper and closing campfire round out the program. Beverages will be available on the grounds. A registration fee of 50 cents will be charged each troop.

Miss Alma Wahl, leader of Troop No. 81, is general chairman, assisted by Mrs. John W. Goodell of Troop No. 112. Several senior troops and their leaders have been assigned definite work as service projects.

NO SHORTENING NEEDED

Ration-dodger is delightful old-fashioned gingerbread baked with the prepared gingerbread mix based on Mary Ball Washington's recipe. No sugar, shortening required!

**Newly Ordained Priest
To Celebrate First Mass
At Holy Apostles Church**

The Rev. Mark Consalvi, recently ordained in Washington, D. C., will celebrate his first Solemn Mass on Sunday, June 6, at 11 a. m., in Holy Apostles Church here.

Father Consalvi, the son of Mr. and Mrs. Joseph Consalvi, 66 Curlew St., attended St. Bridget's grammar-school and later attended Aquinas Institute and St. Andrew's Seminary. He completed his studies at Fairhaven, Mass., and Washington, D. C. He was ordained by Bishop John McNamara at the Trinity College Chapel in Washington.

NEW SCREEN MENDER

It is unnecessary to remove window and door screens to repair holes and cuts. Simply attach one or more Snap On Screen Patches, new products of Screen Patch Co., of Philadelphia. They are 1 1/2 inch squares of bronze wire cloth with tiny, patented, inbuilt hooks that leave no rough edges on either side of a screen. They are available at local department and hardware stores.

**Baked, Stuffed
BEEF HEARTS**



- 2 to 4 lbs. of beef heart
- 3 slices bacon
- 1 cup fine bread crumbs
- 1 small onion
- Salt
- Pepper
- Flour for dredging
- Lard for browning

Wash hearts and remove enough of center portion to permit addition of the dressing or stuffing. Dice bacon and fry until crisp. Combine with bread crumbs. Season with finely minced onion. Season cavity in hearts, fill with stuffing, and fasten with skewers. Roll in flour and brown quickly in hot lard, in a heavy kettle. Add a small amount of water. Cover and cook slowly in a moderate oven (350° F.) until the hearts are done—2 to 2 1/2 hours. Thicken the liquid for gravy if desired.

NON-RATION SALAD

As flowers in May is a salad made with a mound of non-rationed cottage cheese sprinkled with chopped, food-rich Brazil nuts, and surrounded with fresh Florida grapefruit sections arranged petal-fashion round the cheese center.

**"Lightning Dangerous
But Kills Few," Says
Writer In Magazine**

The worst place to be when lightning is striking close by is out in the open.

This is a good point to keep in mind, since the peak of the lightning season happens to be the peak of the vacation season and the greatest number of people are likely to be outdoors, according to Paul W. Kearney in the June issue of Good Housekeeping magazine.

Lightning frightens more people and kills fewer than any other common hazard, Kearney observes.

"Fatalities from this cause seldom exceed four hundred a year, nine-tenths of them in rural areas," the author points out. "Statistically this is small potatoes compared with the 16,000 who die annually from falling down at home! Yet this doesn't alter the fact that lightning is no toy; it costs the public plenty in damages, despite elaborate protection; it destroys around \$20,000,000 worth of farm property a year plus thousands of head of cattle killed in the fields. A single stroke caused \$100,000,000 worth of destruction when it hit a Jer-

sey powder plant a few years ago. So, while lightning hardly justifies the rabid fear professed by some people, it certainly merits respect and sensible precautions.

"Should you be caught by a storm in open country, your best havens would be a cave, a ravine or gully, a patch of woods, the denser the better. Give wire fences a wide berth; get off high ground if possible. And when the thunder ceases to rumble but comes in sharp, ringing cracks that jolt your teeth, forget you're a respectable member of the human race and throw yourself down flat.

1ST THOUGHT

of millions at first warning of simple headaches 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? 24 tablets 25c; 50 for 35c. Demand

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ASPIRIN**

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TWO GREAT "BUYS"
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EASY TERMS

27⁵⁰
EASY TERMS

Chromium case, stainless steel back. Built to keep accurate time. It's a great value!

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REMODEL RESTYLE
NOW, at Low Summer Rates

Stone 337
39 EAST AVE.

**NUTRITION
and
HEALTH**

Q. What foods are needed in the diet every day?
A. Meat, milk, eggs, potatoes, vegetables, fruits, cereals, fats and sweets.

Q. What are the three functions of food?
A. To furnish energy, build and repair body tissues and regulate body processes.

Q. What foods contain complete proteins?
A. Meat, milk, eggs, cheese, fish, and poultry.

Q. What is an adequate or complete protein?
A. A protein that contains all of the indispensable amino acids; a protein that will maintain life and promote growth.

Q. What proportion of the protein in our diet should come from animal foods?
A. At least half.

Q. Why do children need more protein per pound of body weight than adults?
A. Because in addition to repairing their broken down tissues they are growing and need protein for building new tissue.

*I save for War Bonds!
- yet I'm still
well dressed!*

Tintex
World's Largest Selling
TINTS & DYES

Help the war effort! Conserve fabrics—save money with Tintex. And still be fashionable! Last year's apparel made color-fast, color-smart—in a jiffy! Easy!—perfect results, too! Millions of women save with Tintex—the quality dye! 10¢ and 15¢ at drug, department and 10¢ stores.

EASIEST TO USE!
SO DURABLE COLORS!
PERFECT RESULTS!

PARK & TILFORD PRODUCT

**IS IT BETTER TO
MARRY NOW . . .**

AND take a chance on whatever the future may bring? Or would you postpone your marriage till the war is over? This is the situation that faced Lucy Dayton—just as it does many other young women today. Don't fail to read how Lucy solved this common problem in her own life. Turn to page 19 of the June issue of True Story magazine for her thrilling story—it's complete with beautiful color illustrations.

IN LOVE—WITH AMERICA is the title of another remarkable true story of our times in the same issue of True Story. It concerns a wife who felt she couldn't patriotically give up her war job . . . and a husband who contended that his wife's first duty was to her home. Two human characters, locked in bitter controversy, but who worked out a happy solution to their problem. Both husbands and wives will enjoy this.

ALSO IN THIS ISSUE: "Your Heart Must Tell You", a complete book length true novel. "Romantic Illusion" and "Forever Your Adoring Wife", two complete novelettes. "Young Sorrow", a story of courtship at seventeen and twenty-three other exciting stories and features to keep you entertained for days and days. No wonder True Story is America's greatest magazine value! Don't risk disappointment.

Get YOUR Copy Today!

True Story
JUNE ISSUE NOW ON SALE!

**2 FOR
\$1.00**



UNBELIEVABLE, BUT TRUE! A TREAT FOR ALL ROCHESTER! COME EARLY!

**2000 NEW FASHION
SPRING-INTO-SUMMER HATS!**

**ALL ON SALE AT THE RIDICULOUSLY
LOW PRICE OF ONLY 2 FOR \$1**

- STYLES YOU'VE SEEN ELSEWHERE TO \$3
- EVERY ONE A HIT SUMMER STYLE!
- SIZES FOR MISSES AND MATRONS

**Darling
Shop**
190 MAIN ST. EAST

- STARTS FRIDAY AT 9:30 A. M. SHARP
- COME EARLY—FIRST COME FIRST SERVED
- AIR CONDITIONED MAIN FLOOR—





★ AT SMALLS

GLASSES---

TO HELP YOU DO YOUR JOB BETTER

The headaches and irritability from which you may be suffering are perhaps due to eyestrain. Don't neglect your eyes—correct glasses will make your work easier. When lenses are broken, frames out of line, or on any other point relative to your vision, come in and talk it over with

HARRY A. BENEWICK, Optician

Budget Terms — Pay Small Sums Weekly!

Small's

28 EAST MAIN STREET

Store Open Every Monday Evening

Give "DAD" your Portrait
FATHER'S DAY SUNDAY
JUNE 20th



12 PROOFS SUBMITTED

a feature of Our CINEMA ACTION CAMERA

Our Special Offer ---

4 PORTRAITS

3 Cabinet Size and a Lovely Miniature for Dad's Wallet.

\$3.95 Regularly \$6.95

Edwards Now Use the KODATRON SPEED LAMP Eastman Kodak's Newest Photographic Equipment

NO APPOINTMENT REQUIRED



Diary ...

(Continued from page 1)

treatment by patting on a lubricating-type lotion.

MAKE-UP: Stay away from bold, unnatural red-raspberry make-up. Beautiful for the silver haired types. A red coral shade of cream rouge and lipstick also has the softness and subtlety necessary for every woman over forty. Do not shape your mouth in wide, square lines—follow the natural shape of your mouth. If you wear eye make-up during the day, apply just a touch of eye shadow to harmonize with the color of your eyes in the center of your upper lid. Touch your lashes and eyebrows lightly with a cream darkener.

NIGHT: Cleanse with a herbal cleansing cream which also has the effect of whipping up the circulation. Work the cream upward from chin to ear, from nostrils to temples, across the forehead with a circulatory movement around the nostrils and chin, and a scissors movement over the cheeks. After cleansing, apply a complexion stimulant which intensifies the effect of your other preparations. Finally, leave on a film of rich night cream for overnight lubricating, fingerprinting it gently around the eyes.

As often as possible, practice the following throat exercises. Before starting, massage a rich throat and neck lubricant from the chin downward to the base of the throat, leaving it on while doing the exercises.

1—**DOUBLE CHIN ANTIDOTE:** While seated, drop your head as far back as possible. Open your mouth, dropping your chin in an absolutely relaxed position. Close mouth slowly, tensing the muscles but do not grimace or contort your face. Drop chin and repeat several times.

2—**DOWAGER HUMP PREVENTER:** Place your hands against the upper back of your head, with your fingers interlocked. Press fingers forward against the head, while you press your head backward as far as your head can bend. Rock your head backward and forward all the time you keep up a strong pressure against the back of your head with your fingers.

The first exercise is excellent for strengthening the front muscles to prevent a flabby roll at the back of the neck.

Alternate the above with a facial massage astringent treatment, to be applied to the throat and neck (it can also be used to help firm the contour of the face) and slap the chin with the back of your hands very vigorously.

Editor Note: (If you would like to have the booklet, "Grow Lovelier with the Years," please address your request to Helena Rubinstein, in care of Shopping News.

Fashion ...

(Continued from page 1)

gave the bride a pair of gloves as a symbol of approval and loving affection.

"There's more where this comes from," that good old Americanism of hospitality, is taking quite a beating under the point system. Mindful of the sacrifice which entertaining involves, a significant "bread-and-butter" gift to a ration-harassed hostess may be found at Tiffany, world famous jeweler. It's a morocco leather case for ration books, lined in faille, and bears the recipient's name or initials stamped in gold.

Sears **THREE DAY SALE OF EVERGREENS ROSES and SHRUBS**

GIVEN! With every Evergreen You Purchase ONE APPLE TREE at no extra cost!

The largest single purchase of our entire history! 2500 Fresh Dug Evergreens, 4000 Roses, 2000 Shrubs and hedges . . . No matter what type of landscaping job you are planning to do we have the nursery stock to help you do it! . . . Every piece fresh dug, grown from selected stock in one of New York State's finest Nurseries . . . Buy on our Budget Plan in amounts of \$10 or over . . . On sale At Both Stores.

Fresh Dug! New York State Grown! Selected Stock! All Roots Wrapped in Own Soil; Ready for Planting!

- (A)—MUGHO PINE: Dwarf Pine, hardy compact, ideal for rock gardens, foundations, 12 to 15 inches. **2.49**
- (B)—PFITZER JUNIPER: Ground-hugger, perfect for filling in. Feathery greenery, 15 to 18 inch. **2.49**
- (C)—JUNIPER STRICTA: Beauty for foreground planting. Hardy 10 to 12-inch stock, priced low. 18 to 24-inch, **2.49**
- (D)—IRISH JUNIPER: For entrances, corners. Thickly branched, very dense, 24 to 30-inch. **2.49**
- (E)—TAXUS CUSPIDATA: Ground Cover for foreground planning. Wide branching, 15-18". **3.98**
- (F)—Biota Aurea Nana: Low-growing greenery in healthy, 12 to 15-inch stock. Bargain! 15 to 18-inch, **2.49**
- (G)—Globe Arbor Vitae: The perfect shrubby for corner planting. 12 to 15-inch sizes. **1.79**
- (H)—THUYA NEWARKI: Fine for foundation fronts. Pyramidal evergreens, 24 to 30-inch. **2.98**
- (I)—BLACK HILL SPRUCE: Christmas tree style, for lawns, corners and borders. 18 to 24-inch size. **2.49**
- (J)—Koster Blue Spruce: Ornamental. Grow best alone for dressing up lawns. Blue foliage, 2 to 2 1/2-foot size. **6.98**
- (K)—HEMLOCK: Grow best in shade or in groups with other trees. 18 to 24-inch size. 2 1/2 to 3-foot . . . **3.19**
- (L)—PYRAMIDAL ARBOR VITAE: Pyramidal plants, tall and graceful. 18 to 24 inch plants. 2 1/2' to 3', **3.49**; 3' to 4', **4.49**

Sears Big Outdoor Garden Departments Have a Complete Selection of Garden and Vegetable Seeds, Fertilizers at The Lowest Prices — On Sale at Both Sears Stores

Woman-POWER!

She's 5 feet 1 from her 4A slippers to her spun-gold hair. But, man, oh man, how she can handle her big press!

Wait a minute! How can 110 pounds of beauty boss so many tons of steel? . . . Is this magic? Yes, in a way. The modern magic of electric power. The magic that makes it possible for a girl's slim fingers to lift mountains of metal, or set great wheels in motion—just by pressing a button or pulling a lever.

Women are able to work beside men on America's roaring production lines because electricity does the heavy labor. America's war production is the greatest in the world largely because America has the world's greatest supply of electric power. And America's electric companies under business management provide over 80 per cent of all that power at low pre-war prices! Call that magic, too! But to the experienced men and women of the electric companies it's all in the day's work! All part of knowing the job.

They were ready when war came, and now they're producing far more power than all the Axis countries combined! They're stepping up America's manpower—and woman-power—tremendously!

Rochester Gas & Electric
A WAR INDUSTRY

BEAUTIFY YOUR HOME WITH LANDSCAPING HEDGES AND SHRUBS

HEDGES 98¢ And Up

SHRUBS 3 for \$1

Spirea, Barberry, Red Leaf, California Privet, Amoor River Privet, Barberry Green Leaf, and many others.

Hydrangea, Snowberry, Honey-suckle, Forsythia, Spirea, Burning Bush, Dogwood, Coralberry and many others.

2 YEAR! FRESH DUG No. 1 SELECT ROSES

REGULARLY 65c EACH

3 for \$1

Fresh dug just two days ago; grown from the finest selected stock available . . . all roots wrapped in their own soil ready for transplanting, choice of many new varieties and colors. Hurry . . . for these won't last long. On sale at Both Stores.

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

- WANT ADS -

BEDDING

NEW COTTON mattresses any color tick \$6.50. Cotton felt mattresses \$3.50. Flat springs \$2.00 up. Coil springs \$3.00 up. Metal Beds \$4.00 up. H. P. Fahrner, 96 State St.

WANTED TO BUY

L. J. GLASER - Auctioneer, liquidator. Estates, stores, machinery, commercial stocks bought. Stone 5352.

HELP-WANTED FEMALE

SECRETARY to factory manager, excellent opportunity, able to assume responsibility, experience helpful, but not essential. State salary expected, age, schooling, experience and references in first letter. All replies will be strictly confidential. Box 80, Rochester Sun Shopping News, 93 Clinton Ave. 80

ASSEMBLING - Ideal working conditions, good piece work rates, full or part time. If engaged at highest skill on war work, do not apply. Interviews 8 A. M. to 8 P. M. Hickok Manufacturing Company, 850 St. Paul St.

MACHINE OPERATORS - Light clean work. Will train, good piece work earnings. If engaged at highest skill on war work, do not apply. Interviews 8 A. M. to 8 P. M. Hickok Manufacturing Company, 850 St. Paul St.

PART TIME - Assembling, sewing machine work, light machine work, etc. If not engaged in war work at highest skill, apply Hickok Manufacturing Company, 850 St. Paul St.

HELP-WANTED MALE

PART-TIME - Assembling, sewing machine work, light machine work, etc. If not engaged in war work at highest skill, apply Hickok Manufacturing Company, 850 St. Paul St.

MACHINE OPERATORS - Light clean work. Will train, good piece work earnings. If engaged at highest skill on war work, do not apply. Interviews 8 A. M. to 8 P. M. Hickok Manufacturing Co., 850 St. Paul St.

ASSEMBLING - Ideal working conditions, good piece work rates, full or part time. If engaged at highest skill on war work, do not apply. Interviews 8 A. M. to 8 P. M. Hickok Manufacturing Company, 850 St. Paul St.

RUGS

FELT-BASE linoleum rugs. Room size \$1.75. Heavy weight 9x12 Well-known brands \$6.25. Standard weight by the yard 20c. Heavy weight 40c. 12-14" width (floor covered without seam wall to wall). Standard weight 49c a yard. Heavy weight 59c. H. P. Fahrner, 96 State St.

ARTICLES FOR SALE

BUNK BEDS - Maple - Like new, \$25 for both beds, ladder, two springs - May be used as twin beds if desired. Ideal for child's room. Hillside 5753-J.

APARTMENT FOR RENT

15 STUNZ ST. - Off Webster Ave., 3 rooms, private bath, heat, light, garage, adults.

Make Someone Happy With YOUR *Portrait*

Save Half During Lincoln's May Offer



1/2 PRICE SPECIAL

Lincoln's Beautiful Sepia Vignette The Better Kind of Portrait

PORTRAIT
LARGE 8 x 10 SIZE
Regular Price \$4.00

\$1.99

NO APPOINTMENT NECESSARY

Choose from **12 PROOFS**

KODATRON SPEEDLAMP

LINCOLN'S PHOTO-STUDIO Main at St. Paul Rear Main Floor

Shopping News Patterns



3513 Slim Princess Frock. Sizes 12 to 42. Size 36, 4 1/2 yds. 35-in. fabric.

2597 Jumper with Nicely Tailored Lines. Sizes 10 to 20. Size 16, for blouse, 2 1/4 yds. 35-in. fabric; for jumper, 3 yds.

2593 Two-piece for the junior set. Sizes 8 to 14. Size 8, 2 1/2 yds. 35-in. fabric.

2721 Adorable frock for a child. Sizes 6 mos. 1, 2 and 3 yrs. Size 2, 3 1/2 yds. 35-in. fabric with 1/2 contrasting and 1 1/2 braid or 1 1/2 ruffling.

Send 15c (plus 1c 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, 93 Clinton Ave. S., Rochester, N. Y.

All Dogs Like Ideal
Made by a Famous Meat Packer
Still 10c per package



Ideal DOG FOOD

JUST ADD LIQUID

A SWEET FOR SPRING
Springy stuff is rhubarb short-cake - pink fruit poured over homemade biscuit fluffed to feathery lightness with good all-phosphate baking powder.

NEW KIND OF PAINT Makes old, faded awnings look smart and last longer



FOR WINDOW SHADES
FOR TENTS
FOR CABANAS
FOR BOAT SAILS
FOR CANOPIES
FOR STORE AWNINGS

Canvas is important to the nation's war effort—and therefore, scarce. But don't despair, even if your old awnings are sun-bleached and faded. Setfast Awning Paint will make them look as good as new. And furthermore, it's your patriotic duty to protect them, because they'll last just that much longer. Developed expressly for awnings and similar fabrics, Setfast Awning Paint is a truly remarkable product. It does not stiffen canvas and will not crack. Is sun resistant, water repellent and retards rot and mildew. Easy to apply. You either brush or spray it on. Dries quickly. Covers well—allow about 1 qt. for each 60 sq. ft. Ten bright attractive colors—also black and white. By mixing you can get practically any shade or tone desired. Buy NOW and save your awnings whether old or new.

QUART \$1.40
GALLON \$5.00

Setfast AWNING PAINT

DOES NOT STIFFEN AWNING • WILL NOT CRACK • SUN RESISTANT • WATER REPELLENT
RETARDS ROT & MILDEW • EASY TO APPLY

Distributed by **WEED & CO.**

ON SALE AT LEADING PAINT, HARDWARE AND DEPARTMENT STORES

Real old-fashioned Lager

today's **GENESEE**

Join The Rochester Sun - Shopping News

ALL EXPENSE

LAKE and RIVER CRUISE

MONTREAL
QUEBEC
STE. ANNE de BEAUPRE
1000 ISLANDS

\$59.50 Per Person
(Plus \$4.10 Tax)

4 DAYS - 4 NIGHTS

Luxurious accommodations. Stay in Canada's finest hotels. Excellent meals. Delightful side trips. Entertainment. All charge covered in one cost.

—Reservations Information—
SHOPPING NEWS TRAVEL DEPT.
93 Clinton Ave. S. (Next to Penneys)
STONE 6000

LEAVE **WEDNESDAY JULY 7th**
Return Sunday Night July 11

Ask For **FREE Pamphlet** Describing Itinerary



MEETS THE WAR

change in policy
and necessary

For e Arranged
Rewarding
r Ten Cent
ping News

A small part of the time (approximately one cent) will be used to help defray added publishing costs. And the balance will be turned back to Shopping News readers as prizes in the weekly drawing.

So This Then Is The New Policy Of Shopping News:

Shopping News
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If you want to help pay for Shopping News, your carrier will collect ten cent each month.

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The carrier will return the stub of your receipt to Shopping News where it will be put into the next month's weekly drawings for \$25 each.

our Dime

Drawing will be held each Monday at Shopping News Office.

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Shopping News
Shopping News
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Winners of each weekly drawing will be announce on Thursday in Shopping News.

Be Sure Your Dime Goes To Your Regular Shopping News Carrier. Be Sure You Get The Official Receipt. Your Shopping News Carrier Has An Official Identification Card—Ask To See It.

CARRIER WILL CALL DURING JUNE

pt Stubs) **MONDAY, JULY 5th**
Y THEREAFTER

SHOPPING NEWS MEETS THE WAR

*and finds that a change in policy
is both desirable and necessary*

For Five and a half years Shopping News has been delivered to your home regularly every Thursday at no cost to you. This service will continue as heretofore.

Our Costs Are Increasing

But Shopping News, like every other family and business, has found that increased costs of production is an important result of our war effort. The food you buy for your family has increased in price during the past few years. Likewise the paper on which we print Shopping News costs us more. Our payroll is heavier. Our taxes are heavier. Every department requires more money to render the same service as before.

Papers throughout the country have raised their prices as their answer to the increased costs. Many papers which once sold for two cents now sell for three. And many papers formerly costing three cents are now sold for four cents and even five cents.

At Shopping News, After Much Serious Thought, We Have Decided To Leave It Entirely Up To You, The Reader Whether Or Not You Want To Pay For Regular Delivery Of Shopping News To Your Home Every Thursday.

If you do wish to pay part of the cost of producing and distributing Shopping News to your home, your Shopping News carrier will stop at your home once a month to collect ten cents. That's all we ask you to pay. However, if you don't pay your Shopping News carrier **YOU'LL STILL GET THE PAPER** as regular as clockwork every Thursday afternoon. You see, it will be entirely voluntary on your part if you pay the dime.

To Show Our Appreciation For Your Support, We Have Arranged An Exciting Method Of Rewarding Those Who Make Their Ten Cent Contribution To Shopping News Regularly.

When you pay your dime to your Shopping News carrier, he will give you a receipt and fill out the attached stub with your name and address and his name. This receipt stub will be turned in to Shopping News office by the carrier before the end of the month. Each Monday during the following month a public drawing will be held and one of the receipts will be drawn at random from the total turned in. The person whose receipt is drawn will be given \$25 in cash and the carrier on the winner's route will receive \$5 in cash.

Receipt stubs will be turned in once each month. And each stub will be valid for all weekly drawings during the succeeding month. Therefore, it will be possible to win as high as \$125 on the one 10 cent receipt.

What Happens To Your Dime

It may be interesting to know what will happen to your dime when you pay it to your carrier. The lion's share of the dime will stay right in your carrier's pocket, helping him to earn money as a young business man. He is an alert, intelligent young man who depends on Shopping News for his spending money. Many Shopping News carriers purchase all their own clothes and other necessities, relieving their parents of part of the financial drain on their pocketbooks.

A small part of the dime (approximately one cent) will be used to help defray added publishing costs. And the balance will be turned back to Shopping News readers as prizes in the weekly drawing.

