

24, 1943
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The Rochester Sun

SHOPPING NEWS

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SIXTH YEAR—No. 42

ROCHESTER, N. Y., THURSDAY, JULY 1, 1943

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

Saturday Closing, Friday Night Opening Planned By Downtown Stores

Another effect of the war on retail merchants is indicated in the announcement of new store hours adopted by 67 merchants in the downtown area for the summer.

Beginning tomorrow, the 67 merchants who comprise the bulk of Rochester's leading retail institutions will remain open until 9 p. m. and will remain closed all day Saturday.

Leading food chain stores will remain open on Saturday as usual. At the time of going to press, the variety stores were undecided as to their course.

"This change, say officials of the Retail Merchants' Council, will tend to decrease the mileage required by the public transit facilities because the central shopping district shopping service will be correspondingly decreased on Saturday." At the same time it will permit shopping hours for Rochester war workers and others whose normal living habits have been changed by war conditions. The new store hour schedule is expected to save gasoline and to lessen wear on transportation equipment, as well as give store employees a longer week-end.

The stores will open at the usual hour on Friday mornings and remain open throughout the day and evening. Monday evening shopping hours will be continued as at present, with Monday openings at noon.

Because of the holiday next Monday stores will open at noon on Tuesday and remain open until 9 p. m.

East High Student Authors Saturday Post Article

Margaret Betz, East High student, was recently declared winner in the City of Rochester's "Thank God I Am An American" contest.

Miss Betz's essay appears in the current issue of The Saturday Evening Post—the publication devoting a page to the presentation of the work.

Rochester is also represented in The Post in an article entitled "Labor And The Boss Try Talking It Over." This article relates the experiences of the Symington-Gould Corporation of Rochester and Buffalo in their labor-management committee which has thrashed out many grievances to the benefit of both employer and employees.

They Get The Air

Air-cooled department stores, movies and restaurants will be scarce this summer as Uncle Sam installs more equipment for our boys in hot climates.

WATCH

For The Winner Next Week!
FIRST DRAWING FOR
\$25
At Shopping News Tomorrow 3 P. M.

Name Of Winner Will Be Published Here Next Thursday

'Flag Committee' Sponsors Chapter In Rochester

Organized nationally to "effect the more universal display of the Flag of the United States of America," the Flag In Every Home Committee, Inc., announced the formation of a Rochester Chapter this week.

The organization, headed by General Douglas MacArthur and Sgt. Alvin York, maintains national headquarters at 274 Madison Ave., in New York. Local chapter headquarters are situated in Shopping News Headquarters, 93 Clinton Ave. S.

TIP-TOPPER



This white gabardine topper, designed and worn by CBS actress Cora Smith, has a front and back v-shaped fitted waistline. The blue linen collar is a clever protection against soiling. It combines practically for today with style for tomorrow.

write to General MacArthur asking him to be honorary chairman of a committee to promote the display of the American Flag. Other noted figures were interested and a

(Continued on page 6)

Lalla Rookh Rodeo Here July 26-31

That super-duper thriller, Lalla Rookh Grotto Rodeo, will be seen again this year despite wartime gas restrictions and reduced transportation facilities. This was decided this week and on Saturday Col. Jim Eskew will be in town to sign contracts to furnish the wild stock and paraphernalia necessary to stage the show. The dates set are the six nights starting Monday, July 26, and the place will be Edgerton Park. Matinees are scheduled for Wednesday and Saturday.

Many new features and several of the old favorites will be seen in this year's show, according to Bryant G. Parsons, chairman of the Grotto committee. There will be no dearth of bronk busters, ropers or bulldoggers as most of the men engaged in this line of work are married and in a deferred selective service class.

Col. Eskew, who will be arena director, promises a plentiful supply of wild stock including untamed horses, Brahma and long horned steers, little doggies and saddle horses.

Transportation will not be so much of a problem, says Chairman Parsons, if the public will use the subway which has a station within 100 yards of Edgerton Park and connects with 20 of the city's 23 bus lines. Next week a headquarters will be opened by the rodeo committee at 38 East Avenue.

Quebec Boasts Unique History Dating From 1535

It has been said that "good wine needs no bush." Equally so, does an introduction to the ancient city of Quebec, with its majestic memories of mystery, romantic adventure, victory and defeat, seem unnecessary. The very mention of its name evokes a flood of thrilling emotions. The grandeur of its site, the wonderful beauty of its chequered history, all combine to make it one of the most unique and famous of cities, with a renown that is world-wide.

The storied past of Quebec is attested to by the fact that one of the city's wards is named after Stadacona, the Indian chieftain who greeted Cartier when he first landed at Quebec in 1535. This is but one phase of the historic past of the ancient city, which knew the tread of moccasined feet long before white men ever explored the American continent, and which saw papooses romp where today stand many of the city's stately buildings.

Members of the Shopping News Cruise party will spend an entire day exploring the many scenic and historically significant spots in and around Quebec during their four-day cruise up the St. Lawrence and across Lake Ontario.

The party for the July 7th cruise is complete and no more reservations are available for that date. But reservations are now being accepted at Shopping News Travel Department, 93 Clinton Ave. S., for the cruise which leaves Rochester on Wednesday, August 4. The party will return the following Sunday. Cost of the all-expense cruise is \$59.50 per person plus \$4.10 tax.

Only 30 reservations remain available for the August cruise and it's advisable to secure your accommodations at an early date. Several people were turned down when they sought space for the July cruise. All available space has been sold for two weeks, and it is expected that the August cruise will be another sell-out within 15 days. A small deposit will hold your reservations until they are called for.

Amusements

CENTURY NOW PLAYING
George Sanders, Anna Sten in "THEY CAME TO BLOW UP AMERICA"; plus Laurel and Hardy in "JITTERBUGS."

LOEWS NOW PLAYING
"BATAAN", starring Robert Taylor; plus Penny Singleton, Arthur Lake in "IT'S A GREAT LIFE."

PALACE NOW PLAYING
Humphrey Bogart in "Action In The North Atlantic"; plus "Thumbs Up" with Brenda Joyce.

CAMEO WEST END SUN. THRU TUES.
"FLIGHT FOR FREEDOM" with Rosalind Russell and Fred MacMurray; plus "RHYTHM OF THE ISLANDS", with Allan Jones and Jane Frazee.

CAPITOL NOW PLAYING
Alfalfa Faye, John Payne, Jack Oakie in "HELLO FRISCO, HELLO." In technicolor; plus Robert Preston in "NIGHT PLANE FROM CHUNGKING."

DIXIE SUN. THRU TUES.
"Air Force", John Garfield and Gig Young; plus "He's My Guy" with Dick Foran and Irene Harvay.

HUDSON SUN. MON.
"SOMETHING TO SHOUT ABOUT", with Don Ameche and Janet Blair; plus "NEATH BROOKLYN BRIDGE", with the East Side Kids.

LITTLE STARTS SATURDAY
"The Man Who Came To Dinner", with Bette Davis, Ann Sheridan and Monty Woolley.

MADISON-MONROE SUN. THRU WED.
"THE MORE THE MERRIER", with Jean Arthur and Joel McCrea; plus "STRANGER IN TOWN", with Frank Morgan and Jean Rogers.

REGENT NOW PLAYING
Alan Ladd, Loretta Young in "CHINA", plus Betty Rhodes, Donna Drake in "SALUTE FOR THREE."

REXY SUN., MON., TUES.
"DESPERADOS", with Randolph Scott, Glenn Ford, C. Trevor; plus "THE GREAT GILDER-SLEEVE", with Harold Peary.

RIVIERA SUN. THRU WED.
"THE HUMAN COMEDY", with Mickey Rooney and Frank Morgan; plus "TAXI MISTER", with William Bendix and Grace Bradley.

STATE LIBERTY SUN. THRU TUES.
"THE MORE THE MERRIER", with Jean Arthur and Joel McCrea; plus "HIGH EXPLOSIVE", with Chester Morris and Jean Parker.

TEMPLE NOW PLAYING
"The Avengers", with Ralph Richardson; plus Bill Boyd in "Lost Canyon".

Open Friday 9:30 A. M. to 9:00 P. M. Closed Saturday

Projansky's

ANNUAL JULY CLEARANCE

REDUCTIONS OF **1/4** to **1/2** OFF ORIGINAL PRICES

Hundreds of
Dresses - Coats - Suits
Hats - Blouses - Skirts

SUMMER COTTONS EXCEPTED

39 East Ave. Charge Accounts

CHAMPION OPEN FRIDAY NITE 'TIL 9 P. M.

SPORTSWEAR

For a Glorious Holiday Weekend

On Account Of The Holiday We Will Be Open Tuesday 12 Noon 'Til 9 P. M. This Week Only

BE COMFORTABLE BUY A GOOD LOOKING **SLACK SUIT** \$4.95 Hundreds To Choose From

And Up SEPARATE SLACKS Washable And Drassy \$2.19 And Up

★ **NAVY REJECTS CREW SHIRTS** Thirds, 29c, 4 for \$1 Seconds . . . 39c ea. Firsts . . . 49c ea.

Men's and Boys' Wool or Lastex **SWIM TRUNKS** \$1.49 Up To \$4.50

★ **BATHING SUITS** \$2.98 up to \$3.98

C-O-O-L! **POLO SHIRTS** 89c and up Others From \$1.54 To \$3.69

★ **Men's White TENNIS SHORTS** \$1.00 Pr.

★ **Men's All Elastic Waist Brief Shorts** 50c pr.

Relax! Be Active!

Champion

KNITWEAR CO., 171 ST. PAUL ST.

1 1/2 Hr. Free Parking for Customers, Strand Parking Station

Real mayonnaise makes a mayonnaise and 1/2 cup milk to salad taste better and gives it a top of double boiler that stick-to-the-rib quality, it's until smooth. Season to taste good too as a spread on bread, and cook 5 minutes, stirring. But have you tried using it in constantly. It's wonderful on cooking? Just beat 1/4 cup real fish, vegetables, or eggs.

SINGER SEWING MACHINE CO.

WARTIME SERVICES

For the
WOMAN WHO SEWS

EXPERT
Hemstitching, Buttonholes,
Button and Buckle Covering

★ **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

Sew and Save for Victory!

Singer Sewing Machine Co.
47 EAST AVE. 58 STATE ST.
STONE 5260 MAIN 818

Open Monday Evenings

KAY'S COMMENTS

Joels Your face deserves a JOEL HAT. A naive and sophisticated topper with a natural coquetry which is irresistible. Try one and see if I'm wrong. Joels hats are the pets of every smart woman in Rochester. You can spot a Joels wearer a mile off—they have that glint in their eye—that only comes with knowing that your HAT does that something for you—that makes you stand out from the crowd. So drop into this AIR-CONDITIONED shop and select your chapeau for the coming holiday in comfort, and leisure. Remember JOELS is open Friday evening and closed all day Saturday and Monday.—Opens Tuesday Noon—so drop in to JOELS tomorrow—and be PROPERLY HATED for a stay-in-town holiday. JOELS—215 EAST MAIN ST.

Superfluities It's a hairless era—ladies—why not rid yourself of this scourge forever. Consult CHARLOTTE ESTHER WHITE about her new scientific method of removal of hair. NO NEEDLES—NO PAIN—NO SCARS. Free booklet on request. 222 Cutler Bldg. Stone 503.

If you drink a pint of milk a day—it will cut down the time you spend in a dentist chair.

It's a cinch NOW to afford the MONEY-SAVING DAY TIME SPECIAL AT PETTIS REDUCING.—A Battle Creek Reducing Lounge treatment plus a cabinet and shower will take pounds off permanently. Call Stone 6210 for details.—327 BURKE BLDG.

Eat whole wheat bread instead of white—it has lots of Vitamin B for steady nerves. Paging Ginnie.

A series of treatments at VIRGINIA'S REDUCING & BEAUTY SALON is all net profits. Yes, we mean profit in a better looking figure, better health—and a new zest for living. Treatments Five for Five dollars. How about 17 27 Clinton Ave. So. Stone 346.

When you hang your jackets and coats up—hang them straight—buttoned—if you do this they won't lose their shape.

Just for the asking—you may have a free booklet furnished by HOME SERVICE at ROCH-ESTER GAS. It is called "Canning and Preserving." It tells you all about how and when to CAN those vegetables you have been growing in your Victory Garden. 89 East Ave.

This is a hair-lifting story... a little on the shady side... stocking shady—let me add hastily. The summer of 1943 will no doubt go down in history as the "STOCK-INGLESS ERA". Everywhere women are talking about liquid hose. There are heated discussions about it. Whether this or that make-up is the best. For instance in our office—Ev holds out for Arden while I hold out for Charles-of-the-Ritz—Ginnie doesn't care. Of course I don't need to remind you American beauties to always be hair-free before you apply the liquid hose. Otherwise you'll look like the old lace without the lavender. There are plenty of ways to remove hirsute adornment to suit all temperaments, so there's no excuse for being left out on a hairy limb. It will take a little practice to apply liquid hose—but Ev told me—after her bath of nite—she applied the liquid—and in the morning she was all set to grab her hat and "git".

Devotedly—Kay.

RIPTON DRESSES will be open ALL DAY SATURDAY till 9 P. M. through the summer. Drop into this progressive shop and select a wardrobe for summer. Simple, classic clothes are always RIPTON DRESSES best. Remember—open all day Saturday—739 MONROE AVE.

Order a salad for lunch instead of a sandwich—if you dieting. Slimming and full of vitamins you need.

It certainly is a relief to always have food on hand to feed our pup Angus. He likes it and is thriving as he never has.—at the SUPER DOG & CAT BAR located at 351 Court St. between Chestnut & Broadway.

NO RATION POINTS for that GROUND HORSE MEAT that sells to 20c lb. or for that heat (now comes loose) made of 80% HORSE MEAT and 20% cereal—sells for 25c lb. One pound does our pup a full week.

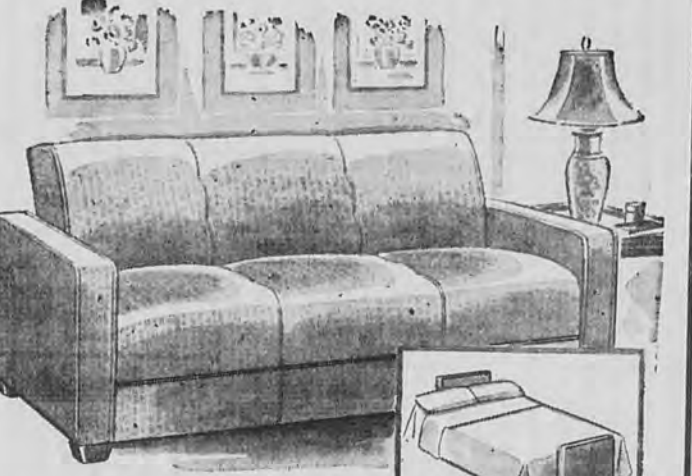
Patience striving for perfection makes perfection. And perfection is what you get when EMPIRE WEAVERS do you repairing—mending—weaving. 409 BURKE BLDG.

Beginning in turbulence, their first few years of married life may be smoothed a little with the right sort of wedding gift. So the answer to your problem is SMITH-CERAMIC STUDIOS. This gleaming well-stocked shop have gifts for the bride that combine utility and beauty at prices that you can afford. Crystal, dishes, lamps, a dazzling array, to make your selection easy—SMITH-CERAMIC STUDIOS, 903 MONROE AVE.

Did you know that in one teaspoonful of parsley there are as many A vitamins as three heads of pale lettuce.

Lauer's New Store Hours
OPEN FRIDAYS 'TIL 9 P. M.
Store Opens at 9 A. M.
CLOSED ALL DAY SATURDAY

The Retail Merchants' Council feels that this program will tend to decrease the mileage required by the public transit facilities because the Central District Shopping service will be correspondingly decreased on Saturday.



It Makes A Double Bed!

MODERN SOFA BE
\$49.50

A smart modern sofa by day... a big, comfortable double bed by night. No tugging or hauling to open this convenient sofa bed. It opens quickly and easily. Notice the modern flat arms, the fully upholstered seat and back.



Sofa and Chair Complete
SLIP COVERS
\$48.75

Lauer's Custom Made

Lauer's are slip cover experts! You will be pleased with the perfect tailoring, exquisite styling and the colorful fabrics which feature every one of our custom made covers. We've scores of new summer and fall patterns to choose from in every color under the sun. Come in and order your standard style sofa and chair covers tomorrow... only \$48.75.



Heat, Acid and Stain Resistant!

5 PC. BREAKFAST SET
Table and 4 Chairs
\$64.50

This marvelous new table top will not stain, discolor, chip or crack with normal use! Hot coffee, fruit juices and warm plates will not affect the beautiful finish. Notice the large and leaf—it pulls out to seat six or eight people easily. Maple, black and white, red and white, or light birch colors. Extra strong matching chairs.

Lauer's
50 STATE ST.

VICTORY
BEGINS at HOME

INSULATE NOW FOR FUEL SAVING

INSULATE YOUR ATTIC NOW
AND BE COMFORTABLY COOL ALL SUMMER

WARM IN WINTER

... COOL in Summer!

DEMAND KIMSUL
AN INSULATION USED BY THE U. S. GOVERNMENT

FOR FULL PARTICULARS PHONE A KIMSUL DEALER:

JAMISON-SCHINDLER CORP. 1460 Clinton Ave. N. Glen 4273 Rochester, N.Y.	H. W. DEAN PLUMBING CO., INC. 270 Hayward Ave. Culver 1896 Rochester, N.Y.
ADAMS BROS. 662 Monroe Ave. Monroe 879 Rochester, N.Y.	J. E. HAMMOND & SONS. 1630 Culver Rd. Culver 68 Rochester, N.Y.
NICHOLS LUMBER CO. 2435 Dewey Ave. Glen 2343 Rochester, N. Y.	TOWNER BROS. CO. 710 University Ave. Mon. 1183 Rochester, N.Y.
STANDARD BUILDERS SUPPLY CO. 10 Buell Rd. at Chili Ave. Rochester, N.Y. Glenesre 2462	E. J. SCHLITZER STORES, INC. 1912 Monroe Ave. at 12 Corners Rochester, N.Y. Monroe 7182
METZGER & BRAYER CO. 485 Lyell Ave. Glenwood 421 Rochester, N. Y.	VANDE VISSÉ & KILDEA LUMBER CO., INC. 1593 Lyell Ave. Glen. 688 Rochester, N.Y.

EDWARDS
Will Pay CASH for Your
USED RUGS

We have a ready market for used rugs in our Basement Rug Department if in resale condition.

Phone Mr. A. Cunningham, Stone 2300, Extension 265, and ask about this service.

E. W. EDWARDS & SON
144 MAIN ST. E., ROCHESTER, N. Y.

Optical Service Exclusively

90 Years
Serving
Rochesterians

E. E. BAUSCH & Son Co. has safeguarded the good vision of Rochesterians with unvarying fidelity for 90 years; and today are outstanding in eye examinations and the grinding of lenses. Good judgment dictates that you entrust the care of your eyes to E. E. Bausch & Son Co. and that you have a Bausch Eye Examination periodically.

Convenient Charge Accounts

Phone Either Store for Time-Saving Appointment

Open Fridays to 9 P. M. and Closed All Day Saturday During July and August

E. E. Bausch & Son Co.
6 MAIN ST. E. 61 EAST AVE.
CARL R. BAUSCH
Optometrist

HEALTHFUL...STIMULATING DAYS
ON PEACEFUL INLAND WATERS

s.s. **Richelieu**
Cruises

8 DAYS
\$97.00
UP

ALL EXPENSES
From Rochester
Every Saturday

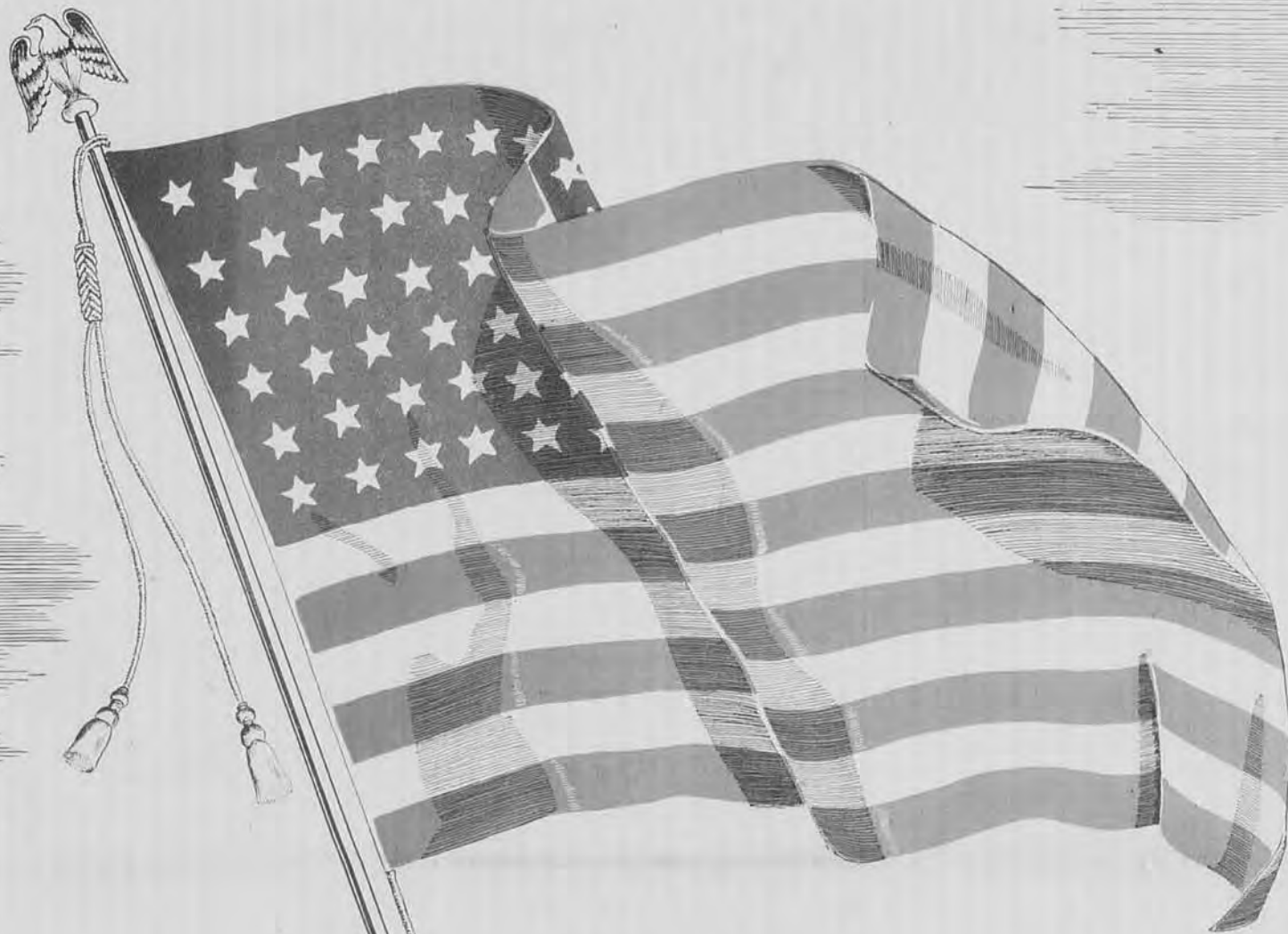
... through romantic French Canada ...

If you have a week's "leave of absence," here's just the thing for this summer... cool, restful cruising through picturesque Eastern Canada all the way to Chicoutimi on the spectacular fjord-like Saguenay. See old Quebec, visit famous Manoir Richelieu at Murray Bay and the New Tadoussac Hotel. Ship in your hotel, with ship-and-shore program under experienced cruise directors.

Taxes additional. No passengers received. Favorable exchange. Stowaways permitted.

See your TRAVEL AGENT or K. J. Pflieger, R. P. J. Hotel, Niagara Falls, N. Y. 1000 or railroad ticket office.

CANADA STEAMSHIP LINES



"May this immense Temple of Freedom ever stand a lesson to oppressors, an example to the oppressed, and a sanctuary for the rights of mankind! And may these happy United States attain that complete splendour and prosperity which will illustrate the blessings of their government, and in ages to come rejoice the departed souls of their founders." *



BUY U. S. WAR SAVINGS BONDS AND STAMPS

Available at our Main Floor Bond Booths

SIBLEY, LINDSAY & CURR CO.

* July 1, 1784, Lafayette bade farewell to America as he set off for France. The above quotation is from his farewell address at a special session of Congress held in his honor.

Victory Recipe

DINNER DISHES—QUICKLY PREPARED

GROUND BEEF GRILL:

- 1 lb. ground beef
- 1 tsp. salt
- 1/2 tsp. pepper
- 3 Tbsp. grated onion
- 4 Tbsp. margarine
- 4 parboiled carrots
- 1 cup bread crumbs
- 6 tomatoes
- 6 slices bread

Mix salt and pepper through meat with fork.
Toast bread on one side, turn and spread seasoned meat over untoasted side, covering slices evenly to the edges.

Sprinkle with grated onion, dot with margarine and place on broiler rack.

Brush carrots with melted margarine, roll in bread crumbs and place on broiler.

Cut tomatoes in half, sprinkle with salt, a little sugar and dot with margarine. Place on broiler.

Broil the whole for 5 min. Garnish with parsley.
OPA's considering less meat for children and more for adults. But, how much? Officials can't agree on a child's need.

POINTERS ON STRETCHING MEAT POINTS



FIRST MEAL: Pot Roast and Noodles; SECOND MEAL: Meat and Vegetable Pie; THIRD MEAL: Barbecued Beef; FIRST MEAL: Roast Pork Loins and Pudding; SECOND MEAL: Sandwiches and Gravy; THIRD MEAL: Roast Pork Salad; FIRST MEAL: Roast Leg of Lamb; SECOND MEAL: Breaded Lamb Slices; THIRD MEAL: Lamb and Vegetable Pie

Horses have their shoes problems too. A set lasting about three weeks, bakers and dairy-men who switched to horse-drawn delivery wagons are having trouble getting them shod.



LATE AGAIN?

Don't let a faulty watch make you late! Every minute counts these war-busy days. Bring your watch or alarm clock in for a thorough check-up!

Dependable WATCH REPAIRS

CENTER AISLE A, MAIN FLOOR

DEAL 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!

6.95

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 MONDAYS and FRIDAYS TILL 9 P. M.

ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Rudolph's Big 37th Anniversary Celebration

Ends Friday 9 P. M.

WITH "BANG UP" VALUES FOR THE 4th

Brigadier Perfect \$110
EASY CREDIT
Stunning new ring with three Rudolph Perfect diamonds in the smart mounting.

Man's Full Carat 299.37
EASY TERMS
Full carat total weight of the large center diamond and two side diamonds.

Heart Pendant Watch 19.95
PAY WEEKLY
A smart, popular piece of jewelry as well as a good timekeeper. Lovely design.

Dolly Madison Bracelet 7.95
EASY TERMS
Popular stretch bracelet with choice of service insignia on the medallion.

Sterling Locket Tag 6.50
EASY TERMS
Locket bracelet with his service insignia. A practical, attractive gift for any service man.

Baby Set 3.95
EASY TERMS
Mother of pearl or clausonne heart locket with matching bracelet.

Ruby Is the Birthstone for July!

Smart design in this man's ring. Choice of any birthstone. **19.95**
EASY TERMS
Lovely 10K yellow gold women's ring. Choice of any birthstone. **14.95**
EASY TERMS

Victory Recipe

DEVILED TUNA AND ASPARAGUS CASSEROLES:

Use individual casseroles.

- 1/4 cup minced onion
- 1/4 cup margarine
- 1/4 cup flour
- 1 tsp. salt
- 1/4 tsp. pepper
- 1/2 cup bottled milk
- 2 Tbsp. minced pickle
- 2 Tbsp. lemon juice
- 1 1/2-cup can tuna
- 2 cups hot, cooked asparagus in 1-1/2 inch pieces
- 2 cups buttered, soft bread crumbs

Saute onion until tender in margarine in top of double boiler over direct heat.
Stir in flour and seasonings. Remove from heat, add milk gradually, stirring constantly, then place over boiling water and cook, stirring until thick. Add chopped pickles and lemon juice.

Drain oil from tuna fish, break fish into eatable pieces with fork. Lightly fold fish and cut-up asparagus into sauce and pour in casseroles.
Spread buttered crumbs over top and brown under flame.

A garnish of 3 cooked asparagus tips may be arranged on top of each casserole.
Left over fish, canned salmon or shrimps may be substituted for tuna fish. Serves 6.

WAFFLES WITH CREAMED LIVER:

- 2 1/2 cups flour (all purpose)
 - 4 tsp. baking powder
 - 1 tsp. salt
 - 1 to 1 1/2 cup shortening, melted
 - 3 eggs, well beaten
 - 1 1/2 cup milk, (room temperature)
- Sift flour. Measure, mix and sift dry ingredients.
Separate eggs, beat yoke until thick, add shortening and milk. Stir into flour mixture.
Fold in carefully the egg whites, beaten until stiff but not dry.
Bake in hot waffle iron 3 to 5 min. or until no steam escapes between edges. Waffles should be browned evenly on both sides and crisp. Makes about 8 waffles.

CREAMED LIVER:

Calf's beef, lamb or pig liver are all suitable. Each kind of liver should be cooked only a comparatively short time. Long cooking will toughen liver. Allow 1/4 lb. liver per person.
Wipe with cloth wrung out of cold water, remove skin and tubes. Cut into inch cubes.
Dredge with mixed flour, salt and pepper.

Home furnishings and other used merchandise will soon be under price control.

HOT POTATO SALAD

Now's the time to serve a big bowl of hot potato salad—especially with a platter of sliced cold meats. Use hot bacon drippings (a little diced cooked bacon is a wonderful addition) combined with a spoonful of vinegar, a pinch of sugar and salt and pour over the hot sliced potatoes, diced onion, green pepper. Slices of hard cooked eggs and wedges of tomato give flourish and flavor.

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

EASY-TO-CLEAN CHROME BREAKFAST SETS
Table and Four Chairs... \$60.00
TABLE & 2 BENCHES
A Real Buy **\$34.50**

ARMSTRONG QUAKER RUGS
\$6.95

FISHING EQUIPMENT

TIRES — Grade 1 and 3
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

WEGMANS WILL BE OPEN All Day Saturday FOR YOUR CONVENIENCE

fine foods for the fourth

GENUINE SPRING LEGS O' LAMB lb. **39c**

Blue Stamps K, L, M, Expire July 7th. Use Them Now.

Points	Price
SNIDER'S OLD FASHION CHILI SAUCE 10	bot. 20c
BLUE LABEL CATSUP 7	bot. 11c
MOST KINDS CLAPP'S STRAINED FOODS 1	3 jars 23c
MOST KINDS BENCH-NI CHOPPED FOODS 2	jar 11c
1 LB. PKG. PEA BEANS 4	pkg. 9c
No. 2 CAN ZENIDA GRAPEFRUIT 10	can 12c
No. 3 CAN CLARK'S APPLESAUCE 14	can 10c

Delicious layer cakes decorated with firecracker designs.

4th OF JULY Layer Cakes
39c & 49c

COCO COLA
PEPSI COLA
ROYAL CROWN
HIRES ROOT BEER
Richardson R. Beer

6 bots. **25c**

Luscious JUMBO California Ripened CANT' LOPE

Ea. **25c**

- 1 LB. PKG. HI-HO CRACKERS pkg. 21c
- FRENCH'S CREAM SALAD jar 12c
- MUSTARD jar
- SALAD DRESSING GREEN GABLES qt. jar 31c
- PAPER PICNIC SUPPLIES pkg. 9c
- IMPERIAL ALL FLAVORS SOFT DRINKS 3 bots. 25c
- PLAIN OR CELERY PRETZEL STIX pkg. 15c
- PLAIN OR CHEESE POTATO STIX pkg. 11c
- 1 LB. JAR FLOWER'S PEANUT BUTTER jar 27c
- HOLLAND HOUSE COCKTAIL MIX bot. 69c

Wegmans HOME OWNED SUPER MARKETS

FREE PARKING FOR CUSTOMERS

Rudolph's

CORNER EAST MAIN at SOUTH AVE.

SUMMER STORE HOURS:
Closed Saturdays During July and August—
Closed Monday, July 5th—Open Fri. and Tues. 'Til 9 P.M.

NOETH'S 4th of JULY SPECIALS

SEAGRAMS CALVERTS IMPERIAL CARSTAIRS
and other nationally known brands. Also limited quantities of good quality brands of **GIN-SCOTCH**

Famous Maryland Straight RYE WHISKEY
Bottled by Famous Distiller
Wonderful Value **2.49** 4.5 Quart

IF YOUR FAVORITE BRAND IS STILL AVAILABLE... YOU'LL FIND IT AT NOETH'S... SUPERB QUALITY BLENDED TYPE SCOTCH WHISKEY
86 PROOF
Definitely superior. Second to none! Would be a good buy at \$2.99. **2.99** 4.5 Quart

FAMOUS BELLOWES & CO., EST. 1830... GOLD SEAL CRUZON RUM
Imported From the West Indies
Compares With Other Rums Selling at \$3.60 and More! **2.49** 4.5 Quart

PAUL NOETH
19 CLINTON AVENUE SOUTH
Just a Step Off Main St., Opposite Hotel Seneca
OPEN EVERY NIGHT TILL 10 SATURDAY TILL 12

Decrees of Fashion

With the curtailment of travel there will be a greater swimming consciousness this summer, predicts CBS singer Rae Whitney. The quiet waters of pools, lakes and river beaches will replace ocean surf bathing. Rae endorses the observance of "Swim for Health" week (June 21-28) as the first step in a serious summer physical fitness routine. Swimming offers the most invigorating results. You can feel younger, develop agility and strength to work harder if you follow her advice conscientiously. Excess hip and thigh fat literally sloughs off in vigorous swimming. The new styles, especially the pencil thin skirts and the new crinkle rib, clinging crepe models fairly shout, "It all depends on you"—and that means your figure, lady.

Firehouse red flannel underwear comes to light at the Waldorf-Astoria showing of prize winners in a nationwide contest sponsored by the National Needlecraft Bureau. An ingenious young lady dodged the worn spots in a fireman's discarded robe de nuit and salvaged enough material to make a striking sailor hat and large

shirred envelope bag set, bound in black, which set off her simple summer costume in dashing style. You might try her idea in red jersey since few of the long woolies will be found.

Sole truth about leather has been clarified. Many people believe the government has set aside all the best sole leather for military use. Fact is that the government is interested only in leather of military sole weight. Civilian supplies have, of course, been reduced, but the finest quality is still available.

Every spoonful counts in the "Save Waste Kitchen Fats" campaign. CBS actress Tess Sheehan used a sturdy vegetable fiber filter paper, now available at most notion counters, to expedite the process of saving. Place the paper inside the strainer to get clear fat for salvage. Each paper may be used five or more times. A carton of 100 is economical as to actual cost and labor saved.

Summer purse story reaches a climax in "timberbags." A talented designer has capitalized on the fact that there's no priority on trees. Hand-polished shafts of wood in natural, color, cemented xylophone fashion on rayon, give town or country costumes an up-to-the-minute air. An accompanying fashion angle is the natural wooden frame used by John Frederics for sports wear glasses. They make astigmatism a pleasure.

DIARY

OF A
BEAUTY
AUTHORITY
by

Helena Rubinstein

(Editor Note: If you would like to have Helena Rubinstein's booklet, "Beauty for the Young Skin," or the "Cat-Stretch Exercise Chart," please address your request to Madame Rubinstein in care of this newspaper.

New York—Today I want to talk about the newly discovered importance of your young friend, the subdeb. You have had grown up responsibilities thrust on you these war days—a score of extra jobs to do in addition to your school work. Even though you are the junior sister in the family, you can't afford to waste time dreaming in front of a mirror any more. You are as busy as the rest of us—USO dances to dress up for, extra work at school and at home—and for the first time in your life you must plan your days.

For that occasional blemish, wash your face nightly with a medicated soap and apply some medicated cream to the affected spot for overnight. And (to repeat what you have probably been told many times) avoid sweets, an over-rich diet, drink lots of water, get plenty of rest and outdoor exercise and sunshine.

Or, if you are annoyed with little patches of blackheads, try a gentle friction wash with a fine granulated soap—every day. Shake some of these "beauty grains" into your palm to make a lather, using warm water, and then massage the lather into your face. Rinse very thoroughly with warm water followed by a dash of cold. Sometimes blackheads are caused by over active oil glands—and the best way to overcome that is to observe a housewifely cleanliness toward your complexion.

Remember, too, if you want a clean, healthy complexion, keep your hands clean. Hands are carriers of dirt and germs. Every time you touch your face with unclean hands you add dirt and your face will be more susceptible to blemishes, blackheads and skin eruptions.

If in the morning, after your treatment of the night before, your face still feels a little oily, use a skin lotion made to counter-act oiliness. Give the nostrils and chin an extra going over because that is where blackheads are more likely to gather.

You may as well start right now to become your own make-up expert. Begin by using a snowy lotion foundation under your cosmetics, one with a slightly medicated base. This

will cover up minor blemishes and give your complexion a lovely, smooth look. Be sure you choose the right color. Apply your face powder next, using clean absorbent cotton and pressing the powder in lightly all over the face and throat, and brushing off the excess. Apply your lipstick in lines that follow the natural shape of your lips and choose a healthy looking apple-red lipstick. If your coloring is good, you can omit the rouge, otherwise just a touch of it is all that will be necessary for a colorful and sophisticated make-up.

Don't spoil your natural coloring with excessive make-up.

A lotion foundation, powder and lipstick in good shades to emphasize your best features—and presto you are ready to challenge the world.

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.
1231 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

THANKS

To those who Serve
today's **GENESEE**

Shopping News Patterns



2790—Cotton chambray. Sizes 10 to 20. Size 16, 3 1/2 yds. 35-in. fabric with 5 1/2 yds. ric rae.
3039—Play dress and bolero. Sizes 10 to 20. Size 16, for dress, 3 yds. 35-in. fabric; bolero, 1 1/2 yds. 35-in. fabric.
2781—Child's Sun-Back. Sizes 4 to 10. Size 8, for dress, 1 1/2 yds. 35-in. fabric; bolero, 1/2 yd. bolero, 1/4 yd.
3103—Wash suit. Sizes 6 to 14. Size 8, 2 1/2 yds. 35-in. fabric.

Send 6¢ (plus 1 cent for mailing cost) for EACH pattern. Write plainly YOUR NAME, ADDRESS and STYLE NUMBER. BE SURE

Sears

Roebuck and Co.

**New Summer Store Hours
MONROE AVENUE STORE
CLOSED ALL DAY
WEDNESDAYS
BEGINNING JULY 7**

and every Wednesday thereafter during July and August.

Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST

SAVE UP TO 20% IN THIS FINAL Clearance

of Interchangeable with Storm Sash

WINDOW SCREENS

A Complete Selection of Sizes!
All Ready for Immediate Delivery!
Buy on Our Easy Pay Budget Plan!

1.29
AND UP

ON SALE
AT BOTH
STORES

Now is the time to plan for next summer and even for the remainder of this year... Our once a Year clearance to make room for fall merchandise... not one size but a choice of over 40 standard sizes to choose from. Every one perfect, made of select Ponderosa Pine, frames are 1 1/2 inch thick with heavy quality 16 mesh screens. All sales subject to balance on hand... Many are priced below the cost of material alone, if you were to make your own!... An opportunity in the face of present market conditions on lumber and screening. Make them over if necessary to fit your requirements.



EVERYONE
FULL LENGTH
WINDOW SCREENS

Quantity	Sizes	Sale	Quantity	Sizes	Sale
27	1-10x4-11	1.49	5	2-4x2-11	1.29
1	2-0x4-3	1.49	3	2-4x3-3	1.39
18	2-0x4-11	1.59	3	2-4x4-3	1.59
4	2-0x5-3	1.69	5	2-4x4-11	1.79
15	2-0x5-7	1.79	36	2-4x5-11	1.98
1	2-2x3-7	1.39	4	2-4x4-11	1.89
2	2-2x3-11	1.49	5	2-4x5-3	1.98
8	2-2x4-7	1.59	44	2-4x5-7	1.98
12	2-2x4-11	1.80	1	2-5x2-4	1.66
5	2-4x2-11	1.29	100	2-5x4-7	1.89

Quantity	Sizes	Sale	Quantity	Sizes	Sale
60	2-8x4-11	1.98	3	3-0x6-3	4.80
5	2-8x5-3	2.09	1	3-2x4-3	2.12
28	2-8x5-7	2.19	11	3-2x4-7	2.09
2	2-10x3-7	1.71	16	3-2x4-11	2.19
8	2-10x4-3	1.90	7	3-2x5-3	2.29
167	2-10x4-7	1.98	3	3-4x3-11	1.99
7	2-10x4-11	1.98	1	3-4x4-11	2.28
27	2-10x5-3	2.09	1	3-4x5-3	2.39
23	3-0x4-11	2.09	2	3-4x5-7	2.47
8	3-0x5-7	2.34	1	4-0x2-11	2.00

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 uninformed. 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 desensitize delicate tissue.

Today such risks are needless. Science has given womankind 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.

Free Booklet Tells Intimate Facts Every Young Wife Should Know

FREE: Frankly written booklet, "Feminine Hygiene Today" mailed postpaid in plain wrapper, and return to THE ZONITE PRODUCTS CORPORATION, 310 Lexington Ave., New York, N. Y.

Name: _____
Street: _____
City: _____ State: _____

Sears

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

FINAL CLEARANCE ROSES

7 for \$1.

Our final mark down of the year! A wide choice of varieties. Teas, Hybrid, Climbing, Everblooming and many others. Choose from President Hoover, McGredy's, etc. Everyone field grown of hardy select stock, 2 years old. Ready for planting, all roots wrapped in their own soil. Buy on our Budget Plan in amounts of \$10 or over. On sale Garden Department Monroe Ave. Store.