So This Then Is The New Policy Of Shopping News:

Shopping News will continue to be distributed each Thursday to 75,200 homes in the Rochester area. You don't have to pay for Shopping News unless you want to.

If you want to help pay for Shopping News, your carrier will collect ten cent each month.

The carrier will return the stub of your receipt to Shopping News where it will be put into the next month's weekly drawings for \$25 each.

Drawing will be held each Monday at Shopping News Office.

Winners of each weekly drawing will be announced on Thursday in Shopping News.

Be Sure Your Dime Goes To Your Regular Shopping News Carrier. Be Sure You Get The Official Receipt. Your Shopping News Carrier Has An Official Identification Card—Ask To See It.

YOUR SHOPPING NEWS CARRIER WILL CALL AT YOUR HOME DURING JUNE

FIRST DRAWING (From June Receipt Stubs) MONDAY, JULY 5th AND EVERY MONDAY THEREAFTER

At
LAN'S
sure to get your
with in Point Values
tion of "unrationed"

E MEATS
VARIETY OF
H FRUIT
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r. Bartlett
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Y
ONLY!
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OT \$170
R HALL
No Hook-Ups
WORTH 25c
For You
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For Friend
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CLUB
HOUSE
257
HAWLEY ST.
9
4⁰⁰
10
oth \$6
MISSION—25c
—Total—28c

928
offerson Ave.
ear Plymouth
DS \$9
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ors) ... \$50
... \$85

ONLY!
D \$10
... \$50
... \$25
... \$90
OR SPECIAL
MORE JACKPOTS
N. 50c (TAX 4c)
C SPECIALS 50c
ITE 20c (TAX 3c)

PLAY SAFE
PLACE YOUR FILL IN ORDER NOW
COAL COKE
FAMOUS READING D & H ANTHRACITE SOLVAY ERNEST
MARSHALL'S Coal And Coke Co. 8 Canary St.—Glen 109

REAL WITH VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!
Repair Your Vacuum Cleaner NOW
Government Restrictions Now Make It Imperative for You to Take Good Care of Your Vacuum Cleaner. Co-operate for Victory. Fix 'em up! Make 'em do! Check this PENN SPECIAL!
One Full Year Guarantee!
All This at One Low Price
★ NEW BAG
★ NEW BRUSH
★ NEW CORD
★ NEW MOTOR BRUSHES
★ Cleaning of Motor
★ Alignment of Fan
★ Complete Oiling
★ Complete Greasing
★ General Tightening
Expert Mechanics
FREE CALL and DELIVERY
Parts for All Make Cleaners
PENN VACUUM STORES
30 SOUTH AVENUE - STONE 6747
OPEN 'TIL 7 P. M. MONDAYS and THURSDAYS 'TIL 9
ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Pete Hagen's
READY-TO-SERVE COCKTAILS
... to everyone's taste
...at a moment's notice—simply keep them chilled in your refrigerator... Just pour, decorate, and serve... Add no ice. No mess, no waste... Ideal for home service.
MANHATTAN - DRY MARTINI
SIDE CAR - DAQUIRI
OLD FASHIONED
All bottled at 43 proof
1.89 full fifth
AT NEIGHBORHOOD LIQUOR STORES
Popper Morson Co., Rockefeller Center, New York
Time-Honored Quality Since 1897

Paint Protects Property
Special LINOLEUM OFFER
From our large selection of patterns, all colors through to black, it is still possible to modernize that kitchen floor with...
ANY ROOM SIZE UP TO 9x12 COMPLETE WITH LABOR AND MATERIALS
ARMSTRONG INLAID LINO FLOR \$18.75
VENETIAN BLINDS
And a charm that fits other window sizes...
SEE THESE CUSTOM MADE VENETIAN BLINDS
HIGH QUALITY WOOD CONSTRUCTION **42c** per sq. ft.
WASHABLE WINDOW SHADES
Selection of colors, new roller included.
Size 6 ft. x 36 inches.
WITHOUT ROLLER **39c**
Lucas PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

MEMORIAL DAY
Specials
IMPORTED DISTILLED DRY **GIN \$3.29** FIFTH 85 PROOF
AMERICAN VERMOUTH 15/16 Qt. Sweet or Dry **\$1.13**
IMPORTED VIRGIN ISLANDS **RUM \$2.70** FIFTH 84 PROOF
COOK'S IMPERIAL WINES **\$1.00** fifth
6 YEARS OLD Reynolds Old Post Tavern **APPLE BRANDY \$3.30** FULL QUART
PETE HAGEN'S COCKTAILS
Just Chill And Serve
Manhattan, Daiquiri, Old Fashioned, Side Car, Dry Martini **\$1.89** FIFTH

4 YRS. OLD—100 PROOF RYE WHISKEY \$3.95 FULL QUART
WE STILL HAVE Fairly Complete Stocks of Most Nationally Known Brands. Quantities Are in Many Instances Limited. Ask About Our Split Case—Let Arrangement.
NEW HOURS
Due to present war conditions our new store-hour policy will be
Mon. thru Fri. 9 to 9 Sat. 9 A.M. to 10 P.M.
BERGHASH
124 CLINTON AVE. S.
Main 786
FREE PARKING OPPOSITE STORE

CHAMPION KNITWEAR CO., INC.
71 ST. PAUL ST.
Open Tuesday 12 Noon Til 9 P. M.
SALE!
LETTES AT CHAMPION'S
Get Out in the Open in **SPORT SHIRTS \$1.54**
Put a \$1.54 ticket on these shirts to win first place for smart, cool comfort this summer! They're your best bet for active and spectator sports... for working in your Victory Garden... for just plain loafing in your own back-yard! Choose from a breezy array of broadcloths and cottons.
Champion KNITWEAR CO. 171 ST. PAUL ST.
Half Hour Parking for Customers—Strand Parking Station

SAVE at DAW'S CUT-RATE DRUGS
SALE ENDS MONDAY NIGHT
Right Reserved To Limit Quantities

DECORATION DAY SPECIALS
★ DAW'S COUPON ★
CASTOR OIL 6c 2-oz. Size
GRIFFIN'S SHOE WHITE 19c Large 25c Size
COLGATE'S Tooth Powder 21c Large Size
PARSON'S AMMONIA 19c Full Quart
COCONUT OIL OR TAR SHAMPOO 19c Large 50c Size (Limit of 2)
DAW'S COUPON WAXED SANDWICH BAGS 8c PKG. OF 40 (Limit of 2)
LIQUID HOSE 69c 6-oz. Size
NOLYN—THE MODERN SUBSTITUTE FOR THE SHEEREST SILK HOSE
Here's the perfect solution to the stocking problem... A new kind of "bottled" stocking in a perfect EMULSION. It's EASY to apply—goes on smoothly, speedily, without streaking or caking. It fits evenly and beautifully—hiding little imperfections... NOLYN won't rub off on your clothes or stain—stays put 'til it's washed off.
FOOT MITTS 19c Others to 59c
Wear them with your Liquid Hose. Cool and comfortable. Assorted sizes. Choice of fabrics.

CARBONA SHOE WHITENER 12c Large 25c Size (Limit of 2)
SQUIBB'S MILK OF MAGNESIA TOOTH PASTE 37c 50c Size
GRAPE JUICE 13c (SWEETENED) Pint Bottle
LIFEBUOY SOAP 316c LARGE 10c BARS
CLEANSING TISSUES 213c BOXES OF 200 SHEETS
Chocolate EXLAX 19c Large Size
DOAN'S PILLS 31c 75c Size
BAYER Aspirin 19c 24 Tablets
GEM BLADES 39c SINGLE-EDGE Pkg. of 12
TAR SOAP 7c For Shampoo 15c Cake
LOVALON Hair Rinse 16c 28c Size All Shades

PURE U.S.P. MILK OF MAGNESIA 11c Pint Size
WITCH HAZEL 18c Pint Size
IRONIZED YEAST 48c \$1.00 Size
MOLLE SHAVE CREAM 44c 75c Jar
BRIAR PIPES 59c Superior - grained, selected Briars—made by a well-known manufacturer. Many styles and shapes to choose from. Values up to \$1.99 and more.
CRACKER JACKS 2 for 7c
GRANGER TOBACCO 2 for 13c Reg. 10c Pkgs.

SAVE YOUR WOOLENS!
with **Expello No. 4** in your **ELECTROLUX** Cleaner
Large size crystals, specially made for your Electrolux Cleaner. Smaller crystals for all other types of vacuum cleaners. Directions for use on each can. SAVE MONEY WITH LARGER SIZES
HINKLE PILLS 7c Bottle of 100
GRANGER TOBACCO 2 for 13c Reg. 10c Pkgs.
Expello No. 4 1-lb. Size 69c, 2 1/2-lb. Size \$1.39

VITAMINS + MINERALS... "3 OUT OF 4 NEED MORE"
GIVE THE WHOLE FAMILY Vimms 49c Reg. Size (Large Economy Size \$1.69)
VITAMINS - 3 MINERALS AT TREMENDOUS SAVINGS

BUY WAR BONDS
SUPER VALUES
PLUG FUSES 3 for 8c
TEK Tooth Brush, 50c Value **29c**
CLOTHES PINS 7c
Box of 30 WAX PAPER 29c
13 1/2 Ft. Rolls **2 for 29c**
LARVEN Moth Spray, Pint Size **79c**
WATER GLASS Egg Preserve, Pint Can **13c**
ONE-A-DAY VITAMIN A and D TABLETS
BOX OF 30 **49c**
Bottle of 90 **\$1.17**
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. Fibrous proctecting film over sore area, helps destroy infectious germs. Aids Nature's healing power, broken tissue. No oil—no grease to stain clothing. Sold on money back guarantee. Get this modern relief today—ask for **PROLARMON RECTAL**
PROTECT HANDS WITH Hand Saver PROTECTIVE CREAM
WAR WORKERS... Protect hands against grease and grime with this new, marvelous protective cream. Forms an invisible glove to guard your skin. 1¢ per application. Reg. 9c
79c for a 1 lb. Jar

That first thrill! You flavor, or shanter AMERICA
Large 1 Limit
25c Bottl Limit
Box of 26c V Lim
2-oz. Rec. Limit
Lax 25c
Pot
Iron
Dr. B.
CI
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60c Star

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day, May 27, 1943

The Rochester Sun

SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave. S. Rochester, N. Y. Distributed free to 75,200 homes in Rochester, Greece, Brighton and Irondequoit. Mail subscriptions \$1.50 a year in advance (within Rochester city limits). Outside city, \$2.00 per year.

SIXTH YEAR—No. 38 ROCHESTER, N. Y., THURSDAY, JUNE 3, 1943 PHONE, STONE 6000

MILEAGE CUT ORDERED BY ODT SCRAMBLES OVERTAXED CITY TRANSPORTATION FACILITIES

ODT Appeal Planned By Bus Officials

Public transportation facilities were taking a severe beating this week as the Rochester Transit Corporation began operation under a 20 percent mileage cut, ordered by the Office of Defense.

But, hearing the brunt of the beating was, as usual, Mr. Mrs. and Miss John Q. Public.

The OPA says you can't drive your car. The ODT says you've got cut down on the buses. The PSC says you can't let more than 50 per cent of your seating capacity ride as standees. And the WPB says cut down on absenteeism if you want to keep production up.

The public says—nuts! So it looks like "planned economy" was coming apart at the seams as far as the local transportation problem is concerned.

War Biamed Of course, as good old General Sherman once said, war is no Sunday-school picnic, or words to that effect. But he certainly would say it with a great deal more conviction if he were one of the downtown corner standees around 8 a. m. or 8-p. m.

Mail To Shopping News— 93 Clinton Ave. S. (4) Rochester, N. Y.

Regional Office, ODT New York City Gentlemen:

I respectfully urge to reconsider your order cutting bus transportation by 20 percent in Rochester. Buses are our only form of public transportation and with the gasoline cuts made to individual cars we need more bus transportation rather than less.

Your sincere reconsideration will be appreciated by Rochester war workers, shoppers and all the rest of the bus-riding public.

Name _____ Address _____

Rochester is unique among larger cities of the country in that buses are the only form of public transportation. Electric trolleys were thrown on the city scrap heap several years ago. And in cities where trolleys still operate, the 20 percent bus mileage cut makes some sense. You can always put on more trolleys. But not in Rochester.

Here, you ride the bus, or you stay home. And that is the fear of many war production plant managers. They are afraid that absenteeism will rise sharply as workers try in vain to board the overcrowded buses.

Official To Appeal Harold S. W. McFarlin, local War Transportation Coordinator, has planned a trip to the regional office of ODT in New York City to lay the case

Shopping News Announces New Distribution Plan

A new plan for distribution of Shopping News to be inaugurated this week offers readers an opportunity to win a cash prize of \$25.00 each week, and at the same time gives Shopping News carriers an opportunity to add to their weekly earnings.

"Eve's Apple" Theme Of Sunday Movie At Museum

A screen adventure, based on the history of the "love apple" will be shown Sunday at Bausch Hall of the Rochester Museum of Arts and Sciences. "Ever Since Eden" carries the audience from ancient times across two continents and through countless years of historical progress up to today's great achievements in science and agriculture.

The once scorned "love apple" first discovered in the jungle lands of the Incas by Cortez, takes its place as one of man's favorite foods as the tomato, now a prized product from the gardens of the world. This dramatic narrative is enacted by a cast of Hollywood favorites, wearing beautiful period costumes in its historic scenes.

The second film listed, which is in full color, is "Fiesta of the Hills." The film gives an idea of the importance of religion in the lives of the Mexican people.

Shopping News Cruise Includes Montreal Visit

Not only is Montreal the largest city in all Canada, it is one of the most interesting in the entire British Empire. For here the old world meets the new and the two intermingle so smoothly, the city is a true representative of two world empires—the British and the French.

The atmosphere is surely peacetime continental. Smart French and British shops line Ste. Catherine St., the Fifth Avenue of Montreal. British customs predominate. Yet, several daily papers are printed wholly or partially in French. For much of the population is pioneer French stock.

Montreal is an old city, as American cities go. First settled by French missionaries, Montreal was later settled by the British who finally gained all of Canada for the Empire. Many interesting relics of earlier days are standing in and near the city.

Members of the Sun party cruise to Montreal and Quebec, will stop over in Montreal for an entire day and evening of sightseeing. The party will remain for the night in the Mount Royal Hotel, one of the largest hostels in the entire British Empire. Deluxe meals in the hotel's main dining room will be served during the party's Montreal stay.

But Montreal is only a part of the cruise arranged for readers of this paper by Shopping News Travel Department. The cruise party, leaving by Steamship Kingdom on Wednesday, July 7, will visit the 1000 Islands, Montreal, Quebec and the Shrine of Ste. Anne de Beaupre (known as the American Lourdes). The party will return to Rochester Sunday evening, July 11.

All expenses, including transportation by lake and river steamers, trains and electric trolleys, staterooms, hotel accommodations, meals and shipboard entertainment, transfers from boat to hotel and return, and even tips are included in

Amusements

LOEWS Now Playing—"THE HUMAN COMEDY" with Mickey Rooney and Frank Morgan; plus "AND SHE HAS WHAT IT TAKES" with Jinx Falkenberg. END BIG WEEK here.

LITTLE Kenny Baker in Gilbert & Sullivan's "MIKADO" NOW PLAYING

RIVIERA "FLIGHT FOR FREEDOM", Rosalind Russell, Fred MacMurray; "RHYTHM OF THE ISLANDS", Jane Frazee and Alan Jones. SUN, THRU TUES.

DIXIE "THE DESPERADOES", Randolph Scott and Glenn Ford; "TAHITI HONEY", Simone Simon and Dennis O'Keefe. SUN, THRU TUES.

STATE LIBERTY "AIR FORCE", John Garfield and Harry Carey; "HE'S MY GUY", Jean Davis. SUN, THRU TUES.

MADISON-MONROE "HIT PARADE OF 1943", John Carroll and Susan Hayward; "THE HARD WAY", Ida Lupino and Dennis Morgan. SUN, THRU TUES.

CAMEO WEST END "IMMORTAL SERGEANT", Henry Fonda and Maureen O'Hara; "THREE HEARTS FOR JULIA", Ann Sothern and Melynda Douglas. SUN, THRU TUES.

PALACE Errol Flynn, Anne Sheridan in "EDGE OF DARKNESS"; plus "CINDERELLA SWINGS IT", Guy Kibbee, Gloria Warren. NOW PLAYING

CENTURY Ann Corio in "SARONG GIRL", plus "ONE OF OUR AIRCRAFT IS MISSING", 1000 Thrills with the E. A. F. NOW PLAYING

REGENT Pat O'Brien, Randolph Scott in "BOMBARDIER"; plus Lois Andrews in "DIXIE DUGAN", March of Time's Show Business at War. NOW PLAYING

TEMPLE Peter Lorre in "M" The Kidnapper; plus "CITY OF LOST SOULS", with George Hayes. NOW PLAYING

CAPITOL Maria Montez, Jon Hall, Sabu in "WHITE SAVAGE" in technicolor; plus "CORREGIDOR" with Elisa Landi, Otto Kruger, Donald Woods. NOW PLAYING

ARNETT Ann Sothern in "3 Hearts for Julia"; "Silver Queen" with Priscilla Lane and George Brent. SUN, MON., TUES.

HUDSON "ROAD TO MOROCCO", with Bob Hope, Bing Crosby and Dorothy Lamour; "SEVEN MILES FROM ALCATRAZ", with James Craig and Bonita Granville. SUN., MON.

REXY "PALM BEACH STORY", with Claudette Colbert and Joel McCrea; "THE GLASS KEY", with Alan Ladd and Veronica Lake. SUN, THRU TUES.

Champion KNITWEAR CO. 171 ST. PAUL ST. Half Hour Parking for Customers—Strand Parking Station

B'S ESIA STE 7c

PURE CONCORD

SOAP 16c

ING ES 3c

ate EXLAX 19c

AN'S ILLS 31c

R Aspirin 19c

EM ADES 39c

SOAP 7c

VALON Rinse 16c

Give "DAD" your Portrait FATHER'S DAY SUNDAY, JUNE 20th



12 PROOFS SUBMITTED a feature of Our CINEMA ACTION CAMERA

Our Special Offer ---

4 PORTTRAITS

3 Cabinet Size and a Lovely Miniature for Dad's Wallet. \$3.95 Regularly \$5.95

Edwards Now Use the KODATRON SPEED LAMP Eastman Kodak's Newest Photographic Equipment

Edwards

PHOTO STUDIO In the Green Room



USED SEWING MACHINES WANTED AT ONCE!

No sewing machine should be idle during the present emergency. If you have a machine, telephone the Singer Sewing Machine Co. today. It will mean ready cash to you... a needed machine to someone who otherwise would have to do without.

PHONE STONE 7007

our representative will call at your home to make an appraisal OR CALL AT

SINGER SEWING MACHINES CO. SINGER BUILDING 47 EAST AVENUE

CALL TODAY—DON'T DELAY

AT CHAMPIONS CLASSIFIED — "VERY ESSENTIAL" FOR A COOL COMFORTABLE SUMMER

POLO SHIRTS

Are you working long hours? If so when you get home slip into one of our guaranteed cool and comfortable sport shirts made of lightweight, breezy cotton and rayon materials. Buy several

\$1.54 TO \$3.69

SLACK SUITS

All ready to put on at a welcome change from warm business suits or work clothes, these smart, snappy leisure suits. A peppy variety to choose from.

\$2.95 TO \$8.49

SPORT SLACKS

Make your own smart concoctions. A polo shirt — a smart pair of these slacks. Mix well and you have what it takes to keep cool.

\$3.98 TO \$6.49

Men's Wool or Lastex SWIM TRUNKS \$1.49 Up To \$4.10

Champion KNITWEAR CO. 171 ST. PAUL ST. Half Hour Parking for Customers—Strand Parking Station

T SHIRTS Navy Rejects 29c ea. 4 for \$1 SECONDS 39c each

FROM THE BRITISH
Baking factory girls find that a mixture of iodine and salt will cleanse the hands no matter how dirty they be. The solution is to be used, discovered by a colorless nail polish and buttons and shoe shining for days.

VITAMIN ENRICHED
Rochester can be certain of vitamin-enriched flour war working families has placed thiamine (Vitamin B1) and niacin (Vitamin B3) under control so that there is enough of these vitamin-enriching bread, flour

BIG 5c WORTH

In This Sunday's Issue
A Remarkable Color Photo of
One of Your Favorite Stars BARBARA STANWYCK
Also the Inside Story of
Jackie Coogan's Latest Romance

GET THE HABIT
Read the New York
SUNDAY MIRROR

Bausch & Lomb World Fair Exhibit Installed at Museum

A gigantic model microscope, largest in the world, is now installed at Bausch Hall of the Rochester Museum of Arts and Sciences on East Ave. This huge model was accurately built to scale for Bausch & Lomb to display at the New York World's Fair, at a cost of \$5,000.

The microscope stands 12 feet high, with a heavy base, 7 feet long. Each part is in proportion, the triple nose piece, the adjustable stage, sub-stage condenser, Vernier adjustment and reflecting mirror.

Hibernians To Entertain Servicemen At Dance

Servicemen stationed in the Rochester area will be guests of the Ancient Order of Hibernians at a dance to be given in the Madison Ballroom, on Genesee St. Saturday, June 12. Music for modern dances will be furnished by Freddy Grossman and his orchestra, while music for Irish dances will be played by Eleanor Murphy and Owenie McHugh.

Miss Mary Forrestal is chairman, assisted by a large committee.

Rochesterians Named Prize Winners In Soap Maker's Contest

Two Rochester housewives have been awarded prizes in a recent Swan soap "Favorite Use" contest sponsored by Lever Bros.

Mrs. Marjorie L. Abbey, 59 Collingsworth Dr. and Mrs. K. E. Belkireh, 332 Hazelwood Ter., were sixth place winners, according to the company's announcement.

We offer the dicker variety of with a soft bow at the chin — comes in a variety of lovely shades.

Here's Good News

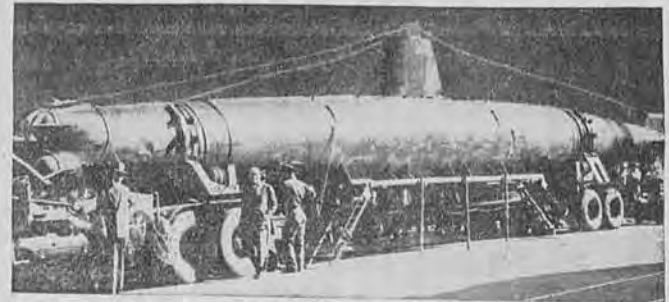
Next fall may seem a long time away, but it's good news anyway that women's, girls' and children's "outer-wear" should be available in the same price lines as last year. OPA advised retailers not to stock up higher price lines than they've been accustomed to carrying, since dresses, suits, blouses, skirts and coats "must be available in the same price lines as in the past." One less worry!

An olive green shirtwaist dress long enduring charm is fashioned of rayon gabardine with a pipelin belt and a diagonal surplice. Darn becoming.



SEE THE JAP Suicide Sub

(INSIDE AND OUT)



CAPTURED AT PEARL HARBOR

Here **TUESDAY JUNE 8th**
FROM NOON 'TIL MIDNIGHT

ON

MAIN STREET E. opposite STONE STREET

Here's an opportunity you get only once in a lifetime! After you've seen this dramatic, man-driven torpedo, you wouldn't take a Hundred Dollars for the experience! Your current war bond purchase at any downtown store entitle you to see the 'whole show'! (Area will be roped off).

THRILLS, MUSIC, ENTERTAINMENT

You and your family will want to see this strange ship sent on a suicide mission against our Navy at Pearl Harbor. You'll want to participate to the fullest extent by investing extra War Savings Stamps and Bonds in this "Torpedoes for Tojo" campaign. And you'll want to enjoy the music and entertainment to be provided at the Sub, whose tour of the United States, starting at San Francisco last Navy Day, is for the sole purpose of stimulating War Savings. You'll be seeing something you never saw before and may never be able to see again in your life: a captured Japanese submarine on dry land. And you'll be helping to make sure that there will be no more Japanese submarines sneaking into our harbors over again.

This announcement in the interest of Bonds and Stamps sponsored by

McCURDY & CO., PROJANSKY,
SIBLEY, LINDSAY & CURR CO.,
SEARS-ROEBUCK, LINCOLN STORES,
MANSON NEWS,
DAW DRUG STORES



Sibley, Lindsay & Curr Co.

Yes! We Are Having
Our Annual

JUNE SALE of CHINA and GLASS

Dozens of Grand Values on Things Every Table Needs!



20-Pc. SET of "PETIT POINT"
Service for 4! Open-Stock Would Be \$3.92

2.99

A gay, red-bordered pattern that looks like petit point. Pretty on your table . . . pretty soft on your purse, at this sensationally low Sibley Sale price! 4 each of plates, cups, saucers, bread-and-butters and fruit dishes.



"LAUREL WREATH" TUMBLERS

Regularly 89c a Dozen! Stock Up At Only

66c Dozen

Less than 6c apiece for bright, sparkling cut crystal tumblers—the kind every home uses day in, day out! Generous size, 10-ounce, for table use, the children's milk, and cooling summer drinks.

PHONE ORDERS TO STONE 6500
CHINA AND GLASSWARE, FOURTH FLOOR

RACK DRINK SET 99c

Regularly \$1.25! Decorative white wire rack holding 8 brightly-flowered tall glasses for summer hospitality.



"SYLVAN" STEMWARE 27c

Regularly 35c! Graceful crystal stemware: goblets, tall sherbets, low sherbets, cocktail glasses, fruit juice glasses.



PEAR RELISH SET 1.09

Regularly \$1.79! Big, shining crystal plate, holding 6 individual crystal pear-shaped dishes for relishes, salads, desserts.



TALL TUMBLERS 8 for 88c

Regularly 15c each! Smartly shaped crystal tumblers with rounded, heavy bottoms. Save 32c on every 8 you buy!



COOKIE JARS 1.66

Regularly \$2.00! Big, conical cookie jars, almost 12 inches tall, in the shape of fat chefs. Yellow, green, blue.



PH'S
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19.95
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KOLINSKY & MINK
SCARFS!
NOW at the season's lowest prices. You'll save some real money on a new Fur Coat now! A small deposit holds any garment on our Lay Away Plan.
CLIFFORD FUR CO.
1283 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

VENUS REBEKAHS I. O. O. F. Temple, 11 Clinton
Venus Rebekah Lodge will Ave. N., with Elsie Fien, pre-meet next Thursday, at the siding.

WE WHO LOVE AGAIN—A Complete Novel
The story of Molly and Tom and how they got married. Life was glorious until—Read this enchanting story of young love.
JIM WON'T BE HOME 'TIL SATURDAY
The tale of Edith Donnelly who made a mistake common to women in love. She kept waiting for herself and everything from her husband. Another Washington newsletter, your guide to daily spring style and beauty articles, sparkling fiction and homemaking help.
15c JUNE ISSUE **MCCALL'S** NOW ON SALE 15c
THREE MAGAZINES IN ONE

14th Ward Women Republicans
June meeting of the 14th Ward Women's Republican Club will be held next Tuesday at the Erie Social Club on Clinton Ave. S.

FRESH FROZEN Horse Meat
Veterinary Inspected
Dressed in N. Y. State Licensed Slaughter House
No Ration Points
GROUND HAMBURG 20c lb.
Baked Meat Loaf for Dogs or Baked Meat and Fish Loaf for Cats 25c lb.
Also, complete line of **STURDY** dog foods, meat and kibbles
SUPER DOG & CAT MEAT BAR
351 COURT ST.
Between Chestnut and Broadway
Park Ave. Bus-Open 10 a.m. 7:30 p.m.

POINT SAVING SPRAY
1-lb. 25c
5 Point
3-lb. 69c
15 Points
WARTIME THRIFT TIP
Give more of your washables LUX care to last longer!
Reg. 10c
Lge. 24c
Lux Toilet Soap, 2 for 15c
Lifebuoy Soap 2 for 15c
Rinsol reg. 10c—lge. 23c
Gold Dust reg. 10c—lge. 18c
Fairy Soap 5c
Swan Soap reg. 2 for 15c; lge. 10c
AMERICAN ECONOMY STORES

Let Good Taste be Your Guide
today's GENESEE

GET ACQUAINTED WITH YOUR SHOPPING NEWS CARRIER

FILL OUT COUPON BELOW

SOMEONE IS GOING TO WIN \$25.00 EVERY WEEK

IT MAY BE YOU!

It will pay you to get acquainted with your Shopping News Carrier because he can help you to share in the cash prizes offered by Shopping News to paid subscribers.

Your Shopping News Carrier will call at your home and ask you to pay 10 cents a month for Shopping News. You will get your copy of the paper regularly every Thursday whether you pay him or not... it's entirely up to you. If you do pay him, you may win \$25.00 a week for a month. Because Shopping News will hold a drawing each week and award the winner \$25.00. Names of all paid subscribers will be eligible for the drawings for a full month. Winners will be announced in Shopping News each week. Your carrier will collect from you during June. First drawing will be held on Monday, July 5. June subscribers will be eligible for all July drawings.

HERE IS THE PLAN

- Your Shopping News carrier will stop at your home once each month.
- If you wish, you may pay him 10 cents for delivery of Shopping News to your home for a month.
- If you pay him, he will give you a receipt and ask for your name and address which he will write on the receipt stub.
- He will turn in your receipt stub at Shopping News office at the end of each month.
- Your stub will go into all drawings during the following month (June receipts good for July drawings; July receipts good for August drawings, etc.)
- All drawings will be held at Shopping News—once every Monday.
- Winner of each weekly drawing will be announced in the following Thursday issue of Shopping News, and will receive \$25.00 in cash.
- You may pay your carrier one month and skip the next. You do not have to "sign up" for Shopping News for any specific period. Your payment is entirely voluntary. You'll get the paper just the same even if you don't ever pay anything.
- Most of your time will stay in your carrier's pocket. The balance will be used to pay weekly winners and help defray added publishing and production costs.
- In addition to the weekly winner, the Shopping News carrier on whose route the winner lives will receive \$5.00 in cash, in addition to the other money he earns.

YOUR SHOPPING NEWS CARRIER WILL CALL AT YOUR HOME EACH MONTH — STARTING NEXT WEEK

Make Sure Your Carrier Calls On You! Fill Out This Coupon and Mail to Shopping News, 93 Clinton Avenue S.

Circulation Dep't
Shopping News
93 Clinton Ave. S.
Rochester, N. Y.

YES, I want my Shopping News Carrier to stop at my home during June. I want to pay him 10 cents for regular delivery. I understand that I will receive the paper regularly whether or not I pay the 10 cents to my carrier.

NAME
ADDRESS

DAW'S DRUGS
SALE ENDS MONDAY NIGHT
Right Reserved to Limit Quantities

DAW'S COUPON
WOODBURY'S TOOTH PASTE
LARGE 25c SIZE
Please bring an old tube of any type in exchange.
(Limit 1)
13c

DAW'S COUPON
OVAL OR TUFTED TOOTH BRUSHES
25c Value
2 for 25c
(Limit of 4)

DAW'S COUPON
SWEETHEART SOAP
Large 10c Size
3 Bars for 14c
(Limit of 3)

DAW'S COUPON
BLADES SINGLE-EDGE
Packs of 4
2 Pkgs. For 11c
(Limit of 4)

GILLETTE SHAVE CREAM
You'll like this Gillette shave cream. It's kind to your skin. It's fine and natural, and softens the beard for a quick comfortable shave.
GIANT SIZE 33c

Rectal Soreness
Get Relief Now 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, aids Nature's heal up raw, broken tissues. No oil—no grease to stain clothing. Hold on money back guarantee. Get this modern relief today... ask for **PROLARMON RECTAL**

GET THAT VIMMS FEELING!
Vimms
6 VITAMINS 3 MINERALS
all in one tasty tablet!
VITAMINS A, B, B₂, P, C, D and CALCIUM, PHOSPHORUS and IRON

THERE'S A DAW'S STORE ON, OR NEAR, EVERY BUS LINE

SUPER VALUES
GRIFFIN'S Shoe White, Large 25c Size 19c
4-WAY Cold Tablets, 25c Box 17c
RESINOL Ointment, 60c Size 32c
NOXZEMA Cream, 25c Size 19c
PREP For Shaving, 35c Size 17c
COLLYRIUM Eye Wash, 7c Size 59c
MARCHANT'S Wash, 50c Size 39c
LARVEX Moth Spray, Pint 79c
FITCH'S Hair Oil, Reg. Size 8c
HAY RUM After Shave, 50c Pint 24c
BLADES Double-Edge, Pkg. of 8 6c
SCHICK BLADES Injector, Pkg. of 20 69c

FLOWER CITY GRASS SEED
FLOWER CITY Grass Seed is prepared especially for Rochester soil and climate. Kentucky Blue Grass, Red Top, Rye, etc... is your assurance of a beautiful, luxurious lawn!
1-Lb. Bag 5-Lb. \$1.19
27c Bag... \$2.19
10-Lb. Bag... \$2.19
TESTED MARCH, 1943

SEEDS
For a VITAMIN-filled garden this summer, plant a variety of easy-to-grow, nutritious vegetables. DAW'S have a large assortment of CROSSMAN'S famous vegetable and flower seeds.
5c-10c Per Pkg.

WAR WORKERS PROTECT YOUR HANDS
Use... **Hand-Saver** PROTECTIVE CREAM
Forms an invisible glove and guards the skin against contact with dirt, grime, grease, oil, etc. Rub it on as you start to work. Dries instantly. Not sticky. Wash it off as you finish work, and all the dirt and grime goes with it.
REG. SIZE 25c

NEW Tablet DYE
Ends SPOTS & STREAKS
30 New Fashion-right Colors—and an ECRU Certain tint that's "the last word!"
DYE-ANA
TINT and DYE TABLETS
10c 3 for 25c

FALSE TEETH
FIT LIKE NEW! At least One application cushion plastic makes loose plates fit comfortably for weeks. New powder—set a false! Lasts much longer. Economical! Every enthusiastic. Get Dentur-Eze today. Handle size 59c. Large size tube only 89c.
DENTUR-EZE MONEY-BACK GUARANTEE!

LUNCH BAGS
For War Workers and School Children
9c Pkg. of 36
Full-size paper bags made especially for carrying your lunch to work or school. Clean—Sanitary—Disposable. Package of 36 bags... only 9c.

Scot Tissue
1,000 Sheets in Each Roll
3 ROLLS FOR 17c

UNION LEADER TOBACCO
Reg. 10c Pkgs. **6c**

ISOPROPYL RUBBING ALCOHOL
Pint Size **16c**

PAPER TOWELS
ROLLS OF 150 SHEETS
2 rolls 15c

BAB-O CLEANSER
Large 14-Oz. Size **9c**

ASPIRIN TABLETS
5 Grain Pkg. of 100 **12c**

FITCH'S SHAMPOO
75c Size **59c**

TINCT. GREEN SOAP
Pint Size **33c**

EPSOM SALTS
5-Lb. Box **17c**

BLACK FLAG
Quart Size **33c**

FITCH'S AFTERSHAVE TALC.
25c Size **9c**

ODT Scramble . . .
(Continued from page 1)

their working day is done. If you've been one of the thousands who have waited an hour or more for a bus you are fully aware of this.

No one in Rochester wants to hinder the war effort. No one wants to steal gasoline from the soldiers at the front. But Rochesterians wouldn't feel that they were hampering the war effort if some of the extra gas allowed western states were transferred to Rochester buses. In other words, let's not bite our nose to spite our face. If the soldiers need gasoline, they also need the vehicles and equipment in which to use the gasoline. And Rochester war plants are working 24 hours a day turning out that equipment.

Walking Is Alternative

Of course, ODT officials may feel that Rochester war workers

should maintain the "body beautiful" by walking to and from their work. But any worker will tell you that after eight hours at a bench, tired legs rebel at carrying a worker home. But obviously, a man who sits at a desk all day, like say for instance, an ODT official, wouldn't know too much about walking.

Mail the Coupon

So, if you'd like a reasonable chance at a seat, or even a spot of standing room on a bus, clip out the coupon and mail it now. Be sure it is addressed to Shopping News, 93 Clinton Ave. S. (4) Rochester, N. Y. A large batch of coupons on the ODT desk will speak much more eloquently than words.

Note to the Public Service Commission:

Rochester drivers and starters alike have unofficially "repealed" your rule about standees. Buses this week are jam packed to the doors. Better to

jam than stand on the corner is the consensus of the riding public. Or doesn't their opinion matter?

Eastern Star Order To Observe Past Matrons, Patrons Night

Germania Chapter, O. E. S., will meet next Monday and observe Past Matrons and Past Patrons night. Dinner will be served in Star dining room from 5 until 7 o'clock. Erna Taylor is general chairman.

After the dinner, business sessions will be held in Room A, with Worthy Matron Anna Betlem and Worthy Patron Richard Betlem Sr., presiding. Officers will please wear formal attire.

Cut several stalks of celery at a time—for soups or salads. Cut horizontally—it will go rapidly.

GOLDEN CHAIN CLUB
Leila Francis Phillips Golden Chain Club will meet for dinner next Monday in Star dining room, Masonic Temple at 6 P. M. Marge Slack will be hostess. The club will then go to the I. O. O. F. Temple, for transfer of regalia at Leah Lodge.

TROPIC COAL \$12.70
Egg—Stove—Nut . . . Anthracite
Rochester & Pittsburgh Coal Co.
Lincoln-Alliance Bank Bldg. Stone 7080

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. Berk
Theodore E. Tolson, Jr. & Alfred B. Tolson

AT RADIO CITY

GET SPRY THE POINT SAVER
1 lb. 26c 3 lb. 75c
5 Points 15 Points

GET THE FREE NEW SWAN BABY PICTURE
MAIL POST CARD TO BOX 99 NEW YORK, N. Y.
Reg. 7c Lg. 11c

NEW RINSO
GETS OUT MORE DIRT
sm. 10c, lg. 24c

Lifeguard Soap . . . 2 for 15c
Lux Flakes . . . sm. 10c—lg. 24c
Lux Toilet Soap . . . 2 for 15c
Fairy Soap 5c
Gold Dust Powder . . . lg. 19c
Gold Dust Cleanser . . . 2 for 11c

CRITCO STORES
Ph. MAIN 224 for nearest dealer

**n Your Home -
EL BILLS**



**INSULATION
BY ITSELF**

YOU TO READ THIS:

many a doctor bill because I'm and more healthful, even in both summer and winter. Winter? Wouldn't you like to start from now on? How many wouldn't you like to cut down

pay for itself—but it has can install it—you yourself to handle. It's economical—comes in three efficient thicknesses—KIMSUL — the



Merchant Listed Below

- Vande Visse & Kildea Lumber Co. Inc.**
503 Lyell Ave. Rochester, N. Y.
GLENWOOD 668
- Standard Builders Supply Co.**
10 Buell Rd. at Chili Ave. Rochester, N. Y.
GENESEE 2452
- Metzger & Brayer Co.**
185 Lyell Ave. Rochester, N. Y.
GLENWOOD 421
- H. W. Dean Plumbing Co., Inc.**
170 Hayward Ave. Rochester, N. Y.
CULVER 1896
- Jamison and Schindler Corp.**
1460 Clinton Ave. N. Rochester, N. Y.
GLENWOOD 4272

KIMSUL
INSULATION
for Comfort

NOTICE!

BY ORDER OF THE

Office of Defense Transportation
(O. D. T. WASHINGTON, D. C.)

ALL BUSES

ARE

NOW OPERATING

ON

REDUCED

SCHEDULES

ROCHESTER TRANSIT CORP.

ED
VS
ING
OO
K
DU!
News Carrier
es offered by
e and ask you
will get your
r you pay him
you may win
s will hold a
Names of all
a full month.
week. Your
awing will be
ill be eligible
NEWS
LL AT
MONTH
WEEK
r Calls
Coupon
News,
p at my home
regular delivery,
rly whether or

KOLINSKY & MINK
SCARFS!
NOW at the season's lowest prices. You'll save some real money on a new Fur Coat now! A small deposit holds any garment on our Lay Away Plan.
CLIFFORD FUR CO.
1283 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

VENUS R
VENUS Rebel meet next T
WE WE
The story of M until—Read th
JIM
The tale of Ed love. She kept
Another Wash beauty articles.
15c

POINT SAVING SPRAY
1-lb., 25c
5 Points
3-lb., 69c
15 Points
LUX
Give more of your washable LUX care to last longer!
Reg. 10c
Lg. 24c
Lux Toilet Soap, 2 for 15c
Lifebuoy Soap 2 for 15c
Rinso reg. 10c—lg. 23c
Gold Dust reg. 10c—lg. 18c
Gold Dust Cleanser 2 for 11c
Fairy Soap 5c
Swan Soap reg. 2 for 13c; lg. 10c
AMERICAN ECONOMY STORES

Let G
today

DAW
SALE ENDS MONDAY NIGHT
Right Reserved To Limit Quantities

WOODBURY'S TOOTH PASTE
LARGE 25c SIZE
Please bring an old tube of any type in exchange.
(Limit 1)
13c

TOOTH BRUSHES
25c Value 2 for 25c
(Limit of 4)

SWEETHEART SOAP
Large 10c Size
3 Bars for 14c
(Limit of 3)

BLADES SINGLE-EDGE
2 Pkgs. For 11c
(Limit of 4)

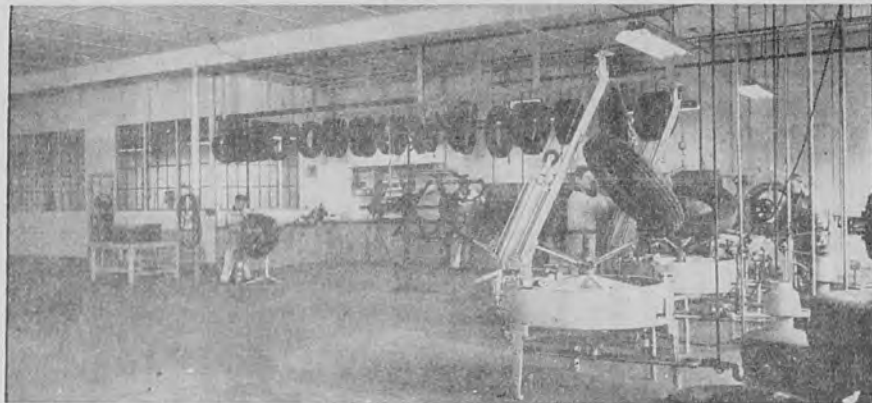
GILLETTE SHAVE CREAM
You'll like this Gillette shave cream. It's kind to your skin. Refined natural oils soften the beard for a quick comfortable shave.
GIANT SIZE 33c

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. All-Natural. Not raw, broken tissues. No oil — no grease to stain clothing. Sold on money back guarantee. Get this modern relief today . . . ask for **PROLARMON RECTAL**

GET THAT VIMMS FEELING!
6VIT all
VITAMINS

HEINRICH TIRE SERVICE

Announces the **OPENING** of



THE MOST MODERN RECAPPING and TIRE MAINTENANCE SERVICE in ALL UPSTATE NEW YORK

HERE'S the last word in tire recapping service — a brand new, completely modern, quality tire recapping plant — set up in conjunction with experts from the Fisk Tire Company to provide the finest possible grade of tire repairing and tire maintenance service.

HERE factory trained men, using factory equipment, methods and materials are ready to build thousands of extra miles into your worn, smooth tires — passenger car or truck models — any size, and make.

YOU can have YOUR tires recapped here now — without rationing certificate or other red tape — because tire recapping is tire conservation for the owner of the tire as well as in the broader aspect of saving rubber and tires for America.



Applying the Camelback — Fisk quality Camelback — to the properly prepared tire on special machine. Fisk factory methods, Fisk quality materials insure perfect finished tire.



Precision buffing machine — only one of its kind in this part of the country — and one of the exclusive operations which insure better quality work at Heinrich's.



Finished recap ready to leave moulding machine. We use new safety type tread — another Heinrich exclusive assuring you extra mileage and no-skid traction.

FISK QUALITY MATERIALS, FISK FACTORY METHODS

and factory trained craftsmen employing the most modern equipment yet developed for recapping, vulcanizing and repairing provide your guarantee of better work. Use this service now and s-t-r-e-t-c-h the mileage on your present good casings—at surprisingly low cost.



HEINRICH TIRE SERVICE

with which is combined **LONG TIRE CO.**

234 LAKE AVE.

Montreal Visit . . .

(Continued from page 1)

the cruise rate of \$59.50, plus \$4.10 tax. This low rate is made possible through the combined efforts of the Canada Steamship Lines and this paper's Travel Department.

In addition to all the other deluxe features, the cruise party will have its own tour director on hand at all times to relieve the vacationists of trouble and worries concerning baggage, connections, and places to visit.

Reservations, which are extremely limited in number, are now being made at the Travel Department of Shopping News, 93 Clinton Ave. S. A deposit will hold reservations until called for.

A free pamphlet describing the cruise itinerary is available for the asking. A telephone call to Stone 6000 will bring one to your home via the mails.

Sweet sandwiches appeal to adults as well as children. Try some made with raisin bread and a mixture of cream cheese and honey, blended smooth.

Come in for **POINT SAVING SPRAY**
1-lb., 25c
5 Points
3-lb., 75c
15 Points
LUX
Give more of your washable LUX care to last longer!
Small 10c
Lg. 24c

Lux Toilet Soap 2 for 15c
Rinso reg. 10c—lg. 23c
Lifebuoy Soap 2 for 15c
Swan Soap reg. 7c—lg. 11c
Fairy Soap 5c
Gold Dust Powder reg. 19c
Gold Dust Cleanser 2 for 11c

AT ALL TRIANGLE STORES

Sibley, Lundy & Carr Co.



REMEMBER DAD!

Dive Dad a gift he will always cherish! Our per-manizing process pre-serves every crease of baby shoes, old or new, leather or cloth. Order now for Father's Day!

Mounted on Ashtray \$2.95

Dependable WATCH REPAIRS

CENTER AISLE A, MAIN FLOOR



Projansky

Furriers for Over a Quarter Century
good sound logic . . . to

STORE YOUR FURS
with **FUR SPECIALISTS**

Dependable, Safe, Cost No More

The Natural Oils will be retained and the Beauty of your precious Furs will be greatly enhanced . . . because our Storage vaults are kept at just the right scientific degree of temperature.

\$3.00 Minimum Charge for Fur Coats

\$1.50 Minimum Charge for Jackets

\$1.50 Minimum Charge for Cloth Coats

REMODEL RESTYLE NOW, at Low Summer Rates

Stone 337

39 EAST AVE.

3, 1943

Rochester Sun, Thursday, June 3, 1943

JUST SAY, "AS ADVERTISED IN SHOPPING NEWS"

PAGE SEVEN



- INSTANT BULAR RALSTON 20c
- QUART BOTTLE MYSTIC FOAM bottle 65c
- 2 1/2 LB. BAG FLOUR GOLD MEDAL bag \$1.25
- CONTINENTAL DEHYDRATED PEA SOUP MIX 3 pkts. 27c
- ECONOMICAL WALDORF TISSUE roll 4c
- KASCO DOG FOOD In Meal or Cube Form 5 lb. Bag 45c 2 1/2 lb. Bag 25c

Distribution Plan . . . (Continued from page 1)

ing June will be valid for all drawings held in July. First drawing will be made on Monday, July 5, and winner announced the following Thursday.

On another page of this paper is a further announcement about the subscription plan. Contained in this announcement is a coupon which may be filled out and returned to Shopping News office. Returning this coupon will insure you of obtaining a June Receipt. And no one will want to miss this opportunity to win \$25.00 in cash. Someone is going to win every week. It can be you. Fill out the coupon in today's announcement.

1ST CHOICE

of millions for simple headache or cold or sinus trouble, 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 20¢, 100, 35¢.

St. Joseph ASPIRIN

Shop Dolan's **TODAY'S BEST FOOD POINT VALUES**

- MEATS
- VEGETABLES
- FRUITS
- GROCERIES

DOLAN'S
600 JEFFERSON AVE.
Cor. Barfield
Telephone Genesee 1417

You Women Who Suffer From HOT FLASHES then CHILLY FEELINGS

If you—like so many women between the ages of 38 and 42—suffer from hot flashes, weak, dizzy, nervous feelings, distress of "irregularities", are blue at times—due to the functional middle age period in a woman's life—try taking Lydia K. Pinkham's Vegetable Compound at once. It's the best known medicine you can buy that's made especially for women.

Pinkham's Compound is famous to relieve such distress. Taken regularly—it helps build up resistance against such annoying symptoms. It also is a fine stomachic tonic.