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

Clearance! 25 Squares Only!

HEX SHINGLES

3.50 Square Regularly \$4.58

4 Tab hexagon shingles, 168 pounds to bundle. You'll save \$1.08 per square if you hurry for this clearance!

500 Square Feet

WALLTITE

50% OFF

Slightly damaged sheets of insulating Walltite. Only 500 square feet available.

GLISTO TILE BOARD
25¢ Square Foot

Approximately 3200 square feet in this odd lot, sold regularly for 29¢ square foot. Choice of black, ivory, peach, scored or plain. 4-1/2-6-8" at this low price.

WALLTITE PANELS
3¢ Square Foot

Regularly 5¢ square foot, 18x48 inch panels for plaster base. Ideal for lining attic, poultry houses, etc. has shiplap edges. 1000 pieces available at this low price.

Sears

ROEBUCK AND CO.

DAMAGED OR MISMATCHED
MILL WORK
Casement Sash Storm Sash
Check Rail Windows

100 Pieces reduced to Limited Quantity Reduced To

25% OFF 50% OFF

Flag Committee . . .
(Continued from page 1)
committee was formed listing as members, prominent figures in all walks of life.

Aims of the organization, a non-profit citizen's committee, as stated in the group's literature is:
To kindle a more alert loyalty to the America we love, as it

has been bequeathed to us and as we are firmly resolved to main it.
To create, stimulate and foster a truly cohesive national unity.
To eliminate possible apathy or complacency toward a very real present national crisis.
To inspire a militant esprit de corps in our fighting forces, a more vigorous morale among our industrial workers and a greater willingness to sacrifice in the homes of both groups.
To create in and for post-war

America an increased appreciation and love for the American way of life, for which sacrifices are being made.
To found more firmly the determination that the national ideals in and for which the flag was born and for which it stands shall not perish from the earth.
Plans for promoting the display of flags locally are being formulated by the local chapter and will be announced within the next few days.

Household Hints
Idea for that spaghetti supper party you're having? Take an unsliced loaf of bread, cut down the center lengthwise but don't cut clear through to the bottom crust. Slash down crosswise five or six times, spread with melted butter or margarine in which a clove of garlic has been floating, then pop into the hot oven for 15 or 20 minutes. It's hot, it's crusty and as you break off hunks there's the whiff of garlic so in keep-

ing with a meat-ball-and-spaghetti supper.
Beef short ribs and old fashioned baked beans are a heartening supper. Cook the beans according to your favorite recipe then place in an open pan and top with the short ribs which have been braising at the same time. Let the two mix flavors for a half-hour or so.

Need we say that brown bread and a crisp apple or cabbage salad completes the meal?
Liver loaf is nutritious and delicious. Scald pork, lamb, or beef liver, grind and mix with usual meat loaf ingredients. Pack into a baking pan, brush with catsup and bake in moderate oven about 1 hour. Good both hot and cold.

Diced hard-cooked eggs and cubes of bologna added to a cream sauce and served hot or crisp toast or patty shells is a ration point-stretching idea that tastes as good as it looks.
Stew's new if you put it in a baking pan (when cooked, of course), pour a thin layer of corn bread batter over the hot stew mixture and bake until the "Johnny-cake" is done.

BATTERIES
for any make of hearing aid. We are headquarters for practically any make of hearing aid battery at prices that cannot be equalled or beaten anywhere. This is not because we wish less money on batteries, but because in the past we have sold batteries on a close margin, and this makes it impossible to increase our prices above the percentage of profit we have been making. If your tube set hearing aid has been changed over to the new style Government approved battery we can provide B batteries in 45 volt size, Burgess, Rayovac, General and Eveready, including the new 45 volt Featherweight Burgess. In the 33 volt size, Rayovac, General and Burgess. In the A batteries, flashlight type, we have Rayovac and Burgess. We also manufacture battery carriers for almost any combination of hearing aid microphone and battery, and will be glad to send you a circular describing the battery carriers, with prices. We can and do make special hearing aid and battery carriers for children and will be pleased to quote prices on these.
WM. J. MEREDITH OTARION OF ROCHESTER 410 E. MAIN ST. Diagonally Across From Eastman Theatre

SAVE at DAW'S CUT-RATE DRUGS
SALE ENDS MONDAY NIGHT. Limit Quantities.

EPSOM SALTS
5-Lb. Box 17c

PRO-TEK CREAM
1/2-Lb. Jar 29c

BLACK LEAF "40"
1-oz. 32c

HINKLE PILLS
Bottle of 100 7c

SHOE LACES
27" All Colors 2 Pair 5c

TINCTURE GREEN SOAP
Pint Size 36c

Here Now At Low Cost . . .
-6 VITAMINS
-3 MINERALS
ALL IN ONE TASTY TABLET
VIMMS
Nutritional Experts Say 3 Out of 4 Need More Vitamins and Minerals.
VIMMS contain Vitamins A, B-1, B-2, P-P, C, D and Calcium Phosphorus and Iron.
A scientifically balanced food supplement containing fish liver oil concentrate, Thiamin, Riboflavin, Nicotinamide, Ascorbic Acid, activated Ergosterol, Calcium Phosphorus, Saccharin for sweetening and natural and artificial flavors.
BOX of 24 Vimms Family Size of 288 Tablets 49c \$4.79

DAW'S Extra-Value COUPON
Dr. LYONS TOOTH POWDER
50c Size (Limit of 1)

DAW'S Extra-Value COUPON
TOOTH BRUSHES
Reg. 25c Value 2 for 25c (Limit of 2)

DAW'S Extra-Value COUPON
QUICK-DRYING WAVE SET LOTION
Large 7-Ounce Bottles (Limit of 2) 7c

DAW'S Extra-Value COUPON
FOOT MITTS
For wear with or without stockings. Wear them when you go bare-legged. Sizes to fit your foot perfectly. American manufacture. Made of fine washable cotton. (Limit 2 Pairs) 18c

1ST CHOICE
of millions for simple headache or colds, painful migraines, in 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 25c; 100, 35c.
St. Joseph ASPIRIN

OUR AFRICAN ADVENTURE
Determine how you feel about the African man. First-hand information on our much-criticized foreign policy.
LABOR AND THE BOSS TALK IT OVER
How the Symington-Gould Corporation has thrashed out many labor-management grievances.
THANK GOD I AM AN AMERICAN
The prize-winning essay of Margaret Betz, Rochester winner and East High School student.
10c JULY 3 ISSUE The Saturday Evening POST NOW ON SALE 10c

BERKELEY DOUBLE-EDGE BLADES
Berkeley Made of Genuine Wash Spring Steel. Each blade super-tuned and triple tested. Money-back guarantee.
18 FOR 23c

Genuine PINE TOILET SOAP
WITH THIS COUPON
Extra Large 10c BARS
Box of 6 33c (Limit 2 Boxes)
Hewitt's famous PINE BLUES with its refreshing and invigorating odor of pine forests. Wonderful for face, bath.

BRUSHLESS SHAVE Cream
Reg. 25c 1/4-Lb. Size
Two for the Price of One!
You'll like this new "no brush" cream that makes the toughest whiskers soft—easy to cut.
2 Jars For 25c

CARBONA SHOE WHITENER
LIQUID or PASTE
LARGE 25c SIZE 12c
BORIC ACID POWDER
35c 1-LB. SIZE 18c

37-PIECE PICNIC SET
No dishes to wash. No silver to lose. Nothing to carry home.
CONTAINS: Complete Box
4 Spoons
4 Forks
4 Dinner Plates
4 Napkins
6 Cups
5 Sliced Plates
1 Table Cover
19c SERVICE FOR SIX

DUZ SOAP POWDER
Large Box 19c
Woodbury COLD CREAM
75c Size 59c
ASPIRIN TABLETS
5-Gr. 12c
WITCH HAZEL
Pint Bottle 18c

THERMIC JUGS
Pre-war Thermic Jugs that keep foods and liquids hot or cold for many hours. You'll find dozens to choose from in all the various models.
Gallon and Half Gal. Size \$1.09 and up
Paper Cups
Hot or cold type, 10c pkg. 8c
DRINKING STRAWS
Assorted colors. Box of 100. 7c
NEW SUN GOGGLES
Large assortment. Priced from 19c

IRONIZED YEAST
\$1.00 Size 47c
SODAMINT
100 TABLETS 3c
SACCHARIN TABLETS
1/4 Or 1/2 Grain. Bottle of 1,000 48c

NEW Tablet DYE
Ends SPOTS & STREAKS
10 New Fashion-right Colors—and an ECRU Color not usually available.
"the last word in dye"
DYE-ANA TINT and DYE TABLETS
10c 3 for 25c
MAZON Ointment 11-oz. Size 71c
Serutan Laxative 6c Size 44c
Syrup of Figs California 6c Size 31c
Tintex Dyes All colors 2 for 25c
Kolynos T. Paste 5c Size 39c

OLD ENGLISH NO RUBBING WAX
Pint Size 39c Quart Size 69c
Have gleaming lustrous floors and linoleum without a single stroke of rubbing. Applied quickly, Old English waxes to a brilliant, hard wax, dirt-resisting finish.
Gallon Size \$2.89
Pro-phy-lae-tic NYLON BRISTLE BRUSH
2 FOR 23c 43c DOUBLE PACKAGE

WILDROOT CREAM-OIL FORMULA FOR THE HAIR
NEW! NON-ALCOHOLIC
REMOVES LOOSE DANDRUFF
60c SIZE ONLY 47c

IRONIZED YEAST
\$1.00 Size 47c
SODAMINT
100 TABLETS 3c
SACCHARIN TABLETS
1/4 Or 1/2 Grain. Bottle of 1,000 48c

Where To Play BINGO
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
SUNDAY - MONDAY 8:15
25 REG. GAMES \$5.00 ea.
JACK POT \$120
SUNDAY AND MONDAY NITES
AFTERNOON GAMES 1:30
WEDNESDAY - FRI. - SAT. \$4.00
EARLY BIRD SPECIAL AT EACH GAME

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 Ways
BINGO PLAYED 6 NIGHTS A WEEK
THIS PASS WORTH GOOD THURS. FRI. 50c
THIS PASS WORTH GOOD TUES. SAT. SUN. 25c
COUPON: When buying multiple board and book of specials July 6th, Hollywood-Hudson. FOR YOU 45c
SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY All Games \$7 JULY 6th
COUPON: When buying multiple board and book of specials July 6th, Hollywood-Hudson. FOR A FRIEND 45c

TOWNER-HALL
SPECIAL GAME WEDNESDAY July 7th
THURSDAY DOOR SPECIAL 60 Nos. \$60
TOWNER & REXY
SATURDAY, JULY 3rd ONLY!
ALL GAMES \$10-\$12
SPECIALS \$35 & \$45 JACKPOT \$195
WED. NITE 23 GAMES — All Single — No Hook-Ups
WORTH 45c For You Thursday JULY 1st Towner Hall
WORTH 25c For You SATURDAY JULY 3rd Towner-Rexy
WORTH 45c For Friend Thursday JULY 1st Towner Hall
WORTH 25c For Friend Saturday JULY 3rd Towner-Rexy
WORTH 25c For Friend SUNDAY JULY 4th Towner
WORTH 45c For Friend Wednesday JULY 7th Towner

PARK HALL CHICKEN WEEK
THURSDAY
PROGRESSIVE BINGO 6:45-8 P. M. REG. GAMES 8:15
23 GAMES PAYING \$7-58 JACKPOTS \$50-\$145
SPECIALS 5 WAYS
Extra Attraction — Chickens To Lucky Winners!
FRIDAY
FAMILY NIGHT
2 TRIPLE BDS. 50c
1 BOOK SPECIALS
Extra — Eggs Given To Lucky Winners!
SATURDAY
23 GAMES PAYING \$10.00
JACKPOTS (If not claimed Thurs.) \$50 & \$150
ALL SPECIALS 5 WAYS TOTAL
Extra Attraction — Chickens To Lucky Winners!
ADMISSION 25c — TAX 3c — TOTAL 28c
NOTE SUNDAY IS FAMILY NIGHT
2 Triple Boards & Book of Specials . . . 50c
Come Early For a Few Games of Progressive BINGO . . . 6:45 to 8 P. M.
PLYMOUTH or JEFFERSON BUS

STAR BINGO
372 FLINT ST. (rear)
MON. 8:15 P. M. \$3
TUES. ALL BOARD GAMES
NITES Jefferson Bus
No Wed. Game Till Further Notice
★ 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

19th WARD CLUB HOUSE
BINGO 257 HAWLEY ST.
THURS. 8:15 P. M.
FRI. 1:45 P. M.
SAT. 8:15 P. M.
NO SUNDAY AFTERNOON GAMES
Jefferson Bus to Hawley St.
Admission 25c. Tax 3c. Total 28c

CAPITOL HALL
85 W. MAIN ST.
Mon. — Tues. — 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.
Wed. 30 Games \$5
Games Thurs. Aft. \$5
Friday and Saturday 25 Games \$5-\$10
On Reg. Boards \$15 and \$15
Letter 'H'. \$15 and \$15
ADM. 25c INC. TAX

STRAND
EVERY TUES. AND FRI. AT 8:45 P. M.
\$1000
EACH NITE NO JACKPOTS
ALL PRIZES GO
BINGO

UNION LEAGUE
South Ave. cor. Gregory
MON. - FRI. NITES
30 GAMES ON REG. BOARDS
\$5 — \$10 — \$15
EARLY BIRD 8 P. M.
Saturday 1:30 P. M. Afternoons
The Coolest Spot In Town
25 GAMES BINGO \$4



THE UNDERSIGNED
FOOD STORES
WILL STAY
OPEN
ALL DAY
SATURDAY
SO YOU MAY
SHOP AS USUAL



A & P STORES
HART STORES
LOBLAW GROCETERIAS
STAR SUPER MARKETS
WEGMAN SUPER MARKETS

Consumer News

If your cleaning company representative says "Sorry—no gloves cleaned these days," it is because of shortages of cleaning fluids and workers, as well as restrictions on deliveries. You can wash your gloves at home if you have (a) purchased washable leather gloves in the first place and (b) if you follow a few simple directions. Never wash a glove that has made even one trip to the cleaner's because the dry cleaning solution removed all of the natural oil. Soap and water will then stiffen the leather. . . . Wash gloves before they become too soiled. . . . Swish the gloves vigorously and quickly in a rich suds of mild soap, warm, not hot. Rub any spots with a soft nail brush. . . . Rinse the gloves in warm water, then in cold. Roll them in a towel and squeeze them gently. . . . Blow vigorously into them to restore the shape. Stuff the fingers with paper and lay the gloves out flat to dry. . . . Just before they are thoroughly dry, fith the gloves on the hands gently and rub them well. This will soften them and prevent the leather from stiffening. If the gloves should become dry before fitting, roll them in a damp towel and fit them at once.

"Food is being used directly as an invasion weapon: Example—an American general steps down from a truck in Africa, exchanges salutes with a French

colonel and demands immediate surrender of a fort. The colonel hesitates—then refuses. The American general rolls back the canvas cover of the truck, revealing food—badly needed by hungry French troops. Half an hour later, a column of American soldiers enters the fortress. Not a shot was fired! Not a life lost! Food—instead of bullets! American lives saved!"

With the increased need for food at home as well as abroad, and an almost certainly re- yield this year in most products, it is not too early to make some plan for using every last spear of food which the earth produces this year. If you have made a good plan and you are sure you have plenty of any given food laid by for next winter, then you have the added responsibility of doing something with your surplus.

Let's see, for example, that the birds get less of our berries and cherries and our neighbors get more of them. If there is a large amount of food to be considered, not just a few jars, perhaps you could organize a group for preserving it for use next winter for school lunches, or for Grange or church or lodge suppers. What a satisfaction to have jars of food stored in school and church kitchens, as well as in our own cellars, and what fun you'll all have using the food together next winter!

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
3 ATTRACTIVE DINING ROOMS
Breakfast from 30c—Lunch 70c
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HOTEL BRISTOL
129 West 48th St., New York City
Joseph E. Roth
Theodore E. Tolson, Jr. • Alfred B. Tolson
AT RADIO CITY

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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 6 ft. x 36 inches.
WITHOUT ROLLER **39c**
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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 FLOR **\$18⁷⁵**

Lucas PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

BERGHASH HAS THE ITEMS

FOR A **GLORIOUS Fourth**

FLAVORED **GINS** **275** 4/5 Quart

Well known brand. Excellent in cool, delicious summer drink. Free recipe booklet 70 proof.

CHATEAU MARTIN Sec CHAMPAGNE
Just chill and enjoy the sparkling coolness of this fine champagne. The top notch summer drink for ALL occasions. Natural fermentation process. **\$2⁵⁰** 4/5 Quart

RUM 'N' COKE *Deliciously Cooling For Summer* **RUM 'N' COKE**

make it with . . .

RON CANDADO Imported PUERTO RICAN RUM **\$3¹⁰** 4/5 Quart

A delightfully smooth rum, rich in flavour and bouquet. It makes a Rum 'n' Coke to please the most particular. 86 proof.

BOTTLED IN BOND 5 YEARS OLD — WHISKEY
100 PROOF
A GLENMORE PRODUCT **\$4⁷⁵** FULL QUART

G & D — SWEET or DRY VERMOUTH **\$1⁰⁵** 15/16 Quart

Very good straight or in mixed drinks. Try it straight for a new and different taste sensation. Alcohol 18-19% by volume.

HAMILTON HOUSE BLENDED WHISKEY
A BLEND OF WHISKIES 4 YEARS OR MORE OLD! Exceptionally smooth, with fine flavour and bouquet. Made exclusively for H. Hamilton & Co. 86.6 proof. **\$2⁹⁹** 4/5 Quart

SPECIAL VALUE Highland Scotch Scotch Type **WHISKEY** **\$1⁷⁹** FIFTH

COOKS IMPERIAL WINE Port, Sherry, Tokay, Muscatel, Sauterne, Burgundy. **\$1⁰⁰** FIFTH

SPECIAL SALE LIQUEURS

Creme de Menthe **\$1⁸⁹** 4/5 Quart

Creme de Cocoa

Apricot Blackberry

BERGHASH WINES LIQUORS

124 CLINTON AVE. S. Next Loews Rochester MAIN 786

Consumer News

What do war workers do when they are not doing war work? The American home is the place where workers should find food, sleep, family companionship and recreation. Though every member of the family contributes to the home and shares in its benefits, the homemaker is responsible for a smoothly running household. This is her war job, and she should consider it as of first importance.

The war worker has a patriotic responsibility to keep fit and on the job, to share in planning the family routine, work and at home.

The homemaker has a responsibility to plan good meals on food rations, to have the family eat together whenever possible, to have snacks or lunches ready for the war workers. It is the responsibility of the family to work out a schedule of work, sleep, and recreation which will take into consideration the worker's time, the children's time, and the homemaker's time, so that each member of the family will be getting the most out of life.

Suggestions for the war worker:

Sleep is a necessary "nerve saver." Select the quietest time for sleep, in the room farthest away from family activities. Have the room cool, ventilated, dark; make sure that all bells are muffled and the radio tuned low. Experiment to see if you rest better when you sleep immediately after work or after some recreation and relaxation. Try to sleep seven or eight hours without interruption, and at the same time each day. Eat at least one meal a day with the family, space meals, including the one at work, at regular intervals. Plan outside activities: walks, picnics, victory gardening, church activity, visiting, movies.

The homemaker should:

Plan meals to save time, energy, and worry; shop according to a plan, adjusting that plan to fit marketing conditions and rationing points; prepare ahead food for packed lunches and between meal snacks. Although it may take more arranging than in the "good old days" it is important that family life be maintained. The family should eat together as regularly as possible, they should plan recreation that will include all members, they should initiate home projects, such as gardens, which will enlist the common interest of the entire group.

WANTED

DIAMONDS WATCHES
Any Make, Any Size
Any Condition
Highest Prices Paid
You'll Always Get More At
BARTON GOLD COMPANY
202 Burke Bldg.

Sibley, Lindsay & Currier

OUR SERVICE RECORD
Let us keep your timepieces and jewelry in action!

- * Alarm Clock Repairs
- * Jewelry Repairs
- * Head Resting
- * Dial Refinishing
- * New Watch Bands
- * Watch Crystals

Dependable WATCH REPAIRS
CENTER AISLE A MAIN FLOOR

Reptile Leather Bags Popular

With the war diverting some types of leather from the hand-bag market, there is a growing trend toward reptile bags made from skins of watersnake, python, and even boa. Many of these you will find now in the shops, and some are available in the high colors that have so long been popular.

Canning Methods To Be Shown

Ae Demonstrations

As the Victory garden season progresses, women of Rochester are reminded that it is the duty of each victory gardener to see that every bit of produce is either eaten or preserved for next winter. No food must go to waste.

Recognizing that victory gardening and food preservation go hand in hand this year the Victory Garden Council of Rochester and Monroe County is cooperating with the Rochester Home Bureau in staging community canning demonstrations so that all gardeners will be supplied with the most up-to-date information on food preservation.

Two of these community canning demonstrations are scheduled for next week.

On Wednesday at 1:30 o'clock in the Parish House of St. Thomas Church, corner Highland and Winton Rd., Mrs. Edmund Marth of the Rochester Home Bureau will demonstrate canning methods, using both the boiling water bath and the pressure canner. She will can tomatoes, fruit and vegetables. The meeting is sponsored by the Women's Auxiliary of St. Thomas Church with Mrs. Hram E. Bryan in charge. It is the second demonstration held at the church. The meetings are open to the public.

Next Thursday in the Auditorium of Sibley Lindsay & Currier Company Mrs. Ray Johnson of the Rochester Home Bureau will give the second of a series of three demonstrations held on Thursday afternoons at 2 o'clock. The demonstration will deal with the steam pressure canner method of preserving meats, and non-acid vegetables. Mrs. Johnson plans to do chicken, corn and beans. She will be assisted by Mrs. Marth.

Questions will be welcomed at all of the demonstrations and canning booklets given free.

Having a baby is hard on the figure—but not if you wear a MATERNITY GIRDLE from KATHERINE-LOOK. Prices start at \$5.50 and your garment is adjusted with the months. Bras too, that help you on your way. 803 TEMPLE BLDG. Open Monday Eve.

One of the most direct routes to beauty—and surest destruction to the male—is a clean, healthy, glowing mop of curls. Few things, too, respond so quickly and gratefully to friendly advances. Now especially regular and frequent shampooing becomes a real necessity. Crowded non-air-conditioned offices tend to give that noggin a awful beating. 4 Women in war work who keep their tresses covered all day require extra attention—more stimulation super cleanth.

Summer is the ideal time to reduce. And now is the time to take advantage of the SUMMER - DAYTIME SPECIAL AT PETTIS REDUCING. A Battle Creek Lounge treatment plus a cabinet and shower will help you to shed pounds, permanently—pleasantly and economically. 327 BURKE BLDG. Stone 6210.

Cream cheese mixed with chopped onion and spread between slices of rye bread becomes an interesting addition to any lunch box.

Talk to CHARLOTT'S ESTHER WHITE on her new scientific method on the removal of SUPERFLUOUS HAIR—NO NEEDLES—NO PAIN—NO SCABS. Free booklet on request. But we suggest a free consultation—no obligation of course. 222 Cutler Bldg. Stone 503.

As you know—truck mileage has been curtailed by the government. This affects the R. G. & E. service just as well as all others. So think before you put in a service call. If you must have service arrange for someone to be at home when the service man arrives. ROCHESTER GAS extends their thanks for your co-operation.

Limes may take the place of lemons in home-made salad dressing or marinades. Use the juice sparingly however, for it's extremely sour.

Kay's Comments

There's magic in that name "Shangri-La". It's a name that will go down in history. This month of July, your government is asking you, to buy enough War Stamps to build another "Shangri-La". Are you going to do it? Of course you are! When the new "Shangri-La" is finished it will be used as an airplane carrier which will be launched to carry the planes that will "polish off Tokyo". After this is accomplished, we will have paid our debt for those murdered fliers to whose memory we owe so much. There are many things to be done about this war, but the one thing ALL OF US can do, is give our financial support and to give it eagerly and unstintingly. It is no longer a matter of personal choice as to how little or how much we can give—it is now a matter of survival of that freedom, honor, and human dignity which can be lost if we refuse to recognize our country's needs. So dig down—kids—and buy WAR STAMPS to help build the new "SHANGRI-LA".

Devotedly—Kay.

THERE'S A SALE OF HATS AT MARLENE HAT SHOP. Priced at 50c, values to \$5. Smart, wearable, chapeaus with plenty of summer wear ahead. HOTEL SENECA.

Nimble fingers—the patience of Job—years of experience—all these factors are responsible for the accurate, beautiful work turned out by EMPIRE WEAVERS, 409 BURKE BLDG.

Cakes cook more quickly in cupcake form than in layer or loaf. Puddings in small moulds finish baking in less time than one cooked in a large dish.

As the meat shortage becomes more acute—more and more people are taking advantage of the easy, healthful method of feeding their pets. At the SUPER DOG & CAT BAR you can buy FRESH GROUND HORSE MEAT your pooch will love for 20c a lb. Or a combined 50% HORSE MEAT and 20% CEREAL for 25c a lb. Both furnish a healthful diet for pets with NO RATION POINTS NEEDED. 351 Court St., between Chestnut and Broadway.

A sterling silver pin with the insignia of any branch of the service is a nice gift for any gal whose heart is in the army or navy.

Here comes the bride—and these days she is usually in a rush. But there's one detail she doesn't have to worry about—her FLOWERS when she orders them from LLOYD FLOWER SHOP. Special attention given to Furlough Weddings. Prices are easy on the service-man's pocketbook. POWERS HOTEL, opp. Court House, Main 6533.

You start being the BOSS OF YOUR BODY. Put a stop to letting it boss you. Make a promise—use you'll take off pounds this summer. It's easy at VIRGINIA'S REDUCING & BEAUTY SALON. Drop in and talk it over. Treatment as low as Five for Five Dollars. The results are amazing. 27 Clinton Ave. So. Stone 346.

There's a new wonder wax on the market—made by DuPont. It has all the advantages of the old-style wax but none of the disadvantages. Gives a glossy finish and is a good preservative and a lubricant. But it is not slippery—it does not water-spot—requires no more energy than is necessary to spread it over the floor. It polishes itself and dries in twenty minutes. It sells for about 65c per quart.

Victory Recipes

MACARONI SALAD

- 1 package macaroni
- 1 cup diced celery or (1/2 cup celery seed)
- 1 cup shredded cabbage (Use 2 cups when celery is omitted)
- 2 tsp. chopped green pepper
- 2 Tbsp. grated onion
- 1 tsp. salt
- 1 tsp. paprika
- 1 Tbsp. lemon juice or vinegar
- Mayonnaise or cooked salad dressing
- Lettuce
- 1 tomato chopped

Break macaroni in inch pieces and cook as directed on package. Drain in colander, pour boiling water over macaroni to rinse, drain thoroughly and chill.

Combine chilled macaroni with prepared vegetables and seasonings.

Moisten with mayonnaise or cooked dressing.

Serve on crisp, well dried lettuce or water dress.

For Variation Add One of The Following:

- 1 cup diced cooked meat (ham, pork, beef or chicken)
- 1 cup shredded cheese
- 2 or 3 sliced hard cooked eggs
- 1 small can shrimps, tuna fish, or sardines
- Serves 4

Remember The Bad Apple

Now that the canning season for small berries is beginning, remember that you should take only the firm, juicy, fully ripe berries. Berries that are soft, underripe, or mealy will not give a satisfactory product. It is better to set these aside and make juice from them to use in canning the better grade of fruit.

Beware of Spoiled Food

Much as we all want to conserve food, follow the safety first rule with home-canned food. Never taste any food you suspect of being spoiled—discard it.

Some signs of spoilage that are easily detected are a bulging lid or rubber ring, or gas bubbles. Sometimes a cloudy appearance of the jar indicates spoilage.

And don't try feeding discarded canned food to animals—it is just as poisonous to them as it is to you. Such vegetables or fruit should be burned, and jars and closures soaked in hot soapy water and then boiled.

AT NEISNER'S

Special ONE WEEK ONLY!

4 Lovely NEISNER QUALITY PHOTOGRAPHS

3 — 8x10's
1-Ivorytone Miniature
Very Special
\$3.95 Regular Price \$7

SPECIAL ATTENTION TO BABY PHOTOS

Proud Parents: NOW is the time to have that baby photo made! NOW when the little tyke is at that "cute" stage. NOW, so you won't say next year "we should have had a baby photo made!" The special offer above is good for anyone—adult, child or baby, but for one week only. Of course the usual high standard of artistic craftsmanship is always maintained in Neisner's photo studio. Your satisfaction is guaranteed.

Neisner's
5c to 1.00 Stores
200 MAIN ST. E. REAR MAIN FLOOR

HON. HEADS UP, TOJO!

...it's a Plane from the new **Shangri-la!!**

Those block busters she's dropping are just small change from America! The people over there all peeled off an extra dollar (that's all) to send you these 'missives' of our esteem. Heads up—this time Shangri-la is no myth!

LINCOLN STORES

at Dolan's
WHERE YOU BUY THE CUTS OF CHICKEN YOU PREFER
DOLAN'S
600 JEFFERSON AVE.
Cor. Bartlett
Telephone Genesee 1417

Word's

JUST RECEIVED MORE

FLUORESCENT FIXTURES

For Bath, Kitchen For Cellar, Work Room

NATURAL DAYLIGHT-LIKE LIGHT
SIMPLE AS INSTALLING A NEW BULB

\$7.95 Complete

WITH TWO GE 20 WATT FLUORESCENT BULBS

1—Three times as much light per watt or 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 pulling in new bulb. 8—All parts Underwriters' Approved.

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Free Parking Opposite **MAIN 7900**

Word's
15 EXCHANGE ST.
Free City Deliveries No C. O. D.'s on purchases under \$1.00

For the rest, the change of scene you need...

Cruise THROUGH Canada's

PEACEFUL INLAND WATERS

WIDE CHOICE OF ALL-LENSE TRIPS

SAGUENAY CRUISE TOURS
Lake Ontario, 100+ DAYS
Islands, St. Lawrence Rapids, Montreal, Quebec, Murray Bay, Tadoussac, the Saguenay Fjord, the Saguenay Hotel in Mount Royal or Chateau Frontenac, Quebec, Visit Montserrat Falls. Personally escorted. From Rochester: every Monday and Wednesday.

INDEPENDENT SAGUENAY CRUISE
Lake Ontario, 100+ DAYS
Islands, St. Lawrence Rapids, Montreal, Quebec, Murray Bay, Tadoussac, the Saguenay Fjord and berth included. From Rochester every Monday, Wednesday and Saturday.

GREAT LAKES CRUISES
To Detroit and return, CANADIAN 100+ DAYS
Lake, Port Arthur, Fox, William, Beach, pleasured. Entertainment, Cruise Director, From Rochester, Ret. Also from Montreal, Mon. & Sat. \$45.00. **ANANDA BIDS YOU WELCOME** if you need a rest for health and efficiency, and your service does not hinder the war effort.

S. S. RICHELIEU CRUISES
Live aboard this famous 8 DAYS river liner for a glorious week of cruising along the St. Lawrence and Saguenay Rivers, with calls at Quebec, Murray Bay, Tadoussac, Chicoutimi. Entertainment, ship- and shore programs under experienced Cruise Director. From Rochester, Ret. Also from Montreal, Mon. & Sat. \$97.00. **ANANDA BIDS YOU WELCOME** if you need a rest for health and efficiency, and your service does not hinder the war effort.

Government Taxes Additional
No passports required. Favorable exchange. Stopover permitted.

See your TRAVEL AGENT for literature and tickets, or apply K. J. Pfister, D. P. A., Hotel Sagamore Bldg., 101 East Ave., Rochester, Tel. Stone 2660.

Canada Steamship Lines

Is Your Birthday in JULY?

Wear Your Lucky Birthstone THE RUBY

Smart new rings for men, women, boys and girls. Set with reconstructed rubies—the birthstone for July or birthstones for any other month. All 10-K, yellow gold.

BOYS 7.95
GIRLS 7.95
MAY'S 19.95
WOMAN'S 14.95

RUDOLPH'S
CORNER EAST MAIN at SOUTH AVE.
Open Friday and Monday Nights 'Til 9 P. M.

I write letters in the nearly-dark

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. There ain't no such things. 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 because it's right at our finger tip and costs so little. The average American family gets nearly twice as much electricity for its money as it did during the last war.

Soldier, we're sorry we can't send you electricity over there. But we are pouring power into war industries over here so that you can have the planes, ships, tanks and guns that you need. That's our job and our 2,000 men and women workers are going to toil the hardest at it until you're back here where there are lights and all the other things you miss.

Save Gas and Electricity at Home—They're War Weapons

Rochester Gas & Electric
A War Industry

\$25 Winner . . .

(Continued from Page 1) of June and explained how his customers might win one or more of the weekly awards, Joe increased his usual earnings by nearly six times.

Miss Dorothy Nichols, 183 Pearl St., was the young lady chosen to officiate at last Friday's drawing. She happened past Shopping News office just on the stroke of 3 p. m. and very kindly performed the pleasant task of choosing a winner. All stubs for the month of June were in the revolving cage and were well stirred up. But Miss Nichols gave them an extra stir for good measure. In she dipped and up came the stub signed by Mrs. Tomasino.

To be eligible for the drawing a reader must have a receipt stub signed by her Shopping News carrier. And, while regular delivery is made to each home whether or not the paper is paid for, when a reader gives his or her Shopping News carrier the ten-cent monthly fee, that reader may win as high as \$100, or even \$125. The plan is that each receipt stub will be turned in by the carrier at the end of the month and will be entered in the weekly drawings during the entire ensuing month. Twenty-five dollars is paid for each winning name drawn.

Because of the holiday on Monday, the drawing was held on Friday, July 2, at 3 p. m., but hereafter will be held on Monday afternoons in Clinton Ave. S., directly in front of Shopping News office.

Local News Agency Wins Automobile In Magazine Contest

Manson News Agency has been awarded first prize by the Fawcett Publications for the best sales record of any wholesaler in America on Captain Marvel Comics Magazine.

The prize, a Crosley automobile, was accepted by Morris Manson, head of the firm, at a dinner last week.

Choral Society To Be Heard Sunday At Highland

Genesee Valley Choral Society will be heard in concert at the Highland Park Bowl next Sunday at 7 p. m.

Soloists will include Mrs. Lillian Connolly, Miss Lois Behnke, Harold Bowerman, William Reed and Arthur Culver.

The group is under the direction of Albert Bowerman with Miss Marion Winkler as accompanist.

Victory gardeners will soon be reaching the weeding stage with its accompanying wear and tear on the hands. There's a new grassless cream, Hand-Saver, which forms an invisible glove of protection. The skin cream is removed by a slight moistening of the hands with water, causing a lather which cleans off dirt and grime.

No Wonder He's Called "Mr. Lucky"



Cary Grant new leading lady is lovely Laraine Day in RKO Radio's "Mr. Lucky," opening at the Palace on Thursday, July 15. They are shown here in a scene from the romantic comedy drama produced by David Hempstead. Included in the supporting cast is Paul Stewart, Alan Carney, Henry Stephenson, Charles Bickford, Erford Gage and Gladys Cooper.

Jingle Contest . . .

(Continued from Page 1) dollar bill and the next ten will each receive theatre tickets. Here is this week's jingle:

If you're in the mood for something gay, — with Cary Grant and Laraine Day — Mr. Lucky's the show. At your own RKO

Now, completing a jingle isn't hard. You might say "Forget your troubles — come on, let's go!" Of course, you will undoubtedly think of dozens of last lines far better than that.

Send in as many entries as you want. Address them to Contest Editor, Shopping News, 93 Clinton Ave. S., Rochester, N. Y. And be sure they are in the mail before next Monday midnight.

Toronto Cruise . . .

(Continued from Page 1) parks contribute to the city's beauty.

The Royal York Hotel, largest hotel in the entire British Empire, is also considered one of the finest. Its appointments are truly luxurious and the service, in the continental manner, is most complete.

Only 30 reservations are available for the cruise and it is therefore advisable to make yours as quickly as possible. All reservations should be made at Shopping News, 93 Clinton Ave. S., or telephone Stone 6000. A small deposit will hold your reservations until called for.

Incidentally, only eight more reservations are available for the August 4-8 cruise to Montreal and Quebec at \$59.50 per person plus \$4.10 tax. Several reservations are available for the Sept. 1 cruise to the same spots.

Manufacturers are having headaches trying to get rayon to line wool suits and coats. Rayon production will be about the same as 1942's, but Government takes 50% of output for tire cord, parachutes and war-essential uses.

Clean House Efficiently

They do say you shouldn't put all your eggs in one basket, but putting all your cleaning essentials in one basket helps you to clean house efficiently. With everything on hand when and where you want it, you'll get through the maximum amount of household tasks in the minimum amount of time.

Rodeo . . .

(Continued from Page 1) could "strut their stuff" before a large audience. According to these requests, General Manager Bryant G. Parsons is arranging a meeting of interested local riders to be held some evening next week at Rodeo headquarters. If sufficient interest is

shown, says Mr. Parsons, the Grotto stands ready to offer prizes cups and ribbons for the winners of any events the riders themselves decide on.

Entries for the contests in bronc riding, bulldogging, roping, etc., are coming in every mail and, it is expected, the entry lists will be as large if not larger than in previous years.

NO MORE JITTERS

Efficient secretaries who are sure of holding their jobs, make sure their vision is correct. Their hearts don't jump up in their mouths when the boss says—"Take a letter". If your eyes deceive you while transcribing shorthand, come in at once and get the proper eyeglasses.

Harry A. Benewick, Optician
PAY SMALL SUMS WEEKLY

Glasses Fitted with Bausch & Lomb and Shuran Lenses!

Smalls

28 EAST MAIN STREET
Open Till 9 P. M. Friday

Protect Your Eyes
Against Injurious Sun Rays

Bausch & Lomb
"Ray Ban"
SUN GLASSES
\$4.75

Charge It!

NEW SUMMER STORE HOURS

MONDAY, 12 Noon 'Till 9 P. M.
TUESDAY, WEDNESDAY and THURSDAY 9:45 'Till 5:30 P. M.
FRIDAY, 9:45 'Till 9 P. M. — CLOSED ALL DAY SATURDAY

Happy Is the Bride

Graves . . . Brides' Choice Since 1889!

... who can furnish her home with the things she wants from Graves . . . furniture that is beautiful and comfortable, in good taste. She knows that she will enjoy the maximum of service from every single piece she selects.

Graves affords you ample choice in your selections . . . come in and browse around at your leisure. Visit the 5th Floor Bedroom Display and Model Room Settings, Manor House, Bride's Budget Apartment, Gallery Of Modern Design . . . and scores of other furnishings to complete the perfect home setting.

Beauty Of Design . . . Outstanding In Quality And Value!

18th CENTURY MAHOGANY BEDROOM SUITE

3 Authentic Pieces:—Bed, Chest And Matching Dresser

\$89.50

Note the many desirable features embodied in this exceptional suite . . . dustproof construction, center drawer guides, lifetime oak interiors. Colonial mirrors and the beautiful dull rubbed finish. For style and value it cannot be surpassed.

44 Other Suites . . . Maple, Walnut, Mahogany And Popular Blonde Woods; \$59.50 to \$313.50

SUITE WITH TWIN BEDS IN PLACE OF FULL SIZE

\$114.50

Early American! COLONIAL SOLID MAPLE DINETTE SUITE

\$36.50

5-PIECES:—Convenient Rectangular Type Table and 4 Box Seat Chairs.

All the sturdy qualities associated with Early American furniture and finished in lovely Old Colonial color. Table top measures 28x37 inches closed, 28x55 inches with leaves extended. The ladder-back chairs are very well constructed and have comfortable saddle seats.

OTHER BREAKFAST SETS TO \$95.00

At Graves You May Pay Cash, Charge It, Or Use A Convenient Budget Account!

H.B. GRAVES Co.

78 STATE, COR. MARKET and MILL STREETS

FREE DELIVERY WITHIN 200 MILES

FREE PARKING OPP. FRONT OR REAR ENTRANCE

Sibley's

Says:

"It's Smart to Make Your Own CHRISTMAS GIFTS"

And We're Ready Right Now With SUPPLIES AND INSTRUCTIONS To Get You Off to a Fine Start!

There's an extra-warm appeal to a Christmas gift turned out by your own hands. It isn't hard to make clever, useful things to give . . . it's fun, and it's easy, once you know how. Sibley's is all set to show you! In our Third Floor Art Goods Department, we've arranged a special section, with many complete models of attractive gifts . . . materials, patterns and trimmings for making them . . . and experts to advise and instruct you.

Yes, it's smart, and it's thrifty, to make your own Christmas gifts . . . starting right now! On your "off-duty" hours this stay-at-home summer, you can be checking name after name off your Christmas list, with presents that are a pleasure to make . . . a double pleasure to receive!

ART GOODS, THIRD FLOOR

SIBLEY, LINDSAY & CURR CO.

KOLINSKY & MINK SCARFS!
NOW at the season's lowest prices. You'll save some real money on a new Fall Scarf 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

Four cups of corn flakes are required to make one cup of corn flake crumbs for coating croquettes and for topping casserole dishes.
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? 50 tablets 25c; 100, 35c.
St. Joseph ASPIRIN

HAY FEVER AND ASTHMA SUFFERERS
Get Relief This Quick Easy Way
Start NOW—the zero hour is August 1st! Results are guaranteed or your money will be refunded.
1 Btl. \$1.25 - 5 For \$5.00
MAID DRUG CO.
511 DEWEY AVENUE
Call Glen 4016

No additional gasoline for vacations this summer! Present supplies will not justify it. Price Administrator Brown declares.
YOU WOMEN WHO SUFFER FROM HOT FLASHES
If you suffer from hot flashes, distress of "irregularities", and weak, nervous feelings—due to the functional "middle-age" period peculiar to women—try Lydia E. Pinkham's Vegetable Compound to relieve such symptoms. It helps nature! Follow label directions.
LYDIA E. PINKHAM'S VEGETABLE COMPOUND

Breakfast is an excellent meal | cereals or cereals restored to in which to include whole grain | whole grain nutritive values.
TOO GOOD TO BE TRUE
The fascinating story of a girl who found love and romance in glamorous South America.
WHEN BROADWAY GLAMOR BECKONED
A complete novel of a stage-struck girl who came to her senses in time to find happiness in being just a wife.
CALLING ALL MOTHERS
True Confessions' Guide to Citizens of Tomorrow. Many other stories from life—fashion beauty and homemaking hints in The Magazine For A Better Life.
10c AUGUST ISSUE **TRUE CONFESSIONS** NOW ON SALE 10c

Wegmans CORNERS
Wegmans SUPER
ONE PRICED

DEAL 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 MONDAYS and FRIDAYS 'TILL 9 P. M.
ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

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 and centrally 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 30c-Lunch 70c
De Luxe Dinner 1.40
HOTEL BRISTOL
129 West 48th St., New York City
Joseph E. Both
Theodore E. Tolson, Jr. • Alfred B. Tolson
AT RADIO CITY

Real old-fashioned Lager
today's **GENESEE**

Now! COMPLETE PAINT LINE
IN TIME FOR YOUR SUMMER DECORATING NEEDS
The popular Miracle Wall finish
Kem-Tone
\$2.98 GALLON — COVERS A ROOM
EASY-TO-CLEAN CHROME BREAKFAST SETS
Table and Four Chairs. \$60.00
TABLE & 2 BENCHES
A Real Buy **\$34.50**
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 tire needs.
Recap Your Tires — No Certificate Needed
UNIT PARTS
ROCHESTER CORPORATION
1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD

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

470 N. GOODMAN NEAR MAIN
1861 MONROE WINTON
724 WINTON ROAD NO. 100 WINTON
457 RIDGE RD. W. NEAR DEWEY
KEY ROCHESTER'S MODERN CUT RATE DRUG STORES

KEY COUPON
WALDORF TOILET TISSUE
3 For **11c**
Limit 6

KEY COUPON
PYROGENE TOOTH PASTE
Reg. 35c Size Limit 1 **11c**

KEY COUPON
BORAXO
Large 15c Size Limit 2 **10c**

ONE A DAY
B COMPLEX VITAMIN TABLETS
12 DAY SUPPLY
ONLY **44c**

KEY COUPON
SANITARY NAPKINS
Box of 12 20c Value Limit 2 **11c**

KEY COUPON
VANILLA
Large 8-oz. Bottle Limit 2 **8c**

KEY COUPON
WHITE ACE
White Shoe Cleaner
25c Size Limit 1 **11c**

POUR YOURSELF a pair of STOCKINGS
with MINER'S LIQUID MAKE-UP and save yourself hosiery headaches. Just smooth it on... looks like softer silk hose. No runs! No twisted seams! Slays on for hours! Gives stockings legs velvety attractiveness and eye-catching glamour. Will not rub off or streak!

BE WISE - Try Alka-Seltzer
Lg. 60c Bottle **49c**
TRY ALKA-SELTZER For Quick Relief From HEADACHES, COLIC, STOMACH, SORE THROAT, ACID INDIGESTION, AND MORNING MISERY

KEY COUPON
CARBONA CLEANING FLUID
Regular 25c Size **19c**

KEY COUPON
WAX PAPER CUTTER BOX
100 Fl. Limit 2 **10c**

MINER'S Liquid MAKE-UP
For The Legs
Special Hosiery Shades: Rose Beige and Golden Mist. **50c** Also 10c-25c And S1 Sizes

NEW Tablet DYE
Ends SPOTS & STREAKS
30 New Fashion-right Colors—and an ECRU Curtain tint that's "the last word"
DYE-ANA
TINT and DYE TABLETS
10c 3 for 25c

KEY COUPON
ASPIRIN TABLETS
5 Grain Bottle 100's **9c**

BORDEN'S Malted Milk
Plain 5-Lb. Can Reg. \$2 **\$1.29**

Luckies, Camels, Chesterfields, Raleighs, Herbert Tareyton, Pall Mall, Phillip Morris, Old Golds
2 PKGS. 30c

FILMS DEVELOPED & PRINTED 23c
Any 6 or 8 Exposure Roll—Complete Photographic Dept.

HEIL'S FORMULA
Hay Fever Capsules
Instant Relief! Reg. \$1.50 **98c**

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

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**

PICNIC CUPS
PLATES, SPOONS, Etc. REGULAR 10c **8c-3 for 23c**

DELICIOUS Pineapple Fruit LAYER CAKE
39c Ea.

MOLESKIN
Box 4 Pieces 34 Inches Each. Reg. 25c **19c**

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 "Lactex", they are lightweight and cool. See our seven styles today.

FEENAMINT
Regular 25c Size **19c**

WEGMAN'S FAMOUS SPECIAL BLEND COFFEE
24c Use No. 21 Stamp

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 36 inches.
WITHOUT ROLLER **29c**
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 FLOR \$18.75
ANY ROOM SIZE UP TO 9x12 COMPLETE WITH LABOR AND MATERIALS
Lucas PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

FUSE PLUGS
15 TO 30 AMPS
3 For 11c

MEAD'S Dextrin Maltose 1-POUND CAN
Regular 75c **63c**

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

Feenamint
Regular 25c Size **19c**

TOOTH PICKS
Large Box **3c**

Dr. West ECONOMY TOOTH BRUSH
25c

GRIFIN WHITE SHOE CLEANER
Reg. 25c Bottle or Tube **19c**

Feenamint
Regular 25c Size **19c**

SULPHUR Candles
REG. 10c EA. **2 for 11c**

GET THAT VIMMS FEELING!
Vimms 6 VITAMINS 3 MINERALS
all in one tasty tablet!
VITAMINS A, B, B₁, P, C, D and CALCIUM, PHOSPHORUS and IRON

96 TABLETS \$1.69
24 TABLETS 49c
FAMILY SIZE 28c TABLETS \$4.79

Clothes Pins
Box 30 **7c**
Vick's VAPO-RUB
3c Size **27c**

Again Available
PHILLIPS DELICIOUS PORK & BEANS
13c 14 Points JAR

For Your Sunday Dinner
TENDER — SWEET SMOKED HAMS
33c Shank Half LB.

Large Ripe HONEYDEW MELONS
29c Ea.

DELICIOUS Pineapple Fruit LAYER CAKE
39c Ea.

WEGMAN'S FAMOUS SPECIAL BLEND COFFEE
24c Use No. 21 Stamp

Buy All Your Food Needs In One Stop At
Wegmans HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

**\$1.00 IN WAR STAMPS FROM
EVERY AMERICAN WILL BUILD
THE MYSTERY SHIP . . .**

Shangri-La



**BOMB
TOKYO
With Your
Extra Change**

BUY WAR STAMPS .

Fill Your Stamp Album Now

This Message Sponsored by
Loews Rochester Theatre
R.K.O. Theatres
Rochester Retail Merchants Council

BUYING HALF THE BUTTER
So that there will be butter for all next winter, the War Food Administration is ordering up what it will need for cold weather months now. WFA will take half of the butter produced in May, June and July.

- WANT ADS -

RUGS
FELT-BASE linoleum rugs, Room size, \$1.75. Heavy weight 9x12. Well-known brands \$2.25. Standard weight by the yard 20c. Heavy weight 4c. 12-ft. width (floor covered without seam wall to wall). Standard weight 40c. 3-yard Heavy weight 50c. H. P. Fahrner, 96 State St.

AUTOMOTIVE
PLYMOUTH Sedan '33. Sacrifice \$28.77. Runar. See After 7 P. M.

Furnished Rooms To Rent
DESIRABLE furnished rooms for sleeping or light housekeeping. Also two room apartments, 225 8th St. Stone 4426.

BEDDING
NEW COTTON mattresses any color, tick, \$6.50. Cotton felt mattresses, \$9.50. Tick springs \$2.00 up. Coil springs \$5.00 up. Metal Beds \$4.00 up. H. P. Fahrner, 96 State St.

WANTED TO BUY
E. J. GLASER - Auctioneer, liquidator, Estates, stores, machinery, commercial stocks bought, Stone 5332.

BEDS, Spring, Stoves, Rugs, Dining and Bedroom suites, Entire households, Phone Mr. Carter, Main 8076.

WANTED TO BUY
OLD PRINTS by M. Currier and Currier & Ives. Call Miss Moran, Stone 6005.

WESTERN SADDLE - Good condition - small sizes, 12 inch, ones preferred. Circulate 517-M after 6 P. M.

Where To Play BINGO

STAR BINGO
572 FLINT ST. (rear) \$3
MON. 8:15 P. M. and ALL TUES. NITES GAMES
No Wed. Game Thu. Further Notice
* 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

UNION LEAGUE
South Ave. cor. Gregory
MONDAY - FRIDAY NITES
30 GAMES ON REG. BOARDS
\$5 - \$10 - \$15
EARLY BIRD 8 P. M.

Saturday 1:30 P. M.
Afternoons
The Coolest Spot In Town
25 GAMES BINGO \$4

CAPITOL HALL
85 W. MAIN ST.
Mon - Tues - Thurs. 1:30 P. M. 8:30 - 11:30 P. M.
Wed. - Fri. - Sat. 8:15 P. M.

Games Sun Afternoon \$4
Mon. 30 Games \$3
Games Tues. Aft. \$5
Wed. 30 Games \$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 STREET
TUES. 8:15 P. M. ALL REG. GAMES \$5.00
THUR. 8:15 P. M. ALL REG. GAMES \$7.00
FRI. 1:45 P. M. SPECIALS \$3-\$5
5-6-7 WAYS
SAT. 8:15 P. M. NO SUNDAY AFTERNOON GAMES
Jefferson Bus to Hawley St. Admission 25c, Tax 3c. Total 28c

STRAND
EVERY TUES. AND FRI. AT 8:45 P. M.
\$1000 EACH NITE NO JACKPOTS ALL PRIZES GO BINGO

WEGMAN HALL
Between East Ave. and Gibbs St.
Entrance Between Mohican and Wegman's
EVENING GAMES
SUNDAY - MONDAY 8:15
25 REG. GAMES \$5.00 ea.
JACK POT \$120
SUNDAY AND MONDAY NITES
AFTERNOON GAMES 1:30 WEDNESDAY - FRI. - SAT. \$4.00
EARLY BIRD SPECIAL AT EACH GAME

TOWNER-HALL
SPECIAL GAME WED. & THUR., JULY 14-15
TOWNER & REXY
SATURDAY, JULY 10th ONLY!
ALL GAMES \$10-\$12
SPECIALS \$35 & \$45
JACKPOT \$200
WED. NITE 23 GAMES - All Single - No Hook-Ups
WORTH 45c For You Thursday JULY 8th Towner Hall
WORTH 25c For You SATURDAY JULY 10th Towner-Rexy
WORTH 25c For You SUNDAY JULY 11th Towner
WORTH 45c For You Wednesday JULY 14th Towner
WORTH 45c For Friend Thursday JULY 8th Towner Hall
WORTH 25c For Friend Saturday JULY 10th Towner-Rexy
WORTH 25c For Friend SUNDAY JULY 11th Towner
WORTH 45c For Friend Wednesday JULY 14th Towner

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
BINGO PLAYED 6 NIGHTS A WEEK
THIS PASS WORTH GOOD WED. THURS. FRI. 50c
THIS PASS WORTH GOOD SAT. SUN. 25c
COUPON \$4.5c SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY ALL GAMES \$7 JULY 13th
COUPON \$4.5c \$4.5c SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY ALL GAMES \$7 JULY 13th

ANOTHER BIG WEEK AT
PARK HALL \$900
PLUS JACK POTS \$50.00 ON BOARDS \$160.00 CLIMBING JACKPOT
PLUS 10 BROILERS THURSDAY-SATURDAY 10 BROILERS NITES
PLUS 2 BOTTLES ROYAL CROWN GIVEN WITH EACH BROILER.
THESE BROILERS GIVEN TO ALL WINNERS ON CHICKEN SPECIALS
THURS.: \$7-\$8 GAMES PLUS JACKPOTS
SATURDAY: \$10 GAMES PLUS JACKPOTS SPECIALS 5 WAYS
FRIDAY FAMILY NIGHT
2 TRIPLE BDS. 50c AMMISSION 2c - 3c TAX - 3c
3 BOOK SPECIALS
Extra - Eggs Given To Lucky Winners
ADMISSION 25c - TAX 3c - TOTAL 28c
NOTE SUNDAY IS FAMILY NIGHT
2 Triple Boards & Book of Specials ... 50c
Come Early For a Few Games of Progressive Bingo ... 6:45 to 8 P. M.
PLYMOUTH or JEFFERSON BUS

BIG 5c WORTH
IN THIS SUNDAY'S ISSUE
"WORLD SCOOP!"
"BASTILLE DAY"
Exclusive Statement by GENERAL GIRAUD
Also 16 Pages of Comics, Magazine and News Sections
GET THE HABIT
Read the New York SUNDAY MIRROR

BATTERIES
For any make of hearing aid. We are headquarters for practically any make of hearing aid battery at prices that cannot be equalled or beaten anywhere. This is not because we wish less money on batteries, but because in the past we have sold batteries on a close margin, and this makes it impossible to increase our prices above the percentage of profit we have been making. If your tube set hearing aid has been changed over to the new style Government approved battery we can provide B batteries in 45 volt style, Burgess, Rayovac, General and Sterling, including the new 45 volt Featherweight Burgess. In the 33 volt size, Rayovac, General and Burgess. In the A batteries, flashlight type, we have Rayovac and Burgess. We also manufacture battery carriers for almost any combination of hearing aid microphone and battery, and will be glad to send you a circular describing the battery carriers, with prices. We can and do make special hearing aid and battery carriers for children and will be pleased to quote prices on these.
WM. J. MEREDITH OTARION OF ROCHESTER 410 E. MAIN ST.
Diagonally Across From Eastman Theatre

ROCHESTER JOBBING HOUSE
Closed ALL DAY WEDNESDAY
During July and August
OPEN EVENINGS
MON. - FRI. - SAT. TILL 9:00 P. M.
TUES. - THURS. TILL 8:30 P. M.
STONE 2260

SAVE at
DAW'S DRUGS
CUT-RATE PRICES
SAFE ENDS MONDAY NIGHT
Right Reserved To Limit Quantities.

RATION BOOK HOLDER
Made of Transparent Waterproof Plastic Material
DAW'S Low Price 9c
Just the thing for carrying all your War Ration Books

VICTORY HOSE
WITH THIS COUPON
The new liquid leg-makeup that's Homogenized & Shower-Proof
Reg. 60c 6-Ounce Size 29c
Goes on as fast as a pair of hose.
Dries in a flash.
Always looks even, smooth, sheer.
Water-proof, won't streak or soil.
Washes off easily with soap and water. (Limit of 2)

PURE SYRUP FLAVORS
For Making Cold Drinks
GRAPE, LEMON, ORANGE, CHERRY, STRAWBERRY
No Sugar Needed
Mix one part syrup with 7 parts of water.
Pint Size 21c
Concentrated fruit-flavored syrup for making cold drinks at home. NO SUGAR NEEDED. Choice of 5 delicious flavors.

JAR RUBBERS
for CANNING
5c 6 Doz. 25c
COMPLETE SELF-SEALING 2-Pc CAPS
No Jar Rubbers Needed
Box of 12 23c
New, 2-piece caps for sealing all standard jars. Great lid double, baked white enamel inside with built-in rubber.

WOODBURY'S SOAP
LARGE 10c BARS
3 for 16c
Limit of 3 Bars

MILK OF MAGNESIA
Pint Bottle 11c

SQUIBB'S TOOTH POWDER
50c Size 37c

DAW'S COUPON CANDY MIX
DELICIOUS SUMMER ASSORTMENT
1-Lb. Pkgs. 27c
A new delicious summer candy. Pure, sugar-coated mints - smooth and creamy. Assorted: chocolate, wintergreen and peppermint flavors. (Limit 2 lbs.)

SCOTT TISSUE
1,000 Sheets in a roll
3 FOR 17c

DAW'S COUPON BLADES
DOUBLE-EDGE
Reg. 10c Packages of 5's
2 Pkgs. for 11c
Limit of 4

PINKHAM'S COMPOUND
\$1.35 Size 69c

NOZZEMA CREAM
25c Size 19c

DAW'S COUPON COCOANUT OIL OR TAR SHAMPOO
Large 50c Size 19c
Highly concentrated. Just a few drops gives an abundant lather and scalp-leansing lather. (Limit of 2)

Johnson's Foot Soap 18c
Griffin All-White 19c
Fly Ribbons 5 for 8c
Fly Swatters 8c
Colgate T. Paste Large 21c
Nujol Oil Full Quart 69c

GILLETTE SHAVE CREAM
GIANT SIZE 33c
You'll like this Gillette shave cream, it's kind to your skin. Refined natural oils soften the beard for a quick, comfortable shave.

BARBASOL Shave Cream
\$1 Jar (10 Oz.) 59c

LOVALON HAIR RINSE
28c Size 16c

WILDROOT CREAM-OIL FORMULA FOR THE HAIR
NEW! NON-ALCOHOLIC
60c SIZE ONLY 47c
SMOOTHS THE HAIR, RELIEVES DRYNESS, REMOVES LOOSE DANDRUFF.

SUN GOGGLES
Choice of tinted convex lenses - set in sturdy plastic frames.
DAW'S LOW PRICE 19c
Regular or clip-over styles.

SLIPPERS FOR BATH SHOWER and BEDROOM
Complete With Carrying Case 19c
Send a pair to the boys in service - get a pair for yourself. They're the handiest thing - tucked 'em away in the matching carrying case. Assorted sizes.

LAVA SOAP
Reg. 7c Bars
3 FOR 17c

20-MULE TEAM BORAX
1-Lb. Box 11c

Pro-phy-lac-tic NYLON BRISTLE BRUSH
2 FOR 23c
43c DOUBLE PACKAGE

GOLF BALLS
Genuine PALA-CENTER Balls - lively, long-distance. Meets all requirements of U. S. G. A.
39c 3 For \$1.10
(Limited Quantity)

SLIPPERS FOR BATH SHOWER and BEDROOM
Complete With Carrying Case 19c
Send a pair to the boys in service - get a pair for yourself. They're the handiest thing - tucked 'em away in the matching carrying case. Assorted sizes.

FLIT INSECT SPRAY
Quart Size 31c

50c ABSORBENT COTTON
1-Lb. Roll 33c

Rectal Soreness
Get Relief Now Easy Way - Sit in Comfort
Prolarmon Rectal is a quick, dependable relief for itching, painful rectal soreness - symptoms which may also accompany piles and hemorrhoids. Brings soothing relief of comfort from contact. For use containing film over sore area. Helps destroy irritating germs, and Nature's own cure. Breaks tissue. No oil - no grease. No skin clothing. Sold in money back guarantee. Prolarmon Rectal is now available in handy tube 15c - or with special applicator 21c. Get this modern relief today... and for PROLARMON RECTAL

VIMMS
Nutritional Experts Say 3 Out of 4 Need More Vitamins And Minerals
VIMMS contain Vitamins A, B-1, B-2, P-P, C, D and Calcium Phosphorus and Iron.
BOX of 24 Vimms 49c
Family Size of 288 Tablets \$4.79

OLD ENGLISH NO RUBBING WAX
Pint Size 39c
Quart Size 69c
Have gleaming lustrous floors and linoleum without a single stroke of rubbing. Applied quickly, Old English dries to a brilliant, hard wax, dirt-resisting finish.
Gallon Size \$2.89

BICARBONATE OF SODA
5-Lbs. 29c

FOR BRIGHT FLOORS AND LINOLEUM

Alka-Seltzer
60c Size 49c
FOR SOOTHING COLD HEADACHES, COLIC, STOMACH ACID, INDIGESTION, SICK, HOARSENESS, BRUISES, BURNING, MILEY

OLD ENGLISH SCRATCH REMOVING POLISH
6-oz. Bottle 23c
16-oz. Bottle 59c

OLD ENGLISH NO RUBBING WAX
Pint Size 39c
Quart Size 69c
Have gleaming lustrous floors and linoleum without a single stroke of rubbing. Applied quickly, Old English dries to a brilliant, hard wax, dirt-resisting finish.
Gallon Size \$2.89

FOR BRIGHT FLOORS AND LINOLEUM

FOR BRIGHT FLOORS AND LINOLEUM

The Rochester Sun

SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave. S. 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. 44 ROCHESTER, N. Y., THURSDAY, JULY 15, 1943

Winner Of Second July Drawing Gets \$25 Check From Shopping News

Mrs. Elizabeth Vogt, 358 Electric Ave. was named the winner of the second weekly Shopping News drawing and a check for 25 dollars has been mailed to her.

Mrs. Vogt's name was drawn from the big grey hopper placed in front of Shopping News office last Monday. A young lady, who preferred not to divulge her name, was asked to draw a slip from the hopper and out came the slip signed by Mrs. Vogt.

Her Shopping News carrier, William Pugh, 654 Magee Ave. drew a check for five dollars as the carrier's award for the week.

Third drawing of the June receipt stubs will be made next Monday at 3 p. m. in front of Shopping News office at 93 Clinton Ave. S. Each drawing is open to the public and the winning stub is drawn at random from those in the hopper.

Children's Play Center Open At City Schools

Play centers for children of school age will open next Monday in selected schools throughout the city. Entertainment will be offered children to keep them happy and occupied throughout the day. Children who otherwise might roam the streets can be despatched to the nearest play center with confidence they will stay out of harm and enjoy a full day's program.

The following schools will have the organized play centers:

- No. 1, Hillside Ave.; No. 7, Pierpont St.; No. 8, Conkey Ave.; No. 15, Averill Ave.; No. 16, Post Ave.; No. 19, Seward St.; No. 22, Zimbrich St.; No. 23, Barrington St.; No. 24, Meigs St.; No. 28, Humboldt St.; No. 30, Otis St.; No. 33, Grand Ave.; No. 34, Lexington Ave.; No. 35, Field St.; No. 37, Congress Ave.; No. 40, LaGrange Ave.; No. 42, Lake Ave.; No. 44, Chili Ave.; No. 46, Newcastle Rd.; No. 52, Farmington Rd.

Rodeo Entries Pour In For Meet Here July 26-31

Wild bull riding, always a favorite contest with Rodeo fans in Rochester, will again be featured at the 1943 Grotto Rodeo which comes to Edgerton Park for six nights and two matinees, opening Monday evening, July 26. The entry list for this event promises to be as large if not larger than in previous years.

Among the newcomers to Rochester audiences will be "Jeff" McCormick, a Montana cowhand, who has earned for himself quite a reputation among bull riders, being the runner-up in national competition last year. He has also entered the steer wrestling or bulldogging contests.

There will be cowboy and cowgirl ropers, riders and bulldoggers in abundance at this year's rodeo, according to General Manager Bryant G. Parsons, who declares that to date more than 65 boys and girls have announced their intention to be here and go after some of the prize money.

Advance sale of tickets started this week and a considerable saving is offered those who buy tickets early. Headquarters have been established at 38 East Ave., where all business connected with the big thriller will be transacted. The office is open daily from nine to nine.

The poet Homer first coined the phrase "three square meals a day" but modern nutrition gives its added significance. Each of the daily meals makes its own contribution to the diet

On Again, Off Again—Definitely



"Jeff" McCormick, noted wild steer rider, takes a tumble from back of a Texas Longhorn. "Jeff" will be one of the contestants at the Grotto Rodeo which comes to Edgerton Park for six nights and two matinees starting Monday, July 26.

New Jingle Contest Offered; Winners Of First Chosen

This week Shopping News readers are offered another opportunity to share in the cash and theatre ticket prizes offered by Shopping News and the RKO-Palace Theatre for completing the jingle printed herewith.

The jingle contest, which attracted a host of entries last week, is run in conjunction with the showing of "Mr. Lucky" at

the Palace, opening today. "Mr. Lucky" is Cary Grant's newest picture and also introduces his new leading lady, Laraine Day. Winner of the 10 dollar first prize in last week's contest is Mrs. Suzanne Kraylor, 223 Goodman St. N. Mrs. Thomas Wayne, 484 Genesee St. has been awarded second prize of five dollars.

The following received checks of one dollar each: Mrs. E. Kolb, Walter Wojciechowski, Kathleen O'Gray, James Harris, Mrs. Evan Parker, Mrs. John T. Nothnagle, Eileen O'Leary, S. H. Hancock, Mrs. Helen Davids, Jane Flynn and Marion Kober. A pair of guest tickets to see "Mr. Lucky" has been awarded to the following: Mrs. H. Draper, Lillian Walk-

Reservations Open For Toronto Cruise Sailing Thursday

This week vacation-minded readers of Shopping News are offered their last opportunity to join the delightful Toronto cruise arranged by the Travel Department of this paper. The cruise will sail from Rochester aboard the steamer "Kingston" next Thursday evening at 11:15 p. m. and will return the following Saturday.

Cost of the cruise, which offers rest and relaxation as well as a delightful visit to one of Canada's finest cities, is only \$21.85 per person, plus 80 cents tax. An additional charge of 75 cents is made for single occupancy of a room at Toronto.

Headquarters of the independent cruise while in Toronto will be at the Royal York Hotel, world-famous hostelry noted for its excellent service and fine appointments. Its British-like atmosphere has given it a world-wide reputation. Rooms have been reserved for members of the Rochester Sun cruise and all meals, while in Toronto, will be taken at the Royal York.

Included in the cruise cost is transportation, berth on steamer, transfer from the steamer to the Hotel Royal York, deluxe accommodations at the hotel, and all meals including Friday breakfast aboard ship, lunch and dinner in the main dining room of the Royal York, breakfast and lunch on Saturday at

(Continued on Page 2)

Amusements

CENTURY NOW PLAYING Joseph E. Davies' "MISSION TO MOSCOW," with Walter Huston, Ann Harding, Plus "GET GOING" with Robert Paige and Grace Macdonald.

LOEWS NOW PLAYING HELD OVER FOR 2ND BIG WEEK "STAGE DOOR CANTENEN"

PALACE NOW PLAYING Cary Grant and Laraine Day in "MR. LUCKY," Plus William Tracy in "YANKS AHOY."

CAMEO WEST END SUN, THRU TUES. "SLIGHTLY DANGEROUS" with Lana Turner and Robert Young Plus "THE FALCON STRIKES BACK" with Tom Conway and Harriet Hilliard.

CAPITOL NOW PLAYING Alan Ladd and Loretta Young in "CHINA," Plus "SALUTE FOR THREE" with Betty Rhodes and Donna Drake.

DIXIE SUN, THRU TUES. "BOMBARDIER" with Pat O'Brien, Randolph Scott and Anne Shirley. "CHATTERBOX" with Joe E. Brown and Judy Canova.

HUDSON SUN, MON. "YANKEE DOODLE DANDY" with James Cagney, Joan Leslie and W. Huston, plus BUGS BUNNY CARTOON AND OTHER SHORT SUBJECTS.

LITTLE STARTS SAT. Walt Disney's Technicolor Production "BAMBI"

MADISON-MONROE SUN, THRU WED. "THE HUMAN COMEDY" with Mickey Rooney and Frank Morgan. "TAXI MASTER," with William Bendit and Grace Bradley.

REGENT NOW PLAYING Abbott and Costello in "HIT THE ICE," plus "SQUADRON LEADER X" with Eric Portman.

REXY SUN, MON, TUES. "FOREST RANGER" with Fred MacMurray and Paulette Goddard. Plus "CHATTERBOX" with Judy Canova.

RIVIERA SUN, THRU TUES. "MY FRIEND FLICKA," with Roddy McDowall and Preston Foster. "ONE OF OUR AIRCRAFT IS MISSING" with Geoffrey Toole and Eric Portman.

STATE LIBERTY SUN, THRU WED. "HAPPY-GO-LUCKY" with Mary Martin and Dick Powell. "WE ARE THE MARINES" — A Marine Feature.

TEMPLE 3 DAYS ONLY—FRI, SAT, SUN. On stage in person, LIONEL HAMPTON AND HIS ORCHESTRA AND BIG SEPIA STAGE SHOW. On the screen "WINGS OVER PACIFIC" with Edward G. Robinson.

A Saving on Every Purchase or Your Money Back

Rochester Jobbing House

SUMMER CLEARANCE

Sale

Sure it's unusual to see a REAL sale these days! But at usual Jobbing House does the UNUSUAL. Unusually large stocks; Unusually fine selections; ... at lower than USUAL prices!

Rochester Jobbing House Summer Stocks Is Still Large. Good Selections In Every Range—At Usually Low Price.

Men's — Ladies' — Children's

- BATHING SUITS
- SLACK SETS
- SLACKS
- SPORT SHIRTS
- POLO SHIRTS

BUY DIRECT FROM THE JOBBING HOUSE & SAVE SAVINGS TO 25% CLOSED ALL DAY WED.

DURING JULY AND AUGUST
OPEN EVENINGS: Monday, Friday & Saturday until 9 P. M. Tuesday and Thursday until 8:30.

OPEN EVERY EVE EXCEPT WED.

ROCHESTER JOBBING HOUSE

SPORTSWEAR

STONE 2260
159-161 JOSEPH AVE. COR. NASSAU ST.

ROCHESTER SUMMER — BUSINESS — PROMOTION

SPECIALS

Summer is a slow season for most businesses. We'd rather keep busy at a small profit than lose money at a good profit—but with less orders. We insist upon appointments, otherwise an offer like this would result in confusion that we could not give your photograph the attention it deserves. Please cooperate by making an appointment and keeping it promptly.

6 PHOTOGRAPHS 2.95

NOTHING EXTRA TO PAY!

YOUR CHOICE OF THESE SIZES: 4x5—5x7 or Full 8x10's All At This Price.

COUPON
EXTRA—1 POPULAR 4x5 SIZE Hand Colored In Oil With Your Order IF YOU BRING THIS COUPON

SPECIAL NUMBER TWO:

Here is an EXTRA SPECIAL offer tailored to the needs of every Mother. Any number of children admitted to this offer—add \$1 for each additional child.

MOTHERS:

- 2 POPULAR 4x5 INCH PHOTOS OF YOU
- 2 POPULAR 4x5 INCH PHOTOS OF YOUR CHILD
- 1 SPARKLING 8x10 INCH PHOTO OR BOTH TOGETHER

\$3.95 9 PROOFS TO CHOOSE FROM—3 OF EACH—Satisfaction Guaranteed!

LITTLE GIRLS: BRING YOUR DOLLY—WE'LL TAKE A PICTURE FREE... JUST FOR YOU Dress her up lovely—you can choose from 3 proofs too!

BREWER-HAYES
CAMERA PORTRAITS—STONE 5819
You Must Phone For Appointment. 251 East Ave.

Brighton Freezer & Locker Co.

CORNER MONROE & RHINECLIFF DRIVE
Herbert W. Brigham, President • MAIN 122

NOW ACCEPTING RENTALS FOR 500 SPACIOUS FOOD LOCKERS FOR CITY RESIDENTS & FARMERS

Why you should rent a locker

- Enjoy the delicacy of garden-fresh vegetables and tree-ripened fruits and tender meats the year 'round.
- Luxury of fruits, fish, meats and vegetables out of season at in-season low prices.
- Economy of buying in large quantities. High prices are consequently eliminated, on all early, late and out-of-season produce.
- Meats, food and meats possible at lowest prices.

HURRY! \$3 Have Been Rented.

WAR PRODUCTION BOARD REQUIREMENTS that 60% of all the lockers available must be paid for before permission and priority is granted to build and equip the plant. This money will be held in escrow by the Genesee Valley Trust Company until lockers are available.

All Checks Made Out to Brighton Freezer and Locker Co. and Mailed to GENESSEE VALLEY TRUST CO., TRUST DEPT., ROCHESTER, N. Y.

RATES FOR LOCKERS

Only One Locker to a Family

These spacious steel lockers are large enough to hold 200 to 250 lbs. of meat and produce. Rental will begin the first day lockers are available. Here are the rates:

\$9 Per Year	\$12 Per Year	\$15 Per Year
TOP ROW IS LOCKER LARGEST	MID. ROW	SMALL ROW
20x11x30	20x17x30	20x20x30

Phone Either Store for Time-Saving Appointment

Good Eyesight plus Attractiveness

BAUSCH'S Correctly Ground Prescription Lenses result in clear vision, BAUSCH'S Fashion Frames, correctly fitted for your face, flatter your appearance.

Charge Accounts for Convenience

During July and August—Open Friday to 9 P. M.—Closed Sat.

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

The Boys Over There Are Giving 100% Of Their Time

Don't Stop At 10% Of Your Earnings!
BUY MORE BONDS!

WHAT DOES "Old Glory" MEAN TO YOU?

In many foreign countries every home MUST display their flag. In America only your own loyalty and patriotism decides.

"THE FLAG IN EVERY HOME COMMITTEE" has undertaken a nationwide campaign to induce all of us to display our flag in homes, offices and factories. Since there has never before been both a convenient and artistic way to hang the flag indoors, the committee has designed the Eagle Flag Holder—a new method by a special act of Congress.

The handsome gold-finished eagle has an attachment which easily slips over any moulding or small nail. The Flag then hangs from the eagle in graceful, free folds—exactly as from a flagstaff.

Hung beside the portrait of your loved one in the service, or any other suitable place, it inspires respect for the Flag—national patriotism—and unity. Get yours today!

HANG A FLAG IN YOUR HOME TODAY

LUSTROUS RAYON **FLAG** \$1.50
GENEROUS 12x21 INCHES

Complete With Gold Eagle In Attractive Box

ON SALE AT COMMITTEE HEADQUARTERS
SHOPPING NEWS OFFICES
93 CLINTON AVENUE S.

KAY'S COMMENTS DIARY

Cut down that expensive Dentist bill—Get enough VITAMIN D in HOMOGENIZED VITAMIN D MILK to protect your teeth from decay. Famous Doctors say "Nutritional deficiencies are held to be the major cause of dental disease." Diet does it—children receiving extra VITAMIN D have less than half as many cavities as those who do not receive it. So why take chances with those precious teeth of your kiddies—order HOMOGENIZED VITAMIN D MILK from BRIGHTON PLACE today—Glen 144 for delivery, 45 Fulton Avenue.

Stop waiting about that lunch you HAVE to put up every day for your war worker. Drop into HOME SERVICE of Rooster Gas and pick up the printed suggestions on packing lunches. Scores of suggestions to speed you on your way. Canning helps are also available 89 East Ave.

Cubed cooked sweet bread which have cooled, may be mixed with greens and transformed into a salad. Sprinkle with grated cheese or chopped nuts.

Stop wandering round in the heat—looking for that winning gift for that favorite person of yours. Drop into SMITH-CERAMIC STUDIOS and make your choice in unsharpened cool comfort. Take a peek at that gorgeous crystal—that gleaming silver—those different lamps—all are easy on the budget. SMITH-CERAMIC STUDIOS, 903 MONROE AVE.

Virginia wears—solid blue with her brand-new brace dress. It's lovely—hat and gloves match—then for a spot of added color—a red-red bag.

So here it is, July—the killer-diller of months for heat—I feel as though I have been dropped down a manhole. "It isn't the heat—it's the humidity," you hear people say. It's the heat as far as I'm concerned—Just plain sickening heat, that lags you low. You long for platform soles—that the Government has put a stop to—you long for that dip in the ocean—but you can't get to the ocean—OPA says—no no—you long for a brisk fall day—you would welcome a little snow. You slight the war news—till you've read the weather. To me summer is about as interesting and exciting as a love letter written in algebra.

Devotedly—KAY

Save money—Save your figure—Save your health, by taking advantage of the SUMMER DAY TIME SPECIAL at PETTIS REDUCING. Included is a BATTLE GREEK REDUCING LOUNGE treatment—a cabinet and shower. Stone 6210 for details. 327 BURKE BLDG.

On these torrid days—watch dog's diet. Why not try the food at the SUPER DOG & CAT BAR. Fresh ground HORSE-MEAT for 20¢ 1-lb. All inspected and fresh daily. The combination of 80% HORSE MEAT and 20% cereal sells for 25¢ 1-lb. and comes loose now. Our pup likes this particularly well. One pound of either of these healthful foods go a long way. NO RATION POINTS are needed. SUPER DOG & CAT BAR, 351 COURT ST. between Chestnut & Broadway.

Give three long cheers for EMPIRE WEAVERS. They have saved more precious possessions from the scrap-heap than you can shake a stick at. Every piece of work beautifully done. 409 BURKE BLDG.

Why don't you try a hat and bag to match—a pert sailor with big over-shoulder bag made of tough blue and white striped mattress ticking.

OF A BEAUTY AUTHORITY by

Helena Rubinstein

New York—The letters that came to me asking for advice give me a wonderful opportunity to keep my finger on the pulse of the nation. Just as wartime creates a new mental attitude, so does it bring about new cosmetic and skin care questions. Many of the factory workers who write to me are young girls who have just graduated from high school, others are mothers who leave their children at day nurseries, and then there are the experienced factory workers who have turned from consumer to war production. At any rate, standing in one position hours at a time—cutting gears, riveting, welding, handling ammunition, etcetera, is hard, grueling men's work—it means exposure to flying dust, spattering oil, over-fatigue.

Because these workers have less time than the average woman to maintain a beauty routine, (they still have the normal desire to look lovely under all circumstances) they must develop a concentrated routine and choose the most effective beauty aids.

Repeat over and over again in my letter that cleansing is all-important. Make-up mixed with dust, dirt, grease and oil is a decided deterrent to beauty unless it is removed thoroughly. Cleanse your face a few times a day and at least once a day go after the grime with a gentle friction wash—a fine, granular soap. Shake some of these "beauty grains" into your fingers to make a lather and gently rub the lather into your

He's Mr. Lucky



Cary's new leading lady — is lovely Laraine Day in RKO Radio's "Mr. Lucky". Directed by H. C. Potter, the film presents a supporting cast including Paul Stewart, Alan Carney, Henry Stephenson, Charles Bickford, Erford Gage and Gladys Cooper.

face, neck, shoulders, arms and hands until every stray morsel of dirt is picked up. Rinse off the lather with warm water several times, followed with a dash of cold water.

This washing should be followed with an application of 3 rich, pasteurized face cream to soften and protect the face and throat. Remove the cream thoroughly. If you are going to apply fresh make-up, be sure to use a foundation—a snowy, lotion type or a filmy cream type, the first in case your skin is excessively oily and the latter if your skin is normal or dry. A foundation is most important for the factory worker to protect her face and prevent the dirt and grime from coming into direct contact with the skin. Secondly, a cosmetic foundation gives a smooth, lovely finish to the make-up and keeps the make-up looking fresh for hours.

Jingle Contest . . .

(Continued from Page 1)

er, Grace Escott, Mrs. Agnes Lindner, Mary E. Golding, Shirley Seuffert, Mrs. P. Schmidt, Miss Carmella Freeman, Mrs. John Barrett, and Mrs. D. Neilson.

Checks and theatre guest tickets for these winners are now in the mails.

First prize in this week's contest is a ten-dollar bill, with a five-dollar second prize and ten prize of one dollar each. The next ten winners will each receive a pair of passes to the RKO Palace theatre.

Here is the jingle to complete this week:

Bring your nephew, your cousin, your aunt,
To see Laraine Day and Cary Grant,
In a show that's just ducky,
The name's Mr. Lucky.

Entries for this week's contest should be mailed to the Contest Editor, Shopping News, 93 Clinton Ave. S. and must be postmarked no later than midnight, Monday, July 19.

Brighton Church Sponsors Canning Demonstrations

Community Canning demonstrations will be held at the Brighton Presbyterian Church, 1783 East Ave., next Wednesday, at 1:30 p. m. and at 8 p. m., for interested homemakers in that section. Mrs. Edmund W. Marth will be assisted by Mrs. Stuart Gourlay and Mrs. C. W. Foster in showing up-to-date methods of canning vegetables, tomatoes and fruit with the pressure canner and the boiling water bath.

The Women's Chapters of the Church, the Thomas Blossom Home Bureau unit which meets at the Church and the Victory Garden Council of Rochester and Monroe County have arranged the meetings. Mrs. Ralph Biggar will preside. Hostesses will be Mrs. H. H. Brauer, Mrs. Allen Holstrom, Mrs. L. F. Trefethen, Mrs. H. F. Gruner, Mrs. Harold Smith, Mrs. J. J. DeGolyer.

Toronto Cruise . . .

(Continued from Page 1)

the hotel and a delightful dinner aboard ship Saturday evening. Rochester Sun tourists will be invited to participate in the entertainment and dance program on the steamer Saturday evening.

Reservations, which are limited to 30 persons are now being accepted at Shopping News office, 93 Clinton Ave. S., and should be made as quickly as possible. They are being assigned on a first-come-first-served basis so if you wish to join the cruise, telephone or go to Shopping News office immediately. The telephone number is Stone 6000.

Open Friday 'til 9 P. M.
Closed All Day Saturday

SUMMER BAGS REDUCED!

Regular \$2.00	Regular \$3.00	Regular \$3.50 and \$3.95
\$1.59	\$2.29	\$2.95

—Street Floor

LIKLY'S Gift Center

Est'd 1844 271 Main St. E. Mail Orders



She Remembers . . . Do You?

Once You Promised Your Wife a Bigger Diamond Ring As Soon As You Could Afford It!

Years ago when you were just getting started, your budget was small and she told you to forget about the engagement ring. And you did just that, or got her a ring with a tiny diamond. Remember how swell she was about the whole thing . . . remember how her eyes lit up when you told her that as soon as you were straightened around you'd get her the most gorgeous Diamond Ring that money could buy? So why don't you surprise and thrill her now with a beautiful diamond chosen from Rudolph's large selection.