Thousands upon thousands of women—who and poor alike—have reported benefits, time and again. Lydia Pinkham's Compound has proved some women's simplest days often can be during their "40's". Follow label directions. Worth trying!

The LOWEST OPA Ceiling Prices in This Community

USE No. 24 COFFEE COUPON

SPECIAL BLEND lb. 24c

FAVORITE BLEND lb. 20c

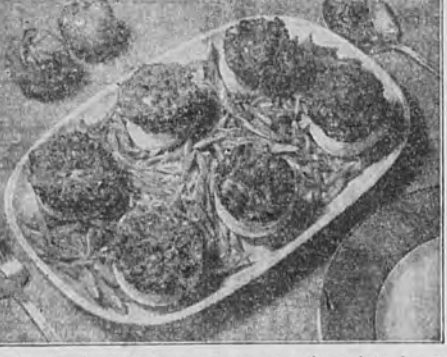
Wegmans Special Blend Coffee is finer flavored, fuller bodied, heavier roasted—gives you more delicious cups per lb.

RATION VALUES

Use	J. K Red	Points	Price
FANCY	RED SALMON	7	can 40c
FANCY	PINK SALMON	7	can 22c
LUNCHEON MEAT	BRUNCH	5	can 35c
Use C. H. J. K. L. M. Blue		Points	Price
46-OZ. CAN	GRAPEFRUIT JCE.	4	can 29c
CAMPBELL'S	VEGETABLE SOUP	4	can 11c
CHICKEN NOODLE	CAMPBELL'S SOUP	4	can 14c

Wegmans
HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

Individual Meat Loaves



that's attractive to look at and easy on ration points. A meat loaf mixture, with the meat well-extended by other ingredients, is baked in muffin tins for individual loaves, which are then served on slices of cooked onion.

For six meat loaves combine three-fourths pound of ground beef, one-half cup bread crumbs, three-fourths cup milk, one egg and one teaspoon salt. Add onion and other seasoning as you like. Bake in custard cups, ramekins, or muffin tins in a moderate oven for 30 minutes. Cook onions whole, slice thickly.

Here's a partly suggestion if you'd like something different and serve topped with small meat loaves. Diamond-cut green beans add the finishing touch to this partly service.

Victory Recipe

- To save Your Meat Ration Points
- BEDDING**
- NEW COTTON mattresses any color \$109 \$4.50. Cotton felt mattresses, \$9.95. Matt springs \$2.00 up. Coil springs \$5.99 up. Metal Beds \$4.00 up. H. P. Palmer, 56 State St.
- WANTED TO BUY**
- L. J. GLASER—Auto dealer, liquidator. Cars, trucks, machinery, commercial stocks bought. Stone 5335.
- REPS, Spring, stoves, Hoods, Dining and Bathroom Sinks. Full line house hold. Phone Mr. Carter, Main 8926.
- OLD PRINTS by N. Currier and Ives. Call Mrs. Moran, Stone 6900.
- WESTERN SADDLE—Good condition—small size, 13 inch seat preferred. Genesee 5157-58 after 6 P. M.
- SWING-SHIFTERS or young housewife. Earn \$1 to \$4 per hour modeling for Rochester. Photographers in your spare time. We train you and locate positions. New class phone for registration, appointment and details. Home-Value Agency 231 East Ave. Stone 2819.

BAKED CABBAGE AND APPLES

- 1 qt. shredded cabbage
2 cups sliced tart apples
2 Tbsp. vinegar
2 Tbsp. butter or margarine
1 cup brown sugar
1 tsp. salt
Few grains pepper
- Grease a baking dish, arrange alternate layers of cabbage and apples in dish.
- Sprinkle salt and pepper over cabbage and sugar over apples. Add vinegar and dot top with fat.
- Cover dish and bake in a moderately hot oven (375 F.) about 30 min. Serves 6.

- WANT ADS -

HELP WANTED

MEN for leather finishing department. Buffing, spraying, general bench work. Hours 7:30 to 3:15. If not engaged a lighter skill on war work apply HICKOCK MANUFACTURING CO., 830 St. Paul St.

MANITOR—Light clean work. Ideal working conditions. Apply HICKOCK MANUFACTURING CO., 830 St. Paul St., 8 A. M. to 8 P. M.

BOYS 17 years or over, for servicing supplies to various departments. Must be strong. Apply HICKOCK MANUFACTURING CO., 830 St. Paul St., 8 A. M. to 8 P. M.

RUGS

FELT-WALK Rouleaux rug. Room size \$125. Heavy weight 9x12 Well-known brands 16.25. Standard weight by the yard \$16. Heavy weight 12x12 ft. worth (floor covered without seam wall to wall) standard weight \$48. a pair. Heavy weight \$96. H. P. Palmer, 56 State St.

HELP-WANTED MALE

MANITOR—Light clean working conditions. Apply HICKOCK MANUFACTURING CO., 830 St. Paul St., 8 A. M. to 8 P. M.

Wasib V. Deverian
ORIENTAL RUGS
—to LOOK BETTER
—to LAST LONGER
Need Cleaning & Repairing

PHONE STONE 3484 . . . 258 EAST AVE.

Paint Protects Property

Special LINOLEUM OFFER

From our large selection of patterns also choose through the back 30 lb. roll is possible to moderate that kitchen floor with

ARMSTRONG INLAID LINO FLOR \$18.75

ANY ROOM SIZE UP TO 9x12 COMPLETE WITH LABOR AND MATERIALS

VENETIAN BLINDS

Add a charm that will allow window light to come in or shut out

SEE THESE CUSTOM MADE VENETIAN BLINDS

HIGH QUALITY WOOD CONSTRUCTION 42c

MINIMUM 10 sq. FEET

WASHABLE WINDOW SHADES

selection of colors, new roller included. Size 8 ft. x 36 inches. WITHOUT ROLLER 39c

Lucas PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

Comfort - condition Your Home -
SLASH FUEL BILLS

KIMSUL INSULATION PAYS FOR ITSELF

IT WILL PAY YOU TO READ THIS:

Indirectly KIMSUL will save many a doctor bill because dangerous drafts are SHUT OUT and more healthful, even temperature is maintained through both summer and winter. How much was your fuel bill last winter? Wouldn't you like to save a portion of it EVERY winter from now on? How many colds has your family had? Wouldn't you like to cut down on that too?

Yes—KIMSUL will undoubtedly pay for itself—but it has other advantages also. One man can install it—you yourself for instance. It's light and easy to handle. It's economical—resistant—and non-burning. It comes in three efficient thicknesses to serve every need. **INSIST UPON KIMSUL**—the U. S. Government uses it.

Join THE FIGHT AGAINST WASTE

You couldn't heat all outdoors with all the furnaces in the world. Why try? Conserve health to earth's absence. Save the interior of your home too—for Kimsul keeps out moisture. KIMSUL is important to you—but it's even more important to Uncle Sam's War effort. Join the Fight against Waste by KIMSULATING today!

Call The Nearest Merchant Listed Below

<p>E. J. Schlitzer Stores, Inc. 1922 Monroe Ave. at 12 Corners MONROE 7102 Brighton Station Rochester, N. Y.</p> <p>Towner Bros. Co. 710 University Ave. Rochester, N. Y. MONROE 1183</p> <p>Adams Bros. 662 Monroe Ave. Rochester, N. Y. MONROE 879</p> <p>J. E. Hammond and Sons 1350 Culver Rd. Rochester, N. Y. CULVER 68</p> <p>Nichols Lumber Co. 2435 Dewey Ave. Rochester, N. Y. GLENWOOD 2243</p>	<p>Vande Visse & Kildea Lumber Co. Inc. 1503 Lyell Ave. Rochester, N. Y. GLENWOOD 668</p> <p>Standard Builders Supply Co. 10 Buell Rd. at Chili Ave. Rochester, N. Y. GENESSEE 2452</p> <p>Metzger & Brayer Co. 485 Lyell Ave. Rochester, N. Y. GLENWOOD 421</p> <p>H. W. Dean Plumbing Co., Inc. 270 Hayward Ave. Rochester, N. Y. CULVER 1896</p> <p>Jamison and Schindler Corp. 1460 Clinton Ave. N. Rochester, N. Y. GLENWOOD 4272</p>
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KIMSUL INSULATION
"For Year 'Round Comfort'"

Sibley's

ON GUARD

Against Costly Damage to Your Precious Clothing and Woolens

Stor-Aid Wardrobes and Chests
And a Battalion of Other Storage Helps For You at Sibley's!

It's so all-important now to preserve what we have . . . the clothes you wear every day, the winter woolens and blankets you're storing for the summer . . . the civilian wardrobe of that boy in uniform. Sibley's has the closets you want . . . dependable Stor-Aid closets, built to protect, and to solve storage-space problems as well. We've chests and garment bags in a splendid assortment, too, so you can get just the equipment you need for a successful conservation program!

HOUSEWARES, FOURTH FLOOR

Phone Orders to Stone 6500 As Early As 8 A. M. Daily



"MIRROR-KING" WARDROBE
Holds Up To 20 Garments

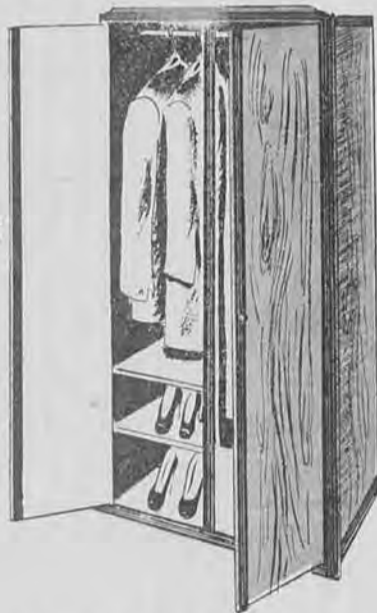
6.98

Deluxe wardrobe with two removable bottom shelves for shoes and blankets, spacious hat shelf, two tie and belt racks, and two handy mirrors. Strongly reinforced with wood, plastic trimmed and treated with cedar compound for protection against moths. 69" high, 29x21".

"STOR-MASTER" WARDROBE
For Every Day or Seasonal Storage

3.98

Ruggedly built, easy to assemble. Two removable bottom shelves, strong wood reinforcement, plastic knobs and locking devices. Holds up to 20 garments. Cedar-treated. 62" high, 29x21".



"STOR-AID" KITCHEN CABINET
For Mops, Brooms, Cleaning Needs

6.98

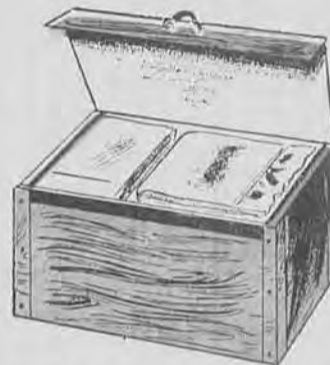
Strong, roomy cabinet with sturdy shelves, easy-swinging hinged doors. Durable white wood frame, white plastic trim. Cleans with a whisk of a damp cloth. 60" high, 29x14".



"STOR-RITE" CHEST
For Blankets, Linens, Clothes

1.29

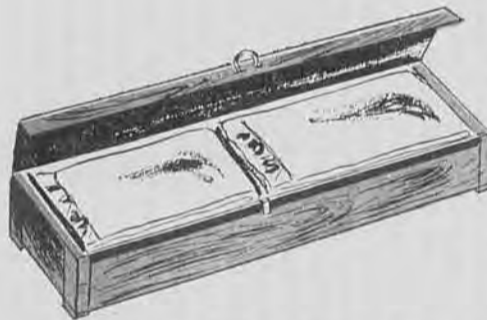
Husky, big chest treated with cedar compound. Wood-reinforced, plastic-trimmed. Dust-resistant closure. Folds flat when not in use. 32" long, 18" wide, 19" deep.



"STOR-FLAT" CHEST
Slides Out of the Way

1.69

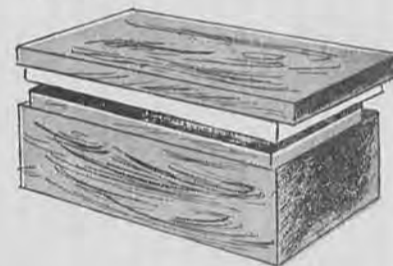
Under-the-bed chest that solves a real storage problem. Dust-resistant and very roomy, with wood reinforcement, plastic trim. 48" long, 20" wide, 8" deep.



"DOUBLE-SAFE" BOX
Extra Protection for Blankets

1.29

Sturdy, 3-ply fibreboard box with a double interior, all treated with cedar compound for lasting protective odor. Approx. 26" long, 17" wide, 8" deep.



<p>No. 270 "Slip-In" GARMENT BAG 89c</p> <p>Full box-shaped bag that holds up to 10 garments on hangers. White-lined, cedar-odor. Outside hook with full twist. 24x60".</p>	<p>No. 230 "Com-Pakt" GARMENT BAG 69c</p> <p>Extra heavy bag, white-lined, cedar odor, 5 hooks to hold clothes on hangers. Outside twist. 31x60".</p>	<p>No. 136 "Ideal" GARMENT BAGS 29c ea. 4 for 1.00</p> <p>Cedar odor, white-lined heavy Duplex paper bags with 3 hooks for hanging garments and outside twist device. 24x60".</p>
<p>Para Nap MOTH BALLS 12-oz. box 15c</p> <p>Extra-strength moth balls that effectively combat clothes moths and larvae. For use with coats, furs, woolens, rugs, blankets.</p>		

SIBLEY, LINDSAY & CURR CO.

Sibley, Lindsay & Curr Co.

For Father's Day
Give Dad a new band for his watch! It's a gift he'll use and cherish every day! See our full selection of leather, steel and silver bands!

Dependable
WATCH REPAIRS
CENTER AISLE A, MAIN FLOOR

To extract onion vice from an onion—cut across the grain, then scrape it gently. The vice will start to flou almost immediately.

1ST THOUGHT
of millions at first warning of simple headache or cold's 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? 25 tablets 20c; 100 for 65c. Demand

St. Joseph ASPIRIN

Let Good Taste be Your Guide

today's **GENESEE**

New Snap On Patch Saves Critical Screen Wire

They say it takes a mile of wire (critical material right now) to make a complete window screen. A good way to save critical materials is to use the new Snap On Screen Patches, recently put on the market, to repair present screens. A tiny patented hook assures a smooth fitting job, and no rough edges on either side when the job is done. Available at local hardware and department stores.

Donald O'Connor, Gloria Jean and Mary Ryan romp through the hilarious comedy, "Mr. Big at the Century. The other picture is "Sherlock Holmes in Washington."

If You Suffer Distress From Monthly FEMALE WEAKNESS
Which Makes You Cranky, Nervous

If at such times you suffer from cramps, headache, distress, or "irregularities," periods of the blues—due to functional monthly disturbances—start at once—try Lydia E. Pinkham's Vegetable Compound. It not only helps relieve monthly pain but also accompanying tired, nervous feelings of this nature. This is due to its soothing effect on one of woman's most important organs. Pinkham's Compound is the best known medicine you can buy that's made especially for women. Taken regularly — Pinkham's Compound helps build up resistance against such symptoms. Also a constipation tonic. Follow label directions.

Woman-POWER!

She's 5 feet 1 from her AA slippers to her spangold hair—she loves household and smooth orchestras—and being kissed by a boy who's now in North Africa.

But, man, uh, man, how she can handle her huge and heavy press!

Was a minute. . . How can 110 pounds of beauty boss 147,000 pounds of steel? . . . Is this magic? Yes, in a way. The modern magic of electric power. The magic that makes it possible for a girl's slim fingers to lift mountains of metal, or set great wheels in motion—just by pressing a button or pulling a lever. Women are able to work beside men on America's roaring production lines because electricity does the heavy labor. America's war production is the greatest in the world largely because America has the world's greatest supply of electric power.

And America's electric companies—companies like the R. G. & E.—under business management provide over 80 per cent of all that power at low power prices! Electricity has helped independent, inventive Americans to step up the nation's manpower—and womanpower—tremendously!

STEP UP AMERICA'S WAR POWER BY BUYING MORE WAR BONDS

Waste in wartime is sabotage—Don't waste electricity just because it isn't rationed

Rochester Gas & Electric
A WAR INDUSTRY

at Dolan's
SPECIAL THIS WEEK

Tender Young Long Island **DUCKS 35¢** lb.
(No Points)

DOLAN'S
600 JEFFERSON AVE.
Cor. Bartlett
Telephone Genesee 1417

BINGO CAPITOL HALL
85 W. MAIN ST.
Mon.—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
Games Tues. Aft.
Wed. 30 Games \$5
Games Thurs. Aft.

Friday and Saturday 25 Games \$5-\$10
On Reg. Boards Letter 'H' \$15 and \$15
ADM. 25c INC. TAX

RINSO 18¢
Large Box Limit 1

KEY ROCHESTER'S MODERN CUT RATE DRUG STORES

470 N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTON
724 WINTON ROAD NO. ONE NEAR WARD
457 RIDGE RD. NEAR DEWEY

WHITE ACE SHOE CLEANER 11¢
25c Size Limit 1

WAX PAPER 13¢
125 Feet Cutter Box Regular 25c Limit 2

FILMS DEVELOPED AND PRINTED 23¢
Any 6 or 8 Exposure Roll

NAPKINS 6¢
Reg. 16c Box of 30 Limit 2

HAIR CURLERS 2 for 9¢
Long or Short Spring Lock Limit 6

CASTLE SOAP 3 for 11¢
Limit 6

CASTLE SHAMPOO 37¢
5c Size

BOOK MATCHES 8¢
Box of 50 Limit 2

MINERAL OIL 25¢
PINT 25¢
QUART 45¢
1/2 GALLON 85¢
GALLON \$1.49

HINDS HONEY & Almond Lotion 59¢
\$1.00 Size

TOBACCO Pound Cans at Cut Prices

ONE A DAY 44¢
12 DAYS SUPPLY Only

PLAYING Cards BRIDGE or PINOCHLE 27¢
Reg. 35c

MARLIN BLADES 25¢
Double Edge Package 18

PERTUSSIN FOR COUGHS 49¢
6c Size

Milk of Magnesia TABLETS 19¢
Bottle of 100

MARLIN BLADES 25¢
Double Edge Package 18

PERTUSSIN FOR COUGHS 49¢
6c Size

BAYERS ASPIRIN 59¢
Reg. 75c Bottle of 100

EPSOM SALTS 6¢
U. S. P. Lb. Box Reg. 15c

ALKA SELTZER 49¢
6c Size

MERCERIZED 27-INCH SHOE LACES 5¢
Black, White or Brown 2 pair

WALK AWAY CORNS 23¢
BLUE-JAY CORN PLASTERS

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

ALKA SELTZER 49¢
6c Size

LIFEBUOY SHAVE CREAM 27¢
35c Size

Dr. West 2c TOOTH PASTE 2 for 29¢

IPANA TOOTH PASTE 39¢
5c Size 8 1/2c

Carter's LIVER PILLS 19¢
25c Size

GET THAT VIMMS FEELING!

Vimms 6 VITAMINS 3 MINERALS all in one tasty tablet!

VITAMINS A, B, B1, P, P, C, D and CALCIUM, PHOSPHORUS and IRON

96 TABLETS \$1.69
24 TABLETS 49¢
FAMILY SIZE 200 TABLETS \$4.79

Where To Play **BINGO**

19th WARD CLUB HOUSE 257 HAWLEY ST.
BINGO
THURS. 8:15 P. M.
FRI. 1:45 P. M.
SAT. 8:15 P. M.
SUN. 2:30 P. M.

Jefferson Bus to Hawley St.
Admission 25c; Tax 3c, Total 28c

STAR BINGO
372 FLINT ST. (rear)
MON. 8:15 P. M.
TUES. BOARD GAMES
WED. NITE GAMES
No Wed. Game till Further Notice
23 GAMES

HOLLYWOOD
SUNDAY & TUESDAY NITES ALL REG. GAMES \$7

WED. & THUR. SPECIALS \$4 EACH WAY ★ REG. GAMES \$5

FRIDAY NITE REG. GAMES AND SPECIALS \$5

SATURDAY SPECIAL
Reg. Games \$10-Specials \$5 5 Ways

WORTH 45c	WORTH 50c	WORTH 50c	WORTH 50c	WORTH 25c	WORTH 25c
For You	For You	For You	For You	For You	For You
June 13th	June 14th	June 15th	June 16th	June 17th	June 18th

COUPON 45c FOR YOU

SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY All NITE GAMES JUNE 15th \$7 FOR A FRIEND

COUPON 45c FOR A FRIEND

UNION LEAGUE South Avenue Corner Gregory
MON. - FRI. NITES
30 Games \$5
EARLY BIRD 8 P. M.

STRAND 62 ST. PAUL ST.
FRI. NITE, JUNE 11
TUES. NITE, JUNE 15

\$1000 EACH NITE NO JACKPOTS ALL PRIZES GO

TOWNER-HALL
Thursday Door Special 57 Numbers \$45

TOWNER & REXY SATURDAY, JUNE 12th ONLY!

All Games \$10-\$12 Saturday Door Special 57 Not \$45

SPECIALS \$35 & \$45 JACKPOT \$180

DOOR SPECIAL 60 Numbers \$60 JACKPOT SPECIAL \$170

WED. NITE 23 GAMES — All Single — No Hook-Ups

WORTH 45c	WORTH 25c	WORTH 25c	WORTH 45c
For You	For You	For You	For You
June 10th	June 12th	June 13th	June 16th

PARK HALL \$9

THURSDAY

23 GAMES ON BOARDS PAYING
ALL SPECIALS 5 WAYS TOTAL \$25
JACKPOTS ON BOARDS (55 numbers) \$50
CLIMBING JACKPOT \$110

FRIDAY

2 TRIPLE BDS. 50c ADMISSION 3c — 2c TAX — 3c
1 BOOK SPECIALS. Bring a friend to use extra boards if you wish.

SPECIAL — SATURDAY, JUNE 12th ONLY

23 GAMES ON BOARD \$10
JACKPOTS ON BOARDS \$50
ALL SPECIALS 5 WAYS TOTAL \$25
CLIMBING JACKPOT \$115
(IF NOT CLAIMED THURSDAY!)

SUNDAY, JUNE 13th

23 GAMES \$5 OR MORE ★ **SPECIAL JACKPOTS \$120**

ADMISSION THURS. - SAT. - SUN. 25c (Tax 3c)
TRIPLE BD. & BOOK SPECIALS 50c
FRIDAY BARGAIN NITE 3c (TAX 2c)

ORIGINAL GAMES HELD AT UNION LEAGUE HALL NOW HELD AT WEGMAN HALL

Between East Ave. and Gibbs St.
Entrance Between Mohican and Wegman's

EVENING GAMES

SUN. - MON. - THURS. 8:15
25 REG. GAMES \$5.00 ea.

JACK POT \$90
SUN. NITE

SUNDAY AND MONDAY NITES

AFTERNOON GAMES 1:30
WEDNESDAY - FRI. - SAT. \$4.00

EARLY BIRD SPECIAL AT EACH GAME

Hip! Hip! Helium! Lets Go Here's O'Connors New Dance



Hi Character, give me some skin. This is the place where we come in.



If you wanta join the learners. You gotta cook on all the burners.



While you're swingin' on my seam. Watch me lay 'em on the beam!



Wiggle your fingers, wobble your arms. Groan pipes are tootin' to bring out your charms!



It's root sister to grab some hair. Pull your mister but don't be a square!



Now you're smooth and in the groove. Stomp those hooves and make 'em move.



Jam those jumpers with a jig. I'm the bongie woogie "Mister Big."



Cheekto to cheek and look alive. Round and round with lots of live!



Easy on those elbow kicks. When you slip me them hot licks.



Come on beaut, shoot me the snoot. Pucker up cute and give me some loot!



Now ruff it, and bill it. And dig up a divot. Do a bender hot-sender. And we'll render a fender.



That's how you do the "Swing Shift". It's the dance of the bolts and nuts!

Rochesterian Named College Alumni Head

Willard B. Eddy, 87 Nunda Blvd., president of the Rochester Germicide Co., will again head the Hamilton College Alumni Council, steering committee for the College's alumni body of 4,000. His re-election came at the College's 132nd commencement this weekend. As council chairman, Mr. Eddy will supervise all alumni activity of the college including the raising of an annual Alumni Fund, which at Hamilton in proportion to the number of graduates is one of the country's largest.

NEW PICNIC DATE

Announcement has been made by officers of Gamma Sigma Phi that the organization's picnic, postponed last Sunday, will be held this Sunday at Ellison Park.