Top Sergeant Pair
Dramatically beautiful pair set with two fine diamonds \$225 PAY WEEKLY

Major's Lady
Larger brilliant diamond set set beautifully in its own lead design. EASY TERMS 89.50

Miss Liberty
Five quality diamonds in a mounting of rich simplicity. \$500 USE YOUR CREDIT

A diamond regardless of size is valued for its perfection—in cut, in color, in purity. These diamonds are of the finest quality and bear Rudolph's "Perfect Diamond" guarantee—your assurance of a wise diamond investment. Many other beautiful styles at a wide range of prices.

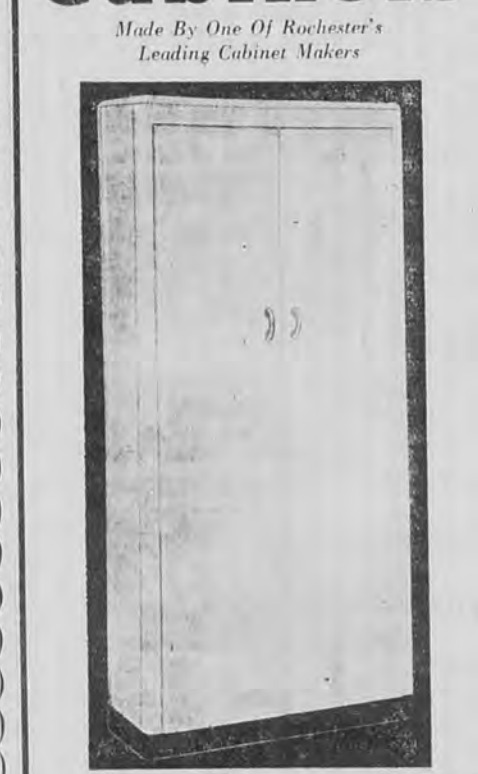
Rudolph's

Corner East Main at South Ave. In Batavia—109 Main Street
Open Monday and Friday 'til 9 P. M. — Closed Saturdays

Ward's Sale

WHITE ENAMEL KITCHEN Cabinets

Made By One Of Rochester's Leading Cabinet Makers



Single door, size 27 1/2 in. wide, 12 in. deep, 36 in. tall. Three adjustable shelves. \$9.95

Double door, size 27 in. wide, 18 in. deep, 49 in. tall. Four adjustable shelves. \$16.95

CLOSED SATURDAY AT 12:30 IN JULY & AUGUST

Free Parking Opposite With \$1 Purchase

Free City Deliveries

Ward's 15 EXCHANGE ST.

No C. O. D.'s on purchases under \$1.00

Slip Covers Add To Rooms Attractiveness

Slip covers, originally designed for furniture protection, are now an established part of the home decorating scheme. Insist on pre-shrunk fabrics and avoid soft weaves which hold dust. A firmly woven fabric gives the greatest service.

An Outstanding Vacation Value

Arranged By Shopping News Travel Department

ALL EXPENSE CRUISE TORONTO

Includes transportation. Berth on Steamer. All Meals Both Aboard Ship and in Toronto. Deluxe Accommodations and Meals at Hotel Royal York.

\$2185

Plus 80c Tax Per Person

LV. ROCHESTER THURSDAY, JULY 18th
Return Saturday, July 20th

A delightful, refreshing cruise which will appeal to busy folks who want to get away from it all for a few days. The Queen City of Canada offers a warm welcome to U. S. Tourists. Stay at world-famous Royal York where the service has an international reputation. The cruise is independent—do what you want, when you want to while in Toronto. The return trip is made in daytime when the lake is truly beautiful. In the evening an entertainment and dance program is offered aboard ship.

RESERVATIONS NOW

— at —

TRAVEL DEPARTMENT
SHOPPING NEWS
93 CLINTON AVE. SO.
STONE 6000

Rochester, Thursday, May 12, 1943

Sibley's



In 1968 . . .

These Will Be

YOUR TROPHIES OF THE HOME FRONT

You'll have no shiny buttons . . . no medals for bravery to show your grandchildren as they gather at your knee twenty-five years from now. No outward wounds to show the sacrifice, work and suffering that was yours. These will be your uniforms of a great and splendid fight . . . the apron that saw many hours of service over a hot stove, as you canned the foods you'd raised in your own garden . . . the faded overalls, worn day-after-day, night-after-night at the war plant. The thin-soled shoes that were made to last way beyond their time. The stove, the needle, the lathe, the spade will be your trophies of war . . . with nothing to show for the things you went without to buy War Bonds with each week's pay. But your grandchildren will be proud of your fight . . . for history will have written of your sacrifices and bravery on the home front . . . sacrifices and bravery as real and vital to victory as combat on foreign shores. Yes! The home front is our firing line. Let's fight proudly, courageously and

KEEP ON BUYING U. S. WAR STAMPS AND BONDS

Available at Our Bond Booths, Main Floor

SIBLEY, LINDSAY & CURR CO.

Montreal-Quebec Sun Tour Returns After Adventure-Packed Cruise

Tired, but happy, 68 members of the Rochester Sun-Shopping News Montreal and Quebec tour returned to Rochester late Sunday night after a four-day round of entertainment and travel through Southeastern Canada. The party left Rochester on Wednesday July 7th and from then until midnight Sunday enjoyed a cruise that was voted one of the finest ever organized.

Conductors of the tour were thanked personally by members of the party and many signified their desire of joining future Shopping News cruises. Despite crowded conditions on one of the steamers, every member of the Sun party was accommodated and in many instances were given special attention by various transportation agencies. The cruise party visited Quebec, lunched at the Chateau Frontenac, saw the sights of the city, cruised the St. Lawrence, visited Montreal where the party stayed at the Mt. Royal Hotel. In Montreal, many of the party joined the Tallyho tour to the top of Mt. Royal and through various sections of the Canadian metropolis. Then a special Canadian National train sped the party to Brockville where the steamer Kingstons was again boarded for a leisurely cruise through the Thousand Islands and back to Rochester.

But, as one member of the party said, "You can't describe a cruise like this in words, you've really got to experience it to understand its full meaning." Second of the season's Montreal and Quebec tours will be made in August, leaving Rochester on August 4th. Only five reservations are available for this cruise and it is expected they will be taken this week. Third and last of the tours will leave Rochester on Sept. 1, returning on September 5th. Price of the two remaining tours is \$59.50 per person plus \$4.10 tax. All expenses are included in that cost. A limited number of reservations are available for the September cruise but they are certain to be filled early. If you are contemplating joining the party, it is advised by officials of Shopping News Travel Department that reservations be made soon. A small deposit will hold reservations until called for. Free literature is available for the asking.

A Milwaukee manufacturer is experimenting with plastic and a new fabric composition for sport shoes. Drawback is that the sole marks wood and linoleum floors.

Travelers will welcome the new compact cologne to be carried with no fear of spilling. Active women of today will appreciate the purse size. Merely rub a finger over the concentrated cologne, apply to wrists and behind the ears during the day for a delightfully refreshing pickup.

Where Earth And Heaven Meet

A book-length true story. The gripping story of a girl who gave up the mad whirl of city life to marry a man of the Western prairies.

WARTIME WEDDING

The delightful romance of two people madly in love. An entertaining story of today.

Other true stories, special features, the True Story Victory Homemaker, fashion and beauty articles in the

15c August ISSUE TRUE STORY NOW ON SALE 15c

Let Good Taste be Your Guide

today's **GENESEE**

NOTICE!
NOTICE is hereby given that license No. GB-1879 has been issued to the undersigned to sell beer at retail in a grocery store under the alcoholic beverage control law at 601 North Street, Rochester, Monroe County, N. Y., for off-premises consumption. Michael Richard and John Picarella, d/b/a M. Picarella and Sons, 601 North Street, Rochester, N. Y.

at **Dolan's**
WHERE YOU BUY THE CUTS OF **CHICKEN** YOU PREFER **DOLAN'S**
600 JEFFERSON AVE.
Cor. Bartlett
Telephone Genesee 2417

KOLINSKY & MINK
SCARFS!
NOW at the season's lowest prices. You'll save a good deal of money on a new Fur Coat now! A small deposit holds any garment on our Lay-Away Plan.

CLIFFORD FUR CO.
1233 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

MUST YOUR DAUGHTER RISK HAPPY MARRIAGE ON HALF-TRUTHS?
Many a mother, reared in an atmosphere of false modesty, dreads 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 disfigure delicate tissue.

FREE! Frankly written Hygiene Today booklet, "Femine Hygiene Today" mailed free postpaid to your envelope. Send coupon to FANCY RED ZONITE PRODUCTS CORPORATION, 370 Lexington Ave., New York, N. Y.

Name.....
Street.....
City..... State.....

GREAT TAKES 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 war-time 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.

9 DAYS \$84.50 ALL EXPENSES UP
Personally Escorted
FROM BUFFALO—Thursday and Saturday
INDEPENDENT CRUISE FROM DETROIT
including meals and berth \$78 up

Ask about **SAGUENAY CRUISES**
FROM ROCHESTER \$61 up

Government Taxes additional
No Passport Required, Shipper's Permit.
See TRAVEL AGENT for complete
and tickets or apply E. J. Flanagan, D.P.A.,
Hotel Saguenay Bldg., 181 East Ave., Rochester,
N. Y., Phone 580.

CANADA STEAMSHIP LINES
NORTHERN NAVIGATION DIVISION

America Needs Your EYES
War Workers! Protect your vision for victory. Let us tell you how to take care of your eyes. To do your best job, vision is all important. Come in for a check-up today. If glasses are needed we will supply them at a moderate cost.

Harry A. Benewick, Optician
PAY SMALL SUMS WEEKLY
Glasses Fitted with Bausch & Lomb or Shuron Lenses

'Ray Ban' SUN GLASSES
\$4.75 Charge It!

Smalls
28 EAST MAIN ST. Open 'Til 9 Friday Night

SAVE at **DAW'S**
CUT-RATE **DRUGS**
SALE ENDS MONDAY NIGHT
Limit Quantities.

WITH THIS COUPON
BETENE
Famous Dietary Supplement
FOR REDUCING
PLAIN OR CHOCOLATE
10-OZ. SIZE **49c** Regularly 98c
Regularly 98c — during this sale — DAW'S are offering this famous vitaminized reducing treatment at the sensational low price of only 49c! Stock up now! (Limit of 4 cans)

WITH THIS COUPON
SANITARY NAPKINS
Large Box of 23 Pads **23c** Limit 2 Boxes
ONLY ONE CENT EACH — Compare This Value! New, super-soft, highly absorbent pads for more comfort and security.

Buy EXTRA War Stamps This Week! ★★ ★
FRUIT-FLAVORED SUCKERS
Made from the purest ingredients.
BOX OF 35 ASSORTED **23c**

DAW'S COUPON
WOODBURY'S TOOTH PASTE
Large 25c Size **12c**
Please bring an old tube — of any type — in exchange. (Limit 1)

PEROXIDE
Full Pint **9c**

DAW'S COUPON
PAPER NAPKINS
10c Boxes of 80 **2** For **11c**
(Limit of 3 Boxes)

PALMOLIVE SOAP
10c Bars **2 for 11c**

BABY NEEDS
Nursing Bottles—Heat Proof, 4 or 8-oz. 2 for **19c**
Crib Sheeting 36x42 Inches **29c**
Baby Pants Waterproof, Ass. sizes **39c**

DAW'S Extra-Value COUPON
NEW COMBINATION
NIPPLE AND CAP
Reg. 25c Box of 3 **14c**
Made of pure gum rubber. Shaped to prevent colic. Odorless and tasteless. Can be boiled repeatedly to sterilize.

OLIVE TABS EDWARDS 30c Size **12c**

EPSOM SALTS 1-Lb. Box **4c**

BLACK FLAG INSECT SPRAY 35c Pint **16c**

ISOPROPYL ALCOHOL For Rubbing Pint Size **16c**

SAYMAN'S SOAP Reg. 10c Bars **6c**

PHILLIP'S MILK OF MAGNESIA TABLETS 25c Size **13c**

MOLLE SHAVE CREAM 50c Size Tube or Jar **21c**

Dr. Scholl's New Super-Soft Zino-pads for CORNS 31c For Box of 15 PADS

Pro-phy-lac-tic NYLON BRISTLE BRUSH 2 FOR **23c** 43c DOUBLE PACKAGE

Rectal Soreness Get Relief Now Easy Way — Sit in Comfort
Prolarmon Rectal is a quick, dependable relief 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 areas, helps destroy infectious germs, aids Nature heal up raw, broken tissues. No oil — no grease to stain clothing. Sold on money-back guarantee. Prolarmon Rectal is now available in handy tube (2¢) — or with special applicator (1¢). Get this remedy relief today... ask for **PROLARMON RECTAL**

Buy Bonds!
FALSE TEETH
FIT LIKE NEW! Denture-Eze, the new cushion plastic, makes loose plates fit comfortably for weeks. No bed-sores — a pain. Economical. Thousands of satisfied users. Get a tube of Denture-Eze today! Handle size tube 59¢ — Now large size 98¢

DENTURE-EZE MONEY-BACK GUARANTEE

Stop BUNION PAIN QUICK!
Bump Goes Down SAMPLE Proves It!
Pain stopped quickly when FAIRYFOOT is applied! Then bunion relief. Amazing! Fairyfoot helped reduce painful, ugly bunion. I have had bunion for ten years. Hundreds of similar letters in over files. Get a 10c Trial Package of Fairyfoot. Today. Use coupon below.

Get a Sample Now
At Any DAW'S DRUG STORE
Only 10c needed for Trial Package of Fairyfoot for Bunions. Or \$2.00 convenient, send your name, address and 10c to Fairyfoot Co., 1212 S. Wabash Ave., Chicago, Ill.

NAME.....
ADDRESS..... CITY..... STATE.....

Wegmans HOME OWNED SUPER MARKETS

The Lowest OPA Ceiling Prices in this Community
Our OPA Ceiling Prices as much as 12% below OPA ceilings for other stores.
It Pays to Shop at Wegmans!

MOTHER'S ENRICHED FLOUR
24½ LB. BAG **\$1.23**

Best Point Values

	Use P. Q. R. Red Points	Price
FANCY RED SALMON	12	can 40c
BOYARDEE SPAGHETTI DINNERS	1	pkg. 32c
CRISCO OR SPRY, lb.	5	jar 24c
SPRY OR CRISCO, 3 lbs. ..	15	jar 68c
TALL CAN JERSEY MILK	1	6 cans 55c
MISS LOU SHRIMP	5	pkg. 32c

FEATURING YOUR FAVORITE
SOLID CHOCOLATE LAYER CAKES
2 Layer **35c** 3 Layer **49c**
WITH WHITE OR CHOCOLATE ICING

OLD ABBEY ALE 12 oz. Bottle 3 btl. **25c**

Consumer News

THOSE GOOD OLD DAYS Our grandmothers didn't know anything about them, and they got along all right. They just ate what they had, and vitamins and minerals? "What they had" sixty or

eighty years ago was all right, but it was not the same as we have today, and therein lie the reasons for our present emphasis on adequate nutrition. Here are some of the differences. Grandmother cooked cereal for breakfast, usually oatmeal. Oatmeal is a highly nutritious cereal, an appreciable source of calcium, iron, and vitamin B. Many of our modern cereals, when we eat them, are so highly refined that much of the real good is removed, and even when partially refined they still do not equal their natural form. Grandmother used quantities of cornmeal and graham and whole wheat flours. Another rarity was refined sugar, which gives nothing more than pure carbohydrate for energy purposes. Grandmother used brown sugar, maple syrup, and molasses. Maple syrup contains calcium, molasses, is rich in iron, and cane molasses is an excellent source of vitamin B.

Most people of those days had their own gardens and fresh green vegetables were readily available during the growing season. Grandmother stored her potatoes, carrots, beets, cabbages, turnips and squash in her dark, cool cellar—a custom instinctively scientific on her part, for there is considerable vitamin loss when vegetables are kept at room temperatures. Her fruit closet was her pride and joy. Apples were usually stored in large quantities. Oranges, grapefruit, and lemons were rare and expensive, but with a bowl of apples always in the living room during the evening, grandmother's family had a guarantee of some Vitamin C. This combined with potatoes, which sometimes were served as often as three times a day, and with cabbage salad, served frequently, doubtless approximated the normal vitamin C requirement. Grandmother had another source of vitamin C—an unusually good one which is practically denied us today. That source was currants. Currant bushes grew plentifully around many gardens before affected by a blight, and when in season, currant sauce and currant pies made certain an adequacy of vitamin C. Butter, cream milk, and meats were generally plentiful, so that the essentials provided by those foods were readily cared for. Another important contrast is in our general manner of living. Today more people are crowded into cities and are keyed up to a rapid pace of existence. More people are dependent upon the modern transportation and food refrigeration systems for what is considered necessary for present-day feeding. Because of crowded living conditions and greater intensity of life, we are more susceptible to infections, and that in itself is a weighty argument for serious consideration of the protective foods in our daily diet.

Barbecued Eggs On Toast



Yes, there is something new under the sun! Barbecued eggs. We've enjoyed hard-cooked in a cream sauce or baked into a favorite dish and now we serve them barbecued. This recipe will make barbecued eggs for four servings: Brown 2 tablespoons diced onion in 2 tablespoons butter. Add 2 tablespoons catsup, 1 teaspoon prepared mustard, 1 teaspoon horseradish, 2 tablespoons vinegar, 2 tablespoons water, 1 tablespoon diced green pepper, and 1/2 teaspoon salt. Simmer 15 minutes. Cut four hard-cooked eggs in half and baste with the barbecue sauce. Simmer 5 minutes. Serve hot. These are especially good served on cooked spinach or shredded green lettuce.

Victory Recipes

JELLIED TOMATO SALAD

2 Tsp. granulated gelatine
1/2 cup cold water
2 cans condensed tomato soup
1 cup boiling water
1 lb. canned or cooked shrimps
12 small stuffed olives sliced
Soften gelatine in cold water. Heat soup with boiling water, remove from heat, add softened gelatine, stir until dissolved. Cool until like thick cream but not set.

Mold in 1 1/2 quart mold, a ring mold makes an attractive salad, or use individual molds.

Remove black intestinal vein running along back of shrimps. Use small shrimps whole, break large shrimps into several portions.

Fruit Salad Dressing

1/2 cup orange juice
2 tablespoons lemon juice
1 teaspoon salt
1/2 teaspoon paprika (optional)
Few grains nutmeg
Shake well or stir just before serving. A delicious fresh fruit dressing, excellent for those who do not care for oil.



Bakery Query Corner
To give flavor to plain boiled rice, try adding a little curry powder.



Meat-Filled Rolls
Shape meat and rice mixture into loose rolls and wrap each meat roll in a cabbage leaf. Fasten with a wooden pick. Place in baking dish.



Fish V. Deverian
ORIENTAL RUGS
—to LOOK BETTER
—to LAST LONGER
Need Cleaning & Repairing
PHONE STONE 3484 . . . 258 EAST AVE.

NEW YORK'S MOST UNUSUAL HOTEL
Invites You to discover the extra quiet, comfort and economy of the Bristol, so centrally located at Radio City. Individually controlled radio in each room. Sanitized Service.
Fine Room with Private Bath
One Person . . . \$2.50 to \$4.00
Two Persons \$3.50 to \$5.00
3 ATTRACTIVE DINING ROOMS
Breakfast from 30c-Lunch 70c
De Luxe Dinner 1.40
HOTEL BRISTOL
129 West 48th St., New York City
Joseph E. Tolson
Theodore E. Tolson, Jr. & Alfred B. Tolson
AT RADIO CITY

Now! COMPLETE PAINT LINE
IN TIME FOR YOUR SUMMER DECORATING NEEDS
Kem-Tone
The popular Miracle Wall finish.
\$2.98 GALLON — COVERS A ROOM
LUCAS
PAINTS - ENAMELS
LAQUERS, ETC. FOR
EVERY PURPOSE
ARMSTRONG
QUAKER RUGS
\$6.95
EASY-TO-CLEAN CHROME
BREAKFAST SETS
Table and Four Chairs . . . \$60.00
TABLE & 2 BENCHES
A Real Buy \$34.50

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

HAY FEVER AND ASTHMA SUFFERERS
Get Relief This Quick Easy Way
Start Now — the 28th hour in August 1943! Results are guaranteed or your money will be refunded.
1 Btl. \$1.25 - 5 For \$5.00
MAID DRUG CO.
511 DEWEY AVENUE
Call Glen 4016

PHOTOS OF YOUR FAVORITE STARS
RED SKELTON • ANNE SHIRLEY
MARJORIE REYNOLDS • WILLIAM BENDIX
IN FULL COLORS—SUITABLE FOR FRAMING
—ASK YOUR DEALER FOR—
5¢ SUNDAY NEWS 5¢
NEW YORK'S PICTURE NEWSPAPER

DEAL 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 MONDAY and FRIDAY 10:30 P.M. SATURDAY 10:00 P.M.
ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

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
Since 1937

CARRIERS WANTED
BOYS AND GIRLS 12-14 YEARS OLD
SHOPPING NEWS CARRIERS EARN GOOD MONEY!
YOU CAN TOO!
● JUST A LITTLE OF YOUR TIME
● GUARANTEED SALARY
● OPPORTUNITY TO EARN BONUSES
LAST MONTH
JOSEPH LENZO EARNED \$20.65
WM. PUGH MADE OVER \$10!
Dozens of Boys Earned Over \$5! It's Up To You.
● IT'S EASY . . . IT'S FUN
APPLY
SHOPPING NEWS
93 CLINTON AVENUE S.
PHONE 6000

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 w.v.
BINGO PLAYED 6 NIGHTS A WEEK
THIS PASS WORTH GOOD WED. THURS. FRI. **50¢**
THIS PASS WORTH GOOD SAT. SUN. **25¢**
COUPON When buying single board and Book of Specials July 20th. Reg. 45¢ TUESDAY All Games JULY 13th **\$7** FOR A FRIEND

Where to Play BINGO
CAPITOL HALL
85 W. MAIN ST.
Door Special \$25 to \$50
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.
\$5 Wed. 30 Games \$5
Games Thurs. Aft.
Friday and Saturday
25 Games \$5-\$10
On Reg. Boards
Letter 'H' \$15 and \$15
ADM. 26c INC. TAX

Flag Week at PARK HALL
THURSDAY
10 FLAGS GIVEN
PLUS JACKPOTS \$50 - \$165 GAMES ON BOARDS \$7 - \$8
SATURDAY
10 FLAGS - JACKPOTS
\$10 GAMES—5 WAY SPECIALS
FRIDAY & SUNDAY
FAMILY NITES 2 TRIPLE BDS. BOOK SPECIALS **50¢**
ADMISSION 3c plus 2c TAX . . . TOTAL only 5c
Bring a friend to use extra boards if you wish.
ADMISSION 25c — TAX 3c — TOTAL 28c
Come Early For a Few Games of Progressive Bingo . . . 6:45 to 8 P. M.
PLYMOUTH or JEFFERSON BUS

Where to play Bingo
TOWNER HALL
SPECIAL GAME WED. & THUR., JULY 21-22
TOWNER & REXY
SATURDAY, JULY 17th ONLY!
ALL **\$10-\$12**
GAMES
SPECIALS \$35 & \$45
JACKPOT \$205
WED. NITE 23 GAMES — All Single — No Hook-Ups
WORTH 45c For You THURSDAY JULY 15th Towner Hall
WORTH 25c For You SATURDAY JULY 17th Towner-Rexy
WORTH 25c For You SUNDAY JULY 18th Towner
WORTH 45c For Friend THURSDAY JULY 15th Towner Hall
WORTH 25c For Friend SATURDAY JULY 17th Towner-Rexy
WORTH 25c For Friend SUNDAY JULY 18th Towner
WORTH 45c For Friend Wednesday JULY 21st Towner

19th WARD
CLUB HOUSE
257 HAWLEY STREET
TUES. 8:15 P. M. ALL REG. GAMES **\$5.00**
THUR. 8:15 P. M. ALL REG. GAMES **\$7.00**
FRI. 1:45 P. M. SPECIALS 5-6-7 WAYS **\$3-\$5**
SAT. 8:15 P. M. \$8.00
NO SUNDAY AFTERNOON GAMES
Jefferson Bus to Hawley St. Admission 25c, Tax 3c, Total 28c
WEGMAN HALL
371 E. MAIN ST.
Entrance Between East Ave. and Gibbs St.
EVENING GAMES
SUNDAY - MONDAY 8:15
25 REG. GAMES \$5.00 ea.
JACK POT \$60
SUNDAY AND MONDAY NITES
AFTERNOON GAMES 1:30
WED. **\$4.00** FRI. **\$5.00** SAT. **\$5.00**
EARLY BIRD SPECIAL AT EACH GAME

STAR BINGO
372 ELINT ST. (rear)
MON. 8:15 P. M. ALL REG. GAMES \$3
TUES. BOARD GAMES Jefferson Bus
No West. Game III. Further Notice 23 GAMES
Beeley's Bingo
SUNDAY AT 3 P. M.
MON. TUES. WED. THURS. ERL. SAT. AT 8:30
EXTRA BOARD FREE WITH TRIPLE BOARD
142 GENESEE ST. in REAR
STRAND
EVERY TUES. AND FRI. AT 8:45 P.M.
\$1000
EACH NITE
NO JACKPOTS
ALL PRIZES GO
BINGO

The Rochester Sun SHOPPING NEWS

SIXTH YEAR—No. 45 ROCHESTER, N. Y., THURSDAY, JULY 22, 1943



The Killer - Diller - Thriller Of The Year!

**LALLA ROOKH GROTTO
8TH ANNUAL**

Rodeo

**Bronk Riding
Bulldogging!
Roping!
Wild Bull Riding!**

MANY NEW FEATURES
All The Old Favorites

**Thrills!
Spills!
Chills!**

COL. JIM ESKEW
Arena Director

WESTERN BAND
COWBOYS AND COWGIRLS
SINGERS AND MUSICIANS

EDGERTON PARK

6 NIGHTS — 2 MATINEES
(Wednesday and Saturday)

JULY 26 thru 31

TICKETS NOW!

General Admission **55c**
Reserved Seats **83c—\$1.10**
Box Seats **1.65**
(Tax Included)

**RODEO HEADQUARTERS
38 EAST AVE.**

Use Your Subway, Connecting with all Bus Lines
Edgerton Park Station 100 Yards from Entrance

**EVENINGS 8:15 P. M.
MATINEES — 2:15 P. M.**

**Another Big Shipment
Just Arrived!**



Full Fashioned
EXTRA SHEER

Fine Denier Rayon!

HOSIERY

80^c PAIR

EVERY PAIR PERFECT
As Beautiful As The Sheerest Silk
or Nylon — and Almost As Scarce!

HELPER'S 213 Main St. East
Just 3 Doors Below Clinton Ave. **HOSIERY SHOP**



**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 MAIN 818

our representative will call at your home to make an appraisal
OR CALL AT

**SINGER SEWING MACHINE CO.
58 STATE STREET**

Scoop! DAW'S Have It!
At A Sensational Low Price

VICTORY HOSE

The New, Improved Liquid Leg-Makeup That is Non-Separating and Shower-Proof!

LARGE 6-Oz. SIZE
60c VALUE

29^c

Mail Orders Filled
(Mail Orders to Store at 58 So. Clinton)

Hair Removers
Take all unsightly hair, before applying Leg Make-up.
KAZIN 39^c
and 50c Size 69^c
ZIP WAX
Reg. 5.00 Size
REXINGTON
Hair Removing Pad
10^c 3 for 29^c

VICTORY HOSE creates the sleek illusion of sheer stockings because it lies flat—without streaking. VICTORY HOSE, once it's on, stays put and won't flake off on clothes or furniture. Tints evenly and beautifully—hiding little skin blemishes. Easily removed with soap and water. Delightfully cooling and subtly scented—comes in two popular shades, Light & Dark.



Rubber Sponge Pats
for applying Leg Make-up
4^c Ea.

WITH THIS COUPON
FOOT MITTS
The Perfect Mate For Your Leg-Lotioned Legs
Made of fine, washable cotton—easily laundered. Absorbs perspiration. Sizes to fit your foot perfectly. Cool—Comfortable—Inexpensive!
18^c Pr. (Limit 2 Pair)

DAW'S

BUY MORE WAR STAMPS

BUY MORE WAR BONDS

Sibley, Lindsay & Curr Co.



BABY YOUR WATCH!

Don't let your tiny tottler play with daddy's ticktock! Take care of your watch. Have it checked often! No charge for examination.

Dependable WATCH REPAIRS
CENTER AISLE A MAIN FLOOR

Sun Tourists Enjoy 'Shooting' St. Lawrence Rapids on Quebec Cruise

One of the great delights of the Montreal-Quebec all-expense cruise sponsored by Shopping News Travel Department is the thrill of "shooting the rapids" of the St. Lawrence River in the specially constructed steamers of the Canada Steamship Lines.

Second of the season's Sun-tour cruises will leave Rochester on Wednesday evening August 4th on the Steamer Kingston bound for Montreal, Quebec and the world-famous Shrine of Ste. Anne de Beupre north of Quebec. The party will return late the following Sunday evening.

A special navigator, familiar with every rock and eddy of the river in the rapids area skillfully guides the big steamers through the boiling whirlpools of the St. Lawrence which are encountered in the early afternoon of the Prescott-Montreal leg of the journey. Negotiating the rapids offers a never-to-be-

forgotten thrill which is thoroughly enjoyed by the youngest as well as the oldest.

But "shooting the rapids" is only one of the many thrills awaiting members of the Sun cruise.

Overnight cruises on the big river steamers out of Montreal with dancing under the stars, deck entertainment, luxurious cabins, delicious meals in the ship's main dining rooms, a breath-taking view of Montmorency Falls, the visit to Ste. Anne's shrine and other high-spots beyond mention comprise the trip.

Cruise party members are (Continued on Page 3)

The Winner

Another Shopping News reader is 25 dollars richer today because she likes Shopping News well enough to pay ten cents a month for its regular delivery.

Mrs. Irving Knight, 695 Broadway was chosen as winner of the third weekly drawing held on Clinton Ave. S. last Monday at 3 p. m.

Last winner in the July drawings will be chosen next Monday. The following week, all receipt stubs from July will be put in the hopper and will be the basis of the five August drawings.

The carrier on Mrs. Knight's route, Robert Collins, 11 Meyer Pl. draws a five dollar bonus because one of his customers was a winner.

KAY'S COMMENTS

Now—as always—SMITH-CERAMIC STUDIOS are supplying the wedding gifts for the most fastidious of brides. Your selection is easy at Smith's. Lovely crystal-gleaming silver—smart looking lamps. All priced with an eye on your budget. Remember it's Smith Ceramic—when you MUST BUY that wedding gift—and you're determined to get "something different" 903 MONROE AVE.

HOMOGENIZED VITAMIN D MILK improves your cooking. And in these days of rationing, it behooves every housewife to give some thought to the nourishment that goes into the meals for the family. From soup to dessert, every dish is more tasty, you have better luck with your cooking because HOMOGENIZED milk is always uniform from the top of the bottle to the last drop. Try it, if you don't agree, switch back to the milk you've been using—but I'll bet on BRIGHTON PLACE. Order from Glen 144-45 Fulton Ave.

That Post-Operative session that must be endured is made lots easier by the right kind of foundation garment from KATHERINE-K. Helps sagging muscles, aching back. 803 TEMPLE BLDG. Open Monday and Friday Evening.

So many people have asked the price of the SUMMERTIME DAYTIME SPECIAL AT PETTIS—here it is. \$1.50 for a single treatment—Ten treatments for \$12.50. Top that if you can. Remember the BATTLE CREEK REDUCING LOUNGE gives fast permanent results.—Stone 6210. 327 BURKE BLDG. 739 Monroe Ave.

The front page news in today's column is the SALE at RIPTON DRESSES. A mid-summer clearance of a solid group of dresses with ntlas; of wear ahead. Rip-ton Dresses have that look that is as American as your front porch—as practical as a penny. Priced at \$3.95 and \$10.95 they are former values of \$8.95 and \$16.50. Isn't that some mark-down—so what are you waiting for? RIPTON DRESSES, 739 Monroe Ave.

Your Work is No Better Than Your EYES!

Precision is vital to war production! And foggy vision causes costly mistakes and rejections. Make sure you get the right glasses for your eyes and your job. Come in and consult Harry A. Benewick, Optician.

PAY SMALL SUMS WEEKLY!
For Glasses Fitted with **BAUSCH & LOMB** or **SHURON LENSES**

Smalls
28 East Main St. Open Friday Night 'Til 9

For Your Vacation **Bausch & Lomb 'RAY BAN'** Sun Glasses \$4.75 Charge It!

EYE STRAIN Sabotages Victory

Jingle Contest Winners Awarded Cash Prizes

G. L. Fitzpatrick, 801 Dewey Ave. was declared winner of the first prize of 10 dollars in the Mr. Lucky Jingle contest co-sponsored by Shopping News and the RKO Palace Theatre.

Second prize of five dollars was awarded to Mrs. Maurice Swartz, 836 Clinton Ave. S.

Ten prizes of one dollar each were awarded to the following: Mrs. Warren Van Hosen, Mrs. R. A. King, Minnie J. Tinney, Miss Beverly Metzler, Mrs. C. J. Kretovic, Mrs. C. E. Mills, Mrs. Curtis B. Jolly, J. Neilson, Mildred Knitter and Bernice Thum.

In addition to the cash prizes, ten pairs of guest tickets to the Palace theatre were awarded next ten best jingles.

Both cash and ticket prizes are now in the mails.

Union League Club Plans Meeting

Union League club members are requested to attend a special meeting next Tuesday at 8 p. m., at the clubhouse on Gregory St.

SODALITY DANCE
A dance, under the auspices of the Young Ladies' Sodality, will be held next Wednesday from 9 to 12 at Sacred Heart Pro-Cathedral hall. Miss Helen Cook is chairman.

It's difficult to get used to packing a lunch-box, I know. But if you'll drop into 89 East Ave. They will supply you with enough info about packing lunches to last you for a long time. HOME SERVICE at ROCHESTER GAS.

EMPIRE TEXTILE WEAVERS boast the ability to repair anything under the sun—when it consists of tears—burns moth damage. Prices are gentle. 409 BURKE BLDG.

You'll have one less problem when you discover that **SUPER DOG & CAT BAR** located at 351 Court St. Healthful sanitary ground **HORSE-MEAT** for your pet selling for 25c 1-lb. The combined 50% **HORSE MEAT** with 20% Cereal sells for 25c 1-lb. **NO RATION POINTS REQUIRED SUPER DOG & CAT BAR** 351 Court between Chestnut.

What do you think of those new fur-lined coats? Pretty nice aren't they. Saw a very very smart model of red wool with black Persian lining.

Flowers When "Deepest Sympathy" accompanies your floral offering, you'll always be sure of it's correctness if you order from **LOYD FLOWER SHOP**. Fresh flowers at gentle prices. **POWERS HOTEL** across from Court House. Main 6633.

A series of treatments at **VIRGINIA'S REDUCING & BEAUTY** is a social investment. Loss of weight—added pep—a new spring in your step—all for five treatments for five dollars. 27 Clinton Ave. So. Stone 346.

Woods LOW COST NECESSITIES FOR YOUR HOME



Safe Keeping for Your Bonds, Cash
ALL STEEL CASH BOXES \$1.69
Olive green finish. Carrying handle. Snap catch. Size 4 1/4 in. by 9 1/4 in. by 3 in.



VALUE!
Fancy Crystal WATER TUMBLERS
doz. 39c



PLASTIC Salad Leaves 29c
Dress up summer salads appetizingly with these new smart plastic leaves. 4 for \$1.00

CHEESE SLICERS 69c
Thin piano wire blade. For cheese, eggs, etc. Polished hardwood base.



BROOM SARONG 59c
Ties quickly over your broom. Soft fluffy yarn end catches cobwebs on ceilings, walls, mouldings, etc.



ADD ANOTHER CLOSET TO YOUR HOME!
The New EZ-DO SLIDE-A-DOR WARDROBE \$2.49 Complete with spec. EZ-DO Motin Humidor
★ Decorative wood grain finish.
★ Wood framed doorway.
★ Touch the latch and the door slides down.
★ Holds up to 20 garments.
★ 60"x24"x20 1/2".

SATURDAY STORE HOURS 8:30 A. M. - 12:30 Noon Z

Free Parking Opposite With \$1 Purchase
Woods
15 EXCHANGE ST.
Free City Delivery No. C. O. D.'s on purchases under \$1.00

TOILET SEATS \$4.49
White enamel seat with mother of pearl covers in your choice of colors.
Will fit all size bowls

GOOD HOUSEKEEPING'S Junior High-ers Go BACK to SCHOOL!

These are the smoothies you're sighing over in the new August Good Housekeeping! O.K.'d by teensters' sound, simple taste, investigated and approved by the magazine's labs. You'll be the center of any classroom crowd in these honeys... they're your classic pets with new tricks!

A. Bright jersey two-piece, 50% wool, 50% rayon. White Peter Pan collar, back buttons. Red or green. 12-16. 13.95

B. Snuggly wool jersey (85% wool, 15% rabbit hair) with button-hole-stitch trim. Blue or straw-herry. 12-16. 16.95

C. Monelene tweed jacket, very classic! 100% wool. Green or red. 12-16. 10.95

TEEN SHOP, THIRD FLOOR

Sibley, Lindsay & Curr Co.

SUMMER STORE HOURS
MONDAY — 12 NOON TO 9 P. M.
TUESDAY — 9:45 A. M. TO 5:30 P. M.
WEDNESDAY—9:45 A. M. TO 5:30 P. M.
THURSDAY—9:45 A. M. TO 5:30 P. M.
FRIDAY — 9:45 A. M. TO 9 P. M.
CLOSED ALL DAY SATURDAY

Lauer's
50 STATE ST.

HEALTHFUL...STIMULATING DAYS
ON PEACEFUL INLAND WATERS
S.S. Richelieu Cruises
6 DAYS \$6750 UP ALL EXPENSES From Montreal every Monday comm. June 28
Other Saguenay Cruises, 3 to 5 days, \$38 up
Taxes additional. No passport required. Favorable exchange. Stopovers permitted.
See your TRAVEL AGENT or J. J. Dale, C.P.A., Room 205, 111 Park Ave. (M. C. 1042-1053) or Montreal 1024-1025.
CANADA STEAMSHIP LINES

"I'm Glad We Got that Fan FIXED!"

This summer, when travel restrictions keep you at home you can enjoy mountain and shore breezes with your electric fan. No fans are being manufactured and parts are scarce. Here are a few suggestions for keeping yours in good running order.

- 1—Clean fans thoroughly and oil at least once during the season.
- 2—Keep motor cord from kinking and prevent oscillator cord from rubbing.
- 3—If not in perfect running order take it to your nearest appliance repairman.

Save Electricity and Gas... They're War Weapons

ROCHESTER GAS and ELECTRIC

Sibley's



Buy U. S. War Stamps and Bonds
... as many as you can, as often
as you can. Our forces keep on
fighting. We must keep on buying.

Continues Its Traditional LAY-AWAY PLAN of PAYMENT

Making It Possible For You To Invest
In The Quality Clothing You Need
By Buying Conveniently "As-You-Earn"

Throughout the years families of Western New York have been able to enjoy the quality, economy and prestige of Sibley clothing by buying on our famous Lay-Away Will Call Plan. It is a plan particularly welcome in these times when you wisely make today's selections with a view to the future... demanding the enduring quality, styling and satisfaction you can depend on at Sibley's. It is a plan enabling you to choose your investment purchases carefully and leisurely... paying for them in convenient installments.

PAY ONLY 25% DOWN
Balance in Convenient Weekly or Monthly
Installments, as Desired
Payments to be Completed by November 1



NAME *Mr. William P. ...*
ADDRESS *1100 S. ...*
DATE *July 20, 1943*
PURCHASE *12.00*
DOWN PAYMENT *3.00*
BALANCE *9.00*
This depo. *...*
On M. To Be *...*

DATE	DEPT.	SALES NO.	PER. NO.

WILL CALL ACCOUNT No. *54185*
July 1943
PAID
July 19, 1943
Sibley, Lindsay & Curr Co.
1100 S. ...

SIBLEY, LINDSAY & CURR CO.

Open Friday From 9:45 to 9 P. M.

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

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? 25c tablets 20c; 100, 35c.
St. Joseph ASPIRIN
Fighting Men Need Your Blood—Be a Blood Donor

Home Bureau Plans Area Canning Demonstrations
Food preservation demonstrations are scheduled in three sections of the city next week by the Rochester Home Bureau in co-operation with the Victory Garden council of Rochester and Monroe County. The meetings are open, free of charge, to interested homemakers.
On Tuesday, July 27 at 2 p. m. the first of two demonstrations will be given at the Westminster Presbyterian Church at Arnett Blvd. and Wellington Ave. Canning vegetables with the pressure canner and the boiling water bath and the bringing of vegetables will be shown by Mrs. Ray Johnson assisted by Mrs. J. H. Neubert and Mrs. William Burns.
The second demonstration to be given August 3, at 2 p. m., will be on canning fruits and the pasteurization of fruit juices.
A demonstration will be given at St. Lucy's Church, Troup and Prospect Sts., on Wednesday evening, July 28, at 8:30 showing the canning of tomatoes and the pasteurization of fruit juices. Miss Lillian Hull and Mrs. Magdelene Oslager will conduct the demonstration.
On Thursday, July 29, at 2 p. m. at the Maplewood Y. M.

Men or Women? YOUR HAT + LIKE NEW
Thoroughly Cleaned Expertly Blocked
SPEEDY'S 50c
Ladies' Large Hats, 75c
212 COURT STREET
Free Parking at Chimes Station
No Deliveries

NOTICE!
NOTICE is hereby given that license No. CB-1077 has been issued to the undersigned to sell beer at retail in a grocery store under the Alcoholic Beverage Control Law at 840 North Street, Rochester, Monroe County, N. Y. for off-premise consumption. Michael Richard and John Fiorella do M. Fiorella and Sons, 840 North Street, Rochester, N. Y.