OFFICERS TO ORGANIZE

Officers of Pierce Sisterhood No. 62, Dames of Malta, will meet at the home of Delia Martensen, 12 Grove Pl., tomorrow evening to organize under the leadership of Sovereign Trustee and Deputy Lady Lola Pike.

Tyrone Power in "Crash Dive," opens at the Palace Theatre today. The picture is made in technicolor.

Movie Star . . .

(Continued from page 1)
25 pairs of passes for the Century Theatre.
Address all entries to Donald O'Connor, Shopping News, 93 Clinton Ave. S.
All entries must be in the mails before Friday midnight, June 18. The judges' decisions will be final. Winners will be announced in Shopping News on Thursday, June 24.

**PLAY SAFE
PLACE YOUR FILL IN ORDER NOW**

COAL COKE

FAMOUS READING
D & H ANTHRACITE
MARSHALL'S Coal and Coke Co. 8 Canary St.-Glen 109

SOLVAY
ERNEST

IF I HAD A SON

A fascinating complete novella. The story of two wonderful people, their courtship, marriage and life together. A story that will grip you from beginning to end.

Many other true stories from life, a book length true story, Frank Morgan's recipe for a happy marriage and other special features.
Also the True Story Victory Homemaker, Housekeeping and Fashion Hints

15c ISSUE TRUE STORY NOW ON SALE 15c

BERGHASH FINE WINES & LIQUORS

FOR FATHER

MANY IMPORTS

LION and UNICORN
SLOE GIN
\$2.29
FIFTH PROOF

PETE HAGEN'S COCKTAILS

Just Chill And Serve

- Manhattan \$1.89
- Dalquiri
- Old Fashioned
- Side Car
- Dry Martini

COMPLETE LINE OF Other Famous Brands of Ready-To-Serve COCKTAILS

IMPORTED
VIRGIN ISLANDS
RUM
\$2.70
FIFTH PROOF

COOK'S IMPERIAL
WINES

Sherry, Port,
Madeira, Burgundy,
and
\$1.00
Fifth

FULL QUART
**6 YEARS OLD
BRANDY**

OLD POST TAVERN
\$3.30
56 Proof

COMPLETE
STOCKS OF
MOST WELL
KNOWN
BRANDS
Quantities
Limited

SPECIAL RESERVE
**BLENDED
WHISKEY**

The straight Whiskies
in This Product Are
**4 YEARS OLD
OR MORE**

\$2.99
FIFTH PROOF

NEW HOURS
Due to present war conditions
our new store-hour policy will be
Mon. thru Fri. 9 to 9
Sat. 9 A.M. to 10 P.M.

BERGHASH
124 CLINTON AVE. S.
MAIN 786
Free Parking Opposite Store

Sears 25% OFF Sale On EVERGREENS ROSES AND SHRUBS

EVERY PIECE OF NURSERY STOCK REDUCED . . . ALL GUARANTEED, ON SALE AT BOTH SEARS STORES

EVERGREEN STOCK	Regularly Price	25% Off	Sale Price
15"-16" Taxus Cuspidata	3.98	1.00	2.98
12"-15" Biota Aurea Nana	1.69	.42	1.27
18"-24" Black Hill Spruce	2.49	.62	1.87
18"-24" Pyramidal Arbor	1.98	.49	1.49
12"-15" Mugho Pine	2.49	.62	1.87
15"-18" Pfitzer Juniper	1.29	.32	.97
18"-24" Juniper Stricta	2.49	.62	1.87
24"-30" Irish Juniper	1.79	.45	1.34
12"-15" Globe Arbor Vitae	2.98	.77	2.21
24"-30" Thuya Newarki	6.98	1.75	5.23
2'-2 1/2' Koster Blue Spruce	2.19	.55	1.64
2 1/2'-3' Hemlock			

ROSES
Regularly 39c
MEDIUM ROSES
Now . . 6 for \$1

Regularly 65c
1 Select Roses
Now . . 4 for \$1

Regularly 79c
GIANT ROSES
Now . . 2 for \$1

Regularly 99c
VIGORROOTED
Now . . 2 for \$1.50

SHRUBS
Regular Valu's To 89c

4 for \$1

HEDGES
California Privet, Regularly \$1.39 For Bundle Of 10

\$1 Bundle of 10

**SEARS BIG OUTDOOR GARDEN DEPARTMENT HAS A COMPLETE SELECTION OF
LANDSCAPING NEEDS AT THE LOWEST PRICES**

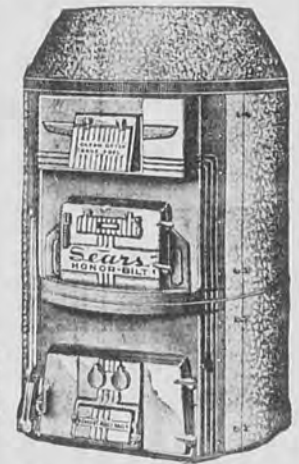
**Sears Roebuck and Co. MONROE at S. UNION
476 RIDGE ROAD WEST**

NOW IS THE TIME TO HAVE YOUR FURNACE REPLACED WITH A NEW SEARS FURNACE

Our Government requests that all furnace work be done now and not wait until next fall. No hardship will be worked upon anyone if this request is complied with now. Buy On Budget Plan.

**18 INCH HOT AIR
FURNACE**

74.50 Both Stores



**5 Section Hot Water
BOILER**

99.50 Both Stores



FURNACE CEMENT 23c

For 2-pound cans. Finest quality for all furnace repair work. On sale Both Stores. Limit 2 cans.

1150 F.C.M. MODIFIED
AIR CONDITIONER

57.95 Both Stores



THERMOSTAT

24.95 Both Stores



FURNACE PIPE

50c 7-Inch Both Stores



AIR FILTER

149 Both Stores

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

Repair Your Vacuum Cleaner NOW
Government Restrictions Now Make It Imperative for You to Take Good Care of Your Vacuum Cleaner. Co-operate for Victory. Fix 'em up! Make 'em do! Check this PENN SPECIAL!

One Full Year Guarantee!

695

All This at One Low Price

- ★ NEW BAG
- ★ NEW BRUSH
- ★ NEW CORD
- ★ NEW MOTOR BRUSHES
- ★ Cleaning of Motor
- ★ Alignment of Feet
- ★ Complete Oiling
- ★ Complete Greasing
- ★ General Tightening
- ★ Expert Mechanics

FREE CALL AND DELIVERY
Parts for All Make Cleaners

PENN VACUUM STORES
WE PAY HIGHEST PRICES FOR USED CLEANERS
30 SOUTH AVENUE—STONE 6747
OPEN TIL 7 P. M. MONDAYS AND THURSDAYS TIL 8
ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

An all-star cast is seen in "Happy Go Lucky," now at the Capitol Theatre.

Projansky
Furriers for Over a Quarter Century
good sound logic . . . to

STORE YOUR FURS
with **FUR SPECIALISTS**
Dependable, Safe, Cost No More

The Natural Oils will be retained and the Beauty of your precious Furs will be greatly enhanced . . . because our Storage vaults are kept at just the right scientific degree of temperature.

- \$3.00 Minimum Charge for Fur Coats
- \$1.50 Minimum Charge for Jackets
- \$1.50 Minimum Charge for Cloth Coats

REMODEL RESTYLE NOW, at Low Summer Rates
Stone 337
39 EAST AVE.

We women can still keep our clothes on the gold standard! With gold-plated effects, gold colored suits and dresses, and golden touches here and there, it's a big favorite this Spring.

WANTED DIAMONDS WATCHES
Any Make, Any Size Any Condition
Highest Prices Paid
Gold or Gold Filled
You'll Always Get More At

BARTON GOLD COMPANY
202 Burke Bldg.

SPRY
1 lb. 26c
3 Points 75c
15 Points 1.25

LUX
Sm. 10c
Lg. 24c

Swan Soap Reg. 7c Lg. 11c
Rinso, Sm. 10c, Lg. 24c
Lifebuoy Soap . . . 2 for 15c
Lux Toilet Soap . . . 2 for 15c
Lux Soap . . . 5c
Gold Dust Powder, Lg. 19c
Gold Dust Cleanser 2 for 11c

CRITCO STORES
Ph. MAIN 224 For Nearest Dealer

"FAT CHECKS" ARE MY SPECIALTY!
Sell Your Car to Me for MORE

Drive your car in . . . Walk out with a FAT CHECK!
You want to sell where YOU can get the most . . . and that's here! Ask for me, Henry Katz . . . you'll see!

Member Rochester Auto Dealer's Assn.
STANDARD MOTORS
626 MAIN ST. WEST—GENESEE 626

VEAL SHORTCAKE
We're thinking about short cake—this time a veal one. Cube veal shoulder, brown with sliced mushrooms or onions in hot fat. Add a little water, seasoning and simmer 'til tender. Thicken mixture with flour and serve between hot biscuit halves or layers of corn bread.

FISH WON'T STICK
Fish is free from troublesome sticking to broiler when you oil the rack with mazola.

KOLINSKY & MINK
SCARFS!
NOW at the season's lowest prices. You'll save some real money on a new Fur Coat now! A small deposit holds any garment on our Lay Away Plan.

CLIFFORD FUR CO.
1283 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

Here's a Tip
ON A PROFITABLE-PATRIOTIC INVESTMENT

YES!
YOU BEGIN TO SAVE MONEY IMMEDIATELY.

SAVE MONEY ON FUEL . . .
INSULATE YOUR HOME WITH

KIMSUL INSULATION

FOR FULL PARTICULARS PHONE A KIMSUL DEALER

Pete Hagen's
READY-TO-SERVE **COCKTAILS**
..to Everyone's Taste

. . . at a moment's notice right from your refrigerator—simply keep them chilled. Just pour—ADD NO ICE—decorate and serve. No mess, no waste . . . The ideal liquor package for "Home Service" . . .

MANHATTAN DRY MARTINI SIDE CAR DAIQUIRI OLD FASHIONED
1.89 Full 6th.

AT NEIGHBORHOOD LIQUOR SHOPS
Popper Morson Co., Rockefeller Center, New York
Time Honored Quality Since 1879

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
Fine Room with Private Bath
One Person . . . \$2.50 to \$4.00
Two Persons \$3.50 to \$6.00

HOTEL BRISTOL
129 West 48th St., New York City
Joseph E. Roth
Theodore E. Tolson, Jr., Alfred B. Tolson

UPHOLSTERY CLEANING
NEW FACTORY PROCESS . . .
This process never before available to the public. Guaranteed to remove all stains and dirt regardless of color. Returns colors to their original new beauty. You can restore all the soiled upholstery in your home at a surprisingly low cost. Inquire.

WILKINSON AND RUBY
REASONABLE PRICES — MAIN 9073
ST. PAUL AT FRANKLIN ST.

SAVE at **DAW'S** CUT-RATE DRUGS

SALE ENDS MONDAY NIGHT
Night Reserved To Limit Quantities

THERE'S A DAW'S STORE ON, OR NEAR, EVERY BUS LINE

PAPER NAPKINS
Pkg. of 80
REG. 10c
6c

DAW'S COUPON
OXYDOL SOAP POWDER
LARGE BOX **18c**
(Limit of 1)

DAW'S COUPON
Sterilized — **GAUZE BANDAGE**
(2 inches x 10 yds.)
15c VALUE **7c**
(Limit of 2)

SEEDS GRASS SEED
For a VITAMIN-filled garden this summer. Plant a variety of easy-growing, nutritious vegetables. DAW'S have a large assortment of CHOICE MAN'S famous vegetable and flower seeds.
1-Lb. Bag **27c**
5c-10c per pkg.

SUPER VALUES
HIND'S HONEY and Almond Cr. \$1 Size **59c**
MODERN NAPKINS Box of 36 **89c**
CUTICURA Ointment, 5oz Size **31c**
AGAROL Laxative, \$1 Size **83c**
DR. SCHOLL'S Foot Powder, Lg. Can **31c**
VERACOLATE Tablets, Bottle of 100 **77c**
WAX PAPER 2 for 125 Ft. Rolls **29c**
WASH CLOTHS 2 for Good Quality **13c**
MOTH BALLS 1-lb. Box **12c**
CLOTHES PINS Box of 30 **7c**
DENTAL FLOSS 100 Yards **59c**
BABY PANTS Waterproof, All sizes **39c**

TESTED MARCH, 1943
FLOWER CITY GRASS SEED
BAG **\$1.19**
5-lb. Bag **\$2.19**
10-lb. Bag

COLGATE'S TOOTH POWDER
LARGE SIZE **21c**

WHITE ACE SHOE WHITENER
25c SIZE **13c**

BOOK MATCHES
BOX OF 50 PADS **8c** REG. 12c

PROTECT HANDS
WITH **Hand Saver** PROTECTIVE CREAM

WAR WORKERS . . .
Protect hands against grease and grime with this new, marvelous protective cream. For an invisible glove to shield your skin.
1st application.
Reg. Size **25c**
1-lb. Jar **79c**

Rectal Soreness
Get Relief New Easy Way
— Sit In Comfort —
Prolarmor is a quick, dependable reliever of itching, painful rectal soreness — symptoms which may also accompany piles and hemorrhoids. It gives soothing sense of comfort upon contact. Forms protective film over sore area, helps destroy infectious germs, and Nature heal up raw, broken tissues. No oil — no grease in stain clothing. Hold on money back guarantee. Get this modern relief today . . . ask for **PROLAMOR RECTAL**

NUTRITIONAL EXPERTS SAY . . .
3 OUT OF 4 NEED MORE VITAMINS AND MINERALS

GET YOURS—GET Vimms
6 VITAMINS and 3 MINERALS
REGULAR SIZE **49c**
LARGE ECONOMY SIZE **1.69**

FATHER'S DAY GIFTS
FOR SUNDAY JUNE 20th

HALF and HALF
Cranger . . . 1-lb. 71c
1-lb. Jar **74c**
Velvet . . . 1-lb. 74c
Big Ben . . . 1-lb. 74c

Prince Albert . . . 1-lb. 74c
Geo. Washington 1-lb. 61c
Union Leader . . . 14-oz. 61c

SHAVING BRUSHES
— hundreds to choose from. All sterilized, set in rubber handles, many of pure Badger.
33c to \$4.98

Genuine BRIAR PIPES
DAW'S big stock of the finest Briars available. Sure to contain just the pipe he wants . . .
59c to \$2.49

SHAVE CREAM
MOLLE Shave Cream
50c Size **23c**

Dr. WEST Tooth Paste
Large 25c Size **15c**

Black FLAG INSECT SPRAY
35c Pint Size **16c**

MAR-O-OIL SHAMPOO
60c Size **28c**

EPSOM SALTS
(Pure) 1-lb. Box **6c**

BISODOL MINTS
Bottle of 100 **39c**

- 10 DEALERS TO SERVE YOU:**
- 662 MONROE AVE. ADAMS BROS. ROCHESTER, N. Y.
 - 5035 DEWEY AVE. NICHOLS LUMBER CO. ROCHESTER, N. Y.
 - 10 BUELL RD. AT CHILI AVE. STANDARD BUILDERS SUPPLY CO. ROCHESTER, N. Y.
 - 640 LYELL AVE. METZGER & BRAYER CO. ROCHESTER, N. Y.
 - 870 HAYWARD AVE. H. W. DEAN PLUMBING CO., INC. ROCHESTER, N. Y.
 - 718 UNIVERSITY AVE. TOWNER BROS. CO. ROCHESTER, N. Y.
 - 1506 LYELL AVE. VANDE VISSE & KILDEA LUMBER CO., INC. ROCHESTER, N. Y.
 - 1466 CLINTON AVE. JAMISON-SCHINDLER CORP. ROCHESTER, N. Y.
 - 1846 CULVER RD. J. E. HAMMOND & SONS ROCHESTER, N. Y.
 - 1822 MONROE AVE. AT 12 CORNERS STORES 7102. E. J. SCHLITZER STORES, INC. ROCHESTER, N. Y.

Paint Protects Property

VENETIAN BLINDS
Add a charm that no other window treatment can equal.
SEE THESE CUSTOM MADE VENETIAN BLINDS
HIGH QUALITY WOOD CONSTRUCTION **42c** SQ. FT.
MINIMUM 10 SQ. FEET

WASHABLE WINDOW SHADES
Selection of colors. New roller included.
Size 8 ft. x 20 inches.
WITHOUT ROLLER **39c**

LINOLEUM OFFER
From our large selection of patterns, all colors straight to back. It is still possible to moderate that kitchen floor with

ARMSTRONG
ANY ROOM SIZE UP TO 9x12 COMPLETE WITH LABOR AND MATERIALS
INLAIN LINO FLOR **\$18.75**

Lucas PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

DAW'S Extra-Value COUPON
PALM and OLIVE OIL SHAVING CREAM
Large 25c Size **11c**

Please bring an old tube — of any type — in exchange. (Limit of 1)

DAW'S Extra-Value COUPON
BORAXO CLEANSER
Large Size **9c** (Limit of 1)

DAW'S Extra-Value COUPON
PAPER PLATES
Full-Size 9-Inch
12 In Each Box **2** Boxes for **11c** (Limit of 2)

LOOK AT THIS
ONE A DAY
B COMPLEX VITAMIN TABLETS
PKG. OF 12 **44c**
PKG. OF 30 **83c**

The Rochester Sun

SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave. S. Rochester, N. Y. Distributed free to 25,200 homes in Rochester, Greece, Brighton and Irondequoit. Mail subscriptions \$1.50 a year in advance (within Rochester city limits). Outside city, \$2.00 per year.

SIXTH YEAR—No. 40 ROCHESTER, N. Y., THURSDAY, JUNE 17, 1943

ODT Changes Mind; No, They Didn't All Get On! Half Bus Service Cuts Restored

Latest decree of the in-gain-out-again off-again-on-again ODT is that the Rochester Transit Corporation may restore half the bus service lopped off by ODT during the past three weeks.

That was the word received from Washington via Transportation Co-ordinator Harold S. W. MacFarlin who took Rochester's case to the capitol this week.

Three weeks ago the ODT said, "Cut bus mileage in Rochester by 20 percent." After a valiant try, the transit company achieved a 15 percent cut. Even with that cut, bus patrons were hollering to high heaven about inadequate service; city officials predicted a grave crisis and bus line officials predicted a complete breakdown.

When the reports were turned in to ODT that agency said mileage would have to be cut an additional five percent. So some bus schedules were cut—some lopped off entirely during the daytime hours in suburban areas. The new cut went into effect on Tuesday morning.

On Tuesday afternoon, the ODT told MacFarlin that half the cut could be restored.

So, if you're confused about the local bus situation, don't feel all alone. Bus line officials and even members of the ODT are just as confused; the ODT is certainly confused when they insist on a cut on Tuesday morning, and then change their color.

(Continued on page 4)



Pictures like this one taken at Main and Clinton at 9:57 p. m. Monday, may have decided the ODT to order restoration of half the bus service cut of in an earlier decree. Hundreds were still waiting for buses at 10:15 p. m. Monday and still other hundreds gave up entirely and walked home. All main thoroughfares were liberally sprinkled with "hiking shoppers."

Eastern Star Group Schedules Meeting

Germania Chapter, O. E. S., will meet next Monday at 7:30 p. m. in Room A, Masonic Temple, with Worthy Matron Anna Betlem and Worthy Patron Richard Betlem Sr., presiding. The initiatory degree will be conferred. Associate matrons' night will be observed. Refreshments will be served. Officers are asked to wear white.

Venus Rebekahs To Meet Next Week

Venus Rebekah Lodge will meet next Thursday at the I. O. O. F. Temple, 11 Clinton Ave. N., with N. G. Elsie Fien, presiding. A pic social will be held after the business sessions, with V. G. Florence Finlayson in charge.

Carriers Making Rounds In Sun Dime Collection

Patience is a virtue, and Shopping News carriers will appreciate your having that virtue. If your carrier has not yet called at your home to collect a dime for June delivery of our working vacation-hungry readers, he is just a bit patient. He is on his way.

Several readers have called this office asking that the carrier be sure to stop and collect. They want to pay for Shopping News. And then too, they want four opportunities to win \$25.00 during July.

The receipt stubs of all customers paying ten cents in June will be entered in the drawings which will take place each Monday during July, starting with Monday, July 5. First winner will be announced in Shopping News on Thursday, July 8, and then each Thursday thereafter.

Of course, the ten cents per month payment is entirely voluntary on the part of all Shopping News readers. Your copy of Shopping News will be delivered to your home regularly each week whether payment is made or not. If you do pay the dime, you have the satisfaction of knowing that most of it stays in your carrier's pocket, to be used as his spending money, to help purchase his clothing and other necessities.

So, if you wish to pay for Shopping News, and your carrier has not yet visited your home, don't be too sure that you've been skipped. He may not have had time to reach your street yet. If you don't see your carrier before June 24, notify Shopping News office.

All Reservations Filled For July Suntime Cruise

The "sold out" sign went up this week in the Travel Department of Shopping News as the last of the reservations for the July 7th Montreal and Quebec tour were snapped up by working vacation-hungry readers of this paper.

All efforts to secure additional space on the steamer Kingston proved of no avail as the Canada Steamship Lines entered into their "biggest season in years."

However, there is one bright ray in the disappointing announcement that no more reservations can be made for the July tour. Coincidental with that announcement comes one from the Travel Department that two more tours have been arranged—one for August and one in September. Both tours will be exact duplicates of the July 7th cruise and all features will be included. The price will remain at \$59.50 per person plus tax for the full four-day all-expense, personally conducted cruise.

Sailing dates of the two cruises are August 4 and September 1. Both these dates are Wednesday and the return will be made the following Sunday. The cruises will visit Montreal, Quebec, the Shrine of Ste. Anne de Beaupre, besides passing through the 1000 Islands, the St. Lawrence River rapids and through the heart of eastern Canada.

Again the exhortation is given to make reservations early for the August and September cruises. Space is strictly limited.

DECREES of FASHION

Women who do the biggest jobs, assume the greatest responsibilities and live the busiest lives usually have the smallest wardrobes—small, but well-planned and coordinated to express the wearer's personality. Young radio singer Mary Small urges women to develop a "positive view on buying." Every purchase be considered carefully. The material and labor involved in clothing is too precious to squander on anything but vital necessities. It's downright sabotage to buy even the most trivial bit of clothing if it is not actually needed.



Mary Small

Flattering is the waist line of a new slacks ensemble exhibited at a recent Waldorf-Astoria fashion luncheon. The material extends above the belt in front in an upward curve from the side seams, like a small bib. The slacks at last have assumed a feminine characteristic. Another version of the youngling suit was a tunic of lime green over magenta trousers.

Snoods are graduating to the class of universal becomingness. The change takes place in the emphasis on width instead of a back droop, and the crown section is fitted to the head. Flowers soften the sides to give the impression of more hatlike qualities.

Beauty rests in three places, as far as women are concerned—in face, figure and mind. The latter, says Julia Sanderson, is vitally important. Determine how you want to look; then choose a routine that is high in efficiency and low in time. You'll develop a pattern of living that leads to poise and relaxation, essentials for every woman.

Amusements

CENTURY NOW PLAYING: Roddy McDowell, Preston Foster, Rita Johnson in Mary O'Hara's "MY FRIEND FLICKA," in technicolor; plus Chester Morris and Richard Arlen in "AERIAL GUNNER."

LOEWS NOW PLAYING: Judy Garland, Van Heflin "PRESENTING LILY MARS" plus "ITY WITHOUT MEN"

PALACE NOW PLAYING: Betty Grable, George Montgomery, Cesar Romero in "CONEY ISLAND" in technicolor; plus "FALSE FACES" with Stanley Ridges.

CAMEO SUN. THRU TUES.: "CABIN IN THE SKY"—Rochester and Ethel Waters, "WRECKING CREW"—Richard Arlen and Chester Morris.

CAPITOL NOW PLAYING: Pat O'Brien, Randolph Scott in "BOMBARDIER," plus George Sanders, Gail Patrick in "QUELTY PLEASE, MURDER!" March of Time's "Show Business at War."

DIXIE SUN. THRU TUES.: "TARZAN TRIUMPHS," Johnny Weissmuller and Francis Gifford, "SOMETHING TO SHOUT ABOUT," Don Ameche and Jack Oakie.

HUDSON SUN. MON.: "PALM BEACH STORY" with Claudette Colbert and Joel McCrea, "LUCKY JORDAN," with Alan Ladd.

LITTLE STARTS SATURDAY: Alfred Hitchcock's "39 STEPS" With Robert Donat and Madeline Carroll

MADISON-MONROE SUN. THRU TUES.: "FLIGHT FOR FREEDOM," Rosalind Russell and Fred MacMurray, "RHYTHM OF THE ISLANDS," Allan Jones and Jane Frazier.

REGENT NOW PLAYING: Tyrone Power in "CRASH DIVE," in technicolor; plus Rosemary Lane in "ALL BY MYSELF."

REXY SUN., MON., TUES.: "TARZAN TRIUMPHS," with Johnny Weissmuller and Francis Gifford, "SILVER KATES" with Kenny Baker and Pat Morrison.

RIVIERA SUN. THRU TUES.: "SLIGHTLY DANGEROUS," Lana Turner and Robert Young, "CHATTERBOX," Joe E. Brown and Judy Canova.

STATE LIBERTY SUN. THRU TUES.: "Hello, Frisco, Hello"—Alice Faye and John Payne, "Desert Victory."

TEMPLE NOW PLAYING: George Zucco and Wanda McKay in "THE BLACK RAVEN"; plus "THE GHOST AND THE GUEST," with James Dunn and Florence Rice.

WEST END SUN. THRU TUES.: "KEEPER OF THE FLAME," Spencer Tracy and Kathryn Hepburn, "WRECKING CREW," Richard Arlen and Chester Morris.

... HONOR A GREAT AMERICAN ...

Your Dad... is **FATHER'S DAY** *JUNE 20th*

— REMEMBER THE MAN WHO ALWAYS REMEMBER YOU —

ROCHESTER JOBBING HOUSE

Has the clothes to make him comfortable after a hard day of work.

HERE'S TO SOLID COMFORT!
Sanforized — Washable — Men's

SHIRT N' SLACK SETS

A wide choice of cool, light weight ensembles ideal for relaxation at home, at work, or for a stroll in the park. You'll want several at these unusually low prices.

\$2.98 TO \$8.98

SIZES 28 TO 50

MEN'S, BOYS', LADIES', GIRLS' Made with hard rubber soles.

GENUINE LEATHER **MOCCASINS**

\$1.98 TO \$2.98

MEN'S COOL SUMMER **Slacks \$1.98-\$7.98**

Hundreds to choose from. Every available summer cloth of cotton, rayon or light weight wool. Many colors to suit every taste.

ROCHESTER JOBBING HOUSE SPORTSWEAR

STONE 2260

159-161 JOSEPH AVE. COR. NASSAU ST.

OPEN EVERY EVE. EXCEPT WED.

DRESS UP THE FAMILY FOR FATHERS DAY

FOR BOYS

SPORT ENSEMBLES \$2.19 to \$3.98

SPORT SLACKS \$1.59 to \$3.98

KNIT POLO SHIRTS 39c to \$1.00

SPORT SHIRTS 55c to \$1.29

WASHABLE SHORTS - - sizes 6 to 12 - - \$1.00

LADIES' BATHING SUITS

A gorgeous selection of new and old styles for you and your girl, including many new in the latest in a wide range of colors.

1.98

4.98

SIZES 32 to 36

LADIES' Sport Ensembles

Smart new styles in plain and two-tone ensembles. Cottons, rayons and gabardines.

\$1.29 TO \$5.98

SIZES 12-44



One Big Store Makes Your SUMMER SHOPPING SIMPLER

Leisure time will be precious this war-busy summer! Sibley's will help you budget time, and money, by making your shopping simple! Take advantage of Sibley services, of Sibley's complete store! Plan your shopping so that you can buy Susie's formal, Dad's garden tools, and your family dinner in one stop!



LENDING LIBRARY

Vacationing in the backyard calls for new, exciting books from our up-to-date Lending Library! Choose yours today!

FRONT OF AISLE O, MAIN FLOOR



GROCERY

Choice fine foods in a complete array! Finest quality foods that make your ration points go farther! Shop for the family!

REAR OF AISLE O, MAIN FLOOR



BEACH SHOP

Dress for the beach and basking in the sun in our new shop! A complete shop of beach accessories for vacation fun!

BEACH SHOP, SECOND FLOOR



BEAUTY SALON

Stay cool, be neat with a new hair-do and a bright manicure in our cool Salon. Phone Stone 1930 early for appointments!

BEAUTY SALON, THIRD FLOOR



REST ROOMS

Comfortable, spacious lounge conveniently located. Meet your friends here and enjoy a respite from all-day shopping!

REST ROOMS, THIRD FLOOR



OPTICAL SHOP

Glasses repaired, correctly fitted, eyes examined accurately. Fine quality sun glasses. H. H. East, Optometrist in Charge!

REAR OF AISLE K, MAIN FLOOR



PRESCRIPTION SERVICE

Complete pharmacy to fill your prescriptions while you shop! You may phone for refills! Also finest prepared medicines.

FRONT AISLE M, MAIN FLOOR



RESTAURANT

Accent your shopping trip with a delightful lunch in the Tower, or enjoy a tasty snack in the Buffet, or Basement Cafeteria!

SIXTH FLOOR, MAIN FLOOR, BASEMENT



POSTAL SERVICE

Another time-saving Sibley service! Purchase stamps or express money orders; mail and insure packages here.

REAR OF AISLE O, MAIN FLOOR



GIFT WRAPPING

June is the month of gifts! Have your gifts wrapped for mailing or giving! A small fee is charged for this service!

REAR OF AISLE O, MAIN FLOOR



CHECKING SERVICE

No need to tote heavy bundles, umbrellas while you are shopping in Sibley's! Check them here and shop in comfort!

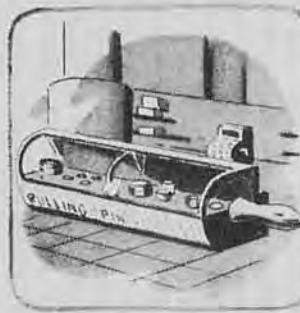
REAR OF ELEVATORS, MAIN FLOOR



KODAK SHOP

Record your wartime summer on film! Select your needed supplies, have pictures finished, get expert advice in our shop.

REAR OF AISLE O, MAIN FLOOR



ROLLING PIN

Hand-crafted, quality breads and pastries you will proudly serve! Saves hours in the hot kitchen, glamorizes any meal.

REAR OF AISLE O, MAIN FLOOR



INTERIOR DECORATING

Dress your house in cool, summer garb! Consult our expert Decorating Department about your home-making problems!

INTERIOR DECORATING, FIFTH FLOOR



HOSIERY REPAIR

Conserve the life of your precious stockings! Our expert service repairs runs, snags efficiently. Gloves cleaned too!

FRONT AISLE E, MAIN FLOOR



SUMMER HAVEN

Convenient center for summer accessories for backyard and porch! The comforts for your family's fun "at home."

FURNITURE, FIFTH FLOOR



VICTORY GARDEN CENTER

Pamper your precious garden with expert advice and proper equipment, from seeds to tools, from our new Center.

GARDEN CENTER, FOURTH FLOOR



SEWING CENTER

It will be fun and easy to sew your own this summer! Let our expert help you! Instruction daily from Miss Edna Gifford.

FABRIC CENTER, THIRD FLOOR



WAR BONDS

Your best buy in Sibley's is a War Bond! Fill your stamp books here! Buy clever "war-saves" for gifts, for yourself!

WAR BOND BOOTH, MAIN FLOOR



WATCH REPAIR

Stay on time this summer! It's a working summer for the family! Keep your timepieces working, too! Jewelry repaired.

CENTER AISLE A, MAIN FLOOR



MAIL and PHONE ORDERS

Save many trips downtown by writing, or by calling Stone 6300 for shopping assistance and merchandise information.



ESCALATORS

The cool, comfortable way to visit Sibley's exciting five floors! Avoid crowds, too, by riding on our modern escalators.



RADIO PROGRAM, 9:45 A.M.

Hear Ann Oliver's radio tips over Station WHAM, Monday thru Friday! Here are shopping "leads" worth following.



CHARGE ACCOUNTS

Enjoy the convenience of a charge account! Use your Charge-Plate for quick, efficient, easier shopping!

CREDIT OFFICE, FIFTH FLOOR

SIBLEY, LINDSAY & CURR CO.

Phone Stone 6500

BRIAN AHERNE
Full page photo in color of one of your favorite stars. Suitable for framing.

BOMB SITES IN GERMANY
Color map of Germany with all important targets. Follow the RAF and U. S. Air Bolds on this map.

5¢ SUNDAY NEWS 5¢
NEW YORK'S PICTURE NEWSPAPER

Townsend Club To Meet
Townsend Prosperity Club 19 will meet in their new quarters, 386 Main St. E., at 8 o'clock tonight.

LAST 4 DAYS!

Sears

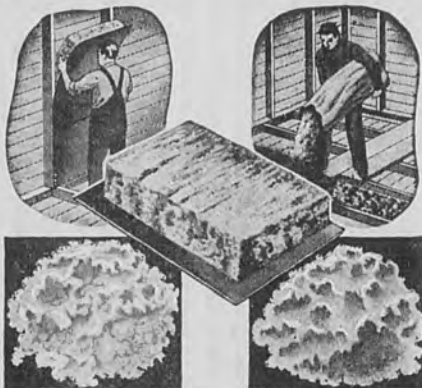
PROPER INSULATION SAVES HEAT AND FUEL KEEPS HOME COOL IN SUMMER TIME!

ROCK WOOL

1.98
Both Stores

Carton insulates 40 square feet, 3 inches thick

Save up to 1/3 on fuel costs next winter by installing Rock Wool insulation now! Sears Honor Bilt Rock Wool shuts out summer heat and keeps your home at even healthful temperate in winter. Buy on our Budget Plan.



Choose from three different types of rock wool insulation, pellet, batt or loose type. On sale at Both Stores.



SEARS HAS A TYPE OF ROOFING FOR EVERY HOME AT LOWEST PRICES!

HONOR BILT

ROOFING

Both Stores **1.98** ROLL OR BUNDLE

ROLL ROOFING

There is no finer slate surfaced roll roofing made. It will protect your home for years to come. Full 90 pound roll covers 100 square feet, choice of 3 colors, guaranteed 17 years.

HEX SHINGLES

Thickly surfaced with Sasso slate granules with thick felt base saturated with asphalt. Choice of 6 colors, guaranteed 17 years. 2 bundles weigh 168 pounds, cover 100 square feet.

3-in-1 SHINGLES

Our finest 3-in-1 shingles, famous for long service. Surfaced with Sasso slate granules. Choice of 7 colors, 3 bundles to 100 square feet. Guaranteed 17 years.

DIAMOND POINT

Made with the same high quality materials that goes into all our roofing. Roll covers 100 square feet, choice of 3 colors. Guaranteed 17 years. 298.

Purchase for Next Winter Now!

10% OFF SALE ON STORM SASH

Why wait until the snow starts to fall to think about storm sash! Now is the time to act and save yourself 10% from original selling prices! Choose from over 70 standard sizes in stock. All frames woodguard treated to resist warp and weather. Glazed with clear glass. Buy on our Budget Plan. Both Stores

Choose From Sizes Listed Below

Size	Reg. Price	Sale Price	You Save	Size	Reg. Price	Sale Price	You Save
1'8" x 3'11"	1.79	1.61	18c	2'4" x 4'11"	2.49	2.24	25c
2'x3'11"	1.98	1.78	20c	2'6" x 4'7"	2.49	2.24	25c
2'2" x 4'3"	2.29	2.06	23c	2'8" x 4'11"	3.09	2.78	31c
2'4" x 3'3"	1.89	1.70	19c	2'10" x 4'7"	2.98	2.68	30c
2'4" x 3'11"	2.19	1.97	22c	3'x4'11"	3.39	3.05	34c
2'4" x 4'7"	2.49	2.24	25c				

Ventilators 20c extra, Hangers 10c Extra

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

Sears

BOTH STORES ARE OPEN FRIDAY AND SATURDAY TIL 9 P. M.

Just Arrived! Solid Carload

BIRD BATHS FLOWER POTS & JARDINIERES

BIRD BATHS
1.49 1.98 2.59

JARDINIERES
8 Inch 25¢ 10 Inch 39¢ 12 Inch 79¢

FLOWER POTS
8 Inch 25¢ 10 Inch 49¢

No Mail, Phone Or C. O. D. Orders

5000 NEW FRESH DUG TWO YEARS OLD

ROSES 6 for \$1

Select, hardy stock, all ready to plant and bloom this year. Choice of everblooming and many other varieties. On sale at Both Stores.

GENERAL McARTHUR Fertile Polled ROSE, each 79c

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

Unscramble Names of Screen Sweethearts! WIN GUEST TICKETS TO LOEW'S!

1. HINO NUBYN
LAFOR HICFN

2. OUL GELNETLE
NIEDLAGER RAARRF

3. NISCRA X. SUNABMH
VYEBERL EYNBA

4. DPRHLOU TEVNNIOLA
TINA ILNAD

5. AEGRT ROGAB
OJHN REIGLBT

JUDY GARLAND • VAN HEFLIN

See "PRESENTING LILY MARS" OPENS TODAY AT LOEWS

Each numbered set of scrambled names represents a well-known movie star team. List them correctly and mail your answers to the Contest Editor of Shopping News, 93 Clinton Ave. S. (4) First 25 correct answers will entitle entrants to a pair of guest tickets to Loews Theatre. Winners will receive tickets in the mail on Tuesday, June 22.

Pete Hagen's

READY-TO-SERVE COCKTAILS

to Everyone's Taste

moment's notice in your refrigerator keep them just pour—ADD—decorate and mess, no waste deal liquor pack—Home Service"...

MANHATTAN MARTINI DE CAR AIQUIRI FASHIONED

1.89 full fifth. All at 48 proof.

AT NEIGHBORHOOD LIQUOR SHOPS
Popper Morson Co. Rockefeller Center, New York

Cost Money, Buy Bonds!

Offer!

BAG

and a Super Suds box top

LATE COMPARTMENTS YOU CAN USE OMB, COMPACT, LIPSTICK, AND RING ELSE YOU WANT TO CARRY!

...jet-black rayon taffeta lined with vivid crimson... loop catch... right size for your handbag... to carry outside of bag.

unt high and low to get you the popular Cos-everybody's wanting, but so few are able to find ie shortages! And look what we got for you—far ry cosmetic bag! It's extra-special, superb quality! ow what you'd have to pay at any store, if you

r Cosmetic Bag! It keeps cosmetics from "messing" r handbag... Makes 'em easy to find in a hurry. lone and not bother with a handbag at all... it's ill yours for the tiny price of twenty-five cents and p!

! SUPPLY LIMITED!

IF YOUR ORDER NOW!
OFFER CLOSES SEPTEMBER 30, 1943

JDS, Dept. N-406 Jersey City, New Jersey

men: I enclose 25c in coin (not stamps) and a Super sp. Please send me the cosmetic bag described above I understand my money will be refunded if supply d.

(please print)

only in U. S. A. and expires September 30th, 1943. y state or sub-division thereof if taxed or prohibited.

Take one pound of liver and six skewers. Place cubes of liver on skewers alternately with curls of bacon or slices of onion. Brush with melted but-

ter or melted margarine and broil slowly, turning so each side browns evenly. Good with shoe-string potatoes and a fresh vegetable salad.

Cruise . . .
(Continued from page 1)
and reservations will be made on a "first come first served" basis.

A folder completely describing the itinerary and other features of the cruise may be had for the asking at Shopping News office, 93 Clinton Ave. S. A telephone call to Stone 6000 will bring one to your homes in the mails.

Now, if you still want to go in July, it is suggested that you call Stone 6000 immediately. Your reservation will be made on a tentative basis. Then, if some present member of the party finds it necessary to cancel their reservation that will become available, again on a "first come first served" basis.



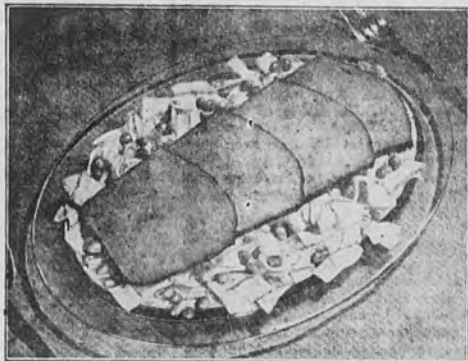
Wisib V. Deverian
ORIENTAL RUGS

—to LOOK BETTER
—to LAST LONGER

Need Cleaning & Repairing

PHONE STONE 3484 . . . 258 EAST AVE.

Party Luncheon Suggestion



Meat loaf with a savory homemade flavor—yet this dinner was prepared in 20 minutes. The secret is table-ready meat loaf—sliced and heated before serving. Saves time and fuel and requires few ration points.

We suggest serving this well-seasoned, good quality meat loaf with cooked noodles and peas combined in a white sauce. A sliced orange and apple salad, and crisp rolls complete this appetizing meal.

Victory Recipes

To save Your Meat Ration Points

Steamed Fresh Asparagus In Sauce

- 2 pounds ASPARAGUS
- 4 tablespoons flour
- 4 tablespoons butter or margarine
- 1 teaspoon salt
- Dash of Worcestershire sauce
- 4 hard-boiled eggs
- 2 teaspoons lemon juice
- 1/2 cups milk

Wash asparagus well. Cut scales from base. Break off woody ends. Steam whole in small amount of water until tender, for 15 to 20 minutes; or cut in pieces, cook stalks 10 minutes, then add tips and cook 5 to 10 minutes longer. Make sauce out of flour, butter, salt and milk. Put hard-boiled eggs through a sieve. Add Worcestershire Sauce and lemon juice.

Assembly Line Special

- 1/4 cup mayonnaise
- 1/2 teaspoon prepared mustard
- 1/2 teaspoon horseradish
- 1/4 cup chopped Bologna or cooked frankfurter
- Lettuce

Combine ingredients. Use for sandwich spread. Add a leaf of lettuce for crispness.

Raw chopped greens may be mixed with cottage cheese, shaped in balls and served on lettuce. Russian dressing adds the proper touch to this. Consider the dandelion greens: they're as free as the breeze they blow in.

Household Hints

The correct cooking of pork Sausage is important for health and flavor's sake. Place links or patties in a cold fry pan, add a small amount of water. Cover and steam 5 minutes, then drain remaining water. Cook over slow heat, turning frequently to brown.

Add a nip of curry powder to cream dried beef. Serve on hot biscuits and for the seasonal short cake theme bake the biscuit dough in a sheet and cut in squares. A heartening dish.

Banana powder is one of the market's newer dehydrated foods. Cakes made with it are really good. A nice delicate banana flavor!

Pete Hagen's
READY-TO-SERVE
COCKTAILS
.. to Everyone's Taste

... at a moment's notice right from your refrigerator—simply keep them chilled. Just pour—ADD NO ICE—decorate and serve. No mess, no waste ... The ideal liquor package for "Home Service"...

MANHATTAN DRY MARTINI
SIDE CAR
DAIQUIRI
OLD FASHIONED

1.89 (full 1 1/2 lts.)
All at 48 proof

AT NEIGHBORHOOD LIQUOR SHOPS
Popper Morson Co., Rockefeller Center, New York

Bombs Cost Money, Buy Bonds!

Plan a Really Fine Dinner For FATHER'S DAY with FINE FOODS FROM WEGMANS

Rochester's Largest Selection of

BEST QUALITY MEATS

Tender, Sweet-Smoked
HAMS Shank Half **38c** lb.
Fancy Standing Grade A-A
RIBS O'BEEF

Wegman's bring you the largest variety and lowest prices in the city.

GROCERY

USE K, L, M, BLUE	POINTS	PRICE
46 OZ. CAN. CLARK'S TOMATO JUICE	4	can 20c
BLUE LABEL CATSUP	7	bot. 11c
VAL VITA APRICOTS	8	can 8c
DEL MONTE PEACHES	7	can 9c
DOLE CRUSHED PINEAPPLE	10	can 10c

These Specials from our own Rochester Dairy will give the proper spirit and add a delicious dessert to your Sunday dinner.

Oven Fresh BAKED GOODS

Especially Decorated With FATHER'S DAY GREETINGS

FATHER'S DAY LAYER CAKES **39c** EA.

FATHER'S DAY PARTY CAKES **79c** EA.

SPECIAL VALUE!

Beautiful Cosmetic Bag
Yours for Only 25c And 1 Box Top From

SUPER SUDS

Lge. Pkg. **23c**

ASK CLERK FOR ORDER BLANK



FREE PARKING FOR CUSTOMERS

Sensational Offer!

STUNNING RAYON TAFFETA

COSMETIC BAG

and a Super Suds box top

Only **25c**



4 SEPARATE COMPARTMENTS YOU CAN USE FOR COMB, COMPACT, LIPSTICK, AND ANYTHING ELSE YOU WANT TO CARRY!

Beautifully made... jet-black rayon taffeta lined with vivid crimson rayon taffeta... loop catch... right size for your handbag... handsome enough to carry outside of bag.

LADIES... we've hunted high and low to get you the popular Cosmetic Bag that everybody's wanting, but so few are able to find today due to war-time shortages! And look what we got for you—far more than an ordinary cosmetic bag! It's extra-special, superb quality! And priced 'way below what you'd have to pay at any store, if you could find one at all!

Send today for your Cosmetic Bag! It keeps cosmetics from "messing" up the inside of your handbag... Makes 'em easy to find in a hurry. Or you can carry it alone and not bother with a handbag at all... it's that good-looking! All yours for the tiny price of twenty-five cents and a Super Suds box top!

HURRY! SUPPLY LIMITED!

MAIL YOUR ORDER NOW!

THIS OFFER CLOSES SEPTEMBER 30, 1943

SUPER SUDS, Dept. N-406, Jersey City, New Jersey

Gentlemen: I enclose 25¢ in coin (not stamps) and a Super Suds box top. Please send me the cosmetic bag described above post-paid. I understand my money will be refunded if supply is exhausted.

Name _____ (please print)

Street _____

City _____

State _____

Offer good only in U. S. A. and expires September 30th, 1943. Void in any state or sub-division thereof if taxed or prohibited.



Make the "milk-bottle suds test"... See how you get MORE SUDS; LONGER-LASTING SUDS FROM SUPER SUDS!



Shake up two teaspoons of your regular wash-day soap and a glass of water in a milk-bottle. Do the same with Super Suds in another milk-bottle. Even hard or cool water will do. See if you don't get MORE AND LONGER-LASTING SUDS from Super Suds!

By inserting notices that jobs customers, a St. Louis depart-
ment available in its monthly ment store is solving its part-
statements to charge account time help need.

Consumer News

Duration Do's and Don'ts for the
Lord and Master of the House

Neckties: Remove spots from your ties immediately with a chemical cleaning fluid. Cut cardboard to fit the tie and slip it inside the tie to press. Roll knitted ties instead of hanging them. Don't wear a tie two days in a row; give it a chance to recuperate.

Suits: Brush regularly; fabrics thrive on cleanliness. If you own two suits, let them take turns. A suit will lose its shape and take on yours with the constant day-after-day wear. Hang suits on hangers directly after wearing. Use a separate pants hanger if possible.

Socks: Buy wool socks a size larger to allow for shrinkage. If your garters pull too tightly at your socks it will weaken the fabric. Wash wool socks in lukewarm water and put them on stretchers to prevent shrinkage.

Hats: Brush your hat regularly with the nap; from the front toward the bow. Use a soft brush, not a whisk broom. Turn the sweat band of your hat inside out if you've worn the hat on a hot day. This helps the moisture to dry without seeping through and ruining the hat band. Brush your hat before going out in the rain. In this way you brush out the dust that later would become mud and spots when the rain hits it.

Shoes: Have them polished often. A good wax polish softens the leather and serves as a protective coating. It is false economy to let your heels run down. Crooked heels twist the uppers out of shape and shorten the life of the shoe. Put your shoes to rest with shoe trees in them. They'll keep their shape longer and better. Keep wet shoes away from the heat.

Shirts: Turn up the collar of your shirt when you put it in the laundry bag. A shirt laundered with the collar unfolded lasts longer. A soft brush and napha soap may be used on the soiled collars. Always buy a "sanitized" shirt. One reason shirts wear out is because of

stress due to improper fit. A tight shirt is not comfortable either. Your supply of shirts will last longer if they all get equal wear. Try rotating—a number on the inside of the neckband might be a clue. When a shirt applies for retirement because the neckband is frayed, have the lady of the house reverse the collar and keep it going.