HAY FEVER AND ASTHMA SUFFERERS
Get Relief This Quick Easy Way
GRAB NOW—the new, hot, August 15th! Results are guaranteed or your money will be refunded.
1 Btl. \$1.25 - 5 For \$5.00
MAID DRUG CO.
511 DEWEY AVENUE
Call GLEN 4016

The meeting is sponsored by the Maplewood Y. M. C. A. Auxiliary, the Lake View and Maplewood Home Bureau Units. Hostesses will include Mrs. Robert Ottman, Mrs. John Baybutt, Mrs. Harlow D. Phillips, Mrs. Clifford Sage and Mrs. John Alofs.

IT'S GENESEE FOR '43
TENTH ANNIVERSARY

at **Dolan's**
WHERE YOU BUY THE CUTS OF **CHICKEN** YOU PREFER
DOLAN'S
600 JEFFERSON AVE.
Cor. Bartlett
Telephone Geneese 1417

GET THE HABIT
Read the New York SUNDAY MIRROR

BIG 5c WORTH
IN THIS SUNDAY'S ISSUE
ZERO HOUR
An exclusive story telling how Europe's Guerilla Armies await London's signal to start their Third Front.
Also 16 Pages of Comics, Magazine and News Sections

LAST 2 DAYS JULY PHOTO SPECIAL
FREE PORTRAIT SITTING
Offer Expires Monday, July 26th
Edwards
12 PROOFS each a different pose made doubly clear by the KODATRON SPEED LAMP Eastman Kodak's newest Photographic Equipment
BUY WAR STAMPS & BONDS AT

KEY COUPON
Book Matches
Box of 50 Limit 2
8c

KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
470 N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTON
724 WINTON ROAD NO. 102 (FOR REAR)
457 RIDGE RD W NEAR DEWEY

KEY COUPON
WALDORF TOILET TISSUE
3 For 11c
Limit 6

KEY COUPON
WAX PAPER CUTTER BOX
100 Ft. Limit 2
10c

NEW!
LISTERINE TOOTH POWDER
NEW—QUICK-FOAM POWDER
NEW—WAR-ECONOMY PACKAGE
NEW—WHIRLPOOL CLEANSING

KEY COUPON
IMITATION VANILLA
Large 8-oz. Bottle Limit 2
8c

KEY COUPON
"Excello" Towels
Giant Size Kitchen Reg. 15c Limit 2
9c

NEW!
LISTERINE TOOTH POWDER
NEW—QUICK-FOAM POWDER
NEW—WAR-ECONOMY PACKAGE
NEW—WHIRLPOOL CLEANSING

KEY COUPON
WHITE ACE
White Shoe Cleaner 25c Size Limit 1
11c

KEY COUPON
ADHESIVE TAPE
1/2"x5 yd. Reg. 10c Limit 2
6c

Is Your VANITY Suffering From VARICOSE VEINS?
It Needsn'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 "Laxtex", they are lightweight and cool. See our seven styles today.

KEY COUPON
DRINKING STRAWS
BOX 100—LIMIT 2
2 Boxes **13c**

Wheat Germ VI-VITA BRAND
One Pound **29c**

Is Your VANITY Suffering From VARICOSE VEINS?
It Needsn'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 "Laxtex", they are lightweight and cool. See our seven styles today.

KEY COUPON
LIFEBUOY SHAVE CREAM
35c Size **27c**

CONTI CASTILE SHAMPOO
8oz. Size **37c**

LUCKIES, CHESTERFIELDS, CAMELS, RALEIGHS, PALL MALL, HERBERT TARREY-TON, PHILIP MORRIS.
2 Pkgs. **29c**

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

MARLIN BLADES
Double Edge Package 18 **25c**

Giant Size LISTERINE SHAVING CREAM
Special **29c**

PLAYING Cards
BRIDGE or PINOCHLE Reg. 35c **27c**

PERTUSSIN FOR COUGHS
8oz. Size **49c**

COMPARE! SIZE PRICE RESULTS
LISTERINE TOOTH PASTE
Still only **33c**
BIG DOUBLE SIZE TUBE

Milk of Magnesia TABLETS
Bottle of 100 **19c**

ALKA SELTZER
6oz. Size **49c**

COMPARE! SIZE PRICE RESULTS
LISTERINE TOOTH PASTE
Still only **33c**
BIG DOUBLE SIZE TUBE

MERCERIZED 27-INCH SHOELACES
Black, White or Brown 2 pair **5c**

EPSOM SALTS
U. S. P. 1/2 lb. Box Reg. 15c **6c**

COMPARE! SIZE PRICE RESULTS
LISTERINE TOOTH PASTE
Still only **33c**
BIG DOUBLE SIZE TUBE

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

Carler's LIVER PILLS
2oz. Size **19c**

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

BAYER ASPIRIN
Bot. of 100 **59c**
HIND'S Honey-Almond Lotion
Reg. 25c Bottle **59c**

NEW YORK'S MOST UNUSUAL HOTEL
Invites You to discover the extra quiet, comfort and economy of the Bristol, so centrally located Radio City.
HOTEL BRISTOL
129 West 48th St., New York City
Joseph E. Tolson, Jr. • Alfred B. Tolson

Where To Play Bingo
WEGMAN HALL
371 E. MAIN ST.
Between East Ave. and Gibbs St.
Entrance Between Mohican and Wegman's
EVENING GAMES
SUNDAY - MONDAY 8:15
25 REG. GAMES \$5.00 ea.
JACK POT \$70
SUNDAY AND MONDAY NITES
AFTERNOON GAMES 1:30
WED. FRI. **\$4.00** SAT. **\$5.00**
EARLY BIRD SPECIAL AT EACH GAME

Where To Play Bingo
UNION LEAGUE
South Ave. cor. Gregory
MONDAY - FRIDAY NITES
30 GAMES ON REG. BOARDS
\$5 - \$10 - \$15
EARLY BIRD 8 P. M.
Saturday 1:30 P. M.
Afternoons
The Coolest Spot In Town
25 GAMES \$4

WEGMAN HALL
371 E. MAIN ST.
Between East Ave. and Gibbs St.
Entrance Between Mohican and Wegman's
EVENING GAMES
SUNDAY - MONDAY 8:15
25 REG. GAMES \$5.00 ea.
JACK POT \$70
SUNDAY AND MONDAY NITES
AFTERNOON GAMES 1:30
WED. FRI. **\$4.00** SAT. **\$5.00**
EARLY BIRD SPECIAL AT EACH GAME

IT'S WATERMELON TIME AT THE PARK
THURSDAY & SATURDAY
WE ARE GIVING THE WINNERS ON THE MELON SPECIAL
15 HALF MELLONS 15 PLUS
23 GAMES ON BOARDS FULL CARD ON BOARDS PAYING CLIMBING JACKPOT \$175
FRIDAY & SUNDAY
FAMILY NITES 2 TRIPLE BDS. 1 BOOK SPECIALS 50c
ADMISSION 3c plus 2c TAX . . . TOTAL only 5c
Bring a friend to use extra boards if you wish.
Next Week We Will Give 20 Beautiful American Flags
ADMISSION THURS. - SAT. - SUN 25c (Tax 2c) TRIPLE BD. & BOOK SPECIALS 50c FRIDAY BARGAIN NITE 3c (TAX 2c)
PLYMOUTH or JEFFERSON BUS

STAR BINGO
372 FLINT ST. (rear)
MON. 8:15 P. M. **\$3**
TUES. ALL BOARD GAMES
WED. ALL BOARD GAMES
No Wed. Game Till Further Notice
* 23 GAMES *

STRAND
EVERY TUES. AND FRI. AT 8:45 P. M.
\$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

19th WARD CLUB HOUSE
257 HAWLEY STREET
TUES. 8:15 P. M. **\$5.00**
THUR. 8:15 P. M. **\$7.00**
FRIDAY 1:45 P. M. **\$7.00**
SATURDAY 8:15 P. M. **\$7.00**
NO SUNDAY AFTERNOON GAMES
Jefferson Bus to Hawley St. Admission 25c, Tax 2c, Total 27c

TOWNER-HALL
SPECIAL GAME WED. & THUR., JULY 28th, 29th
TOWNER & REXY
SATURDAY, JULY 24th ONLY!
ALL GAMES **\$10-\$12**
SPECIALS \$35 and \$45 JACKPOT **\$210**
WED. NITE 23 GAMES - All Single - No Hook-Ups

HOLLYWOOD
SUNDAY & TUESDAY NITES ALL REG. GAMES **\$7**
WED. & THUR. SPECIALS \$4 EACH REG. GAMES **\$5**
FRIDAY NITE REG. GAMES AND SPECIALS **\$5**
REG. GAMES \$10 - SPECIALS \$5 SATURDAY SPECIAL

BINGO PLAYED 6 NIGHTS A WEEK
THIS PASS WORTH GOOD WED. THURS. FRI. **50c**
THIS PASS WORTH GOOD SAT. SUN. **25c**
COUPON SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY All Games **\$7** JULY 27th
COUPON THIS PASS WORTH GOOD SAT. SUN. **45c** FOR A FRIEND



You Save at Wegmans
Our OPA Ceiling Prices
Are Up to 30% Lower
Than OPA Ceilings for
Some Stores

OLD ABBEY

ALE

3 12 oz. 25¢
bottles.

NO POINTS NEEDED

- TASTY LOBSTER MEAT . . can 35¢
- DEHYDRATED MUSHROOM SOUP can 19¢
- HI-HO CRACKERS . . . lb. pkg. 21¢
- B-V BEEF EXTRACT . . jar 25¢
- MEISENZAHL DEHYDRATED CHICKEN SOUP 3 pkgs. 25¢
- WATER MAID RICE lb. pkg. 10¢

YOUR FAVORITE

CHOCOLATE CAKES

2-Layer 3-Layer
35¢ ea. 49¢ ea.

With White or Chocolate Icing

2 RED POINT BUYS

TUNA FISH

Breast O'Chicken Cortez Flakes

31¢ can 5 red pts. 25¢ can

DELICIOUS CANNED LUNCH MEAT

BRUNCH

5 red pts. can 35¢



Stock, Contestants Arrive For Rodeo At Edgerton Park

Col. Jim Eskew, who will again direct the arena at the Grotto Rodeo, has notified General Manager Bryant G. Parsons that he will arrive in Rochester Saturday with the wild stock and saddle horses. It is expected that most of the cowboy and cowgirl contestants will be here by Sunday. This means that Edgerton Park will look like a western range on Sunday when the general public is invited to visit the corrals and stables to inspect the stock and chat with the cowhands.

Many new features and several old favorites are on the program to be interspersed with the routine of contests, bronco busting, wild bull riding, steer wrestling and calf roping. The entry list of contestants is much larger this year than in previous years, according to Manager Parsons.

Attention is called to the fact that the advance sale of general admission tickets will close on Sunday evening.

Where possible patrons of the Rodeo are urged to use the Subway thus saving time and unnecessary crowding. The Edgerton Park Station is directly opposite a new entrance to the park and only a few hundred yards from the arena.

Suntour . .

(Continued from Page 2)

guests of the Chateau Frontenac in Quebec at luncheon and are entertained in Montreal's Mt. Royal hotel at Saturday meals, Sunday breakfast and a restful, eventful overnight stay in truly beautiful rooms.

Entire cost of the all-expense cruise which, incidentally, offers the only personally conducted cruise to Montreal and Quebec from Rochester, is \$59.50 per person plus \$4.10 tax. Everything is included in that rate including transfers, baggage transfers, transportation, state-rooms, hotel accommodations, meals, sightseeing trips to Ste. Anne's and even tips to the bellhops aboard ship and in hotel.

Only four reservations remain available for the August 4th cruise and these should be reserved this week. All reservations must be made at Shopping News Travel Department, 93 Clinton Ave. S. Many choice reservations are available for the Sept. 1-5 cruise which is a duplicate of the August party.

It is imperative that reservations be made as quickly as possible because travel facilities are limited this year and reservations are assigned on a first-come-first served basis. Several people who planned to join the July cruise were disappointed because they waited too long to make reservations. A small deposit will hold yours until cruise date.

Decrees of Fashion

Capsule vacations, snatched over weekends, comprise the only relaxation for many a career girl who fills every available moment during the week with volunteer work.



Joan Blaine, CBS star of "Valiant Lady" commutes to her farm in Connecticut where she drinks up sunshine while caring for a Victory garden and 1000 chickens. Delicate-skinned Joan recommends a large hat and sun-defying creams to the weekend farmette who tries to get all her vitamin-D in two short days. Even if the sun isn't exactly

burning, beware of the drying effects of wind. One bad burn may spoil your whole summer.

Sunback halter tops, so popular a few seasons ago, are staging a welcome comeback. This year they're called sun-



Irene Rich the appearance of a blouse yet offers the advantage of a complete and healthy back sunning when the jacket is removed

CANVASSERS!

MEN - WOMEN

Make Big Money

Patriotic - Pleasant - Profitable Work

APPLY SATURDAY 9 A. M. to NOON

MR. AVERY

93 CLINTON AVE. SO.

ELSCO QUALITY FOODS STORES

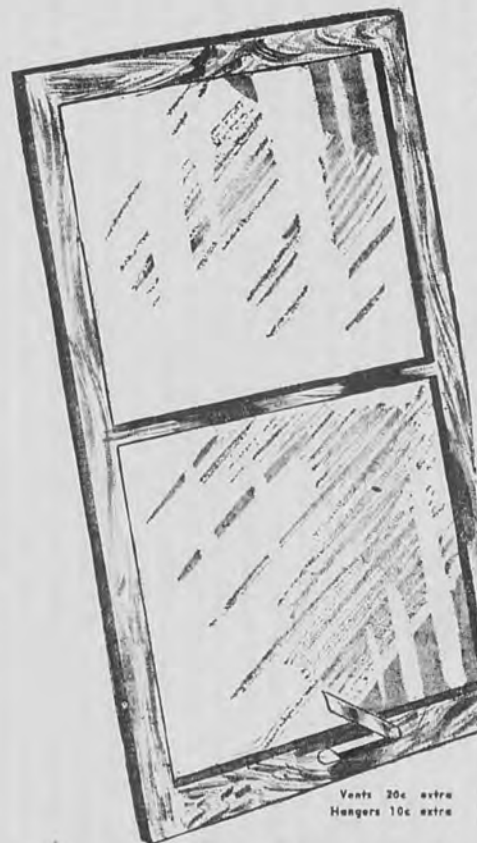
PILLSBURY BEST FLOUR 24 1/2 Lbs. \$1.32	WHITE HOUSE COFFEE lb. 29c
IVORY SOAP Guest Size 5c Medium 2 for 13c Large 11c	LUX FLAKES Lg. Pkg. 24c
IVORY FLAKES Lg. Pkg. 24c	LIFEBUOY SOAP .8c
IVORY SNOW Lg. Pkg. 24c	RINSO Lg. Pkg. 24c
CAMAY SOAP .8c	SWAN SOAP Regular 2 for 13c Large 11c
LAVA SOAP .7c	LUX TOILET SOAP 8c
DUZ Lg. Pkg. 24c	GOLD DUST POWDER Lg. Pkg. 18c
OXYDOL 24c	FAIRY SOAP 3 for 17c
CRISCO 1 lb. 26c 3 lbs. 74c 5 Red Points 15 Red Points	SPRY 1 lb. 26c 3 lbs. 74c 5 Red Points 15 Red Points
7c	PILLSBURY Sno-Sheen Cake Flour 29c Best Flour .5 lbs. 29c

Sears

BUY ON OUR BUDGET PLAN

Anything and everything in either store \$10 or over. Complete details at Credit Office, Second Floor, Both Stores.

PREPARE NOW TO SAVE FUEL NEXT WINTER
Complete Stock Sizes! Immediate Delivery! No Waiting!



STORM SASH 1.83 AND UP

2'0x3'3 Size
On Sale Both Stores

SIZE	PRICE	SIZE	PRICE
1'10x3'11	2.04	2'4x5'7	3.00
1'10x4'7	2.34	2'6x3'11	2.58
2'0x3'3	1.83	2'6x4'7	2.64
2'0x3'7	1.92	2'6x4'11	2.85
2'0x3'11	2.13	2'6x5'3	3.06
2'0x4'3	2.37	2'8x3'11	2.70
2'0x4'7	2.34	2'8x4'3	2.82
2'0x4'11	2.43	2'8x4'7	2.85
2'0x5'3	2.52	2'8x4'11	3.27
2'2x3'11	2.37	2'8x5'3	3.48
2'2x4'3	2.49	2'8x5'7	3.51
2'2x4'7	2.43	2'10x4'7	3.00
2'2x4'11	2.52	2'10x4'11	3.48
2'4x3'3	2.01	2'10x5'3	3.51
2'4x3'7	2.19	3'0x4'7	3.54
2'4x3'11	2.34	3'0x4'11	3.57
2'4x4'3	2.43	3'0x5'3	4.08
2'4x4'7	2.61	3'4x4'7	3.84
2'4x4'11	2.64	3'4x4'11	4.11
2'4x5'3	2.85	3'4x5'3	4.44

All 1 1/2 inch select Ponderosa Pine frames, wood guard treated to prevent warp, all glazed with clear glass. Buy on our Easy Pay Budget Plan in amounts of \$10 or over. On sale at Both Sears Stores.

OPEN FRIDAY, and SATURDAY NIGHTS UNTIL 9 P.M.



Inquire about new PHA 1 year plan—or Sears plan with 1 year to pay — No down payment on either.

SAVE 1/3 ON FUEL COSTS INSTALL

ROCK WOOL

2.29

Carton—3" Batts Insulates 40 Square Feet

Sears HonorBill Rock Wool not only protects your home, but saves you up to 1/3 in fuel costs in winter and helps to keep your home cool in the summer time! Honor Bill Rock Wool saves you money in four ways. 1, Pays for itself in fuel saved; 2, Acts as fire proofing protection, as it cannot burn; 3, Easy to install. You may purchase it for practically every type installation; 4, You save on first cost. Sears low prices save many extra dollars!

Sears Roebuck and Co. MONROE at 5. UNION 476 RIDGE ROAD WEST Rochester, N. Y.

Tokens may replace the present coupon valid throughout the newspaper ration stamps. Each coupon is enough paper to fill 50 to month four billion coupons be- 60 freight cars.

A VINA DELMAR STORY—OUTSIDER
A famous writer contributes a touching story of a woman who was everything to a man but still didn't belong.
SEE YOU LATER—By Robert Carson
An entertaining tale of life in war-time Washington and how two people in love met a difficult situation.
Stories and articles by Katherine Brush, Nicholas Lewis, Maxine Davis, Fulton Owsen and others. Fashion and beauty hints, and The Good Housekeeping Institute.
35c AUGUST ISSUE GOOD HOUSEKEEPING NOW ON SALE 35c

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 Size
BUY U.S. WAR BONDS & STAMPS

AT NEIGHBORHOOD LIQUOR SHOPS
Pepper Morson Co. Rockefeller Center, New York

Lodge To Picnic
Kathryn Trott Noble and Vice Grand's Club will picnic on Saturday, July 31st, at the home of Mr. and Mrs. Elmer Fien, 201 Pemberton Rd.
Isabelle Lewis and Helen Stover will be in charge. Escorts are invited.

'Good Housekeeping' Prints Radio Quiz
Twenty questions asked on a recent radio quiz program are featured in the August issue of Good Housekeeping magazine. Radio contestants were awarded

Paint Protects Property
WASHABLE WINDOW SHADES
Selection of Colors. New Roller Included. Size 6 ft. by 36 inches. **39c**
WITHOUT ROLLER 29c

ARMSTRONG INLAID LINO FLOR
ANY ROOM SIZE Complete With Labor and Material **\$18.75**
UP TO 9x12

Lucas PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

\$212 out of a possible \$379 of... learn how much they might have won had they been par- all 20 questions. Idea of the magazine quiz is to give Good Housekeeping readers an opportunity to test their skill and Housekeeping.

DAY OR EVE. APPOINTMENTS

YOUR PHOTO \$1
WITH THIS AD Regularly \$2.50

1-8 x 10 **\$1**
4 individually posed and lighted proofs to choose from. Complete satisfaction guaranteed. Vignettes as illustrated—\$2.00. Be sure to bring ad.

OR

2-4 x 5 **\$1**
8 individually posed and lighted proofs to choose from. This popular size fits standard frames—is convenient and up-to-date. Please bring this ad.

BREWER-HAYES CAMERA PORTRAITS
251 EAST AVE. — Diagonally Opposite Little Theatre
Appointment Necessary — Stone 6819
DAY OR EVE. APPOINTMENTS

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

Beautifully REBUILT HOOVER FULLY GUARANTEED
Same Length of Time as New Hoover

\$20.75 FULL CASH PRICE

EASY TERMS
Complete With Attachments

Rebuilt by Penn Craftsmen with Guaranteed Penn Parts. Liberal Trade-In Allowances. 10-DAY TRIAL PLAN

We also carry a complete line of rebuilt nationally known Vacuum Cleaners.

PENN VACUUM STORES
30 SOUTH AVENUE - STONE 6747
OPEN MONDAY and FRIDAY 10:30 P.M. SATURDAYS 11:30 P.M.
BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

Now! COMPLETE PAINT LINE
IN TIME FOR YOUR SUMMER DECORATING NEEDS

The popular Miracle Wall Finish

Kem-Tone
\$2.98 GALLON — COVERS A ROOM

EASY-TO-CLEAN CHROME BREAKFAST SETS Table and Four Chairs \$60.00 TABLE & 2 BENCHES A Real Buy **\$34.50**

LUCAS PAINTS - ENAMELS LAQUERS, ETC. FOR EVERY PURPOSE

ARMSTRONG QUAKER RUGS \$6.95

FISHING EQUIPMENT

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

SPRY 1 lb. 26c 5 Points 1 lb. 73c 15 Points

LUX SOAP 2 for 15c

LIFEBOUY 3 for 23c

RINSO 2 for 19c 23c

SWAN 2 for 21c 2 for 13c

GOLD DUST 1g. 15c Gold Dust Cleanser 2 for 17c FAIRY SOAP 3 for 17c

BUSY BEE STORES
Co-operating with B-K Co., Inc.

High-Test OXYDOL Lg. 24c
IVORY FLAKES Lg. 24c Med. 10c
NEW IVORY SNOW Lg. 24c Med. 10c
Super-Creamed CRISCO 1-Lb. 26c 3-Lb. 73c
D U Z Lg. 24c Med. 10c
P & G White Naphtha Soap 5c
CAMAY SOAP 2 for 15c
IVORY SOAP Lg. 2 for 21, Me. 3 for 20c
GUEST IVORY SOAP 4 for 19c
CHIPSO 24c
SELOX Lg. 15c
OAKITE 2 for 23c
SWEETHEART SOAP 8c
DRANO 2 for 39c
Old Dutch Cleanser 10c
SUNBRITE CLEANSER 5c
WINDEX 15c
BORAX 1g. 15c
BORAXO 2 for 29c

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
BRILLIANTINE
An excellent dressing to keep hair neat and lustrous.
LARGE 3-OZ. SIZE **8c**
(Limit of 2)

DAW'S COUPON
LEHN & FINK'S Hand Lotion
True American
For smoother, softer, whiter skin. No greasy residue.
8c (Limit of 2)

DAW'S COUPON
TALCUM POWDER
A new super-fine talc powder—delicately perfumed. The lots and lots of it to keep comfortable on warm days.
25c VALUE **11c**
(Limit of 2)

DAW'S COUPON
VANILLA FLAVOR (IMITATION)
Large 25c Size **8c**
6-oz. Size (Limit 2 Bottles)

DAW'S COUPON
Pastel Colored CURL-TYPE COMBS
Made of Acetate—practically unbreakable! Choice of colors.
10c Value **6c**
Limit of 2

DAW'S COUPON
QUICK-DRYING Wave Set LOTION
Not Sticky Will Not Flake
Large 7-ounce Bottle **7c**
(Limit of 2)

DAW'S COUPON
DR. LYONS TOOTH POWDER
50c Size **26c**
(Limit of 1)

DAW'S COUPON
TOOTH BRUSHES
OVAL or TUFTED
25c Value **11c**
(Limit of 2)

DAW'S COUPON
Famous Brand PERFUME
Manufacturer's Name Withheld.
2-Dram 5-Cm Size **19c**
(Limit of 2)

DAW'S COUPON
SWEETHEART SOAP
Large 10c Bars **3 FOR 16c**
(Limit of 1)

WAXED Sandwich BAGS
LARGE, ECONOMY PACKAGE OF 100 BAGS **19c**

Full-size waxed paper bags for packing sandwiches and lunches—keeps 'em fresh and sanitary! YOU SAVE when you buy this new large package of 100 bags.

DAW'S ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. OFF. TRIPLE HUNTERS	31 MAIN ST. E. CONNOR AGENT	353 MAIN ST. E. DOOR FROM ST. CLOVIS	452 W. RIDGE RD. CONNOR DRIVE	880 MAIN ST. W. AT BURLING HEAD	473 H. WOODMAN JUST OFF MAIN	539 MONROE AVE. MARK GOODMAN
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FACIAL TISSUES
Box of 500 SHEETS **17c** 3 Boxes **49c**

You'll like these new 3-ply tissues—they're softer, stronger and much more absorbent. 500 sheets in each box. (Limit of 3 Boxes to Customer)

CARBONAL SHOE WHITE
CREAM or LIQUID
Large 25c Size **11c**

VIMMS VITAMIN TABLETS
6 VITAMINS 3 MINERALS
BOX of 24 Vimms **49c**

VIMMS contain Vitamins A, B1, B2, P-P, C, D and Calcium, Phosphorus and Iron.
FAMILY SIZE \$4.79 OF 288 ...

FITCH'S HAIR TONIC
GENUINE IDEAL! 35c Size **19c**

TINCTURE GREEN SOAP
Pint Size **36c**

WITH THIS COUPON

MINIATURE GUM DROP JELLIES

Tender jelly candies—spiced with the fruit coated with pure sugar—lightly enjoy every piece!

- Soft — Sugared
- Fruit Flavored
- Delicious

1-LB. PACKAGE **18c**
(Limit 2 Lbs.)

IRONIZED YEAST
\$1.00 Size **47c**

Mosquito Cream
Keep a mosquito away—gives quick relief from bites. Pleasant pine odor. 50c Value **29c**

CUTEX Nail Polish
Reg. 10c (Disc.) Pkg. 2 FOR **13c**

WITCH HAZEL
Pint Size **18c**

PHILLIP'S MILK OF MAGNESIA
50c Size **19c**

NAIL FILES
Popular 4-inch length. Worth 15c. **7c**

PURE U.S.P. MINERAL OIL
Pint Size **12c**

SHOE LACES
All Colors 2 Pair **5c**

BATH POWDER
Large 51 Box with Puff **59c**

Stop BUNION PAIN QUICK!
Bump Goes Down SAMPLE Proves It!

Pain stopped quickly when FAIRVEEOT is applied. This unusual relief. Amazing! I have had bunions for ten years. Hundreds of my lay letters in our files. Get a 50c Trial Package of Fairveeot Today. Use coupon below.

Get a Sample Now
At Any DAW'S DRUG STORE

Only 50c needed for Trial Package of Fairveeot for Bunions. Or if more convenient, send your name, address and 50c to Fairveeot Co., 1225 S. Wabash Ave., Chicago, Ill.

NAME _____
ADDRESS _____ CITY _____ STATE _____

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. 46

ROCHESTER, N. Y., THURSDAY, JULY 29, 1943

PHONE, STONE 6000

Stores Slate First Showings of 1943 Fur Collections

What is expected to be one of the outstanding fur seasons of all time is opening officially in Rochester stores this week. Salons and customers alike expect to buy and sell more fur coats than ever before. Because furs today assume added importance. Not only will they be sought for their beauty but as a health measure as well. Warm fur coats will be worn this winter to "help keep us healthy on the home front."

From the beginning of time, long before fabrics were woven, primitive man was quick to appreciate the value of fur for clothing. Fur garments were the first on which the art of tailoring was used. Their importance for apparel has lived throughout the ages.

It is the ambition of most women to own a fur garment, and today the question of money no longer stands between many of them and this desire. The very fact that many spend their days doing the work of men, in overalls, slacks and steel helmets is all the more reason for them to be feminine and dressed up when off duty. Exposed to all kinds of weather, keeping well is paramount. That is all the more reason for them to need warm, health-protecting fur garments.

But Rochester women, always noted for their ability to choose quality at a price, are better shoppers than ever. While they will pay the price, they insist upon full value for their money. Rochester furriers know this and have taken extra pains to assemble fur collections for the August presentations that appeal both to the feminine eye and shopper's purse.

Reputable furriers sell reliable furs. That is an axiom which every prospective fur buyer (Continued on Page 2)

Home Bureau Lists Two Canning Demonstrations

Two food preservation demonstrations are scheduled for next week by the Rochester Home Bureau in co-operation with the Victory Garden Council of Rochester and Monroe County. The meetings are free of charge.

On Tuesday at 2 p. m., the second in the series of two demonstrations will be given at the Westminster Presbyterian Church at Arnett Blvd. and Wellington Ave. Canning fruits by the boiling water bath method and pasteurization of fruit juices will be shown by Mrs. Ray Johnson, assisted by Mrs. J. H. Neubert, Mrs. William Burns and Mrs. Frank Shaughnessy. Mrs. Victor Humphreys, chairman of the War Service Commission of the Westminster

This Week's \$25 Winner!

Back to the northeast section of the city went Shopping News this week in finding a winner of the last July drawing.

Mrs. Laura Burrell, 53 Mona St. is the winner of the \$25 awarded this week by Shopping News in connection with the circulation drawings.

Mrs. Burrell's receipt stub was drawn from the big grey hopper in front of Shopping News on Monday by Miss Myrtle Sullivan, a passerby at the 3 p. m. drawing hour.

Vincent Vallone, who delivers Shopping News in the Mona St. section draws a five dollar bonus because the winner lives in his route.

Magazine Originals To Be Awarded At Four Freedoms Show

Hundreds of original works of Saturday Evening Post art, including oil and water color paintings, illustrations, cartoons and covers, will be awarded to lucky buyers of war bonds in Rochester during the Four Freedoms War Bond Show opening at the Sibley, Lindsay and Curr Co. store here next Monday.



CHARLES FRANCIS COE



With one basic hat of crisp contour you can add variety with a few clever touches. For tailored moments snap a starched plume apron over the brim and choose an accenting white daisy, or be luxurious with a muted blue ostrich trim and dainty matching gilet.

Each person who buys a bond at the show, or those from Rochester industries who simply sign up to buy an extra bond through the Payroll Savings Plan, will automatically receive tickets on the art drawing. In addition, each person will receive free, a set of full-color reproductions of the famous Four Freedoms paintings of the American artist, Norman Rockwell, and special commemorative covers to hold their bonds.

The Four Freedoms War Show, sponsored by the United States Treasury Department and the Saturday Evening Post, will be presented daily, through Friday, August 6 with special features scheduled hourly. An auditorium to house the exhibit has been built on the fourth floor at Sibley's.

Central attraction will be the originals of the Four Freedoms paintings by Rockwell in which he has interpreted Freedom of Speech, Freedom of Worship, Freedom from Want and Freedom from Fear, as originally expressed by President Roosevelt as the four cornerstones of American democracy in his message to Congress in January, 1941.

Other attractions will be original paintings, drawings, (Continued on Page 6)

Noted Author To Tell Of Movies' Part In War

The movies' contribution to the over-all war effort and policies which will govern the motion picture industry for the duration of the conflict and during the reconstruction period to follow will be the subject of two addresses before the Rochester Rotary club and Foreman's club of the Eastman Kodak Company, next Tuesday, by Charles Francis Coe, executive vice-president and general counsel for the Motion Picture Producers & Distributors of America, Inc.



CHARLES FRANCIS COE

Listed in "Who's Who in America" and the "Motion Picture Almanac" as writer, attorney, criminologist, radio announcer and public relations counselor, "Socker" Coe has also been boxing champion of the United States Navy, professional fighter, automobile salesman, sports announcer, insurance solicitor and author of 200 novels, a score of which depict the gangster era of the Prohibition days and brought him international fame.

Coe will address the Rotary club at the Powers hotel at noon on "Movies At War" and in the evening he will be the guest of Eastman Kodak executives, speaking on "Motion Pictures Look Toward a New World" before the Eastman Foreman's club.

Amusements

CENTURY "THE LEOPARD MAN" with Dennis O'Keefe and Margo. Plus "SWING YOUR PARTNER" with Vera Vague and Lullubelle.

LOEWS Held Over 2nd Week "DuBARRY WAS A LADY" Red Skelton, Lucille Ball, Gene Kelly

PALACE Bing Crosby and Dorothy Lamour in "DIXIE" in Technicolor. Plus Joan Carroll in "PETTICOAT LARCENY"

CAMEO WEST END "THE HUMAN COMEDY" with Mickey Rooney and Frank Morgan. Plus "TAXI-MISTER" with William Bendis and Grace Bradley.

CAPITOL "MY FRIEND FLICKA" with Roddy McDowall in Technicolor. Plus John Steinbeck's "THE MOON IS DOWN" with Sir Hardwicke.

DIXIE "CONEY ISLAND" with Betty Grable and George Montgomery. Plus "FALCON STRIKES BACK" with Tam Conway and Harriett Hillard.

HUDSON "FOREVER AND A DAY" with an All Star Cast Plus "SHANTYTOWN" With Mary Lee

LITTLE Walt Disney's Technicolor Production "BAMBI"

MADISON-MONROE "LADY OF BURLESQUE" with Barbara Stanwyck and Michael O'Shea. Plus "KASPER'S NIGHT IN BRITANNY" with Pierre Aumont and Susan Peters.

REGENT THIRD BIG WEEK—Cary Grant and Laraine Day in "MR. LUCKY". Plus William Tracy in "YANKS AHOY".

REXY "POWERS GIRL" with George Murphy and Anne Shirley. Plus "DR. KILDARE'S VICTORY" with Lew Ayres and Lionel Barrymore.

RIVIERA "CONEY ISLAND" with Betty Grable and George Montgomery. Plus "AERIAL GUNNER" with Chester Morris and Richard Arlen.

STATE "CRASH DIVE" with Tyrone Power and Anne Baxter. Plus "SHE HAS WHAT IT TAKES" with Jinx Falkenburg and Tom Neal.

LIBERTY "CRASH DIVE" with Tyrone Power and Anne Baxter. Plus "ALL BY MYSELF" with Patrick Knowles and Evelyn Ankers.

TEMPLE On The Stage in Person—Friday Saturday and Sunday Only. ADA LEONARD AND HER ALL-AMERICAN GIRL ORCHESTRA. DIRECT FROM HOLLYWOOD Screen Star VIRGINIA WEDDLE. On Screen "SUBMARINE BASE".

DARLING SHOPS SEMI-ANNUAL

Sale!

DRESSES

SUMMER AND YEAR ROUND STYLES

THOUSANDS TO CHOOSE FROM

Every dress plainly marked with original price tag and sale tag. All sizes and colors. Come early to insure yourself best selections.



\$2.99
FORMERLY 4.99

\$3.99
FORMERLY 7.99



Darling Shops

190 MAIN ST. EAST

Shop In Air-Conditioned Comfort

All Sale Dresses In Our Downstairs Fashion Center

CLIFFORD FUR'S ANNUAL FUR EVENT

BEGINS — SATURDAY, JULY 31st
GREATER THAN EVER!

PREMIER BONDED
Northern Seal \$99
DYED CONEY

NATURAL SILVER
MUSKRAT \$149.50

Let-Our Silver RACCOON \$198 up
Mink & Sable Blended
MUSKRAT BACKS \$169 up
SILVERTONE MUSKRAT \$139.00
PERSIAN LAMB PAW \$129 up
PERSIAN LAMB \$125 up
PONY \$79.50 up
OPOSSUM DYED SKUNK \$ 79.50

KOLINSKY-MINK & SILVER FOX
SCARFS 30% SAVINGS

SPECIAL!
GROUP FUR COATS \$59
Values Up To \$100.00

EXTRA SPECIAL GROUP
JACKETS \$22.50
Sizes to 18. A Sheer Give-Away!

CLIFFORD FUR COMPANY
1283 CLIFFORD AVENUE
One Block Off Portland
"Clifford Fur Sells For Less"



TERMS

We are in a position to offer terms to suit your convenience if you wish.

**Furs For Health
And Beauty Too**

Fur coats play an important part in keeping women of the home front healthful throughout the cold winter. In these days of fewer doctors and busier doctors it is sound advice to keep well by keeping warm. And there is no substitute for a luxurious fur coat to keep one warm.

A fur coat is not only a new coat this season but a good coat for many seasons to come. Fur coats use a minimum of critical materials.

Therefore many women will buy furs for the dual purpose of luxury and practicality.

KAY'S COMMENTS

Flowers If you order your flowers from LLOYD FLOWER SHOP, there need be no compromise with quality—even if your bridegroom's pay is that of a Buck Private. Fresh beautiful flowers for your wedding, at down-to-earth prices. POWERS HOTEL across from Court House—Main 6633.

Have any of our clothes been ruined by moth holes this summer—well it's too bad—but there's something you can do about it—the EMPIRE WEAVERS repair them. Prices are right. 409 BURKE BLDG.

Climbing gingerly onto my soapbox again, I am going to devote this space to a very important subject—make-up foundations. What else can give the fine skin protection and a divine finish in one dainty swoop? I would gladly devote the rest of my natural editorial life to jabbering about bases and why you can't afford not to use one. Meanwhile, mesdames, I'll proceed to be specific. First as to price—most popular foundations sell for \$1.50 or thereabouts. This sounds steep, but when you consider that you use very little or no powder to say nothing of what it does for you—it isn't a bad price at all. The only kick I have ever heard about this type of foundation is—the drying out of the skin—which may be avoided by an extra creaming daily—and some women complain of "bumps" which may also be avoided if you keep your skin clean. Don't be afraid of good old soap and water—use your own littlepaws to soap up your face. Just 'cause you use your foundation every day don't get careless about the way you put it on. Take a few minutes—and you'll get a perfect job—that will leave you free for the entire day—without that burden of constant powdering. Now that you've come out with flying colors after taking all I've said to heart—kindly reach me my hat. Devotedly—Kay.

It only takes 35 minutes for one of those refreshing reducing treatments at PETTIS. The cost is \$1.50 for single treatments, but if you're the thrifty soul I think you are, you'll buy 10 for \$12.50. Permanent results are yours after a Cabinet bath-shower and a BATTLE CREEK REDUCING LOUNGE session. PETTIS, 326-327 Burke Bldg., Stone 6210.

BUY NOW It is always with a thrill that I shop the newest in FUR STYLES at SHAFER FUR CO. This year, particularly, the fur coats seem to be more beautiful. Mr. George Shafer agrees with all of us that this is a fur year. But remember, that we're at war, so the selection is curtailed and if you're the wise little lady, I think you are, you'll drop into Shafer Fur Co. and make your selection when choice is at its peak. In choosing a fur coat, look for quality, value and a casual cut that's right over everything. A good fur coat has always been a "hope chest" desire of every woman. Furs today are a good investment. They are not rationed. It is patriotic to buy American goods which are not rationed. Mr. Shafer says, there is an acute shortage of foreign furs due to shipping problems. But a few trinkle in here and there and with the genius of American business for accomplishing the seemingly impossible, for those women who MUST HAVE these precious pelts, there will be some available. Remember, if you plan to buy a fur coat—Shafer's advice is to buy NOW—present prices cannot be guaranteed for any length of time and the selection at SHAFER FUR is excellent. All prices at Shafer Fur include TAX. This is something to remember. Convenient Time payments arranged. Free Frigid Summer Storage. SHAFER CO., 51 East Ave., furriers since 1880.

There's more to this business of beauty than the fine-art of wielding of mascara or lipstick. Beauty is health and health comes from the proper food. One of the beauty foods is HOMOGENIZED VITAMIN D MILK from BRIGHTON PLACE DAIRY. Milk drinking people the world over are healthier, stronger, taller, more alert and successful. So take this as a beauty hint—remember the bright girl passes up nothing, however unspectacular—and she's the one who, sooner or later—like Troy's Helen—gets to launch a ship or two. Order HOMOGENIZED VITAMIN D MILK from BRIGHTON PLACE today—Glen 144-45 Fulton Ave.

TOWNSEND CLUB Townsend Prosperity Club 19 will meet in the Club rooms 386 E. Main St. tonight at 8 o'clock.

The wedding gifts are starting to pour in for LANETTE AND HOWARD. And you'd be surprised how many of them bear the label of SMITH CERAMIC STUDIOS. This happy couple present the usual problem of what to give to a couple of kids—who will live in Officer's quarters. But Smith-Ceramic have studied this problem and are alive with suggestions for the Bride of Today. Drop in—903 MONROE AVE.

Now that you've knocked yourself out, making that VICTORY GARDEN a success are you going to CAN that precious food prop-erly. There is no much misinformation "round but if you attend those canning demonstrations Every Wed at 2 P. M. at HOME SERVICE, Rochester Gas, you'll be properly informed about this most important subject. 89 East Ave.

The SUPER DOG & CAT BAR is in step with wartime needs for your pet. Here you may buy FRESH GROUND HORSE MEAT for 20c 1-lb. Or a combined HORSE MEAT and CEREAL for 25c 1-lb. All meat is veterinary inspected, all healthful for your pet. NO RATION POINTS NEEDED. The Super Dog & Cat Bar is located at 351 Court St. between Broadway and Chestnut.

Stop talking about losing that excess weight you're carrying around! Do something about it. At VIRGINIA REDUCING & BEAUTY SALON you'll be streamlined into a new beauty with a series of treatments as low as Five for Five Dollars. Well—git up there. 27 Clinton So., Stone 346.

Fur Collections . . .
(Continued from Page 1)

should memorize. Because, in buying furs, it is the hidden value that counts most. To the uninitiated, most furs of the same type look alike. But there may be worlds of difference between one garment and another. Dealing with a fur merchant who is established in the city, who has a reputation to protect, relieves the purchaser of the worry and doubt accompanying the purchase of something "blind."

Today, in the advertising columns of this paper, several furriers announce their August presentations. While it is true that not all the reputable furriers are represented in these columns, it is equally true that every merchant whose name appears in this paper is pledged to give dollar for dollar value, to give a full dollar's worth for every dollar spent and to back up the merchandise on sale with his reputation as a reliable furrier.



KEEP 'EM GOING!

- Alarm Clock Repairs
- Jewelry Repairs
- Bead Restraining
- Dial Refinishing
- New Watch Bands
- Watch Crystals

Dependable WATCH REPAIRS
CENTER AISLE A
MAIN FLOOR

**For Beautiful Furs That Will LAST—
The AUGUST FUR EVENT at**

Projansky's

THIS is unquestionably the time to buy your fur coat! There is no sounder investment today. We invite you to a showing of fur creations of rapturous beauty . . . each one an assured 1944 style success . . . each one an outstanding value.

Each Projansky coat has been chosen for its correct style for its durability and for excellence of value. Because of present market conditions the quantities on some styles may be limited. Therefore, we suggest that you shop as early as you can.

If you wish, your selection will be stored free of charge in our frigid vaults, until wanted.



Left: Persian Lamb . . . a first fashion that everybody loves. A durable coat to wear with everything. **\$350**



Right: Sable Blended Muskrat . . . a grand coat for the duration for it wears well, turned-revers and turned-back cuffs. **\$242**



Rich Canadian Beaver . . . in the rare blue-brown color that distinguishes the finest skins. **\$450**

OTHER FUR COAT OPPORTUNITIES

- Persian Lamb Coats \$195 to \$595
- Sheared Beaver . . \$395 to \$795
(Canadian)
- Muskat, Mink or Sable Dyed . . . \$200 to \$350
(Hollander)
- Natural and Blended Skunk . . . \$250 to \$395
- Hudson Seal . . . \$200 to \$395
(Dyed Muskrat)
- Northern Seal . . . \$100 to \$148
(Coney)
- Mendoza Beaver . \$100 to \$148
(Coney)

Charge Accounts

Projansky

Budget Accounts

39 EAST AVE.

Buy More War Bonds And Stamps

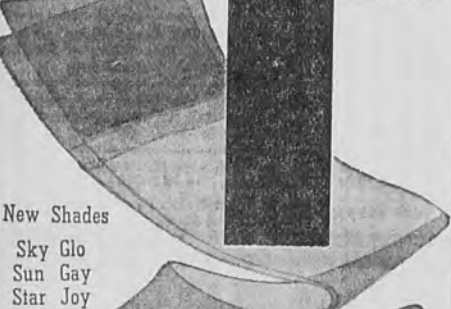
SPECIAL

Slight Seconds* of Our Famous

**Extra Sheer
HOSIERY**

*Almost perfect—slight defects will not impair wearing qualities.

2 Prs. \$1.00



New Shades

- Sky Glo
- Sun Gay
- Star Joy

- FINE DENIER RAYON
- SIZES 8½-10½

**HELPER'S
HOSIERY SHOP**

213 MAIN ST. E.
3 doors below Clinton Ave.

At Work Or Play . . .
YOU NEED GOOD VISION!

WEAR DEPENDABLE, CORRECTIVE
EYE GLASSES

. . . If your vision is impaired. Don't squint and strain in an effort to see clearly. For repairs and adjustments use Smalls speedy service. Consult —

HARRY A. BENEWICK
Optician



Pay Small Sums Weekly! We Use Only Bausch & Lomb And Shuron Lenses.

FOR OUT-OF-DOORS
BAUSCH & LOMB
"RAY-BAN"
SUN GLASSES . . . \$4.75

Smalls
28 EAST MAIN ST.

Sibley's



Announcing . . .

The OPENING Next Monday! The Thrilling and Inspiring FOUR FREEDOMS WAR BOND SHOW

Sponsored by the U. S. Treasury Department
And The Saturday Evening Post

Continuing Monday, August 2 Through Friday,
August 6 — Auditorium, Fourth Floor

ADMISSION FREE!

Entertainment! Celebrities! Prizes!

The Marvelous Show that's the talk of the nation! Now brought to Rochester through Sibley's. You'll want to see the magnificent original paintings of the FOUR FREEDOMS by Norman Rockwell! You'll want to see the tremendous exhibit of original Saturday Evening Post art, the demonstrations, the dramatic events presented from the stage. New excitement daily throughout the week. So much going on, so much to see and do, if you spend every every hour of every day here at the Show you could hardly cover all the thrilling events! So watch your papers daily next week for events of the day and added attractions.

WIN VALUABLE ORIGINAL ART

Original Paintings, Illustrations, Cartoons Given Away To Lucky Winners!

Yes! 132 pieces of Original Saturday Evening Post Art . . . Oil Paintings, Illustrations, Cartoons, Manuscripts will be awarded to lucky winners at the end of the Show. Everyone purchasing a \$25 War Bond at the Show or as an extra War Bond on his company's payroll deduction plan will get a numbered ticket for a chance to win one of those valuable prizes. Purchase of a \$50 War Bond give two chances, etc. Prizes are numbered from 1 up. First name drawn wins prize No. 1, second name wins prize No. 2, etc. Winners will be notified, after the final drawing which will be held at the close of the Show. So! Come on! Invest your dollars in War Bond Savings . . . AND try your chance to win valuable Original Art.

For Children: A limited number of sets of full-color reproductions of Norman Rockwell's Four Freedoms will be put aside each day for an exclusive drawing for children up to 16 years of age. \$1 worth of War Stamps purchased at the show, entitles child to a ticket for daily drawing. Sets will be mailed to winners.

**THE FOUR FREEDOMS WAR BOND SHOW
Is Presented Exclusively in Rochester at
SIBLEY, LINDSAY & CURR CO.**

STORE OPEN MONDAY FROM 12 NOON TO 9 P. M.

SEE!

- The Original Paintings of the FOUR FREEDOMS by Norman Rockwell. Paintings that the President enthused over, that have stirred the entire nation.

HEAR!

- The special FOUR FREEDOMS ceremony, with special recordings by Madeline Carroll, Milton Cross, and John B. Kennedy.

HEAR and SEE!

- Sibley's Tower Clock Radio Broadcast direct from Auditorium Stage. Tuesday through Friday, 9:45 to 10:00 A. M. Store doors will open for admission at 9:30 A. M.

SEE!

- Sibley's dramatic windows, the entire front along Main Street, including the world's only authentic collection, in miniature, of uniforms worn by fighters of World Wars I and II.
- The magnificent exhibition of original Saturday Evening Post Art and Manuscripts, 1,000 pieces, by famous American Artists of today. Many of these original art pieces will be awarded to lucky Rochesterians.
- The Singing Pageant of Women in Uniforms of World Wars I and II. Presented by Helen Virginia Moser, famous costume historian for Hollywood and New York. Group singing!
- The thrilling Army Exhibit of actual War Materials . . . bombs, machine guns, shells, etc.
- An actual PRODUCTION LINE, by Rochester Products.
- The amazing and exact replicas of our Navy Ships.
- The "Army, Go Ahead, Please" Air Raid Warning Show. A hair-raising Show proving that "it can happen here."

WATCH!

- The growth of our Flower City Division Display as your Bond Purchases are translated day-by-day into actual war materials.

ENTER!

- WHEC's Hidden Melody Contest. Twin Keyboard Radio Program. Monday, Wednesday, Friday, August 2, 4, 6, 11:00 to 11:15 A. M. Get your entry blank at the Bond Show.

GET!

- Your set of full-color reproductions of Norman Rockwell's FOUR FREEDOMS paintings, through purchase of a bond at the Show, through an extra bond pledge on your company's payroll deduction plan, or by buying a bond this week at Sibley's.
- Your commemorative catalog of the FOUR FREEDOMS Bond Show. You'll treasure it forever.
- Your Souvenir Cover for Bonds and Stamps purchased at the Show. Put out expressly by the U. S. Treasury for this FOUR FREEDOMS Show.

Every Purchase of a U. S. War Bond At The Show Will Receive a Set of Full-Color Reproductions of the FOUR FREEDOMS Paintings Suitable For Framing.

NOTE: Employees of Industrial Plants, signing next week for Extra Bonds on their Company's payroll deduction plan will be entitled to all the privileges of the Bond Show . . . The Set of FOUR FREEDOMS reproductions, souvenirs, commemorative covers, contest entry blanks, etc.

PARADE WITH BAND AND CONFETTI CASCADE
Monday 11:30 to 12 A. M.

"ARMY, Go Ahead, Please"
AIR-RAID WARNING SHOW

HIDDEN MELODY CONTEST
Monday, Wednesday, Friday
On WHEC's Twin Keyboard Program

WINDOWS
Spectacular Displays Along Entire Main Street Front

PREVIEW PALACE THEATRE
This Friday Evening, July 30

SINGING PAGEANT
Women in Uniforms Of Two Wars

CELEBRITIES
Appearance of stage, screen and radio personalities through the courtesy of United Theatrical War Activities Committee and Hollywood Victory

Recording by Madeline Carroll, Milton Cross, John B. Kennedy

Incredible as it sounds, the sheath dress flatters both slim and stocky figures. A feeling of movement is achieved by swirling spirals of short fringe attached from neckline to hem and gives the impression of neither width nor obvious length.

It's A Long, Long Trail For That Fur Coat From Animal's Back To Yours

The fur you buy this season has come a long way and has undergone many many processes since it left the back of its original owner. If you could follow the fur of a single animal from the trap to you, you would be surprised at how long and costly a journey it is; and at the dozens of human hands required to prepare the fur garment into the beautiful product it finally becomes.

After the catch, the animals are skinned and the pelts prepared for sorting. After sorting and grading they are tied together in bundles and delivered to an auction showroom ready to be inspected by buyers. After thorough inspection by buyers agents, the furs are auctioned and the first lap of the long journey of a pelt is completed.

Next comes the dressing plant. It is here that the bundles of unattractive raw skins are converted into soft, pliable peltry by a series of processes. Conversion Begins Briefly, these steps include soaking, drying, cleaning and eging (a process of cleaning in large wire drums). Then the delicate process of plucking the guard hairs is undertaken by skilled workers. After that surplus fat and grease are removed from the leather side of the pelts by a process known as fleshing. The pelts are then tanned, the oils restored and, with many types of fur, the pelts are sheared.

A majority of pelts are then dyed to improve color, to produce shades for new styles and to simulate choicer furs. Dyeing furs is a highly skilled and costly art. Today, all dyed furs are described honestly and accurately by reputable houses. Therefore the name of the house is your best guarantee of quality. Now comes the art of designing. First cloth patterns are accurately fitted to the figures built to the measurements of the seven basic figure types. The designers create styles which will work up best in the particular fur. This knowledge comes only after long years of experience.

Design Important After the design is determined the pelts are matched for the individual coat, the process of dropping or letting out is completed, the pattern is applied, the furs sewn, seams straightened and the fur coat goes to the finisher. The finishers press the seams flat, tape the edges, sew on buttons, insert canvass and shoulder pads, tack interlinings, etc. As the final step of manufacturing, the fur coat goes to the glazer who gives the fur that beautiful sheen, the finishing gloss, by the application of water, then ironing.

Now the fur coat is ready for shipment to the retailer and thence around your shoulders. It's been a long journey from the animal's back to yours, but wasn't it worth it? What is more beautiful than your new fur coat. The combined talents of Mother Nature and man's ingenuity have given you a garment to treasure and wear for years and years to come.

Decrees of Fashion

The fanfare of selecting the "ten best dressed women of the year" has lost favor for the duration, but the rule on which the yearly choice was based is more important than ever—to be appropriately dressed at all times. The true philosophy of clothes propriety which won honors for Helen Menken in national fashion polls in pre-war years is illustrated in her wardrobe of today. The dashing simplicity of her softly tailored daytime ensembles bears patriotic imitation. Dainty, tubular cotton evening frocks make spirit-lifting occasions of her evenings at the Stage Door Canteen.



Helen Menken

Change to an "at-home coat" after a long work day in tailored clothes, says petite Joy Hathaway. That's her new name for the ankle-length hostess gowns. Joy recommends a careful selection of color and a flattering neckline. Special rave is a soft grey on which she interchanges yellow and fuchsia sashes and necklines. Joy Hathaway flower ornaments, thus attaining the effect of two entirely different and cool looking costumes.

Household practicality reached a new high, in the light of current laundry difficulties, when a New York department store gave a serious demonstration to teach the lord and master of the house how to iron and fold his own shirts.

For the rest, the change of scene you need... **Cruise THROUGH Canada's PEACEFUL INLAND WATERS** WIDE CHOICE OF ALL-EXPENSE TRIPS

SAGUENAY CRUISE-TOURS Lake Ontario, 1000 6 DAYS Islands, St. Lawrence Rapids, Montreal, Quebec, Murray Bay, Tadoussac, the Saguenay Fjord, St. Hubert, St. Roch, St. Pierre, St. Jean, St. Charles, St. Basile, St. Jean de la Riviere, St. Jean de la Montagne, St. Jean de la Riviere, St. Jean de la Montagne, St. Jean de la Riviere, St. Jean de la Montagne. From Rochester every Monday and Wednesday. \$90

INDEPENDENT SAGUENAY CRUISE Lake Ontario, 1000 4 DAYS Islands, St. Lawrence Rapids, Montreal, Quebec, Murray Bay, Tadoussac, the Saguenay. Meals and berth included. From Rochester every Monday, Wednesday and Saturday. \$61

GREAT LAKES CRUISES To Duluth and return calling at Detroit, St. Clair, Fort Arthur, Fort William, Beach Point, at Ontario Park. Entertainment, Cruises, Directors. From Buffalo Thursday and Sunday. \$84.50

S. S. RICHELIEU CRUISES Live aboard this famous 5 DAYS river liner for a glorious week of cruising along the St. Lawrence and Saguenay Rivers, with calls at Quebec, Murray Bay, Tadoussac, Chicoutimi. Entertainment, ship and shore program under experienced Cruise Directors. From Rochester, Sale. Also from Montreal, Mon. — 6 DAYS—\$75.00. CANADA BIDS rest for health and efficiency... and your absence does not hinder the war effort.

Government Taxes Additional No passports required. Favorable exchange. Stopover permitted. See your TRAVEL AGENT for literature and tickets or apply K. J. Pfister, 12, A. Hotel Sagamore Bldg., 101 East Ave., Rochester, Tel. Stone 2680. **Canada Steamship Lines**

ROCHESTER'S PAINT HEADQUARTERS SUGGEST DU PONT HOUSE PAINT FOR LASTING QUALITY!



PAINT PROTECTION IS IMPORTANT NOW
Because paint protects America's war equipment, it is a vital defense material. Don't waste it. Apply it carefully. Protecting your home now may save wasteful repairs later... repairs that may consume scarce raw materials. Paint now to save the things you cherish. **SAVE WITH PAINT!**

\$3.25 gal.
In 5 Gallon Containers

PAINT YOUR HOME to save it from deterioration! Du Pont House Paint forms a tough, durable film which guards the surface against rot and decay. And it gives you a plus value, too, in good appearance that lasts and lasts. That's because... **DU PONT HOUSE PAINT IS "SELF-CLEANING"** Like all paints, it collects dirt on exposure to the atmosphere. As time goes on, however, a fine white powder forms on the surface. This powder is washed away by heavy rains, carrying the dirt with it, and exposing a fresh white surface. This "self-cleaning" process starts after a few months of exposure under normal weather conditions. It may be delayed under unusual climatic or dirt-collecting conditions in extremely sooty industrial communities. Because this "self-cleaning" process is gradual, the wearing qualities of the film are not abnormally affected. **IN LIGHT COLORS, TOO!** The new Du Pont Tru-Flat formula offers you lovely light colors with the same "self-cleaning" properties. Du Pont House Paint costs no more than other good paints. Before you paint, be sure to consult a reliable painter. He knows how to do the job right—how much or how little paint to use. His skill means savings for you, and paint conservation for America.

Open Saturday Till 12:30 Noon
Free Parking Opposite With \$1 Purchase **MAIN 7900**
Weed's 15 EXCHANGE ST.
Free City Delivery No C. O. D.'s on Purchases Under \$1.00



"One tin feeds four."

Breast-O'-Chicken tuna combines with non-rationed foods to make "points" do double duty. Try it whenever available.

BREAST-O'-CHICKEN Tuna Potato Cakes A hearty, satisfying point-stretcher!

BREAST-O'-CHICKEN TUNA POTATO CAKES

- 1 7-oz. can Breast-O'-Chicken tuna fish
- 2 cups mashed potatoes
- 1 egg
- salt
- pepper
- 1/2 hour
- 2 tablespoons fat

Flake the tuna fish and mix with the potatoes. Add beaten egg and season with salt and pepper. Form into thin cakes. Dust lightly with flour and brown in fat. Makes 8 cakes.



SHOP EARLY - IN THE DAY - IN THE WEEK
WESTGATE SEA PRODUCTS COMPANY - San Diego, California

WILLIAM F. and S. GEORGE SHAFER formerly President and Vice-President of **MENG & SHAFER** **OPEN FRIDAY TO 9 P. M.** Closed All Day Saturday Open Mon., Noon to 9 P. M.

SHAFER CO. 51 EAST AVE. furriers since 1880

IF YOU PLAN TO BUY A FUR COAT... WE ADVISE YOU TO CHOOSE IT NOW from OUR DEPENDABLY FINE FURS AT PRESENT LOW PRE-SEASON PRICES!

Buy the Fur Coat you planned for NOW, because at this time we can offer you extraordinary values in fine Furs, the sort of good buys that have made the name SHAFER outstanding in the Fur business for over 50 years. Now, too you have a wide selection from our carefully assembled stocks... at special August prices that we cannot guarantee for any stated length of time.



Black Persian Lamb \$231 to \$594 —Prices Include Tax

For warmth, for durability, for lasting beauty, Persian Lamb is an excellent choice in a Fur Coat. Shafer's has one of the finest groups of Black Persian Lamb Coats available today. Each coat is of fine quality skins... tightly curled, jet black... enduring for years to come.

NATURAL or SABLE BLEND Muskrat \$209 to \$330 —Prices Include Tax

Luxurious Muskrat Coats in styles that are simple, graceful and cut on easy fitting dateless lines. A Fur that wears and wears. Certainly one of the smartest investments you can make in Fur quality and service.

Open Evenings by Appointment PHONE STONE 18

Black Persian Lamb, fitted for slimmest, deep loop pockets, generous sweep skirt. \$550 Including Tax



Durable, Long Wearing Raccoon for Extra Warmth and Smartness. \$297 Including Tax

Natural Brown Pony, casual cut for "over everything" wear, and with yoke for softness. \$187

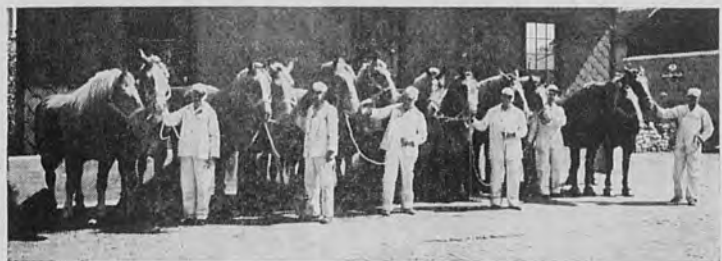
FREE FRIGID SUMMER STORAGE Small Deposit Will Hold Purchase

Convenient Time Payments Arranged

Other Pony Coats \$187 to \$220 Including Tax

Sable-Blended Muskrat, the all-occasion fur that is as durable and warm as it is smart and attractive. \$250 Including Tax

Brewery Adds New Members To Stables



Pictured are 12 of the sorrel Belgian draft horses which recently arrived here for the American Brewing Co. These horses were purchased in Nebraska and Iowa by Carl H. Loeb, an official of the American Brewing Co. and a former lieutenant-colonel in the U. S. Cavalry. Each horse weighs approximately a ton. They will be used in the delivery department replacing part of the motor vehicle fleet in the conservation of gasoline and tires.

Memo to Mrs. Housewife

BY ADRIA ALDRICH

Without badge or nightstick, you will be asked to "police" violations at the butcher's and baker's and report them to local ration boards. OPA's Market-Basket Price Book setting forth the ABC's of price control will come along in the mail with the next ration book. Housewives are asked:

To check selling prices of

items against OPA published prices everytime they buy. To report to price panels of local war price and rationing boards any violations either of price or of posting.

To pledge themselves never to buy rationed goods without giving full value of ration stamps.

Good news for chocolate lovers. Transports carrying war equipment to North Africa, now bring cargoes of cocoa beans to U. S.

Heating experts predict such post-war wonders as smokeless stoves, heating of homes through their walls (known as "panel heating") and ash-removing stokers.

Readin', writin' and 'rithmetic may be taught right at home to hundreds of American children this year. National Education Association and U. S. Office of Education report critical shortages of schoolmasters and 'marms, off to wartime jobs.

When nylon comes back, your stockings will have many nylon-made cousins—such as evening dresses, men's shirts, scuff-proof shoes and featherweight tents.

A chemist in Iowa, chopping away at a "Jenny" weed in his victory garden accidentally cut his finger. The cut stopped bleeding instantly when it came in contact with the juice of the weed's root. Result: Several pharmaceutical concerns are trying to produce "extract of Jenny" to use as a blood coagulator!

Optical Service Exclusively . . .

outstanding through 90 years

Womanpower
To Work To Win
Needs Good Vision

Good eyesight is an ally of exacting work . . . contributing to efficiency and wide awake alertness. Because you can't afford to take chances with your work . . . have your vision checked, especially if you have been feeling overtired and irritable. Whether precision war worker . . . nurse . . . or office worker the condition of your eyes determines your efficiency on the job. See a Bausch eye examination now!



Phone Either Store for Time-Saving Appointment
Charge Accounts for Convenience

Open Mon., Tues., Wed., Thurs., 9 A. M. to 5:30 P. M.
Open Fridays to 9 P. M. and Closed All Day Saturday
During July and August

E. E. Bausch & Son Co.

6 MAIN ST. E. CARL R. BAUSCH 61 EAST AVE.
Optometrist



WHY Hasn't
Mommy a Diamond
Ring, Daddy?

It's hard to explain to a little tot that you just didn't have the money, that there were so many other things to buy, that she came along a couple of years later and you were so wrapped up in her that you just sort of forgot about the engagement ring. Well, Mister, you've got an Anniversary coming. Maybe it's your twelfth or fifteenth, but can't you see her eyes sparkle when she sees that dazzling Diamond Ring you promised her so long ago!



Militaire
Smart, modern design with a lovely, large and brilliant diamond.
EASY CARE
59.50



Corporal Pair
Six brilliantly beautiful diamonds in this distinctively designed bridal pair.
EASY CARE
147.50



Betsy Ross
An American beauty of rich design, set with three exquisite diamonds.
EASY CARE
\$175

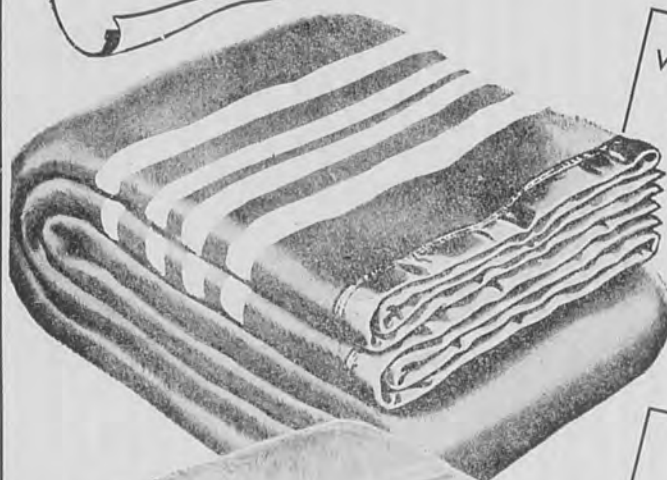
Rudolph's

CORNER EAST MAIN AT SOUTH AVENUE
In Batavia — 109 Main Street

Open Monday and Friday Evenings 'Til 9 Closed All Day Saturday

Both Stores
Are Open
Friday and
Saturday
til 9 P. M.

Sears Annual Mid-Summer
BLANKET EVENT



Warm, Full Bed Size
WOOL PAIRS

3.98

Both Stores

25% new wool blankets in a choice of solid colors. Richly bound edges. Full bed size. 72x84. On sale both stores.

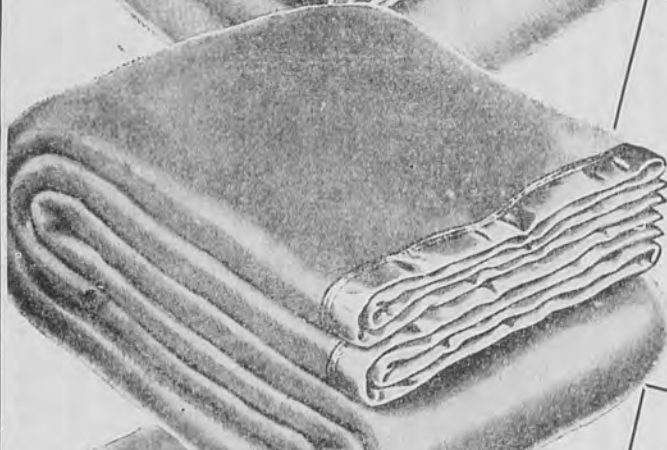


33 1/3% Wool
BLANKETS

5.25

Both Stores

An exclusive blend of wool, rayon, cotton and acetate rayon for color, luxury and long wear. In solid colors or lovely two-tone combinations. Extra long! 72x84.

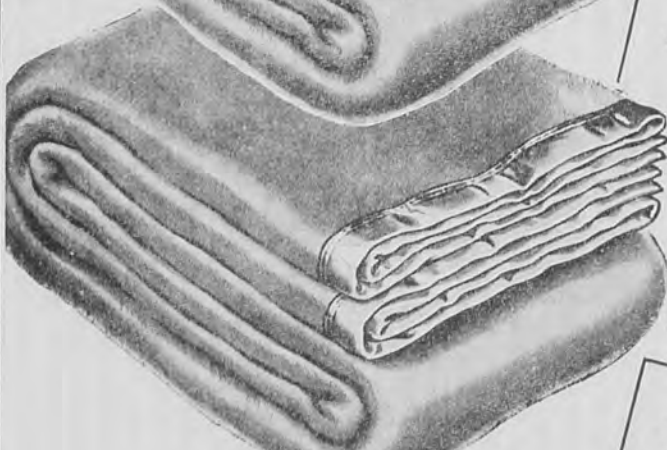


100% New Wool
BLANKETS

10.50

Both Stores

Virgin wool; 2-ply worsted underweave . . . strong, springy and warm! Lovely colors with a 4-inch acetate rayon satin binding. 72x84. Buy on Budget Plan.



100% Wool
Double Bed Size
BLANKET

12.95

Both Stores

72x84 double bed size, extra large, with plenty of length to tuck in at ends. Richly bound wide. Assorted plain colors.



All Wool Filled
COMFORTER

7.98

Both Stores

Palely patterned rayon covered with plain borders. 72x84 for double beds. 5" new wool filled.



COTTON BLANKET

Snowy white sheet blanket! Softly napped . . . select American cotton yarns, closely woven. 70x90. At both stores.

1.19



PLAID SHEET BLANKET

Woven of long staple American cotton. Softly napped on both sides for comfort. 70x90. At both stores.

95¢



ESMOND BLANKETS

Adapted from coat to coat as one of the best of blanket types! 60x90 size in assorted plaid combinations. Ideal for cool nights. At Both Stores.

2.79



PATCHWORK QUILT

72x84. Full size. In attractive, gay patterns made with swirling details. On sale at Both Stores.

4.98



PLAID COTTON SHEET

A well-made double sheet blanket. 72x84 size with overlapped edges. A nice choice of colors. At both stores.

1.39



COTTON BLANKET

Extra warm and lovely because it's doubly napped! Closely woven of new, long staple cotton. Overlapped, non-ravel ends. 70x90 size, nice and pink colors. At both stores.

95¢

Sears, Roebuck and Co.

MONROE AVE. AT S. UNION
RIDGE ROAD NEAR DEWEY

War Bond Show . . .
(Continued from Page 1)
Illustrations, cartoons and covers among the famous Saturday Evening Post collection. It is selected items from these which will be awarded to lucky bond buyers at the drawing.
A fashion show depicting the women's uniforms of World One and Two, by the celebrated fashion historian, Helen Virginia Meyer, will be a daily attraction at the show, as will a demonstration of airplane spotting and identification by a unit of the U. S. Army Air Corps First Fighter Command.
The appearance of the Four

Freedom Show in Rochester on its nation-touring itinerary, will open with a parade which is to wind up in a colorful and dramatic spectacle on Main Street, directly in front of the Sibley store, at noon Monday. The highlight of the spectacle will be a confetti cascade, in which several hundred pounds of red, white and blue confetti will be showered into the street, along the breadth of the store, from its upper floor.
A detachment of Singing Air Cadets, WAVES, WACS, the Slager Legion Post Band, the American Legion, Red Cross, representatives of United Nations groups and other units

will march in the parade, which opening of the exhibit room, will be followed by a formal by Mayor Samuel B. Dicker.

FULL COLOR PHOTOS — SUITABLE FOR FRAMING
LT. GENERAL JOSEPH W. STILWELL
CHINA BATTLEGROUND OF THE EAST
—ASK YOUR DEALER FOR—
5¢ SUNDAY NEWS 5¢
NEW YORK'S PICTURE NEWSPAPER

Creamed Meat
In Ring of
Cornbread

Creamed Meat in Cornbread Ring is an attractive luncheon or supper dish, and a novel way to serve ready prepared meats.
Use your favorite cornbread recipe and bake it in a ring mold. Remove the cornbread when hot and fill the center with creamed meat. This makes a delicious combination and one which is sure to please.

CREAMED MEAT

1 1/2 cups diced ready prepared or left-over meat
4 tablespoons meat drippings
4 tablespoons flour
2 cups milk
Salt and pepper

Make a white sauce of the fat, flour and milk. Season to taste. Add the diced meat and cook until meat is thoroughly heated. If desired, peas and sliced olives may be added to the creamed mixture.

The Sport Shop SUMMER CLEARANCE!
All Items Drastically Reduced — All Sales Final

Girls' and Misses SWEATERS, \$2.00 BLOUSES . . . \$2.00 Counter Solved—Values to \$5.00	Girls' and Misses COATS AND SUITS . . . \$16 Values to \$29.50	Ladies Accessories RIDING SHIRTS . . . \$1.00 Sooled—Values to \$2.95
SKIRTS \$2.39 Values to \$5.00	SUITS \$11 Values to \$18.00	RIDING GARDINETS \$2.00 VESTS . . . \$4.00
SLACKS \$1.89 Values to \$3.00	DRESSES \$4.89 One and Two Piece Values \$7 to \$14.95; \$4.85 to \$10.85	RIDING JACKETS 1/2 PRICE With and without sleeves. All Boots are Now Ration Free—
SLACK SUITS \$4.89 Values to \$7.00	POLO SPECIAL SHIRTS \$1.00 Values to \$1.65	Men's Department
BATHING SUITS \$2.89 Values to \$6.00	POLO SHIRTS \$1.69 Values to \$2.50	BATHING TRUNKS \$1.89 Values to \$2.95
PLAY SUITS \$3.89 Values to \$7.00		SWEATERS \$2.39 Counter Solved Values to \$3.50

THE SPORT SHOP
23 So. Clinton
Opposite Hotel Seneca
Open Friday Till 9
All Day Saturday

Shopping News Patterns



2773—Long, comfortable home frock. Sizes 12 to 20. 36 to 44. Size 20. 36. 4 yds. 35-in. fabric with 3/4 yds. tie rack.
2579—Two-piece to make of a washable. Sizes 16 to 20. 30 to 48. Size 36. 4 1/2 yds. 25-in. fabric.
2664—Figure flattery in Princess lines. Sizes 12 to 20. Size 16. 3 1/2 yds. 39-in. fabric with 1 1/2 yds. lace edging.
3090—Jumper frock. Sizes 12 to 20. 36 to 40. Size 16. Jumper, 2 1/2 yds. 35-in. fabric; blouse 1 1/2 yds. 35-in. fabric.
Read the plus 1 cent for mailing cost for each pattern. Write plainly your name, address and city number. Be sure to state size you wish.
Address — PATTERN DEPARTMENT, Shopping News, 93 Clinton Ave., S., Rochester, N. Y.

The Beer to Cheer
today's **GENESEE**

DAW'S TOILET TISSUE
HY-TEX QUALITY
1,000 SHEET ROLLS 3 For 16¢ (Limit of 6)

9-Oz. Glasses
With Non-Chip Edge
Now Only 3¢ for 17¢
Large 9-ounce, crystal-clear tumblers for every chip edge.

ADHESIVE TAPE
Reg. 10c Rolls (1/2" x 5 Yds.)
2 Rolls For 13¢

WHITE ACE SHOE WHITENER
25c SIZE 9c

EXTRA STRENGTH AMMONIA
Full Quart 13¢

TOOTH PICKS
Large Box of 750 4¢

GOOD HOUSEKEEPING SALE

Sale Ends SATURDAY NIGHT
WITH **DAW'S COUPON**
Dish Cloths
Full-Size KNITTED Pastel Embroidery
Worth 5c Each **3 for 7c**
(Limit of 6)

DAW'S COUPON
HARD CANDY
1-lb. 27¢
Pkg. 27¢
Little rolls of delicious hard candy — assorted fruit flavors. Each piece individually cellophane-wrapped. (Limit 2 lbs.)

Pure Syrup Flavors
FOR MAKING COLD DRINKS
Pint Size 21¢
Mix one part syrup with 7 parts water.
Concentrated fruit-flavored syrups for making cold drinks at home. NO SUGAR NEEDED. Choice of 5 delicious flavors. Each pint makes one gallon of delicious fruit-flavored drink. NO POINTS NEEDED.

CHAMOIS SKINS (PATCHED)
50c Value 33¢
Full size — first quality skins. Neatly stitched with silk thread. Soft and pliable for cleaning and polishing.

Black Flag INSECT SPRAY
Quart Size 31¢

DAW'S COUPON
Wax Paper
LARGE, 125-FOOT ROLLS
In Cutter Edge Box Extra-Heavy 13¢
(Limit 2 Rolls)

DAW'S COUPON
KITCHEN BAGS WAXED
Garbage Can Liners PKGS. OF 10 8¢
Limit 3 Pkg.
Large, waxed paper bags suitable for garbage can liners, refrigerator storage, diaper receptacles, wet laundry bag and dozens of other handy uses.

TOOTH PICKS
Large Box of 750 4¢

TINCTURE OF IODINE
Reg. 15c Size 4¢

MOSQUITO CREAM
5c SIZE 29¢
Keeps mosquitoes away — gives relief from bites.

Pro-Tek Cream 1/2-lb. Jar 29¢
Calamine Lotion 2 oz. 13¢
Bayers Aspirin 100 Tablets 59¢
Dichloricide Crystals 1-lb. size 49¢
Larvex Mesh Spray Full Quart \$1.19
Hind's Honey & Almond Lotion 1-lb. size 59¢
Saddle Soap 35c 21¢
Bon Ami Powder 15c 9¢
Bab-O Cleanser 2 21¢
Fountain Pen Ink 4-oz. 9¢
Tintex Dyes 15c 2 23¢
Unguentine 5c Tube 43¢

STAINLESS STEEL THERMOMETER
INDOOR AND OUTDOOR TYPES
Made to Sell at 75c
DAW'S Low Price 29¢
Made and guaranteed by a well-known manufacturer.
Easy-to-read thermometers of stainless steel. Has double "HIGH GLOW" two-point check for accuracy. Made to sell for 75c.

FALSE TEETH
FIT LIKE VELVET Dentur-Eze, the new cushioning plastic, makes loose plates fit comfortably for weeks. No glue powder — a pain. Economical. Thousands of satisfied users. Get a tube of Dentur-Eze today! Handy-size tube \$3.95 — Now large size 58¢
DENTUR-EZE
Pro-phy-lac-tic NYLON BRISTLE BRUSH
2 23¢ FOR 43¢
DOUBLE PACKAGE

BORAXO CLEANSER
Large Size 2 for 21¢

DAW'S COUPON
Wax Paper
LARGE, 125-FOOT ROLLS
In Cutter Edge Box Extra-Heavy 13¢
(Limit 2 Rolls)

DAW'S COUPON
KITCHEN BAGS WAXED
Garbage Can Liners PKGS. OF 10 8¢
Limit 3 Pkg.
Large, waxed paper bags suitable for garbage can liners, refrigerator storage, diaper receptacles, wet laundry bag and dozens of other handy uses.

DR. Scholl's New Super-Soft Zino-pads 31¢ for CORNS
15 PADS

CITRATE OF MAGNESIA
25c Size 11¢

DAW'S COUPON
Wax Paper
LARGE, 125-FOOT ROLLS
In Cutter Edge Box Extra-Heavy 13¢
(Limit 2 Rolls)

OLD ENGLISH NO RUBBING WAX
Pint Size 39¢ Quart Size 69¢
Have gleaming lustrous floors and linoleum without a single stroke of rubbing. Applied quickly, Old English dries to a brilliant, hard wax, dirt-resisting finish.

Rectal Soreness
Get Relief New Easy Way — Sit in Comfort
Proctonol Rectal is a pain-relieving relief of itching, pain, rectal soreness — symptoms which may also accompany piles and hemorrhoids. Having soothing action in comfort upon contact forms protective film over sore areas, pulls out irritating secretions, etc. Relieves sore, raw, broken tissues. No oil — no greasy or sticky coating. See or mention name guaranteed. Proctonol Rectal is now available in handy size 10¢ — or with special applicator 15¢. Get this modern relief today — see for PROLARMON RECTAL

Bicarbonate of SODA
1-lb. Box 7¢

DAW'S COUPON
Wax Paper
LARGE, 125-FOOT ROLLS
In Cutter Edge Box Extra-Heavy 13¢
(Limit 2 Rolls)

OLD ENGLISH NO RUBBING WAX
Pint Size 39¢ Quart Size 69¢
Have gleaming lustrous floors and linoleum without a single stroke of rubbing. Applied quickly, Old English dries to a brilliant, hard wax, dirt-resisting finish.

FURNITURE SCRATCHES VANISH!
Make your old furniture like new again. Old English SCRATCH REMOVING POLISH contains a special coloring agent that sinks into scratches — makes them practically invisible. As you polish, scratches disappear!

Canvas Work GLOVES
For cleaning or gardening — protect your hands. 13¢ pr.

DAW'S COUPON
Wax Paper
LARGE, 125-FOOT ROLLS
In Cutter Edge Box Extra-Heavy 13¢
(Limit 2 Rolls)

OLD ENGLISH NO RUBBING WAX
Pint Size 39¢ Quart Size 69¢
Have gleaming lustrous floors and linoleum without a single stroke of rubbing. Applied quickly, Old English dries to a brilliant, hard wax, dirt-resisting finish.

FURNITURE SCRATCHES VANISH!
Make your old furniture like new again. Old English SCRATCH REMOVING POLISH contains a special coloring agent that sinks into scratches — makes them practically invisible. As you polish, scratches disappear!

DAW'S Extra-Value COUPON
RINSO SOAP POWDER
Large Box 18¢
(Limit of 1)

DAW'S Extra-Value COUPON
PLASTIC JUICE SQUEEZER
Extracts and Strains JUICE from oranges and lemons.
Daw's Low Price 8¢
(Limit of 2)

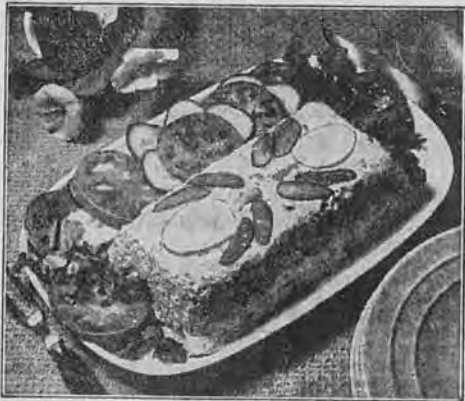
DAW'S Extra-Value COUPON
POLYSHINE Shoe Polish
The quality Wax Shoe Polish. All colors: Black, Brown, Tan, Ox-Blood.
Reg. 10c 7¢
(Limit of 2)

DAW'S Extra-Value COUPON
MOTH CAKES
KILLS MOTHS — DEODORIZES — "Just Hang It Up"
Large 25c Size 8¢
(Limit of 3)

Your Choice of 5
MANHATTAN Ready-to-Serve
DRY MARTINI Ready-to-Serve
SIDE CAR Ready-to-Serve
OLD FASHIONED Ready-to-Serve
DAIQUIRI Ready-to-Serve
Pete Hagen's Ready-to-Serve COCKTAILS
*BUY U.S. WAR BONDS & STAMPS
POPPER MORSON CO., ROCKEFELLER CENTER, NEW YORK
"Timeless Quality — Since 1889"

Give "Old Glory" Proper Recognition in Your Home
★ Up to now there has been no artistic, convenient way of hanging the Flag indoors — in the home, office, or public room.
The new Eagle Flag Hanger has been especially designed for the interior display of the Flag by THE FLAG IN EVERY HOME COMMITTEE, and now legalized by the Act of Congress.
The handsome gold-finished Eagle has an attachment easily slipped over any moulding or small nail. The Flag hangs from the Eagle in graceful, free folds, exactly as if on a flagstaff.
Luxurious custom flag, size 12 by 18 and Eagles complete in attractive gift box. \$1.50
HANG A FLAG IN YOUR HOME TODAY
"Live with the Symbol of Liberty"
On Sale At
ROCHESTER CHAPTER HEADQUARTERS
93 Clinton Ave. S.