With butter getting scarcer than ever, good news comes to the nation's hard-pressed housewives from the Department of Economics and Sociology of Iowa State College. Its researchers report that margarine (5 ration points) "compares favorably with butter (8 points), both in nutritive value and palatability." Too, the best vegetable margarine now has 9000 USP units of Vitamin A to the pound.

Sibley, Lindsay
& Currie Co.



Last Call!

Father's Day

Sunday, June 20

Give Dad a gift he will use and enjoy! Select a new hand for his watch from our complete array!

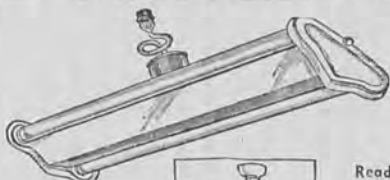
Dependable

WATCH
REPAIRS

CENTER AISLE A, MAIN FLOOR

NATURAL DAYLIGHT-LIKE LIGHT
SIMPLE AS INSTALLING A NEW BULB
**FLUORESCENT
FIXTURE**

For Bath, Kitchen, Cellar, Work Room



\$ 7.95 Complete

WITH TWO GE 20 WATT
FLUORESCENT
BULBS

1—Three times as much light per watt as the same light for half the cost. 2—Better QUALITY natural daylight. 3—Great reduction in the glare that tires eyes. 4—No black shadows. 5—More even distribution of light. 6—Longer life—average life of 20 watt fluorescent lamps 2500 to 3000 hours. 7—Anyone can install it as easily as putting in new bulb. 8—All parts Underwriters' Approved.

Do Your Own
Dry Cleaning
Dri-Kleen
Makes 10 GALLONS of Fluid 50¢
"Dri-Kleen" instantly removes soil from suits, dresses, draperies, rugs, spreads, upholstery, ties, hats, gloves, etc. at trifling cost! Effective, odorless, harmless to fabrics.

Free Parking Opposite
With \$1 Purchase
MAIN 7900

werd's
15
EXCHANGE ST.
Free City Deliveries. No C. O. D.'s on purchases under \$1.00

AT CHAMPION'S FOR DAD!

GIFTS FOR DAD THAT ARE COOL AND PRACTICAL

LONG SLEEVE POLO SHIRTS \$1.88 And Up	GOOD LOOKING SPORT SLACKS \$3.98 And Up	WATER-REPELLENT SPORT JACKETS \$2.98
LEATHER MOCASSINS \$2.98 With Rubber Soles	WASHABLE SLACK SUITS \$2.98 And Up	SHORT SLEEVE SPORT SHIRTS \$1.54 Ea.
FLAG SETS \$1.98 and \$2.98 With Pile and Holder	WOOL OR LATEST SWIM TRUNKS \$2.98 Others \$1.49-\$4.50	WHITE COTTON CREW SHIRTS FIRSTS 49c SECONDS 39c THIRDS 29c. 4 for \$1

SPORT BELTS 69c

Champion
KNITWEAR CO. 171 ST. PAUL ST.
Half Hour Parking for Customers—Strand Parking Station

FATHER'S DAY NEXT SUNDAY JUNE 20th

37TH Anniversary Celebration

RUDOLPH'S

Your Man in the Service Can Use GIFTS Like These...

Service Watch Sturdy, accurate, moisture-proof and shockproof. 24.75	Writing Kit Contains everything for writing, including Sheaffer fountain pen. 7.45
Fitted Apron Apron kit containing seven essential toilet articles. 3.95	Service Record Over 100 pages to record dates, to hold "snaps," clippings. 2.50
Service Medal Sterling silver St. Christopher medal with identification plate. 3.95	Service Signet Army or Navy ring in 10K yellow gold, set with his initial. 22.50

USE YOUR CREDIT AT

RUDOLPH'S

CORNER EAST MAIN AT SOUTH AVENUE
In Balavia — 109 Main Street
Open Monday Evenings

DUZ Washing Powder Large Box Limit 1 18¢	KEY ROCHESTER'S MODERN CUT RATE DRUG STORES TODAY THROUGH WEDNESDAY	WAX PAPER CUTTER BOX 100 Ft. Limit 2 10¢
CARBONA WHITE SHOE CLEANER 25c Bottles Limit 1 11¢	Is Your VANITY Suffering From VARICOSE VEINS? It Needn't with BAUER & BLACK Elastic Stockings If your Doctor has prescribed Elastic Stockings, your vanity need not suffer. These stockings are not conspicuous under sheer hosiery yet afford comfortable relief and proper support. Knit of "Laster", they are lightweight and cool. See our seven styles today.	ASPIRIN TABLETS Bot. 100 5 Grain Limit 1 8¢
WOODBURY AFTER SHAVE POWDER 25c Size Limit 1 13¢	BAUER & BLACK Elastic Stockings	Picnic Plates REGULAR 10c 2 pkgs. 11¢ Limit 4
ABSORBENT COTTON 2-oz. pkg. Reg. 20c Limit 2 11¢	Curity SULFA-thia-zole HANDI-TAPE BAUER & BLACK'S Instant Bandage for Minor Cuts, Blisters, Abrasions TO HELP PREVENT INFECTION 23¢ Box of 27	CRINKLING STRAWS BOX 100—LIMIT 2 2 boxes 13¢
Feenamint CHEWING GUM Laxative 25c Box 19¢	Curity BAUER & BLACK CIVILIAN FIRST AID KIT Authentic First Aid Care for 26 INJURIES AND CONDITIONS STURDY COMPACT COMPLETE	GRIFFIN WHITE SHOE CLEANER Reg. 25c Bottle or Tube 19¢
DEXTRI MALTOSE Lb. Size Reg. 75c 63¢	LUCKIES, Camels, Chesterfields, Raleigh, Old Gold, Philip Morris Carton \$1.46 Tax Paid	PHILLIP'S Milk of Magnesia Reg. 25c Size 11¢
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	FURLOUGH BAG 20-INCH SIZE So suitable because it folds into small space; attached identification tag holder, and its water repellent. Strong handles, made of strongest khaki duck with zipper tops. \$2.98	NEW Tablet DYE Ends SPOTS & STREAKS 10 New Fashion-right Colors—and an ECRU Curtain tint that's "the last word" DYE-ANA TINT and DYE TABLETS 10¢ 3 for 25¢
KOTEX Box of 24 89¢	Dr. WEST TOOTH PASTE Large 75c Size 15¢	NEW LIFEBOUY 3 For 17¢ BETTER THAN EVER
Dr. WEST TOOTH PASTE Large 75c Size 15¢	GET THAT VIMMS FEELING! Vimms 6 VITAMINS 3 MINERALS all in one tasty tablet! VITAMINS A, B, B ₂ , P-P, C, D and CALCIUM, PHOSPHORUS and IRON	BAYER ASPIRIN Bot. of 100 59¢
		HIND'S Heavy Almond Lotion Reg. \$1.00 Bottle 59¢

The Rochester Sun

SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave., S. Rochester, N. Y. Distributed free to 75,200 homes in Rochester, Greece, Brighton and Irondequoit. Mail subscriptions \$1.50 a year in advance (within Rochester city limits). Outside city, \$2.00 per year.

SIXTH YEAR—No. 41 ROCHESTER, N. Y., THURSDAY, JUNE 24, 1943

First Drawing Set For July 2 By Shopping News

Drawing for the first \$25 winner in the weekly Shopping News Circulation Drawing will be made on Friday, July 2nd, because of the Independence Day Holiday, to be celebrated on Monday, July 5th. The public drawing will be held at Shopping News, 93 Clinton Ave. S., and will be open to the public. The first passerby at the office after 3 p. m. will be asked to draw the winning name.

In the drawing it is expected will be upwards of 25,000 receipt stubs turned in by Shopping News carriers who are completing their rounds of customers this week.

Sun carriers are asking their readers to pay ten cents per month for delivery service. When the dime is paid the carrier fills out a receipt stub and turns it in at the office. All receipt stubs turned in during the month are eligible for all drawings during the following month. A drawing will be held each Monday and \$25 paid to the winner. In addition, the Shopping News carrier upon whose route the winner lives will receive five dollars as an additional bonus.

If your carrier has not yet reached your home, expect him within the next few days. All carriers have been instructed to complete their rounds by Wednesday, June 30. All carriers have further been instructed to advise patrons on their routes that delivery will be made regularly each week whether the time is said or not. Complete distribution of the city area will be maintained.

WAAC's Help In Hospitals



A new and invaluable member of an Army hospital staff, this WAAC auxiliary, trained in the exacting science of pharmacy, is responsible for dispensing and compounding of drugs and chemicals used in medical prescriptions. This is just one of dozens of opportunities in the Women's Army Auxiliary Corps to learn interesting skills and at the same time to make a real contribution to the winning of the war.

'Slap-a-Jap Jive' Chosen As Winner In Dance Contest

"Slap-A-Jap Jive" is the name selected by the judges as first prize winner in the Donald O'Connor dance naming contest sponsored by Shopping News and the Century Theatre. This was the name submitted by Miss Eleanor Schermerhall and earns for her the \$25 cash first prize. Second prize winner of ten dollars is Frank A. Tomark.

So Help Us - We Heard This One Just This Way

The boys in our Army get the best training in the world, but even so, the things they learned at home and on their first jobs manage to stick with them, sometimes with amazing results. Take the case, for instance, of the Rochester boy who was attached to a bomber command in England.

As the story was told to us, this boy was called in one day with the pilots of mine other planes and given instructions about a raid on German occupied France.

The major, who read the instructions, said, "Now get this straight. This isn't a regular bombing raid. You aren't going to drop bombs. Just leaflets. We want these leaflets to reach the enemy in occupied France."

The ten pilots said, "Yes sir." "And one more thing," said the major, "under no circumstances are you to engage in combat with the enemy. If you see any enemy planes, evade them. Your job is just to deliver the leaflets. No fighting."

With those instructions ringing in their ears, the ten pilots took off, each plane filled with leaflets. In a few hours, their mission accomplished, all the planes returned except the plane piloted by the Rochester boy.

Finally after all hope for the boy from Rochester had been given up, he appeared—three days after he had taken off for Germany occupied France with a load of leaflets.

His commanding officer grabbed him and pumped his hand, and then said sternly, "Where have you been? What took you so long? All you had to do was dump out the leaflets and come home?"

"Dump out the leaflets?" The boy from Rochester looked amazed. "Why I used to work for the Rochester Sun and I thought we had to put a leaflet on every doorstep. That's what took me so long."

Home Bureau To Stage Canning Demonstration

Co-operating with the Victory Garden Council of Rochester and Monroe County, the Rochester Home Bureau will sponsor another canning demonstration tonight at 7:30 p. m. at the South Avenue Baptist Church, South Avenue at Linden St. Mrs. Edmund Marth will show the boiling water bath and the pressure canner methods of canning fruits and vegetables.

Reservations Open For Aug. and Sept. Montreal Cruises

Everybody wants to vacation on the Great Lakes this summer. But there are going to be a lot of disappointed people before the season is over if present reservation pace is any indication. There are only a limited number of boats plying Lake Ontario and stateroom space is being snapped up far in advance.

When the Suntour leaving Rochester July 7 was set up, early in the spring, double the amount of space used last year was reserved by Shopping News Travel Department. But even that amount of space has proved insufficient to accommodate all who would like to join the cruise. All reservations have now been booked and prospective tourists are being turned down daily at Shopping News Travel Department headquarters, 93 Clinton Ave. S.

However, many choice reservations are available for the August 4th and September 1st cruises which will duplicate the July cruise. The cruises leave on Wednesday and return the following Sunday. During the cruise Montreal and Quebec are visited, as well as the famous shrine of Ste. Anne de Beaupre in Quebec. Tour cost, which provides for all necessary expenses is \$59.50 per person plus \$4.10 tax.

If space can be found on the Steamer Kingston of the Canada Steamship Lines, Ltd., through which arrangements for the cruises are made, it is anticipated that two short cruises to Toronto and return will be arranged. Further announcement of these cruises is expected next week.

Reservations for the August and September cruises should be made as soon as possible at Shopping News, 93 Clinton Ave. S. A pamphlet describing the tours is available for the asking. Reservations may be assured by making a small deposit which is refundable if the holder later finds it impossible to make the cruise.

Make your reservations early and avoid the disappointment of those who waited too long before reserving for the July cruise.

Amusements

CENTURY

Roddy McDowell, Preston Foster, Rita Johnson in Mary O'Hara's "MY FRIEND FLICKA" in technicolor; plus Chester Morris and Richard Arlen in "AERIAL GUNNER." HELD OVER 2nd BIG WEEK

LOEWS

Judy Garland, Van Heflin in "PRESENTING LILY MARS," plus "CITY WITHOUT MEN."

PALACE

Alan Ladd, Loretta Young in "CHINA"; plus Betty Rhodes and MacDonald Carey in "SALUTE FOR THREE."

CAMEO WEST END

"AIR FORCE" with John Garfield and Gie Younger plus "CLANCY STREET BOYS" with East Side Kids. SUN. THRU TUES.

CAPITOL

Errol Flynn, Ann Sheridan in "EDGE OF DARKNESS"; plus "COWBOY FROM MANHATTAN," Frances Langford, Robert Paige.

DIXIE

"THE MORE THE MERRIER," Jean Arthur, Joel McCrea; plus "QUIET PLEASE, MURDER," Gail Patrick, George Sanders.

HUDSON

"TARZAN'S TRIUMPH," Johnny Weismüller and Frances Gifford; plus "SILVER SKATES," with Kenny Baker and Pat Morrison.

LITTLE

Charles Boyer and Irene Dunne in "LOVE AFFAIR" STARTS SATURDAY

MADISON-MONROE

"WHITE SAVAGE," Maria Montez, Jon Hall and Sabu; plus "BOMBARDIER," Pat O'Brien, Randolph Scott, Ann Shirley.

REGENT

Betty Grable, George Montgomery, Cesar Romero in "ONEY ISLAND," in technicolor; plus "FALSEFACES," Stanley Ridges.

REXY

"SOMETHING TO SHOUT ABOUT," Don Ameche and Janet Blair; plus "REVILLE WITH BEVERLY," with Ann Miller and Bill Wright.

RIVIERA

"THE MORE THE MERRIER," Jean Arthur, Joel McCrea; plus "BOMBARDIER," with Pat O'Brien, Randolph Scott and Ann Sheridan.

STATE LIBERTY

"SLIGHTLY DANGEROUS," Lana Turner and Robert Young; plus "CHATTERBOX," Joe E. Brown and Judy Canova.

TEMPLE

Sylvia Sydney in "I MARRIED A MURDERER" Plus Walter Huston in "DIAMOND EMPIRE" NOW PLAYING

SINGER SEWING MACHINE CO.

WARTIME SERVICES

For the

WOMAN WHO SEWS

EXPERT — Hemstitching, Buttonholes, Button & Buckle Covering REPAIRS TO ANY MAKE SEWING MACHINE PROMPT, RELIABLE SERVICE

We can put your present sewing machine in excellent condition regardless of make. Our supply of replacement parts is still reasonably complete. Competent estimates. Expert workmanship. If your machine is out of order or needs a tune-up please call us NOW!

RENT

A Modern Singer Electric SEWING MACHINE LOW MONTHLY RATES

★ SEWING NOTIONS ★ THE BIGGEST NEW DEPARTMENT IN TOWN

Items Galore—At LOW Prices And Expert Advice On Any Sewing Problem. It Will Pay You To Get Acquainted.

SPECIAL CLEARANCE OF USED SEWING MACHINES

Reconditioned the SINGER Way And Priced To Serve You At Once

★ ★ ★ A LIMITED NUMBER OF NEW SEWING MACHINES

Built before priorities are still available for purchase. Trades accepted—Terms. If you need a new machine don't delay.

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SEWING MACHINE COMPANY

47 EAST AVE. STONE 5260 58 STATE ST. MAIN 818

OPEN MONDAY EVENINGS

LAST 3 DAYS

Offer Ends Monday, June 28

Lincoln's Popular

PORTRAIT TEST OFFER

Clear—Natural—Life-Like

12 PICTURES

The Same Individual Service By Our Expert Photographer—At This Popular Low Price

89¢

(12 Different Poses) for only

NO APPOINTMENT NECESSARY

Take This Opportunity to Get Acquainted with LINCOLN'S NEW KODATRON SPEEDLAMP

KODATRON SPEEDLAMP

This amazing lamp flashes at a speed measured at 1/30,000 of a second fast—and catches natural, life-like pictures while you move or talk.

Try our new Kodatron method at this popular low price. Our famous Polyfoto camera catches 12 different poses in a few minutes with the aid of the Kodatron Speedlamp—Eastman's newest contribution to photography. Just stop in at our studio anytime during the next 10 days and we'll make our regular 12 pose sitting of you for only 89¢.

June STUDIO SPECIALS

- 3 Beautiful 5x7 PORTRAITS \$3.95
- MINIATURE POCKET SIZE \$1.95

Perfect for the Men in Service

MAIN AT ST. PAUL PHOTO STUDIO MAIN FLOOR

LINCOLN'S

CHAMPION OPEN MONDAY NITES TIL 9 P. M.

Vacation BARGAINS

IN CHAMPION SPORTSWEAR

LADIES SMART LOOKING ONE OR TWO PIECE SWIM SUITS SIZES 32 TO 48 \$2.98 and \$3.98

LADIES' LIGHTWEIGHT SLACKS Green, Brown, Blue, Glen Plaid, \$1.49. Zipper Side Closing. Reg. \$2.98

BOY'S CREW SHIRTS All Medium Size 4 For \$1.00. Maroon, Green, Green Stripe. WILL FIT 8-10-12 YEAR OLD BOYS. \$2.9¢

MEN'S LIGHTWEIGHT COOL POLO SHIRTS Natural Color Only 89¢ Reg. \$1.39

MEN'S LIGHTWEIGHT WIND AND WATER REPELLENT SPORT JACKETS \$2.69 Reg. \$2.98

MEN'S WASHABLE SPORT SLACKS \$2.19 pr.

MEN'S WASHABLE SLACK SUITS \$4.95 A Complete Set

MEN'S AND BOYS' WOOL OR LASTEX SWIM TRUNKS LARGEST VARIETY IN THE CITY \$1.49 - \$1.98 - \$2.98 - \$4.50

MEN'S NAVY REJECT CREW SHIRTS \$2.98

Boy's Sizes

39¢ EG. BUY SEVERAL

MEN'S LOAFER COATS \$7.95

Locker SANDALS 89¢

Complete Line of Riding Apparel for Men and Women

Champion

KNITWEAR CO. 71 ST. PAUL ST.

In Fr. Free Parking for Customers, Strand Parking Station

KAY'S COMMENTS by kay shearer

POST-OPERATIVE days are hectic. But not when you're wearing a specially fitted garment from KATHERINE G. Doctors recommend them. Patients swear by them. Takes care of sagging muscles — back ache and general fatigue. 603 TEMPLE BLDG. — Open Monday Evening.

Pick-up for that mid-summer lull — a smart new frock from ROSE MARTIN'S Simple good clothes — the kind that have made many a satisfied customer for this progressive shop. Sizes 12 to 44 also 22 1/2 to 24 1/2. Priced \$7.95 to \$14.95. 1390 Culver Road, Webster Bus to Door.

You may plan in advance what you want to pay for that important gift and find the perfect answer at SMITH CERAMIC STUDIOS. Your selection is easy 'cause this gleaming shop is literally loaded with crystal, dishes, lamps, for big pieces and little prices. Any gift bearing the label SMITH CERAMIC will please the most exacting of recipients. Drop in and see for yourself. 903 MONROE AVE.

Keep a cool head in a hat from JOELS. You'll love those fresh looking perky chapeaux from this popular shop. Every hat screams 1943. Every hat screams male catching possibilities. Every hat is picked with a knowing eye for fine detail and classic flattery. Every woman who wears a JOELS HAT has that certain something in her look — knowing that she has at long last found the HAT suited just right for her. It's a strange thing what the right sort of hat can do for someone. And it's a pretty ghastly thing what the wrong hat can do. But you'll never go wrong — when you shop JOELS. Remember JOELS IS AIR CONDITIONED — it's a pleasure to buy a hat in such a pleasantly cool store — JOELS, 215 EAST MAIN ST.

FLOWERS LLOYDS FLOWER SHOP reminds you that their Funeral sprays, baskets, are the very finest of FRESH flowers—fashioned under the discriminating hand of Mr. Lloyd Higbie—at PRICES THAT SUIT YOUR POCKET-BOOK. Remember Main 6933—when the occasion arises. POWERS HOTELS opp. Court House.

RIPTON DRESSES SAYS "Out with complicated, intricate clothes — in with 43 m.p.e. streamlined "24-hour outfits that be dressed up or down." These are the kind of clothes Ripton Dresses believe in — and these are the kind they buy. Cottons — Bembergs, sheer blacks — every frock a becoming useful buy. All sizes — prices start \$4.95 to \$19.95. 733 and 739 MONROE AVE.

On any day—any occasion—from air raid alert to your "furlough date" a chapeau from MARLENE HAT SHOP will carry you through. Smart becoming numbers priced \$2 up. Bags in abundance. \$1 up. HOTEL SENECA.

When you do your weekly marketing—don't forget about those lunches that MUST be packed for your war-worker. Plan ahead — for those six days — keep "stuff" on hand. It will make your job much easier, so says HOME SERVICE, ROCHESTER GAS. Typed menus are yours for the asking at 89 East Ave.

at Dolan's
WHERE YOU BUY
THE CUTS OF
CHICKEN
YOU PREFER
DOLAN'S
600 JEFFERSON AVE.
Cor. Hartlett
Telephone Genesee 1417

AT Weeds On Sale Starting TOMORROW

24-PIECE CUTLERY SETS
Service for 6
LIMITED QUANTITY

6 KNIVES
6 FORKS
6 TEASPOONS
6 DESSERT SPOONS

Butter knives and spoon shown not included.

Choice of lovely Red, Green, Ivory or Two-Tone Plastic handles.

SALE PRICED AT **\$9.95 - \$14.95 - \$19.95**

Special Offer! How could you have forgotten about your fur coat? — and how could you have forgotten about that SPECIAL OFFER on storage I have been harping on — at CROSBY-FRISIAN. No I can't tell you about it — you'll have to call up and find out the details. But I promise you'll be ever so glad you did. Did you know that all coats taken in for storage at CROSBY-FRISIAN are stored right on the premises. There's no crowding — your coat is hung in a space with plenty of room. Frigid vaults protect it through the summer. Remember once that oil in the pelts of the garment have been dried out from summer heat there's nothing to replace it. Much destruction can be repaired — but never very satisfactorily — so don't take chances with that precious fur coat of yours — it may be a very long day before you'll get another one. GLENWOOD 204 for details on the SPECIAL OFFER. CROSBY-FRISIAN, 752 LAKE AVE.

Superfluous Hair You're awfully self-conscious about that growth of superfluous hair — aren't you? But did you know about the NEW SCIENTIFIC METHOD now being used by CHARLOTTE ESTHER WHITE — NO NEEDLES — NO PAIN — NO SCARS. Free booklet on request. 222 CUTLER BLDG. Stone 503.

Easy does it — — — at TEMPLE WEAVERS. At least it looks that way to the onlooker — — — but you'll never believe how many long tedious hours have gone into that mending job — — — till you've stuck round awhile. Subst work — — — gentle prices — — — 409 BURKE BLDG.

One food problem is solved in our house — "What to feed the DOG." At the new SUPER DOG & CAT BAR you may buy WITHOUT RATION COUPONS fresh frozen Veterinary inspected HORSE MEAT dressed in a NYE licensed daughter-house. Ground HORSE MEAT sells for 20c lb. A nourishing healthful Horse-Meat-Loaf made of 80% Horse-Meat and 20% cereal. Sells for 25c lb. SUPER CAT & DOG BAR is located 351 Court St. between Chestnut and Broadway.

Treat yourself to a "HEALTH JAG" with the summer daytime special at PETTIS REDUCING A famous BATTLE CREEK REDUCING LOUNGE treatment plus a cabinet bath and shower will put both your mind and body at rest. Call Stone 6210 for details. 327 BURKE BLDG.

BIG 5c WORTH IN THIS SUNDAY'S ISSUE Norman Rockwell's FREEDOM OF SPEECH Full page color reproduction of the famous painting suitable for framing. Reprinted by courtesy of the Treasury Dept. and the Saturday Evening Post.