Jellied Meat Loaf



What to serve on a warm summer night? We suggest this cool, appetizing and satisfying jellied ham loaf. Dissolve one tablespoon of gelatin in one-fourth cup of cold water and add three-fourths cup boiling water. Chill. Combine one-half teaspoon of salt, two teaspoons grated onion, three teaspoons horseradish, and one-half cup mayonnaise or salad dressing. Add to gelatin. Fold in two and one-half cups of ground cooked ham. Pack mixture into a one-quart mold or pan and chill until firm. This makes 16 quarter-inch slices or servings for 8 to 10 people. Put a garnish, lay sliced, hard cooked eggs and sweet pickle halves face down on the bottom of the mold before adding the mixture.

Pork Chops Can Be Party Fare

Tender, juicy pork chops are full of good meat flavor, and can be attractively served for a party any time. Summer meals should have something hot and something cold, but require the least possible effort in their preparation. Braised pork chops need no watching, and can be forgotten until they are done. Serve with potato salad, spiced apples or apple sauce, iced tea and cookies for a satisfying menu.

Chops from the loin or steaks from the shoulder are equally good. To prepare them, brown on both sides, season and add a small amount of water (about 3-4 tablespoons). Cover tightly and cook slowly about 45 minutes until done.

If You're Storing Spuds It's Really Something

If you are planning to build some sort of indoor bin for the storage of your victory garden potatoes, remember one thing—don't make the bin too large. If you do, the potatoes in the center will be at too high a temperature, causing them to sweat and decay.

Summer Fruit Cup

Combine fruit with juice. Serve chilled. Serves 6. This is a good appetizer or dessert.

A greatcoat to float over—in bright navy all-wool chinilla cloth, lined with white baby lamb, and dressed up with braided frogs. Sells for about \$100.

Nervous, Restless

On "CERTAIN DAYS" of the Month? If functional periodic disturbances make you feel nervous, cranky, high-strung, tired, weak and "dressed out"—at such times—try famous Lydia E. Pinkham's Vegetable Compound to relieve such symptoms. Here's a product that helps women. Also a fine stomachic tonic! Follow label directions. Pinkham's Compound is worth trying!

HAY FEVER AND ASTHMA SUFFERERS



Get Relief This Quick Easy Way. Start NOW — the zero hour is August 1st! Results are guaranteed or your money will be refunded.

at Dolan's
WHERE YOU BUY THE CUTS OF CHICKEN YOU PREFER
DOLAN'S
600 JEFFERSON AVE.
Cor. Hartlett
Telephone Geneva 4417

Wegmans
HOME OWNED SUPER MARKETS
THE LOWEST OPA CEILING PRICES IN THIS COMMUNITY

LAST 3 DAYS TO USE P Q R S RED STAMPS

Item	Quantity	Price
FANCY RED SALMON	12 can	40 ^c
FANCY PINK SALMON	12 can	22 ^c
MISS LOU SHRIMP	5 can	32 ^c
TALL CAN MACKEREL	11 can	21 ^c
LUNCHEON MEAT BRUNCH	5 can	35 ^c
ROTH SPICED HAM	5 can	39 ^c
LIBBY'S LUNCH TONGUE	3 can	33 ^c
LIBBY'S POTTED MEAT	2 can	10 ^c
TROY BRAND EVAP. MILK	1 3 cns	25 ^c
PINT BOTTLE WESSON OIL	5 bot	27 ^c

TEMPTING, OVEN-FRESH
CHOCOLATE CAKES
2 LAYER 35^c 3 LAYER 49^c

SELECTIONS FROM WEGMANS FAMOUS DELICATESSEN

OVEN-FRESH BAKED PORK & BEANS	lb	10 ^c
MACARONI OR CABBAGE SALAD	lb	19 ^c
SMOKED LIVER SAUSAGE	lb	37 ^c
ASSORTED BAKED MEAT LOAF	lb	33 ^c
TASTY HAM SAUSAGE	lb	33 ^c

Wegmans
HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

Tam o' Shanter
LAGER BEER and ALES....

For lip-smacking, refreshing goodness, there's nothing finer than a glass of Tam o' Shanter Lager Beer or Ale. Try them today. You'll get a real taste thrill.
AMERICAN BREWING CO., ROCHESTER, N. Y.

CAN U. S. HAVE PEACE AFTER THIS WAR?
A new dramatization of the best-selling book "U. S. Foretold Policy", by Walter Lippman.
IN NAME ONLY—By Mary Hastings Bradley
What is there about a widow that is so attractive to men? Read this sparkling story.
Other entertaining fiction—Special features—Fashions and Beauty articles and the famous Journal Home Making and Food Departments.
15c AUGUST ISSUE Ladies' Home JOURNAL NOW ON SALE 15c

Archill says:
The top
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EXTRA
le car!"
1,000 CARS
dealers
market...
TODAY!
MOTORS
---COUPON---
\$25 BONUS
Present This Coupon To Receive \$25.00 ADDITIONAL When We Buy Your Car. Bring It With You... or Call ST. 761 and Buyer Will Call With The Cash.
GOOD 3 DAYS ONLY

War Bond Show . . .

(Continued from Page 1)
Illustrations, cartoons and covers among the famous Saturday Evening Post collection. It is selected items from these which will be awarded to lucky bond buyers at the drawing. A fashion show depicting the women's uniforms of World One and Two, by the celebrated fashion historian, Helen Virginia Meyer, will be a daily attraction at the show, as will a demonstration of airplane spotting and identification by a unit of the U. S. Army Air Corps First Fighter Command.

The appearance of the Four
Freedoms Show in Rochester on its nation-touring itinerary, will open with a parade which is to wind up in a colorful and dramatic spectacle on Main Street, directly in front of the Sibley store, at noon Monday. The highlight of the spectacle will be a confetti cascade, in which several hundred pounds of red, white and blue confetti will be showered into the street, along the breadth of the store, from its upper floor.

A detachment of Singing Air Cadets, WAVES, WACS, the Slager Legion Post Band, the American Legion, Red Cross, representatives of United Nations groups and other units

will march in the parade, which opening of the exhibit room will be followed by a formal by Mayor Samuel B. Dicker.

FULL COLOR PHOTOS — SUITABLE FOR FRAMING
LT. GENERAL JOSEPH W. STILWELL
CHINA BATTLEGROUND OF THE EAST
—ASK YOUR DEALER FOR—
5¢ SUNDAY NEWS 5¢
NEW YORK'S PICTURE NEWSPAPER

Shopping News Patterns



2773—Coco, comfortable, hooded frock. Sizes 12 to 20. 36 to 46. Size 36, 4 yds. 36-in. fabric with 1/4 yds. tie fac.
2579—Two-piece, to make of a washable. Sizes 16 to 20. 36 to 44. Size 36, 4 1/2 yds. 36-in. fabric.
2777—Figure flattery, in Princess lines. Sizes 12 to 20. Size 16, 3 1/2 yds. 36-in. fabric with 1 1/2 yds. lace edging.
3090—Jumper frock. Sizes 12 to 20. 36 to 40. Size 16, jumper, 2 1/2 yds. 35-in. fabric; blouse 1 1/2 yds. 35-in. fabric.
2664—Good use fabric! Best for making coat for such 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.

Your Choice of 5

MANHATTAN Ready-to-Serve
DRY MARTINI Ready-to-Serve
SIDE CAR Ready-to-Serve
OLD FASHIONED Ready-to-Serve
Pete Hagen's Ready-to-Serve COCKTAILS
DAIQUIRI Ready-to-Serve

BUY U.S. WAR BONDS & STAMPS
POPPER MORSON CO., ROCKEFELLER CENTER, NEW YORK
Temporarily Located Since 1889

Give "Old Glory" Proper Recognition in Your Home

The handsome gold-finished Eagle has an attachment easily slipped over any moulding or small nail. The Flag hangs from the Eagle in graceful, free folds, exactly as if on a flagstaff.

Luxurious rayon flag size 12 by 21 and Eagle, complete in attractive gift box. **\$1.50**

HANG A FLAG IN YOUR HOME TODAY
"Live with the Symbol of Liberty"

On Sale At
ROCHESTER CHAPTER HEADQUARTERS
93 Clinton Ave. S.

The Beer to Cheer
today's **GENESEE**
DAW
GOODH
Sale Ends SATURDAY NIGHT
WITH COUPON

Dish Cloths
Full-Size KNITTED Pastel Embroidery
Worth 5c Each **3 for 7c**
(Limit of 6)

Black Flag INSECT SPRAY Quart Size **31c**
TINCTURE OF IODINE Reg. 15c Size **4c**
MOSQUITO CREAM 50c SIZE Reg. 15c Size **29c**

SUPER VALUES
Pro-Tek Cream 1/2-lb. Jar **29c**
Calamine Lotion 7 oz. Size **13c**
Bayers Aspirin 100 Tablets **59c**
Dichloricide Crystals 1-lb. size **49c**
Larvex Moth Spray Full Quart **\$1.19**
Hind's Honey & Almond Lotion 8 1/2 Size **59c**
Saddle Soap 2 1/2 lbs. Value **21c**
Bon Ami Powder 15c Size **9c**
Bab-O Cleanser 7 oz. **21c**
Fountain Pen Ink 4-oz. Bottle **9c**
Tintex Dyes 15c 2 Size **23c**
Unguentine Large 3oz Tube **43c**

Here Now At Low
-6 VITAMIN
-3 MINERALS
ALL IN ONE TAST
VIMMI

CITRATE OF MAGNESIA 25c Size **11c**
Bicarbonate of SODA 1-lb. Box **7c**
Canvas Work GLOVES For cleaning or gardening — protect your hands. **13c**

DAW'S Extra-Value COUPON
RINSO SOAP POWDER Large Box **18c**
DAW'S PLASTIC SQUEEZE Extracts and Squeezes of Citrus and other fruits. **49c**

Consumer News

"MOMMEE-E-E! I WANT SOME CANDY."
You may have been ale to keep your child free from the candy habit in his very early years, but when he enters school, temptation is everywhere. Many of the youngsters have money for candy and the desire to be like the others and to have some sweets overrules all admonitions. Indulgence for a few times soon leads to the formation of the candy habit. If the candy habit continues unchecked, the youngster may cease to enjoy the basic foods in his normal diet, therefore eating less of these foods and actually becoming undernourished.

food and therefore is useful in moderate amounts as a sweetener, but it should not in any way reduce the consumption of the basic foods — milk, green and yellow vegetables, fruit, eggs, meat, potato, whole grain cereals and bread, all of which are essential for good nutrition. Those responsible for the child's health should remember that the less candy the child eats, the better he is likely to be physically, especially in respect to his teeth. The mere warning that candy isn't good for him will not have much if any effect in controlling the candy habit in the child. "Out of sight, out of mind" is a good rule to follow. Methods of accomplishing this would be unobtrusive, so the child does not get the idea that is being deprived of something. Candy substitutes should be given particular attention. Sweet, wholesome cookies and cereal candies combine real nourishment with satisfaction of the craving for sweets. In addition, plenty of fresh fruit in season and milk or fruit juice beverages left prepared in the refrigerator may easily be the answer to "I want something to eat."

It's Really Something
Another coming fashion "little" suit with a short, short jacket—an eton jacket, in most cases, but snugly fitted at a high waistline. And to make this suit something really out of the ordinary, a deep reverse collar of flat fur is added.

Paint Protects Property
SPECIAL WASHABLE Window SHADES
Without ROLLER **29c**
Selection of Colors. New Roller Included. Size 6 ft. by 36 inches. **39c**
Lucas PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

CANVASSERS!
MEN - WOMEN
Make Big Money
Patriotic — Pleasant — Profitable Work
APPLY FRIDAY 2 TO 4 P. M.
MR. AVERY
93 CLINTON AVE. SO.

Where To Play Bingo

Beeley's Bingo
SUNDAY AT 8 P. M.
MON., TUES., WED., THURS. 8:15 P. M.
FRI., SAT. at 8:20
EXTRA BOARD FREE WITH TRIPLE BOARD
142 GENESEE ST. in REAR

STAR BINGO
372 FLINT ST. (rear)
MON. 8:15 P. M.
TUES. BOARD GAMES 8:15
WED. GAMES 8:15
THURS. BOARD GAMES 8:15
FRI. BOARD GAMES 8:15
SAT. BOARD GAMES 8:15
SUN. BOARD GAMES 8:15
No Wed. Game Bill Further Notice
* 23 GAMES *

19th WARD
— CLUB HOUSE —
257 HAWLEY STREET
Tues. & Thurs. Nites 8:15
SPECIAL OFFER
SATURDAY NITE 8:15
TRIPLE BD. **50c**
and **50c**
Book of Specials Plus Tax
No Afternoon Games During Summer
Jefferson Bus to Hawley St.
Admission 25c, Tax 3c, Total 28c

UNION LEAGUE
South Ave. cor. Gregory
MONDAY - FRIDAY NITES
30 GAMES ON 3 REG. BOARDS
\$5 — \$10 — \$15
EARLY BIRD 8 P. M.
Saturday 1:30 P. M.
Afternoons
The Coolest Spot
In Town
25 GAMES REG. BINGO \$4

TRAND
EVERY TUES. AND FRI. AT 8:45 P. M.
\$1000
EACH NITE
NO JACKPOTS
ALL PRIZES GO
BINGO

Capitol Hall
85 W. MAIN ST.
Door Special \$25 to \$50
Mon. — Tues. — Thurs. 1:20 P. M. — 5:30 P. M.
Sun. 2:30 P. M. — 5:15 P. M.
Wed. — Fri. — Sat. 8:15 P. M.
Games Sun Afternoon
\$4 Mon. 30 Games \$3
Games Tues. Aft. Wed. 30 Games \$5
5 Games Thurs. Aft.
Friday and Saturday
25 Games **\$5 - \$10**
On Reg. Boards
Letter 'H', \$15 and \$15
ADM. 28c INC. TAX

WEGMAN HALL
371 E. MAIN ST.
Between East Ave. and Gibbs St.
Entrance Between Mohican and Wegman's
EVENING GAMES
SUNDAY - MONDAY 8:15
25 REG. GAMES \$5.00 ea.
JACK POT \$80
SUNDAY AND MONDAY NITES
AFTERNOON GAMES 1:30
WED. **\$4.00** SAT. **\$5.00**
EARLY BIRD SPECIAL AT EACH GAME

TOWNER HALL
SPECIAL GAME WED. & THUR., AUG. 4th, 5th
TOWNER & REXY
SATURDAY, JULY 31st ONLY!
ALL GAMES **\$10-\$12**
SPECIALS JACKPOT **\$215**
\$35 and \$45
WED. NITE 23 GAMES — All Single — No Hook-Ups
WORTH 45c For You Thursday JULY 29th Towner Hall
WORTH 25c For You SATURDAY JULY 31st Towner-Rexy
WORTH 25c For You SUNDAY AUG. 1st Towner
WORTH 45c For You Wednesday Aug. 4th Towner
WORTH 45c For Friend Thursday JULY 29th Towner Hall
WORTH 25c For Friend Saturday JULY 31st Towner-Rexy
WORTH 25c For Friend SUNDAY AUG. 1st Towner
WORTH 45c For Friend Wednesday Aug. 4th Towner

10 FLAGS GIVEN AWAY AT PARK HALL GAMES THURSDAY and SATURDAY

Flag Week at PARK HALL
THURSDAY
10 FLAGS GIVEN To Winners On Flag Special
PLUS GAMES ON BOARDS **\$7 - \$8**
SATURDAY
10 FLAGS-JACKPOT \$175 If Not Claimed Thurs.
\$10 GAMES—5 WAY SPECIALS
FRIDAY & SUNDAY
FAMILY NITES 2 TRIPLE BDS. **50c**
ADMISSION 3c plus 2c TAX . . . TOTAL only 5c
Bring a friend to use extra boards if you wish.
Next Week We Will Give 20 Beautiful American Flags
ADMISSION THURS. - SAT. - SUN. 25c (Tax 2c)
TRIPLE BD. & BOOK SPECIALS 50c
FRIDAY BARGAIN NITE 3c (TAX 2c)
PLYMOUTH or JEFFERSON BUS

HOLLYWOOD
SUNDAY & TUESDAY NITES ALL REG. GAMES **\$7**
WED. & THUR. SPECIALS \$4 EACH WAY ★ REG. GAMES **\$5**
FRIDAY NITE REG. GAMES AND SPECIALS **\$5**
REG. GAMES \$10 — SPECIALS \$5 5 Ways
SATURDAY SPECIAL
BINGO PLAYED 6 NIGHTS A WEEK
THIS PASS WORTH GOOD WED. THURS. FRI. **50c**
THIS PASS WORTH GOOD SAT. SUN. **25c**
COUPON When buying triple board and book of specials, August 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 1943. FOR YOU **45c**
SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY All Games AUG. 3rd **\$7**
COUPON When buying triple board and book of specials, August 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 1943. FOR A FRIEND **45c**

Winston Churchill says:

"We pay the top

EXTRA

CASH

EXTRA

Prices for your idle car!"

We have ORDERS for 1,000 CARS
from Western Dealers

This is the peak of the market...
Be smart...sell your car **TODAY!**

CHURCHILL MOTORS

110 MT. HOPE AVE.

CALL

STONE 761

IF YOU HAVE A LOW MILEAGE CAR

COUPON

\$25 BONUS

Present This Coupon To Receive \$25.00 ADDITIONAL When We Buy Your Car. Bring It With You... or Call ST. 761 and Buyer Will Call With The Cash.

GOOD 3 DAYS ONLY



- WANT ADS -

RUGS
FELT-BASE linoleum rug. Room size, \$1.75. Heavy weight 9x12. Well-known brand \$2.25. Standard weight by the yard 35c. Heavy weight 40c. 12-ft. width (floor covered without seam wall to wall) Standard weight 40c. a yard. Heavy weight 50c. H. P. Fahrer, 26 State St.

BEDDING
NEW COTTON mattresses any color tick, \$6.50. Cotton felt mattresses, \$9.95. Flat springs \$2.00 up. Coil springs \$4.00 up. Metal Beds, \$4.00 up. H. P. Fahrer, 26 State St.

FURNISHED ROOMS TO RENT
DESIRABLY furnished rooms for sleeping or light housekeeping. Also two room apartments. 223 Scio St. Stone 4426.

WANTED TO BUY
L. J. GLASER - Auctioneer, liquidator, Estates, stores, machinery commercial stocks bought. Stone 5352.

OLD PRINTS by N. Currier and Currier & Ives. Call Miss Moran. Stone 6000.

BEDS, Spring, Stoves, Rugs, Dining and Bedroom suites. Entire households. Phone Mr. Carter, Main 8929.

They'll Stay Put

You've probably noticed that such of the new fall hats as are in the stores tend to be small, with the idea of conserving materials. Yet you'll find when you try them on that these small hats really fit the head—they're not in any real danger of blowing away in the first strong wind. The hats are made to fit by means of various devices—cap backs, smoods, ties, and variations on these themes. Good fashion comes in small hat packages this year.

Fur Salespeople Can Help You Choose Wisely

When you step into one of Rochester's fur salons you'll find there's more to buying a fur coat than simply the price. Competent sales people will help you make a wise choice, not only from the standpoint of investment but from the style, suitability and correctness as well.

There are several distinct figure types and appropriate furs for each figure.

So whether you have a junior figure, a misses' figure, average, tall average, short average, full or short full figure, choose your furs with care. Take the advice of your salesperson. They are trained to know what looks best on your type and which furs are the longest wearing. Ask questions. Your furrier will gladly give you the answers.

Many Factors Contribute To Cost Of Furs

There are many factors contributing to the quality of the fur coat which you buy, most important of which, naturally, is the quality of the pelts themselves. The season in which the animals are killed, the way they are killed, the method of handling the pelts to preserve their original beauty are all carefully observed by breeders and trappers.

When the pelts are ready for market, trained sorters classify them according to size, quality, coverage or density and texture, color and defects. These are the elements which determine the value.

Naturally the finest pelts go into the finest coats with the lower grade furs used in tailoring of the more inexpensive coats.

That's why two coats which to the untrained eye look very much alike may be miles apart in price. But, in furs, as with everything else, the buyer gets what she pays for.

It behooves the buyer to look to a reputable fur dealer, take his advice, and give him the confidence he deserves.

Have an Eggplant Suit for Fall

Victory garden vegetables seems to have worked their way into fashion—at least as far as colors are concerned. Predictions are that one of fall's color successes will be eggplant, a rich, deep, dark purple, as any victory gardener could tell you. It looks especially attractive with light-toned, "blonde" furs.

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? 35 tablets 20c; 100 for 55c. Demand

St. Joseph ASPIRIN

White House COFFEE
29c lb.
Busy Bee Stores

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 S. Tolson

AT RADIO CITY

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
\$6⁹⁵

EASY-TO-CLEAN CHROME BREAKFAST SETS
Table and Four Chairs... \$60.00
TABLE & 2 BENCHES
A Real Buy **\$34⁵⁰**

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

THE MOST DRAMATIC MAILING PIECE WE HAVE EVER PRODUCED!

16-Page Rotogravure Fur Coat Catalogue

Large striking photographs posed by famous models, displaying fashion-important furs — Black Persian, Grey Persian, Sable-Blended Muskrat, Mendoza Beaver-Dyed Coney, Persian Paw, Sable-Dyed Squirrel, Pony Leopard Cat, Norwegian Blue Dyed Fox, Neva-Split, Indian Lamb, Natural Silver Muskrat, Natural Tipped Skunk, Silver Fox. Wise women will buy their fur coat now—this FREE catalogue will help them make their selection. Quantity limited—send for your copy now!

CLIP AND MAIL THIS COUPON TODAY!



KROLL'S
648 Clinton Ave. North, Rochester 5, N. Y.
Gentlemen: Please mail me, FREE OF CHARGE, your 16-Page Rotogravure Fur Coat Catalogue.

NAME _____
ADDRESS _____ (RNS)

648 CLINTON AVE. NORTH

\$300.00 BATHING BEAUTY CONTEST

TO SELECT MISS ROCHESTER of 1943

BATHING BEAUTY CONTEST

ON STAGE ONE NIGHT ONLY
LOEW'S ROCHESTER
Tuesday, August 10, 8:30 P. M.

\$125.00 WAR BONDS
WILL BE AWARDED FINAL WINNER

Runners up to be awarded as follows:

Second Prize \$100.00 War Bond
Third Prize 50.00 War Bond
Fourth Prize 25.00 War Bond

Contest Jointly Sponsored by Loew's and ROYAL CROWN COLA
"Best By Taste Test"

APPLICATION BLANK

NAME _____ PHONE _____
ADDRESS _____ AGE _____
Mail This Application to CONTEST SUPERVISOR, LOEW'S THEATRE



Fine Feathers

Feathers are becoming increasingly popular in millinery. New season charmer is the tiny forward-tilted pillbox made entirely of feathers in bright jewel tones.

Passing quite well for a hat is the arrangement of feathers in the shape of flowers or birds, fastened to a comb and worn at whatever angle is becoming. A lot of fine birds are going to be without their fine feathers if this style trend continues.

Another Good Revival

They do say that a fashion that hasn't been seen for years is on the way to a revival. At least, it's being seen frequently at eastern openings—whether it gets this far or not is still problematical. This fashion, to end the suspense, is white fur trimming on a black coat. Dramatic as can be, and seen in either casual or dressy types of coats.



YOUR DAUGHTER HAS A RIGHT TO KNOW

It is every mother's duty to tell her daughter physical facts. How much better that she learn them from you, rather than from girls her own age. In feminine hygiene, facts may be distorted, or wholly untrue. As a result, many brides use over-strong solutions of acids for the douche which can actually burn, scar and even 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-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.

Give Her This Frankly Written Booklet of Intimate Facts

FREE: Frankly written booklet, "Feminine Hygiene Today" mailed postpaid in plain wrapper. Send coupon to Dept. 314, ZONITE PRODUCTS CORPORATION, 379 Lexington Ave., New York, N. Y.

Name _____
Street _____
City _____ State _____

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

KEY COUPON
GROMAN'S CANDY BARS-REG. 5c White Supply Lasts **2 for 5c**

KEY COUPON
WOODBURY SHAMPOO Coconut Oil Tar or Castile 5c Size Limit 1 **21c**

KEY COUPON
NAPKINS Box of 12 26c Value Limit 2 **11c**

KEY COUPON
CANNING JAR RUBBERS BOX OF 12 **5c-6 for 25c**

KEY COUPON
MOLESKIN 12x7 Inches Each Reg. 25c **19c**

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

KEY COUPON
CLAPP'S BABY FOOD STRAINED **3 for 20c**

KEY COUPON
MEAD'S Dextrin Maltose 1-POUND CAN Regular 75c **63c**

KEY COUPON
FREEZONE Reg. 25c Size **17c**

KEY COUPON
NUJOL Quart Reg. \$1.00 **69c**

KEY COUPON
IPANA TOOTH PASTE 4c Size **39c**

KEY COUPON
PHILLIP'S MILK OF MAGNESIA 50c Bottle Limit 1 **19c**

KEY COUPON
CARBONA WHITE SHOE CLEANER Reg. 25c Limit 1 **11c**

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

KEY COUPON
PYROGENE TOOTH PASTE Reg. 30c Size Limit 1 **11c**

Lydia Pinkham Vegetable Compound Reg. \$1.35 **69c**

Feenamint Regular 25c Size **19c**

LYSOL DISINFECTANT 60c Size **47c**

ENERGINE CLEANING FLUID 8 Ounce Size **29c**

SACCHARIN TABLETS Bottle of 1000 1/4 or 1/2 Gr. **49c**

MERCERIZED SHOE LACES 27-Inch. Black, White, Brown 2 pair **5c**

Noxzema CREAM 23c Size **19c**

Dr. West TOOTH BRUSH NYLON **25c**

KEY ROCHESTER'S MODERN CUT RATE DRUG STORES
470 N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTON
724 WINTON ROAD NO. 608 (TRUNKARD)
457 RIDGE RD. W. NEAR DEWEY

TODAY THROUGH WEDNESDAY

PERSONNA Precision Blades
You have only one face! Give it the best of care with PERSONNA Precision Blades

You may laugh at women with their creams and lotions—but one-of-a-kind faces do deserve the best of care. And that's what men's faces get from this superfine, hollow-ground blade. It costs a little more, but it's worth more to get such smooth, quick, gentle shaves... especially when you get more shaves from each blade. Personna fits any standard double-edge razor.

10 FOR \$1 AND WORTH IT
FINE AS A RARE JEWEL

SEAMLESS RUBBER

PACKETTE FOLDING SYRINGE Convenient Travel Set. Can be tucked away in luggage or medicine chest. Ideal for personal use. Reg. \$2.00 **\$1.49**

WILDROOT CREAM-OIL FORMULA FOR THE HAIR NEW! NON-ALCOHOLIC CONTAINS LANOLIN GROOMS THE HAIR BELIEVES DIRTINESS REMOVES LOCAL DANDRUFF \$1.00 SIZE **only 79c**

NEW Tablet DYE Ends SPOTS & STREAKS! 30 New Fashion-right Colors—and an ECRU Curtain tint that's "the last word!" **DYE-ANA** TINT AND DYE TABLETS 10c 3 for 25c

drene large Shampoo 79c

WHITE MANOR PIPE MIXTURE A Lightly Aromatic Blend Regular 15c Size **FREE!**
Buy One Regular 15c Size Tin and the Manufacturer Will Send Another Full Size Tin Direct To You—Absolutely Free!

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

The Rochester Sun SHOPPING NEWS

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SIXTH YEAR—No. 47 ROCHESTER, N. Y., THURSDAY, AUGUST 5, 1943 If You Do Not Receive Your Copy Regularly PHONE, STONE 6000

Women Volunteers Praise Four Freedoms War Bond Show

Playing a large and effective part in the Four Freedoms War Bond Show at Sibley, Lindsay & Curr Co. this week, are members of the Women's Division of the War Finance Committee under the direction of Mrs. William F. Washburn, Rochester chairman.

Several units are acting as hostesses and members of the groups are on duty at all times. "Rochester may be the smallest city that has been given the Four Freedoms display," said Mrs. Washburn early this week, "but I'm sure Sibley's is presenting the largest show. The beauty of the whole set-up, the diversity of the display, the singing stage show, with everything leading up to the dignity of the original Four Freedoms paintings, surely make a highlight of the summer."

"No one should miss it," advises Mrs. Washburn. "And," she adds, "to have had a part in it has been a privilege for the War Savings volunteers."

The show will run through tomorrow night with full programs scheduled for his afternoon and all day tomorrow.

The showing in Rochester is sponsored by the U. S. Treasury Department, the Saturday Evening Post and Sibley, Lindsay & Curr Co.

Reduces Fall Apple Losses

Science has recently perfected a new type of spray which, applied to the branches and fruit of apple trees just before the crop is ripe, will greatly reduce the number of apples which fall before picking.

Red Wings' Baseball Camp Opens Monday

Annual baseball try-out camp sponsored by the Rochester Red Wings will open next Monday morning at Red Wing Stadium. The camp, run by Oliver French, head of the club and Cardinal scouts "Pop" Keichner and Roy Dissinger, gives young players a chance to display their wares before Cardinal bigwigs. Young players who are interested in playing professional ball are welcome at the camp which runs for three days.

Players wishing a try-out should report to Red Wing Stadium on Monday, August 9th, with uniforms, shoes and gloves. Players who are offered and sign a contract will be reimbursed for all expenses incidental to their attending the camp.

A great many members of the present St. Louis Cardinals got their start in baseball through similar try-out camps and this year more than ever before, there is a demand for young ball players. Any boy, sixteen years or older, who thinks he has the ability, and has a desire to play professional baseball, should make it a point to attend this camp at Red Wing Stadium.

More Canned Goods in Sight

Revision of canned goods allocations order means more of the 1943 canned foods pack for civilians. Most goods will undergo modification except carrots, which you'll eat fresh—if at all—since all canned are set aside for the Government.

Another \$25 Winner

Mrs. Rose Lafferty, 100 Ravenwood Ave., will receive \$25 this week because she reads Shopping News regularly and because she gave her carrier a ten cent piece last month.

Mrs. Lafferty's name was drawn in the first August drawing, made at Shopping News last Monday. Her \$25 awaits her at Shopping News, 93 Clinton Ave. S.

She purchased her ticket from one of the six young ladies who act as Shopping News carriers, Miss Barbara Farley is the lucky little lady who draws a \$5 bonus because she sold the winning receipt.

Save Your Beads! Better'n Money In Pacific

Sometimes our boys "over there" find that money is not the "open sesame" among the natives that it would be at home.

For instance, out in the Pacific area, when one of the lads has to deal with the natives, he can get a lot farther if he has a few colored beads in his pocket than he can with a pocketful of gold.

Because the need for beads, necklaces, earrings, etc., is an acute one, Charles Schewe, commander of the General Billy Mitchell Garrison, Army and Navy Union, has instituted a campaign to collect those trinkets from Rochesterians.

Beads and other trinkets will be accepted from all donors at Shopping News, 93 Clinton Ave. S., and will be turned over to Schewe who will see that they are sent to the proper parties in the Pacific. In return for these trinkets,

Favorite Recipes Sought By State Food Commission

ITHACA, N. Y.—A call for homemakers to send in their favorite recipes for low-sugar fruit and berry spreads has been issued by Jeanette B. McCay, nutrition specialist of the New York State Emergency Food Commission.

"What we want," Mrs. McCay said, "is recipes that call for the use of abundant New York foods such as apples, currants, other berries, grapes, tomatoes, carrots, squash, and others. Such spreads can help replace butter and fat if it becomes necessary."

Some of the best of these recipes, Mrs. McCay said, will be used by jelly and jam manufacturers in the state; many more will appear in newspapers and magazines and in a booklet to be issued by the Food Commission. Recipes should be mailed directly to Mrs. Jeanette B. McCay, New York State Emergency Food Commission, Ithaca, N. Y. Every person sending in a recipe will receive a copy of the complete booklet when it is printed.

To test the practicality of these recipes for family feeding, Mrs. McCay said, the Nutrition Committee of the New York State Federation of Home Bureaus will work with the Commission. After the recipes are sorted over, and the best ones selected, two skilled homemakers from every county have volunteered to try them out in their own kitchens. They will advise the Commission as to how their children like the spreads and how easy they are on their sugar rations.

Primary Day Causes Union League Meeting Postponement

Because next Tuesday is Primary Day, the regular meeting of the Union League Club will be postponed until Tuesday, August 24, according to William Pundt, club president. The meeting on the 24th will be held at the Gregory St. clubhouse and will begin at 8 p. m.

Amusements

CENTURY NOW PLAYING "HENRY ALDRICH SWINGS IT" with Jimmy Lydon. "THE FALCON IN DANGER" with Tom Conway. "LITTLE HARRY" with James and Music Makers in "TRUMPET SERENADE."

LOEWS TODAY "THE YOUNGEST PROFESSION" with Virginia Weiler and Edward Arnold. Plus "HARRIGAN'S KID" with Frank Craven, Wm. Gargan and Bobby Readick.

PALACE NOW PLAYING James R. Young's story "BEHIND THE RISING SUN" with Margo and Tom Neal. Plus "HONEYMOON LODGE" with Harriet Hilliard.

CAMEO SUN, THRU TUES. "HAPPY GO LUCKY" with Mary Martin and Dick Powell. Plus "HIGH EXPLOSIVE" with Chester Morris and Jean Parker.

CAPITOL NOW PLAYING Bud Abbott and Lou Costello in "HIT THE ICE". Plus "SQUADRON LEADER X" with Eric Portman and Ann Doran.

DIXIE SUN, THRU TUES. "HAPPY GO LUCKY" with Mary Martin and Dick Powell. Plus "THEY CAME TO BLOW UP AMERICA" with George Sanders and Ann Sten.

HUDSON SUN, THRU TUES. "CHATTERBOX" with Judy Canova and Joe E. Brown. "TRUCK BUSTERS" with Richard Travis and Julie Bishop.

LITTLE STARTS SAT. Anna Neagle and Cedric Hardwicke in "PEG OF OLD DRURY".

MADISON SUN, THRU TUES. "BATAAN" with Robert Taylor and Michael O'Shea. Plus "ALL BY MYSELF" with Patric Knowles and Evelyn Ankles.

MONROE SUN, THRU TUES. "THE MOON IS DOWN" with Cedric Hardwicke and Henry Travers. Plus "AIR RAID WARDENS" with Laurel and Hardy.

REGENT NOW PLAYING Bing Crosby and Dorothy Lamour in "DIXIE" in Technicolor. Plus Joan Carroll in "PETTICOAT LARCENY".

REXY SUN, MON, TUES. "THE HARD WAY" with Ida Lupino and Joan Leslie. Plus "HELLO SUCKER" with Hugh Herbert.

RIVIERA SUN, THRU WED. "PRESENTING LILY MARS" with Judy Garland and Van Heflin. Plus "THEY CAME TO BLOW UP AMERICA" with George Sanders and Anna Sten.

STATE LIBERTY SUN, THRU WED. "CONY ISLAND" with Betty Grable and George Montgomery. Plus "SERIAL GUNNER" with Chester Morris and Richard Arlen.

TEMPLE NOW PLAYING Roy Rogers in "SILVER SPURS". Plus William Boyd in "HOPPY SERVES A WRIT".

WEST END SUN, THRU TUES. "HAPPY GO LUCKY" with Mary Martin and Dick Powell. Plus "QUICK PLEASE, MURDER" with Gail Patrick and George Sanders.

IMPORTANT . . . Christmas Gift Photographs To Members of the Armed Forces Overseas Must Be Mailed Between September 15th and October 15th. Don't Delay . . . Arrange For Your Sitting Now!

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- Scatter Brains; A Patchouli for Rent—Freddie Martin
- Idaho; It Isn't a Dream Anymore—A. Ray & King Sisters
- Intermezzo; Duet—Jean Merrill
- I Hear a Rhapsody; I Do, Do You—D. Shore
- Bar Babble; Sunny Bonanza
- Plans Concerto (Tonight We Love) Freddie Martin
- With the Wind and the Rain in Your Hair; Tiny Old Town—Dick Todd
- Sing Your Worries Away—A. Ray with King Sisters
- Do You Miss Your Sweetheart; Smile for Me—King Sisters
- Two in Love—Bob Crosby
- Harlem Confusion—Bob Chester
- I Never Knew; Cash for Your Trash—Louie Armstrong
- I Don't Want to Walk Without You; Madeline—Guy Lombardo
- Don't Make Me Go To Bed and I'll Be Good—Ray Acoff
- In the Mood—G. Miller
- Cherokee—C. Barnett
- Red Skin Rhumba; Southern Fried—C. Barnett
- Star Dust; My Melancholy Baby—Glenn Miller
- String of Pearls—G. Miller
- For Me and My Gal—Abe Lyman
- Come Josephine in My Firing Machine—Spike Jones
- Heartbeat Blues—Muggsy Spanier
- This Is No Laughing Matter; I Said No—Jimmie Dorsey
- Woodland Symphony; Swing Tonic—G. Gray
- Blues in the Night; The End of the Rainbow—Judy Garland
- There Will Never Be Another You—Teddy Powell
- That Old Guy; Make It Back Where She Used to Be; I'm Going Back to Where I Came From—Carson Robison
- Grieg Piano Concerto—Guy Lombardo
- Steady Teddy—Teddy Powell
- Call of the Range—Montana Slim
- There's a Star Spangled Banner Waving Somewhere—Eliot Britt
- The Skunk of Araby; Oh! By Jingo Spike Jones
- The Army Air Corps—Alvino Rey
- I Hang My Head and Cry; You'll Be Sorry—Gene Autry
- No Letter Today; Born to Lose—Ted Daffins
- Nightmare (Theme Song—Artie Shaw)
- Deep in the Heart of Texas—Bing Crosby
- Call of the Range—Montana Slim
- Coming in On A Wing and A Prayer—Golden Gate Quartet
- The Old Saw Song—Buddy Vallee
- Sonny Boy; Give Me Some Skin My Friend—Andrew Sisters
- Little Girl; Ain't You Ashamed—Dick Robertson
- The Singing Hills; Devil May Care—Bing Crosby
- Amopolis—Nat Brandwynne
- Alice in Wonderland—Frank Luther
- Repair Band—The Jesters
- The Farmer in the Dell; Mary Had a Little Lamb—Dick Robertson
- The One Rose; The Lonesome Road—Bing Crosby
- Get Me on Your Mind; The Jumpin' Blues—Jay Meschan
- When the Organ Played at Twilight; Drifting and Dreaming—Guy Lombardo
- Dear Mom; Daddy You've Been a Mother to Me—Dick Robertson
- We Did It Before; Everyone is a Fighting Son of That Old Gang of Mine—Dick Robertson
- Yes Sub; I'll Get Mine Buy 'n Buy—Louie Armstrong
- In the Gloaming; Everything's Been Done Before—Louis Armstrong
- Boy Around a Boy—Girl Around a Girl (Square Dance with Cats)—Roy Rogers
- My Rosary of Broken Dreams; White Lies and Red Roses—Guy Lombardo
- The Greatest Mistake; How Can You Forget So Soon—Dick Robertson
- Sing Me a Swing Song; A Little Bit Later On—Chick Webb
- Kau Iro Pua Rose; Makala Pua—Ray Kinney (Hawaiian)
- The Lord's Prayer; Holy Ghost with Light Devine—The South-strings
- Roamin' in the Gloaming—The Jesters
- S'posin'; A Blues Serenade—Bing Crosby
- Moonlight and Tears—Guy Lombardo
- Nobody Knows the Trouble I've Seen—Jack Teagarden
- Moonlight Serenade (Theme Song)—Glenn Miller
- Hickety Koo; Down Yonder—The Jesters
- Big Boy Blackbird; The Old Grey Mare—Freddie "Schmickeltrix" Fisher
- My Own—Deanna Durbin
- Flamingo—Bob Crosby
- Donkey Serenade; La Camparita—Katie Dumortier
- Trade Winds; A Song of Old Hawaii—Bing Crosby
- When the Swallows Come Back in Capistrano—Guy Lombardo
- Ballin' Cannon Ball—Montana Slim
- Goodbye Little Darling; Goodbye—Gene Autry

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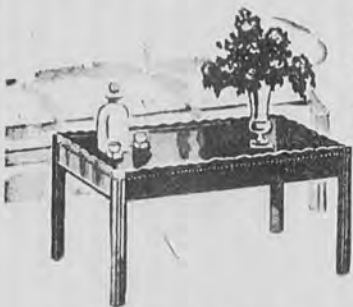
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Tempting Dish



Port Wine Jelly

2 1/2 tablespoons gelatin
1/2 cup cold water
1 1/2 pounds fresh sweet cherries
1 3/4 cups boiling water
6 tablespoons sugar
6 tablespoons lemon juice
1 1/4 cup California Port Wine

Soften gelatin in 1/2 cup cold water. Wash and pit cherries. Place 1 cup cherries in a saucepan with 1 3/4 cups boiling water. Cook 5 minutes. Strain. Add softened gelatin and sugar to liquid, stirring until gelatin is completely dissolved. Cool. Add lemon juice and wine. Pour into one-quart mold. Chill until firm.

Unmold and serve with remainder of cherries.

Cooked Salad Dressing

1 tsp. salt
1/4 tsp. dry mustard
2 tsp. sugar
1/2 tsp. grains Cayenne
1 Tbsp. flour
1 egg or 2 egg yolks
1/4 cup milk (scalded)
1/2 cup vinegar
1/2 cup sour cream

Mix dry ingredients and add to slightly beaten egg. Add milk and vinegar and cook in double boiler over hot water (just simmering stirring constantly until mixture thickens.

Cool quickly by setting top boiler in cold water. Add sour cream.

Pour into covered jar and keep in refrigerator.

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5c WORTH**

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EXCLUSIVE!

First Color Photos of
United State Troops
In Africa

Also 16 Pages of Comics,
Magazine and News
Sections

GET THE HABIT

Read the New York

SUNDAY MIRROR

A Peek at Fall Fashion Scene

Perennial flower in the fall millinery garden is the beret. It's back again this year, true to its perennial nature. This year's berets are oversized again, either back or forward tilting as you wish.