First of a Series Also 16 Pages of Comics, Magazine and News Sections
GET THE HABIT Read the New York SUNDAY MIRROR

Projansky
Furriers for Over a Quarter Century
good sound logic . . . to

STORE YOUR FURS
with FUR SPECIALISTS
Dependable, Safe, Cost No More

The Natural Oils will be retained and the Beauty of your precious Furs will be greatly enhanced . . . because our Storage vaults are kept at just the right scientific degree of temperature.

\$3.00 Minimum Charge for Fur Coats
\$1.50 Minimum Charge for Jackets
\$1.50 Minimum Charge for Cloth Coats

REMODEL RESTYLE NOW, at Low Summer Rates
Stone 337
39 EAST AVE.

Buy With Confidence -- At Smalls!

They Pass Every Test...
NO CRACKS...
NO FLAWS...
NO CARBON SPOTS!

Smalls "ATTESTED PERFECT" Diamonds

Each diamond is carefully inspected by SMALLS diamond expert. To be approved "ATTESTED PERFECT" it must pass every test for color, purity and cutting perfection.

A long time ago SMALLS bought thousands of dollars' worth of diamonds and are selling them at prices based on on this low purchase cost. Quality for quality . . . price for price . . . SMALLS values cannot be equalled. Remember, too, that only quality diamonds are good investments. There are hundreds to choose from.

COMPARE OUR LOW PRICES FOR FINE DIAMONDS BEFORE YOU BUY!

AIR-COOLED FOR YOUR SHOPPING COMFORT
Smalls
28 EAST MAIN STREET
Store Open Monday Evening!

AMAZING PRODUCT makes old, faded fiber rugs LOOK LIKE NEW and LAST LONGER

Setfast AWNING PAINT

Do you have a "grass" or fiber rug? Is it faded, stained, shabby looking? If so, you'll be thrilled how easily you can make it look bright and attractive again with Setfast Awning Paint. Yes, we said AWNING PAINT. Last Spring, when this product was first put on the market, several women wrote us that they had used it on their fiber rugs with excellent results. Experiments by our laboratories showed that Setfast Awning Paint is ideal for both the binding and the rug itself. Setfast Paint is easy to apply, giving the rug a bright, clean appearance — like new. This special type of paint is made of pigments that are extremely sun-resistant. It does not stiffen the rug — is water repellent — resists rot and mildew. Setfast Awning Paint comes in 10 attractive colors — also Black and White. And by mixing you can get any shade you like. Ask your dealer about this remarkable new kind of paint.

EASY TO APPLY Brush or Spray It On
DOES NOT STIFFEN THE RUG
SUN RESISTANT
WATER REPELLENT
MILDEW RESISTANT

Light Green, Dark Green, Red, Bright Red, Orange, Blue, Burgundy, Yellow, Brown, Tan, Black and White.

ON SALE AT MOST PAINT, HARDWARE AND DEPT. STORES

MAIN 7900

Weeds
15 EXCHANGE ST.
Free City Deliveries
No C. O. D. on less than \$1.00
FREE PARKING OPPOSITE
With Purchase of \$1.00 or Over

STOP WORRYING ABOUT SUMMER HEAT!

KIMSUL INSULATION
A Double Thick Blanket of Protection Against Heat and Cold

YOU CAN EASILY INSULATE YOUR ATTIC!

1. Rip Roll Open. 2. Cut To Desired Length. 3. Place Between Rafters.

Here's comfort insurance for summer and winter! Kimsul Insulation in your unfinished attic floor or roof stops up to 80% of the heat leakage. Fuel savings frequently pay for the entire cost in two to three years! Ask about Kimsul NOW — while stocks are plentiful. Delivery can be made immediately without priority. Install Kimsul in that new home you're building — it's efficiency will amaze you!

FOR FULL PARTICULARS PHONE A KIMSUL DEALER

METZGER & BRAYER CO.
485 Lyell Ave. Glenwood 421 Rochester, N. Y.

ADAMS BROS.
662 Monroe Ave. Monroe 879 Rochester, N. Y.

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2435 Dewey Ave. Glen 2243 Rochester, N. Y.

STANDARD BUILDERS SUPPLY CO.
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E. J. SCHLITZER STORES, INC.
1922 Monroe Ave. at 12 Corners Rochester, N. Y. Monroe 7102

J. E. HAMMOND & SONS
1650 Culver Rd. Culver 68 Rochester, N. Y.

VANDE VISSÉ & KILDE LUMBER CO., INC.
1500 Lyell Ave. Glen 658 Rochester, N. Y.

JAMISON-SCHINDLER CORP.
1460 Clinton Ave. N. Glen 4272 Rochester, N. Y.

TOWNER BROS. CO.
716 University Ave. Mon. 1183 Rochester, N. Y.

H. W. DEAN PLUMBING CO., INC.
270 Hayward Ave. Culver 1896 Rochester, N. Y.

I write letters in the nearly-dark

ROCHESTER GAS & ELECTRIC
A WAR INDUSTRY

Don't Waste Electricity Just Because It Isn't Rationed!

THIS is part of an actual letter from a soldier overseas:

"It's not the big things that you miss out here. It's little things. Like street noises. Or an electric lamp. Where we are there ain't no such. Since I'm on duty all day, I write letters in the nearly-dark. Funny, how you can miss a common, ordinary electric light bulb."

Here at home, folks take electricity for granted. The fact that you do take electric service for granted is a tribute to the men and women who supply it. They've made it dependable — and they've made it cheap. The average American family gets about twice as much electricity for its money as it did fifteen years ago.

Soldier, we're sorry we can't send you electricity over there. But we are pouring power into industry over here, so that you can have the tanks, planes, ships and guns you need. . . . The electric companies under business management are in the war — as you are — to dispel the darkness of state slavery!



Dad Mom Jerry Janet

Sibley's Salutes THE AMERICAN FAMILY

Dad, Mom, Janet, Jerry . . . why this is Your family, and the Joneses next door. It's a family in Fairville, or California. This is every American family . . . with every member doing his share on the home-front. Here's a fight as important as manning a gun. A fight that will help win the life, liberty and happiness of American families today and for the generations to come.

EARLY TO RISE

6 bells and the family rises to another busy day. A hearty breakfast gets them off to a good start.

WALK TO WORK AND SCHOOL

No gasoline problem here. Dad's plant is just 6 blocks away. School is just around the corner. They walk.

MOM DOES HER CANNING

Preserving summer's fruits and vegetables for next winter's supply earns Mom the reputation of "good provider."

SAVES GREASE AND TINS

America needs grease and metal for war. Mom saves every drop of grease from her cooking. And tin cans, too.

STORES CLOTHES and WOOLS

Winter clothes, blankets, etc. must be protected from moths and dust. Mom stores them safely for summer.

DAD WORKS AT THE PLANT

"Every day, on time, and full time" is Dad's motto for himself. His is a vital home-front war job.

JANET & JERRY LEARN HOW TO BECOME GOOD CITIZENS

They'll be the well-informed, well-educated citizens of tomorrow . . . ready to meet world-problems intelligently.

AFTERNOON MOM GOES TO RED CROSS

Folding bandages, sewing, knitting . . . these are a few of the many war duties Mom shares in.

AFTER SCHOOL THE KIDS COLLECT SCRAP

From door to door they collect the metal scrap and tin cans saved by all their neighbors.

COMING HOME, DAD BUYS AN EXTRA WAR BOND

Sure, he buys through payroll deduction. But here's another extra bond . . . an investment in America's future.

AND VICTORY GARDENS UNTIL DINNER

Tomatoes, corn, potatoes . . . all sorts of fresh vegetables for now . . . and for Mom to can for later.

"RATIONS" FOR DINNER

Mom has prepared a well-balanced meal . . . all within "rations" so that American food supply may be shared.

MOM "MAKES THINGS DO"

Evening Mom does the family mending to make clothes neat and to give them a new lease on life.

DAD FIXES THE YARD

That's where the family is vacationing this year when we're all asked to cut-down on travel.

JANET AND JERRY SELL WAR STAMPS

They keep all the neighbors supplied with stamps for their books which will be turned in for bonds.

EARLY TO BED

Nothing like plenty of sleep for health! The family has finished another full day the American way.

BUY MORE U. S. WAR STAMPS and BONDS

Available at our Bond Booths, Main Floor



Yarn Jewelry
For flashy splashes of color on plain dresses, anyone can make pretty yarn jewelry. Scraps of yarn, left over from your knitting, are all you need—plus a crochet needle. With the simplest stitches, you can make crocheted bands of any width—say four strands for one necklace, all ending in a single tie at the back of the neck.

Then fashion tiny pouffs of a contrasting yarn by winding it several times around your fingers, tying the middle and cutting the ends. Sew these on your crocheted band. You'll have the giddiest necklace imaginable—and, if you want, there's no reason why you can't make a bracelet to match.

1ST THOUGHT
St. Joseph ASPIRIN

COOL... ZESTFUL HEALTHFUL

GREAT LAKES Cruises

on largest, finest lake liners
S. S. Noronic and Hamonic

Nothing like shipboard life... cool, restful, stimulating... to give you new energy, new enthusiasm for wartime tasks. Sail on peaceful inland waters... across Huron and mighty Superior all the way to Duluth and return. Join cruise-mates in shore visits for picnicking, sports... enjoy shipboard program under experienced Cruise Directors.

DETROIT • SAGINAW • PORT ARTHUR
FORT WILLIAM • DULUTH and return
9 DAYS \$84.50 ALL EXPENSES
Personally Escorted
From BUFFALO—THURSDAYS and SUNDAYS
Independent CRUISES from DETROIT
Including meals and berth \$78.00

Ask About SAGUENAY CRUISES
From Rochester \$61 Up

Government Taxes additional
No Passports Required. Stopovers Permitted.

See your TRAVEL AGENT for itineraries and tickets or apply to J. J. Plimmon, D. F. A., Head Saguenay Dept., 101 East Ave., Rochester, N. Y. Phone 5348

CANADA STEAMSHIP LINES
NORTHERN NAVIGATION DIVISION



"IF I LIVE THRU IT I'LL LET YOU KNOW"
writes Sgt. Charles Nugent, now in training in Texas, formerly of the Bookkeeping Dept., Lincoln-Alliance

Dear Mary:

The toughest training Charlie, the better you'll be prepared for the job ahead. The high altitude over there and you'll appreciate your training when the going gets rough.

There's a lot of training about the bank these days. Charlie, a national outfit of employees to replace the boys and girls in service.

More and more people are seeing the bank... it seems to be a checking account these days... buying war bonds first... because the banks are doing the fighting... because the banks are in the safest and best investment they can make... the folks who have never visited a bank... they'll find it wise to have one now to keep their war funds safely.

In these uncertain times the advice of the Trust Department and the investment department is frequently sought by those with savings, too.

All this, with increased wages, raises, bonuses and the sale of war bonds, give us so at the bank many things to think about.

But let's see and so I'll live through it, as we are confident you will survive your strenuous training period. Good luck, Charlie, all the way there and back home again.

Joe

LINCOLN-ALLIANCE BANK AND TRUST CO.

Sensational Offer!
STUNNING RAYON TAFFETA
COSMETIC BAG
Only **25¢** and a Super Suds box top



4 separate compartments you can use for comb, compact, lipstick, and anything else you want to carry!

Beautifully made... jet-black rayon taffeta lined with vivid crimson rayon taffeta... loop catch... tight size for your handbag... handsome enough to carry outside of bag.

Mail Order Now! Supply Limited! Offer Closes September 30th, 1943

Super Suds

SUPER SUDS, Dept. N-466, Jersey City, New Jersey

Gentlemen: I enclose 25¢ in coin (not stamps) and a Super Suds box top. Please send me the cosmetic bag described above post-paid. I understand my money will be refunded if supply is exhausted.

Name: _____ (please print)

Address: _____

City: _____ State: _____

Offer good only in U. S. A. and expires September 30th, 1943. Void in any state or sub-division thereof if taxed or prohibited.

MUST THE MARRIED WOMAN LIVE IN DOUBT?

Sibley, Lindsay & Curr Co.

DON'T DUNK
Watches don't take to dunkings! Remove your watch before washing, or working around liquids! A little rust can cause lots of grief!

Dependable WATCH REPAIRS
CENTER AISLE A, MAIN FLOOR

FREE Booklet Talks Intimate Facts Every Young Wife Should Know

FREE: Frankly written booklet, "Feminine Hygiene Today"—valued free postpaid in plain envelope and enclosed to just \$1.00. ZONITE PRODUCTS CORPORATION, 370 Lexington Ave., New York 17, N. Y.

Name: _____
Street: _____
City: _____ State: _____

Peanuts are finding their way about in extraordinary places. Ground peanuts, raisins, lemon juice and mayonnaise make a summer sandwich filling. Mix to spread on serve on brown bread.

Air-minded hotel men already are talking about "skycamps" for aerial tourists!

KOLINSKY & MINK SCARFS!

NOW at the season's lowest prices. You'll save some real money on a new Fur Coat now! A small deposit holds any garment on our Lay Away Plan.

CLIFFORD FUR CO.
123 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

BE PATRIOTIC CASH FOR USED LUGGAGE

Bags—Suitcases—Trunks are scarce! Don't let any "wear out" in your attic—dust 'em off and sell them! Let someone who NEEDS luggage benefit—It's patriotic. It means extra cash as well! Don't delay. Inquire today!

HIGHEST PRICES PAID

KRIEGER'S TRUNK STORE
135 S. CLINTON — ST. 2281

Growth

BOTH STORES OPEN FRIDAY AND SATURDAY 'TIL 9 P. M.

NOW AT BOTH STORES

1/2 PRICE SALE ON EVERGREENS

Out They Go! Every price range and variety slashed! Some even lower than original selling price! Everyone hardy, selected stock grown in one of N. Y. State's largest nurseries. There is still time to plant evergreens and shrubs this year so buy 'em now and save yourself 50%. On sale Garden Department Both Stores. A partial list of varieties available.

VARIETY	REGULAR PRICE	1/2 OFF	YOU SAVE
15"-16" Taxus Cuspidata	3.98	1.99	1.99
12"-15" Biota Aurea Nana	1.69	85c	84c
18"-24" Black Hill Spruce	2.49	1.25	1.24
18"-24" Pyramidal Arbor	1.98	99c	99c
12"-15" Mugho Pine	2.49	1.25	1.24
15"-18" Pfitzer Juniper	2.49	1.25	1.24
18"-24" Juniper Stricta	1.29	65c	64c
24"-30" Irish Juniper	2.49	1.25	1.24
12"-15" Globe Arbor Vitae	1.79	90c	89c
24"-30" Thuya Newarki	2.98	1.50	1.48
2'-2 1/2' Koster Blue Spruce	6.98	3.50	3.48
2 1/2'-3' Hemlock	2.19	1.10	1.09

FINAL CLEARANCE ON ROSES

3 for \$1
4 for \$1
6 for \$1

Choice of Many Varieties.
Garden Department Both Stores

YOUR CHOICE OF ANY VARIETY!
SHRUBS 15¢ Each

Althea, Snowberry, Forsythia and many others to choose from. Hurry, for they won't last long at this price. Both Stores.

WEGMANS

SPECIAL VALUE
Beautiful Cosmetic Bag
Yours For Only 25c And 1 Box Top From
SUPER SUDS
Lge. **23¢**
Pkg.
ASK CLERK FOR ORDER BLANK

CALLING ALL Red Stamps, J, K, L, M, N

They Expire June 30th
Use Now — Avoid the Rush

Red Stamp Buys

USE J, K, L, M, N RED	POINTS	PRICE
CRISCO OR SPRY, 3 lb. jar ...	15	jar 68¢
SPRY OR CRISCO, lb. jar ...	5	jar 24¢
OT. BOT. 10 PTS. 53c Wesson Oil pt. bot.	5	bot. 27¢
PT. BOT. 5 PTS. 30c Mazola Oil, qt. bot.	10	bot. 56¢
TALL CAN RED SALMON	8	can 40¢
TALL CAN PINK SALMON	8	can 22¢
OVAL—TOMATO SAUCE SARDINES	8	can 14¢
SUNSET CLEANED LARGE SHRIMP	4	can 41¢
MISS LOU FANCY MEDIUM SHRIMP	4	can 29¢
DELICIOUS LUNCH MEAT BRUNCH	5	can 35¢
LIBBY POTTED MEAT	2	can 10¢
GOOD HOT OR COLD SPAM	5	can 35¢
LIBBY LUNCH TONGUE	2	can 33¢
UNDERWOOD DEVILED HAM	1	can 19¢

NO RUBBING WAX OLD ENGLISH
QUART 69¢
Just apply it—it dries to a hard, brilliant wax finish—without a stroke of rubbing. 1/2 Gallon ... 1.29

Bakery Specials!
DELICIOUS, COCOANUT COATED
SNOW PEAK LAYER CAKE
39¢ Ea.
GOLDEN BUTTER. MADE
Fried Cakes Plain 17¢ doz.

DEXTA
Cleans & Polishes Pots and Pans WITHOUT STEEL WOOL
5 oz. 10¢

Wegmans
HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

PLAY SAFE
PLACE YOUR FILL IN ORDER NOW

COAL COKE

FAMOUS READING
D & H ANTHRACITE
SOLVAY
ERNEST

MARSHALL'S Coal and Coke Co. 8 Canary St.—Glen 109

Pete Hagen's
READY-TO-SERVE
COCKTAILS
..to Everyone's Taste



...at a moment's notice right from your refrigerator—simply keep them chilled. Just pour—ADD NO ICE—decorate and serve. No mess, no waste ... The ideal liquor package for "Home Service" ...

MANHATTAN DRY MARTINI SIDE CAR DAIQUIRI OLD FASHIONED

1.89 full fills.

AT NEIGHBORHOOD LIQUOR SHOPS
Popper Morson Co. — Rockefeller Center, New York

Paint Protects Property

VENETIAN BLINDS
Add a charm that the other window treatments can't give.

WASHABLE WINDOW SHADES
Belation of color. New roller included.

VENETIAN BLINDS
SEE THESE CUSTOM MADE

HIGH QUALITY WOOD CONSTRUCTION 42¢ SQ. FT.

WITHOUT ROLLER 39¢

LINOLEUM OFFER

From our large selection of patterns, all colors, through to have it all possible to modernize that ancient floor with

ARMSTRONG
INLAID LINO FLOR \$18.75

Lucas PAINT STORE

80 St. Paul St. FREE PARKING Main 2090

Now! COMPLETE PAINT LINE
IN TIME FOR YOUR SUMMER DECORATING NEEDS

The popular Miracle Wall finish.

Kem-Tone \$2.98 GALLON — COVERS A ROOM

LUCAS PAINTS — ENAMELS LAQUERS, ETC. FOR EVERY PURPOSE

ARMSTRONG QUAKER RUGS \$6.95

FISHING EQUIPMENT

TIRES — Grade 1 and 3 — Bring your ration certificate to us for your tires.

Recap Your Tires — No Certificate Needed

UNIT PARTS
ROCHESTER CORPORATION

1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD

No. 8 School PTA To Picnic Wednesday At Maplewood Park

A family picnic sponsored by the PTA of Carthage School No. 8 will be held next Wednesday starting at 3:30 p. m. at Loer Maplewood Pic. Grounds.

WANTED DIAMONDS WATCHES
Any Make, Any Size Any Condition
Highest Prices Paid

You'll Always Get More At
BARTON GOLD COMPANY
202 Burke Bldg.

Idea for evening refreshments that will perk up any party—barbecued frankfurts. We suggest making a spicy barbecue sauce early in the day, then heating the frankfurts in it just before serving time. In bun, of course, with potato chips and a tossed salad on the side.

The Beer to Cheer

today's **GENESEE**

WHAT THE NAZIS LEAVE BEHIND

The blood-chilling eye-witness account of the German treatment of one Russian village. By Maurice Hindus.

ELLERY QUEEN'S "THERE WAS AN OLD WOMAN"

The master of the detective mystery's latest thriller. Concluded to an eye-opening reading.

Also an article about Harry James, Piedpiper of Broadway, entertaining 15,000 acid-mazy features of interest.

10c JULY 3 ISSUE **LIBERTY** NOW ON SALE 10c

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. Roth
Theodore E. Tolson, Jr. • Alfred B. Tolson

AT RADIO CITY

DAW'S

9-OZ. GLASSES WITH NON-CHIP EDGES 3 for 8¢

Dish Cloths Full size -- KNITTED PASTEL EMBROIDERY WORTH 5¢ EACH 4 for 11¢

Canvas Work GLOVES Long-wearing heavy canvas gloves with form-fitting jersey wrists for cleaning or gardening — protect your hands! Big Value 13¢ Pr.

GOOD HOUSEKEEPING SALE

TOILET TISSUE
HY-TEX QUALITY

1,000 SHEET ROLLS 5¢ (Limit of 6 Rolls)

LIFEBUOY SOAP

Large 10c Bars 3 FOR 14¢ (Limit of 3)

TOOTH PICKS 3¢ Large Boxes

CLOTHES POLISHED PINS 7¢ Box of 30

WAX PAPER

EXTRA-HEAVY In surface-size box. Large 125-Ft. Rolls 2 For 29¢

PHILLIP'S Milk of Magnesia TOOTH PASTE 50c Size 23¢

PACKER SHAMPOOS TAR OR OLIVE OIL 60c Size 28¢

DAW'S COUPON VANILLA FLAVOR 8¢ (Limit of 2)

KITCHEN BAGS WAXED Garbage Can Liners PKGS. OF 10 8¢

GLOVER'S FLEA POWDER 35c Size 23¢

LIGHTHOUSE CLEANSER LARGE SIZE 3 CANS FOR 10¢

HAND SOAP POWDERED

New wonder hand cleanser. Removes dirt and grime quickly and thoroughly. Leaves hands soft and white. Large 1/2-lb. pkg. 8¢

CITRATE OF MAGNESIA 25c Size 11¢

SEIDLITZ POWDERS Box of 10 25c Value 18¢

CHAMOIS SKINS (PATCHED) 50c Value 33¢

Grass Seeds FLOWER CITY MIXTURE 5-lb. bag \$1.19 10-lb. bag \$2.19

PLUG FUSES 15 or 30 AMPS. 3 for 8¢

Rectal Soreness Get Relief New Easy Way — Sit in Comfort

CLEANS ALUMINUM WITHOUT STEEL WOOL

DEXTA Large 12-oz. Size 19¢

FURNITURE SCRATCHES VANISH!

CORN PLASTERS With Medicated Discs 25c Pkg. of 12 16¢

PROPHYLACTIC TOOTH BRUSH NYLON BRISTLES 23¢

Here Now At Low Cost ...

-6 VITAMINS -3 MINERALS ALL IN ONE TASTY TABLET

VIMMS

BOX of 24 Vimms 49¢ Family Size of 288 Tablets \$4.79

CROSMAN'S Famous Flower and Vegetable SEEDS

Supplements your ration with a Victory Garden of easy-to-grow nutritious vegetables. DAW'S have a large assortment 5¢ and 10¢ Pkg.

Alka-Seltzer 60c Size 49¢

PROLARMON RECTAL

BICARBONATE OF SODA 1-lb. Box 7¢

PETERSON'S OINTMENT 35c Size 18¢

WAR WORKERS PROTECT YOUR HANDS

Use **Hand-Saver** PROTECTIVE CREAM

Forms an invisible glove and guards the skin against contact with dirt, grime, grease, oil, etc. Rub it on as you start to work. Drips instantly. Not sticky. Wash it off as you finish work, and all the dirt and grime goes with it.

Reg. Size 25¢ Giant 1-lb. Jar 79¢

NEW TABLET DYE Ends SPOTS & STREAKS

30 New Fashion-night Colors — and an ECRU Curtain tint that's "the last word"

DYE-ANA TABLET DYE 10¢ 3 for 25¢

Old English SCRATCH REMOVING POLISH 59¢ 16-OUNCE (Quart ... \$1.00)

Stop BUNION PAIN QUICK!

Bump Goes Down SAMPLE Proves It!

Get a Sample Now At Any **DAW'S DRUG STORE**

Only 1¢ needed for "Trial Package of Fairyfoot" for Bunions. Or if you're convenient, mail your name, address and 1¢ to Fairyfoot Co., 123 S. Wabash Ave., Chicago, Ill.

NAME _____ CITY _____ STATE _____

OLD ENGLISH NO RUBBING WAX

Pint Size 39¢ Quart 69¢

FOR BRIGHT FLOORS AND LINOLEUM

OLD ENGLISH

Have cleaning floors and linoleum with a single stroke of rubbing. Applied quickly, Old English dries to a brilliant, hard wax, insensitizing to water.

Gallon Size \$2.89

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