They're worn, many of them, with intriguing veils. And for materials—you'll find them in velvet, plain or stitched felt and fabrics, in jewel tone and dark colors, and even, very

dashing, in gay scotch plaid. Better consider the beret!

The embroidery theme, running gaily through some of the new season's prettiest dresses and blouses, is also appearing on some of the dressiest hats.

Turbans and berets lend themselves especially well to this treatment.

Some of the forms in which you'll see this embroidery are yarn and braid, gilt thread, col-

ored stones and beads, pearl beads. Most of the designs show Chinese or European influence—and we're grateful for the charm put into American millinery by this influence.

Increasingly important item in the wardrobe is the "little" jacket—the separate jacket, either loose or fitted, that can be worn over either daytime or evening clothes.

The uses of such a jacket are almost endless. It gives a color pick-up to plain dark fall dresses. It enlivens tailored sports dresses and brightens slacks or separate skirts. And in the long and cold winter evenings that are ahead—yes, they really are, in spite of what the thermometer says now—the little jacket will prove a warm as well as a smart friend.

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*Almost perfect—slight defects will not impair wearing qualities.

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and produces more electric power every year than all the nations combined.

But, just because we have the power doesn't mean any license to waste it. Much electric power is made from coal and coal is a vital war weapon that should be conserved. Likewise railroad equipment that transports it. Electric light bulbs use tungsten, that precious

metal so essential to the manufacture of Radar, the mysterious detection device that is proving so effective in this war. So let's all save electricity in order to save all these things and help speed the glorious day of victory. At home use what you need for proper light, safety and the operation of essential appliances but avoid all waste and careless use.

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A War Industry



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Instead of knocking yourself out trying to duplicate your old metal shoe trees, listen to this. Wings for your shoes—They're called. Made of small absorbent cutouts of the stuff that's used for insoles, which you bend in to shape and insert in the shoe. They sell for about 35c per pair. If you think this is too much trouble—let your shoes stand without support—I don't care.

You just about get your summer clothes paid for—when out pops the fall fashions. Pretty disconcerting isn't it? But fall clothes are lovely—it's so nice to "get into" a coat-hat-gloves and bag something dark and smart. I have always adored fall and winter clothes.

BUY NOW Quality is timelessness and long life. Quality is practical and fitting to the occasion. Quality is 1943. And quality in a fur coat is just something you can't do without. Now don't misunderstand, you don't have to get into income tax figures, to buy quality in a fur coat, not at SHAFER FUR, at least. I saw some lovely fur coats at Shafer's the other day. Have you thought of what you'd like. How about that very new Australian Opossum, the fur with the A rating—for long life and multiple usefulness. Then there is the perennial favorite the Blended Muskrat, and the always becoming popular black furs, such as Persian lamb, Persian Paw, then the much beloved Raccoon. All of these are available at SHAFER FUR—just now don't wait... make your selection while stocks are complete. Remember, prices at Shafer's include tax. SHAFER FUR, 51 East Ave.

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If you have a pet in your home—think enough of him to feed him properly. Buy that super-duper GROUND HORSE MEAT for 20c 1-lb. at the SUPER DOG & CAT BAR. The loaf made of a combined Cereal and HORSE MEAT sells for 25c 1-lb. A proper diet for your pet is what he needs these scorching days. SUPER DOG & CAT BAR located at 351 Canal St. between Broadway and Chestnut. No ration points needed.

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BEDDING, THIRD FLOOR

KAY'S COMMENTS

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The life of one of the most outstanding personages in the world today. Written by Helen Hull.

WOMEN DON'T WAIT ANY MORE
A complete novel of a woman who refused to let war deny her those she loved and the things she cherished and how she failed. Other delightful fiction and up-to-the-minute articles. Homemaking style and beauty hints.

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There's a new "MEN'S HAIR POMADE" on the market under the guidance of Charbert's. Done in a rugged leathery jacket it is a perfect gift for that boy of yours in the service. I guarantee it will pass inspection—being in pomade (or unspillable form). Sells for about \$1.

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Magnificently warm and durable! Deep, fluffy, all-wool blankets, with wide rayon satin binding. 72x84" in dusty rose, blue, peach, cedar, winelberry red.

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MONOGRAMMED CANNON ENSEMBLE — Azure, jade, dusty rose, peach or yellow solid-color towels of fine Cannon quality. Each towel with a handsome, big 3-letter monogram at no extra charge. 22x44" bath towel ea. 1.00
15x27" face towel ea. 59c

PLAID TURKISH TOWELS — Grand for the house or cottage! Cannon-made towels in rose, blue, green or peach, plaid effect. Size 20x40", ea. 25c
"Turkish" wash cloths, six to a package in assorted colors. pkg. of six, 59c

Moore turkish wash cloths, sturdy woven, solid colors. ea. 15c

DISH TOWELS AND TOWELING — Famous Martex "Dry Me Dry" dish towels, cotton, rayon and linen, with colored borders. 17x32" ea. 25c
Printed kitchen towels in pretty designs and colors. Soft, absorbent cotton. ea. 44c

Printed toweling in red, green or blue. Absorbent, lasting quality. 17" width yd. 24c

WEBB'S DEW-BLEACHED TOWELS — Wonderful pure linen huck guest towels with wide damask borders and hemstitched ends. 14x22" ea. 79c

DOUBLE LINEN DAMASK DINNER CLOTHS — Fine, heavy all-linen damask table cloths and napkins, unhemmed. Two patterns: rose or lilac-of-the-valley. 66x86" table cloth 8.98
66x108" table cloth 11.98
22x22" napkins doz. 8.98

CALIFORNIA PRINTED CLOTHS — Sparkling, colorful printed table cloths in red, blue, gold, aqua, rose. Fruit and flowers or rose and scroll design. 52x52" table cloth, 1.59
52x72" table cloth, 2.29

NEW "DUCHESS" BLANKETS — Very soft, deep-napped blankets, 80% wool, 20% rayon, with wide rayon satin binding. 72x84" in royal blue, cedar, peach, rose, wine. ea. 11.47

CANNON "LEAKESVILLE" BLANKETS — 50% wool, 50% cotton blankets, extra warm and long-wearing. 72x84", in blue, peach, dusty rose, cedar. Rayon satin binding. ea. 5.66

BEACON BLANKETS — Thick, sturdy blankets, 25% wool, 50% rayon, 25% cotton. Dusty rose, peach, cedar or wine. 72x82" ea. 5.36

BLANKETS IN PAIRS — Nashua's "Homotex" plaid blankets 5% wool, 95% cotton, 70x80", pr. 3.54

Nashua's "Dreemor" plaid blankets, 5% wool, 95% cotton. pr. 3.87
"Everlasting" plaid blankets, 72x84", 5% wool, 95% cotton, heavy weight. pr. 4.24

Solid-color blankets in pairs, 25% wool, 75% cotton. 72x84" pr. 6.33

FAMOUS BLANKETS — Beacon plain-colored blankets with contrasting borders. 72x84", ea. 2.58

PEPPERELL BLANKETS, extra long, 72x90", 5% wool, 25% rayon, 70% cotton, in soft, solid colors. ea. 3.58

CELANESE RAYON SATIN COMFORTERS — Beautifully stitched, filled with pure, warm, light wool. Covered in rich Celanese rayon satin; dusty rose, monte blue, peach, green or wine. 72x84", ea. 12.94

WOOL-FILLEL COMFORTERS — Gorgeous Celanese rayon satin covered comforters in rose, blue, green, peach, monte blue, wine, green. 72x84", ea. 10.98

RAYON TAFFETA COMFORTERS — Lovely, reversible color combinations, pure wool filling. — 72x84" ea. 7.98

PRINTED SATEN COMFORTERS — Rose, blue, green, peach, wine or royal. Dainty, printed saten covering on both sides; with wide, plain-colored borders. Plump filling of pure wool. 72x84", ea. 10.94

CHENILLE BEDSPREADS — Lavishly tufted, fluffy spreads with multicolored medallion center design on backgrounds of blue, green, rose, peach or woodrose. ea. 4.99

BEDDING, THIRD FLOOR

Sibley, Lindsay & Curr Co.
TOMORROW IS "E" DAY

A Grand Finale to the Last Day of the
FOUR FREEDOMS WAR BOND SHOW

Sponsored by The U. S. Treasury Department
And The Saturday Evening Post

FOR EVERY Dollar You Invest In Series "E" Bonds
TOMORROW

Sibley's Will Invest An Equal Amount

Come early! Stay late! For tomorrow closes the famous FOUR FREEDOMS WAR BOND SHOW which has thrilled and entertained Rochesterians for one whole week! And Remember! For every \$1 worth you invest in War Bonds, tomorrow, Sibley's will invest an equal amount!

Employees of Industrial Plants, Signing This Week For Extra Bonds On Their Company's Payroll Deduction Plan Will Be Entitled To All The Privileges of The Bond Show.

CONTINUOUS PROGRAM FRIDAY
From 9:45 A. M. to 9 at night

Dr. Raymond Charles Barker, Master of Ceremonies

- 9:45 to 10:00 A. M.—Sibley's Tower Clock Radio Broadcast right from auditorium stage. Clinton Street door will open at 9:30 for admission.
- 10:15, 11:30, 3:00, 4:10, 5:10, 6:30, 8:15—Four Freedoms Ceremony, with special recordings by Milton Cross and John B. Kennedy.
- 11:00 to 11:15 A. M.—Final day of WHEC's Hidden Melody Contest. Tune in on WHEC's Twin Keyboard Program.
- 11:15 and 7:00 P. M.—John Goette, INS News Correspondent to tell of his experiences in the Japanese army, and of recent developments on new battle fronts.
- 12:05 Noon—Esso Reporter News Broadcast right from auditorium stage.
- 12:20 and 5:30 P. M.—Singing Pageant of Women in Uniforms of 2 Wars.
- 2:15 P. M.—United Nations Demonstrations.
- 3:30 and 7:30 P. M.—"Army, Go Ahead Please" Aircraft Warning Show.

Appearance of Stage, Screen and Radio Personalities at the Four Freedoms War Bond Show through the Courtesy of United Theatrical & Attractions Company and Hollywood Victory Committee.

SEE NORMAN ROCKWELL'S ORIGINAL PAINTINGS OF THE FOUR FREEDOMS

With Every Bond You Buy Get Your SET OF FULL COLOR REPRODUCTIONS

• Commemorative Bond and Stamp Covers • Opportunity To Own Original Saturday Evening Post Art

Store Open Friday From 9:45 A. M. to 9 P. M.
Tower Restaurant Closes Friday at 3 P. M.

WE PAY the LIMIT
SELL US YOUR IDLE CAR FOR ESSENTIAL DRIVERS
CALL
MAIN 2262
FINCHER'S
18 SO. UNION STREET • OPEN EVENINGS

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

EASY-TO-CLEAN CHROME BREAKFAST SETS
Table and Four Chairs... \$60.00
TABLE & 2 BENCHES
A Real Buy **\$34.50**

FISHING EQUIPMENT F.A.M.O.U.S. brands. Easy Terms.
UNIT PARTS
ROCHESTER CORPORATION
1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD

Your Missing Something—
If You're Not a Sustaining Subscriber

Sustaining Subscribers To Shopping News

SHARE IN BIG CASH AWARDS!

KEY COUPON
LIFEBUOY SOAP
Limit 3
3 for 16c

KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
TODAY THROUGH WEDNESDAY

KEY COUPON
BORAXO
Large 15c Size Limit 2
10c

KEY COUPON
ASPIRIN TABLETS
Reg. 10c 5 Grain Limit 1
8c

HAY FEVER REMEDIES
Stop the Sneezing, Sniffling, Weeping and Gasping of
HAY FEVER
Asthma, Summer Colds

KEY COUPON
CARBONA
WHITE SHOE CLEANER
Reg. 25c Limit 1
11c

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

BENEZEDINE 49c
Inhaler, 60c Value
CALCIUM LACTATE 37c
Tablets, 5-Gr. (100s)
ESTIVIN DROPS 98c
For the Eyes, \$1.25 size
EPHEDRINE INHALANT COMPOUND 39c
1 oz. Dropper Bottle
POTASS. CHLORIDE 49c
Tablets, 5-Gr. (100s)
PAGES INHALER 49c
Cigarettes 60c Size
ASTHMADOR 83c
Powder, \$1.25 Size
VICK'S NOSE 39c
DROPS, 50c Size
EPHEDRINE JELLY 39c
1-Gunze Tube
Regular 60c

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

KEY COUPON
POCKET COMBS
Reg. 10c Limit 2
4c

EPHEDRINE CAPSULES
3/8 gr. 40's 69c
3/8 gr. 100's \$1.19
3/8 gr. 40's 98c
3/8 gr. 100's \$1.69

KEY COUPON
LU DEN'S COUGH DROPS
5c SIZE
2 for Limit 2
5c

CANNING JAR RUBBERS
12 IN A BOX
6 boxes 25c

Nose & Throat ATOMIZER
Sprays Oil or Water
Regular \$1.25 Value
98c

KEY COUPON
CONTI CASTILE SHAMPOO
50c Size
37c

KAZ ELECTRIC VAPORIZER
REG. \$2.00
1-OZ. BOTTLE
KAZ FOR COLDS
REG. 35c
\$2.35 Value FOR **\$1.89**

HAY FEVER SUFFERERS! KEY DRUG STORES FEATURE:
The ALLERGY Electric MASK aids in relief of Hay Fever and Seasonal Asthma symptoms by cleansing many pollens and molds from air inhaled by wearer. Requires no electric socket—is shockproof—is adjustable and comfortable.
Price \$10.00 Complete

KEY COUPON
WHICH HAZEL
Pint Bottle
18c

Thermos Bottles BAKELITE
PINT QUART
\$1.19 * \$2.24

Buy the GIANT SIZE COLGATE SHAVE CREAM
5 oz. tube
39c
YOU SAVE 15c

KEY COUPON
ISOPROPYL RUBBING ALCOHOL
Pint Bottle
19c

KEY COUPON
GRIFFIN SHOE WHITE
Reg. 25c Bottle or Tube
19c

FILMS DEVELOPED & PRINTED ANY 6 OR 8 EXPOSURE ROLL 23c
Luckies, Camels, Chesterfields, Raleigh, Old Gold, Philip Morris
Carton **\$1.46**
Tax Paid

KEY COUPON
SQUIBB'S MINERAL OIL
Quart Bottle
89c

KEY COUPON
Feenamint
Regular 25c Size
19c

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!
Vimms
REG. SIZE **49c** LARGE SIZE **\$1.69**

KEY COUPON
MENNEN Antiseptic Oil
80c Size
43c

KEY COUPON
GEM BLADES MICROMATIC
Pkg. of 5
23c

ONE A DAY B COMPLEX VITAMIN TABLETS
12 DAY SUPPLY
ONLY **44c**

KEY COUPON
MEAD'S PABLUM
Large 50c Size
39c

KEY COUPON
50c Jergens' Lotion 25c Jergens' Cream
75c Value Both For
39c

Alka-Seltzer
LARGE 60c Bottle
49c

KEY COUPON
MEAD'S Dextrin Maltose 1-POUND CAN
Regular 75c
63c

KEY COUPON
HORLICK'S MALTED MILK
Pound Can
79c

Hot Water Bottle
Extra Heavy Construction \$1.25 Value 2 Qt. Cap.
79c

KEY COUPON
LU DEN'S COUGH DROPS
5c SIZE
2 for Limit 2
5c

A WINNER EVERY WEEK

THIS WEEK'S WINNER
Mrs. Rose Lafferty
100 Ravenwood Ave.
Mrs. Lafferty's name was on the stub drawn at 2 p. m. last Monday. The stub was drawn by Miss Doris Cera, 552 Emerson St. If Mrs. Lafferty will stop at Shopping News office, 93 Clinton Ave. S., she will be given.

EVERY WINNER GETS \$25 IN CASH

EACH RECEIPT GOOD FOR FULL MONTH'S DRAWINGS

\$25 IN CASH

ALL YOU PAY IS 10c A MONTH TO YOUR CARRIER

YOU TOO CAN WIN IF YOU ARE A SUSTAINING SUBSCRIBER

HOW TO BECOME A SUSTAINING SUBSCRIBER TO SHOPPING NEWS

HERE'S HOW

MRS. KATHRYN TOMASINO
1617 Clifford Ave., won \$25 on July 5
MRS. ELIZABETH VOGT
358 Electric Ave., won \$25 on July 12
MRS. IRVING KNIGHT
695 Broadway, won \$25 on July 19
MRS. LAURA BURRELL
53 Mona St., won \$25 on July 26

YOUR SHOPPING NEWS CARRIER WILL CALL AT YOUR HOME THIS MONTH

When your Shopping News carrier calls at your home each month give him a dime for which he will give you an official receipt. He will put your name and address on the receipt stub and return it to Shopping News. At the end of each month all receipt stubs are placed in a big hopper and a public drawing is held each Monday at 3 p. m. A passerby is selected to draw the winning stub each week. When your stub is drawn you will be awarded \$25 in cash.

Your stub stays in the hopper for a full month so you have four opportunities to win on each ticket.

Incidentally, your Shopping News carrier will deliver your copy of Shopping News each Thursday whether or not you are a sustaining subscriber.

Dress Up Your Suit With Glittery Glamour

Suggested for the smartest trick of the year—a "glamour blouse" to be worn under your plain soft wool suit. This type of blouse can be satin, the new pastel, embroidered jersey, or

metal cloth—anything that's glittery and dressy. With the jacket of your suit on, you're dressed for the office. Take the jacket off, glitter in all your glory, and you're a glamour girl ready for an evening of dining and dancing. The dressy blouse has a very practical side—it gives your favorite suit two distinct and separate lives.

Ward's JUST RECEIVED MORE

FLUORESCENT FIXTURES

For Bath, Kitchen, Cellar, Work Room

NATURAL DAYLIGHT - LIKE LIGHT
SIMPLE AS INSTALLING A NEW BULB



\$7.95 Complete

WITH TWO GE 20 WATT FLUORESCENT BULBS

1—Three times as much light per watt of 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.

OPEN SATURDAY 8:30 A.M. TO 12:30 NOON

Free Parking Opposite With \$1 Purchase

Ward's 15 EXCHANGE ST.

Free City Deliveries No C. O. D.'s on purchases under \$1.00

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 F. Tolson, Jr. • Alfred B. Tolson

AT RADIO CITY

One Person . . . \$2.50 to \$4.00
Two Persons \$3.50 to \$6.00

3 ATTRACTIVE DINING ROOMS
Breakfast from 30c—Lunch 70c
De Luxe Dinner 1.40

SEE WHY THE JAP WAR LORDS HAVE GOT TO BE

Exterminated!

THEY'RE WORSE THAN KILLERS!

They force their own daughters into gilded Geisha palaces!

They torture helpless men and women!

They make war even on babies!

They manhandle captive women!

They make slaves of children!



BEHIND THE RISING SUN

From The Pages of Life of James R. Young's Startling Book

JIU JITSU KILLER VS. AMERICAN BOXER

with MARGO • TOM NEAL
J. CARROL NAISH • ROBERT RYAN • GLORIA HOLDEN

Directed by EDWARD DYMTRYK
Original Screen Play by Emmet Lavery

STARTS TO-DAY
RKO PALACE

Free Parking Opposite With \$1 Purchase

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THANKS

To those who Serve

today's **GENESEE**

2 OUTSTANDING VACATION CRUISES

PERSONALLY CONDUCTED

MONTREAL AND QUEBEC

ALL EXPENSES **\$59.50** Person Plus \$4.10 Tax

Lv. Thur. Aug. 15 Return Sun.

Season's final tour. Exact duplicate of the July tour which was voted one of the best ever. Cruise Lake Ontario of the West. See Montreal, St. Lawrence, St. Anne, St. Quebec, Famous Shrine of St. Ursula, Beauport, St. Hubert Hotel, St. de Beaufort, St. Michel, accommodations, Lawrence, DeLuxe and river steamers, Montreal, DeLuxe and river steamers, aboard palatial lake and river steamers. Dancing! Entertainment! Every necessary expense included.

SPONSORED BY SHOPPING NEWS TRAVEL DEPT.

INDEPENDENT **TORONTO** \$21.85 Person Plus \$5c Tax

Duplicate of the very successful July cruise. Includes transportation, berth on steamer, room at Royal York Hotel in Toronto. All meals aboard ship and in hotel, ship-board entertainment, dancing! Relaxation! Fun!

Lv. Thurs. Aug. 19. Return Sat.

Reservations Limited Make Yours NOW

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THE LOWEST OPA CEILING PRICES IN THIS COMMUNITY

TEMPTING, OVEN-FRESH

CHOCOLATE CAKES

2-LAYER **35c** Ea.
3-LAYER **49c** Ea.

LAST 4 DAYS TO USE NPQ BLUE STAMPS

They Expire next Saturday Night

Use N. P. Q. R. S. T

Item	Blue Points	Price
SAVORY TOMATO PASTE . . .	9 can	10c
POUND PACKAGE PEA BEANS . . .	4 pkg.	9c
GREEN or YELLOW SPLIT PEAS . . .	4 lb.	12c
46-OZ. CAN DOLE GRAPEFRUIT JUICE	22 can	32c
20-OZ. CAN CAMPBELL'S TOMATO JUICE . . .	2 can	10c
20-OZ. CAN GULF CLUB TOMATO JUICE . . .	2 can	9c
18-OZ. CAN VEGETABLE V-8 COCKTAIL . . .	2 can	14c
46-OZ. CAN ZENDIA GRAPEFRUIT JUICE	4 can	29c
No. 2 CAN POLK'S PINEAPPLE JUICE	2 can	13c
CAMPBELL'S TOMATO SOUP . . .	3 cans	25c
No. 2 CAN PHILLIP'S GREEN BEANS . . .	11 can	12c
No. 2 Can MANCHESTER G. B. CORN . . .	16 can	11c
PHILLIP'S PORK & BEANS . . .	14 can	13c
No. 2 1/2 CAN SAUERKRAUT . . .	7 can	12c

LOWEST PRICES—ALL VARIETIES
CLAPP'S, BEECH-NUT & HEINZ
Strained (1 pt. can) Chopped (2 pts. can)

BABY FOODS

OLD ABBEY **ALE**

3 12-oz. Bottles **25c**

Wegmans HOME OWNED SUPER MARKETS

FREE PARKING FOR CUSTOMERS

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. MINIMUM 10 SQ. FEET. **42c** SQ. FT.

WASHABLE WINDOW SHADES Selection of colors. New colors included. Size 4 1/2 x 36 inches. WITHOUT ROLLER **39c** 29c

Lucas PAINT STORE
80 St. Paul St. FREE PARKING Main 1090

BERGHASH SPECIALS!

OLD PARKER Special Reserve AMERICAN **WINE** \$2.19 Full Gallon

3 DAYS ONLY—LIMIT 2

EXTRA SPECIAL!
JOB LOT SALE — O'NEILL'S 4 YEAR OLD **BRANDY** \$2.09 Full Pint

Comparable in character and flavor with most imported French Brandy.

FAMOUS JOHN BEGG'S **SCOTCH** 4.90 Full Fifth

100% SCOTCH WHISKIES
86.8 Proof. Imported from Glasgow, Scotland.

G & B BLACK LABEL WHISKEY \$3.29 Full 5th

86.8 proof. A blend of 4 and 5 year old whiskies made by Gallagher and Burton who made the famous Kerrigana whiskey.

IMPORTED RON CARABEE **RUM** \$2.89 Fifth

BOTTLED IN BOND PEACH BRANDY 100 Proof 79c Half Pint

NEW! INTRODUCING LANCER'S WINE Sherry, Muscatel Port \$1.09 Full Fifth

BERGHASH 124 CLINTON AVE. SO.

Your Choice of 5

Pete Hagen's Ready-to-Serve

MANHATTAN Ready-to-Serve

DRY MARTINI Ready-to-Serve

SIDE CAR Ready-to-Serve

OLD FASHIONED Ready-to-Serve

DAIQUIRI Ready-to-Serve

COCKTAILS

BUY U.S. WAR BONDS & STAMPS

AT NEIGHBORHOOD LIQUOR STORES
POPPER MORSON CO., ROCKEFELLER CENTER, NEW YORK
"Time-Honored Quality—Since 1889"

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RUGS
FURNISHED ROOMS TO RENT
FURNISHED ROOMS TO RENT
FURNISHED ROOMS TO RENT

BEDDING
NEW COTTON
WANTED TO BUY
OLD PRINTS
MENS, SPRING, STOVES, RUGS, DRESSING AND BEDROOM SUITES

WILL TRADE

GEORGE with new portable equipment for studio in good condition. Call GEORGE 31319

How to Clean Hair Brushes
Cleaning hair brushes — Dip bristles in boiling water to which a few drops of ammonia have been added. Repeat until bristles look clean, rinse in cold water, shake well, wipe handles and backs with a towel and dry in the sun. Keep the backs and handles out of the water as much as possible, and do not wipe the bristles with the towel.

Household Hints

To remove old putty from broken windows, dip a small brush in caustic soda and paint the dry putty that sticks to the glass and frames. After an hour the putty should be soft enough to remove easily.

Moths in carpet can be destroyed by spreading a damp huckaback towel over the affected part and pressing it with a hot iron until dry.

Powdered borax sprinkled freely about the haunts of mice will help to rid a house of these pests.

HAY FEVER AND ASTHMA SUFFERERS

Get Relief This Quick Easy Way
Start now — the new drug is August 15th. Results are guaranteed or your money will be refunded.

1 Btl. \$1.25 - 5 For \$5.00
MAID DRUG CO.
511 DEWEY AVENUE
Call GLEN 4016

Where To Play BINGO

WEGMAN HALL
371 E. MAIN ST.
Between East Ave. and Gibbs St.
Entrance Between Mohican and Wegman's

EVENING GAMES
SUNDAY - MONDAY 8:15
25 REG. GAMES \$5.00 ea.
JACK POT \$90
SUNDAY AND MONDAY NITES

AFTERNOON GAMES 1:30
WED. \$4.00 SAT. \$5.00
EARLY BIRD SPECIAL AT EACH GAME

STAR BINGO
372 FLINT ST. (rear)
MON. 8:15 P. M. \$3
TUES. 8:15 P. M.
WED. 8:15 P. M.
THURS. 8:15 P. M.
FRI. 8:15 P. M.
SAT. 8:15 P. M.
SUN. 8:15 P. M.
No Wed. Game Till Further Notice
* 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

19th WARD
CLUB HOUSE
257 HAWLEY STREET
Tues. & Thurs. Nites 8:15
SPECIAL OFFER
TUES. & SAT. NITE 8:15
TRIPLE BD. 50c
and 50c
Book of Specials Plus Tax
No Afternoon Games During Summer
Jefferson Bus to Hawley St. Admission 50c Tax 2c Total 52c

TOWNER HALL
ALL GAMES SPECIAL \$5.00 EACH
WEDNESDAY AND THURSDAY, AUGUST 11th, 12th

TOWNER & REXY
SATURDAY, AUGUST 7th ONLY!
ALL GAMES \$10-\$12
SPECIALS JACKPOT \$220
\$35 and \$45
WED. NITE 23 GAMES — All Single — No Hook-Ups

WORTH 45c For You Thursday AUG. 5th Towner Hall	WORTH 25c For You SATURDAY AUG. 7th Towner-Rexy	WORTH 25c For You SUNDAY AUG. 8th Towner	WORTH 45c For You Wednesday AUG. 11th Towner
WORTH 45c For Friend Thursday AUG. 5th Towner Hall	WORTH 25c For Friend SATURDAY AUG. 7th Towner-Rexy	WORTH 25c For Friend SUNDAY AUG. 8th Towner	WORTH 45c For Friend Wednesday AUG. 11th Towner

UNION LEAGUE
South Ave. cor. Gregory
MONDAY - FRIDAY NITES
30 REG. BOARDS
\$5 - \$10 - \$15
EARLY BIRD 8 P. M.
Saturday 1:30 P. M.
Afternoons
The Coolest Spot in Town
25 GAMES \$4

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
BINGO PLAYED 6 NIGHTS A WEEK

THIS PASS WORTH GOOD WED. THURS. FRI. 50c
THIS PASS WORTH GOOD SAT. SUN. 25c

COUPON \$45c FOR YOU
SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY All Games AUG. 10th \$7 FOR A FRIEND

CAPITOL HALL
85 W. MAIN ST.
Door Special \$25 to \$50
Mon. - Tues. - 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 \$5
Games Thurs. Aft. \$5

Friday and Saturday 25 Games \$5-\$10 On Reg. Boards Letter 'H' \$15 and \$15
ADM. 28c INC. TAX

PARK HALL
1st Quality Sheer
HOSIERY
From Helger's Hosiery Shop 213 Main St. P.

24 PAIRS GIVEN (12 THURSDAY) (12 SATURDAY)
THURSDAY 23 GAMES \$7-\$8 PLUS JACKPOT - \$175
SATURDAY ALL GAMES \$10 PLUS JACKPOT \$5555 FRI. & SAT. FAMILY NITES
50c TRIPLE BOARDS 2 BOOK SPECIALS

ADMISSION THURS. - SAT. - \$1N, 25c TAX 3c FRI. & SAT. \$1N, 25c TAX 3c FRI. & SAT. \$1N, 25c TAX 3c FRI. & SAT. \$1N, 25c TAX 3c

STRAND
EVERY TUES. AND FRI. AT 8:45 P. M.
\$1000 EACH NITE
NO JACKPOTS
ALL PRIZES GO
BINGO

at Dolan's
WHERE YOU BUY THE CUTS OF CHICKEN YOU PREFER
DOLAN'S
600 JEFFERSON AVE.
Cor. Bartlett
Telephone Geneva 1417

WHY GIRLS BY THOUSANDS prefer this way to relieve distress of PERIODIC FEMALE WEAKNESS

With Its Cranky, Nervous Feelings—
Take heed if you, like so many women and girls on such days suffer from cramps, headaches, backache, weak, nervous feelings, dizziness, "irregularities", periods of the blues—due to functional monthly disturbances.

Start at once — try Lydia E. Pinkham's Vegetable Compound to relieve such symptoms. It's a family relief not only to help relieve monthly pain but also accompanying weak, nervous feelings of this nature. This is because of its soothing effect on the course of woman's most important organs. Taken regularly—Pinkham's Compound helps build up resistance against such symptoms. It acts as a natural, wholesome of women report benefits. Also a fine stomachic tonic! Follow label directions.

Lydia E. Pinkham's VEGETABLE COMPOUND

KEEP YOUR GARBAGE CAN FRESH AS A SEA BREEZE!
with SANI GARB
EVEN when it's 100 degrees in the shade—your garbage can keeps fresh and sanitary with Sani-Garb! Effective deodorant.

Trig TO KEEP YOUR HOME SHIP-SHAPE AND CLEAN IN HALF THE TIME!
25c

Both Trig & Sani-Garb sold at Harts Food Stores, American Economy, A & P, Super's, Wegman's, Sibley's, Edwards, McCurdy's, Red & White Stores, Star Super Markets and 644 neighborhood grocers.

SAVE at DAVIS CUT-RATE DRUGS
SALE ENDS SATURDAY NIGHT
Limit Quantity

WITH THIS COUPON 10 DOUBLE-EDGE PRECISION-GROUND BLADES
PACKAGE OF 10 23c
Here is a superior precision-made blade — guaranteed to give MORE and SMOOTHER shaves. Fits all Gillette and double-edge razors.
Limit of 2 Pkgs.

Dressing COMBS
Full-size dressing combs. Fast fine and coarse teeth. Practical, unbreakable.
REG. 25c Value 9c

POCKET COMBS
With Case 10c Value 7c

CANDY SALE!
A sale of candy in times like these!—Convincing proof of DAVIS' ability to bring you outstanding values in the things you want! (NONE SOLD TO DEALERS!)

PLANTERS SALTED PEANUTS REG. 5c PKGS. 2 for 5c
Regular 4c bags of Planters' salted peanuts always ready for eating.

CHOCOLATE NUT FUDGE BARS REG. 3c BARS 3 FOR 10c
Delicious chocolate fudge—creamy and smooth — 2 1/2 x 3 1/2. Full of coated nut meats.
Limit 3 Bars

TOASTED COCOANUT Marshmallow Bars REG. 5c BARS 4 for 11c
Limit of 4

LIFE SAVERS REG. 5c PKGS. 2 FOR 7c
Choice of Peppermint or Wintergreen.
Limit of 2

JAR RUBBERS for CANNING
Fresh, red rubber rings standard size for all methods of home-canning. BUY NOW!
Box of 12 4c
DAV'S LOW PRICE

DAV'S COUPON WAXED SANDWICH BAGS
Full-size waxed paper bags for making sandwiches and lunches — Keeps 'em fresh and sanitary!
PKG. OF 40 8c
Limit of 2

PLAYING CARDS BRIDGE or PINOCCHLE
New, deluxe 52 cards — easy handling.
35c DECKS 26c

EMBOSSED POKER CHIPS
Box of 100 assorted, noiseless, unbreakable.
33c BOX OF 100

WOODBURY FACIAL SOAP
Large 10c Bars 3 for 17c

KREML SHAMPOO
60c Size 29c

COMPLETE SELF-SEALING 2-Pc. CAPS
NO JAR RUBBERS NEEDED
New, 2-piece caps for sealing all standard jars. Metal lid, double-baked white enamel inside with built-in rubber.
Box of 12 21c

DAV'S COUPON PALM and OLIVE OIL SHAVING CREAM
Large 25c Size 11c
Please bring an old tube of any type in exchange.
Limit of 1

SUN GOGGLES
Choice of tinted convex lenses set in sturdy plastic frames.
Regular or Slip-Over Styles 19c

BARBASOL Shave Cream
50c Size Tube or Jar 19c

MILK OF MAGNESIA
Pure U.S.P. PINT 9c

Rectal Soreness Get Relief Now Easy Way
Sit in Comfort
Prolarmon Rectal is a safe, dependable relief of itching, painful, and annoying rectal soreness. It's a powerful, soothing, and non-toxic relief. It's a powerful, soothing, and non-toxic relief. It's a powerful, soothing, and non-toxic relief.

Prolarmon RECTAL

SMOKERS' BARGAINS
PRINCE ALBERT HALF & HALF KENTUCKY CLUB VELVET DILL'S BEST 15c Size 2 for 19c

Briar PIPES
Super-graded selected Briars made by a well-known manufacturer. Here's your chance to get great at a price you'll never be able to beat!
Many styles, shapes and sizes for your choice.
SALE PRICE 59c

PIPE and CIGARETTE TOBACCOS 10c SIZE 2 FOR 15c

UNION LEADER TOBACCO Large 14-oz. Jar 61c

PRINCE ALBERT, 1-lb. 74c
GRANGER, MODEL, 1-lb. 71c
VELVET, DILLS, 1-lb. 74c
EDGEWORTH, 1-lb. \$1.01

SODAMINT TABLETS 4c
Pkg. of 100

HINKLE LAXATIVE PILLS Bottle of 100 6c

PETERMAN'S DISCOVERY 60c Quart 39c

HERE NOW AT LOW COST 6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!
REGULAR SIZE 49c
LARGE ECONOMY SIZE \$1.69

Vimms

Alka-Seltzer
For Quick Relief of HEADACHES, COLIC, STOMACH ACID, INDIGESTION AND MORNING SICKNESS
60c Size 49c

Pro-phy-lac-tic NYLON BRISTLE BRUSH
2 FOR 23c 43c DOUBLE PACKAGE

FLIT INSECT SPRAY Full Quart 29c

Book Matches Box of 50 Pads 8c

The Rochester Sun

SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave. S. 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. 48

ROCHESTER, N. Y., THURSDAY, AUGUST 12, 1943

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

OTD Eases Delivery Ban For Local Stores

Lifting of restrictions on the delivery of mail and phone orders was announced by the Office of Defense Transportation this week.

Under the new ruling local stores can now deliver orders phoned to the store as well as mail orders. Rochester stores who see in this new ruling an opportunity for added service to their customers have made plans to inaugurate the new system immediately and schedules have been arranged to still comply with gasoline and tire-saving measures promulgated by the ODT.

ODT officials lifted the ban, it is said, to facilitate shopping by war workers, many of whom cannot shop in person without leaving their work.

An important part of the ruling, according to one leading retailer, is that gifts purchased by one person and sent to another may again be delivered. This will be particularly good news to those who purchase wedding, birthday, anniversary gifts, etc., and is expected to help considerably in gift giving during the coming Christmas season.

All stores have joined in an appeal to their customers to do their very best to group purchases whenever possible so that vitally needed gasoline can be saved and tires given as little wear as possible.

RESERVATIONS AVAILABLE FOR ALL-EXPENSE CRUISE TO MONTREAL, QUEBEC, WORLD FAMOUS SHRINES

Day In Quebec, Week-End In Montreal Included In Sept. 1-5 Tour Plans

The breath-taking beauty of Quebec at summer's end belies description in mere words. It is a sight that lives long in the memories of its beholders. But the best one-word description is probably "antiquity." It is an antiquity in the continental manner. Difficult it would be for a stranger set down in its midst to say whether he were in French Canada or old France itself.

And a thorough visit through Quebec city is only one of the many high points of the Montreal-Quebec cruise sponsored by Shopping News at the beginning of next month.

Final cruise of the season of the Shopping News Travel Department will leave Rochester on Wednesday night, September 1st and will return to the city the following Sunday evening. Several reservations are still available and will be made on a first-come-first-served basis. All reservations should be made at Shopping News, 93 Clinton Ave. S. or telephoned to Stone 6000.

Another high spot of interest during the trip is the visit to the famous North American Lourdes, the shrine of Ste. Anne de Beaupre which is approximately 30 miles beyond Quebec. Included in the trip to the shrine is a stop-off at Mt. Morency falls, a beautiful waterfall, higher than Niagara.

Of course, the day and night visit to Montreal, largest of Canadian cities is packed full of interest, enjoyment and merriment.

Then too the delicious meals, the luxurious accommodations on land and on board ship, the stay at the Mt. Royal Hotel in Montreal and the luncheon at the world-famous Chateau Frontenac in Quebec all share the spotlight as contributing factors to one of the most successful cruises ever devised for a Rochester party. The Shopping-News sponsored tour is the only one personally conducted by a competent travel counselor from Rochester.

Total cost per person for the entire all-expense trip is \$59.50 plus a tax of \$4.10. And that cost includes everything which would contribute to the tourists pleasure and well-being.

Descriptive literature concerning the trip is yours for the asking at Shopping News office.

Donald Leahy Crashes Winner's Circle

It's a man's world this week as far as the Shopping News weekly drawing for sustaining subscribers is concerned.

First of the so-called "stronger sex" to win one of the \$25 drawings sponsored by Shopping News is Donald Leahy, who lives at 143 Sanford St. Leahy will receive his \$25 anytime if he will just stop in at Shopping News, 93 Clinton Ave. St.

Winner of the five dollar carrier bonus or selling the winning ticket goes to Martin Neill who has faithfully carried his Shopping News route since last October.

The winning ticket was drawn at Shopping News on Monday at 3 p. m. by Miss Eleanor Rudy, 684 Joseph Ave.

More Beads Needed By Fighting Men

Several hundred beads, bracelets, necklaces, earrings, etc., have already been turned in to Shopping News to be sent to fighting men in the Pacific area.

The local drive for these trinkets will continue through the month of August, according to Mrs. Paul Crerar, who is working with Charles Schewe in gathering the colored beads. Schewe heads the General Billy Mitchell Garrison, Army and Navy Union, the organization which has accepted the responsibility for getting the beads to the men on the fighting fronts in the Pacific area.

The beads are used in place of money in bartering with the natives to secure food and water supplies and information vital to military successes. Several men in the area have asked for articles of this type and it is to them the present donations will be sent.

You may leave your donations at Shopping News, 93 Clinton Ave. S. and they will be turned over to Schewe.

Polish Group To Picnic Sunday

Annual picnic of the St. Casimir's Polish National Catholic Church will be held on the Parish grounds on Hudson Ave. next Sunday afternoon and evening.

Anthony Przystuda is general chairman.

'Seabees' Offer Navy Ratings For Qualified Recruits

Only branch of the Navy where ratings are still available for men with construction experience is the "Seabees", according to officials of the Navy Recruiting Station at the Federal Bldg. here.

Driving for enlistments in the Construction Battalion, Navy recruiters point out that Seabees receive the same pay and ratings as in other branches of the Navy, get premium pay for overseas duty and have the same dependent allowances as in other services. Living quarters, food, clothing and uniforms, medical and dental care, hospitalization, etc., are furnished Seabees on the same basis as all branches of the Navy.

The Seabees accept enlistments without local draft board permission if the applicant is 17 and has not yet reached his 18th birthday; or is over 38 but under 50 years of age.

For those who are in the 18-38 age bracket you may enlist in the Seabees providing you have your draft board's permission. Draft board OK is also necessary if you are already in Class 1-A or are about to be reclassified into 1-A.

Complete details of necessary qualifications, pay, ratings, possibility for future advancement, etc., are available locally at the Navy Recruiting Station in the Federal Bldg. here.

New Sinclair Lewis Story Hailed By Critics

A new novel by Sinclair Lewis is an event in literary circles and previews of "Green Eyes" by this gifted author indicate he has again produced a classic.

"Green Eyes" is the story of Alpha Orchard, a wife who wrecked her marriage and embarrassed her friends because she was jealous. Lewis fans, who may not want to wait for publication of the book, can begin enjoying this handbook of jealousy in the September Cosmopolitan, now on sale.

Included in this issue are a provocative article by Raymond Clapper, wireless from London, on the Allies' chances of Germany out of the war in 1944.

Amusements

CENTURY NOW PLAYING George Montgomery and Annabella in "BOMBER MOON". Plus Lupe Velez in "RED HEAD FROM MANHATTAN."

LOEWS TODAY "THE FLYING GANGSTER—PILOT No. 5" with Franchot Tone and Marsha Hunt. Plus Joan Davis in "TWO SENORITAS FROM CHI."

PALACE NOW PLAYING Charles Boyer and Joan Fontaine in "THE CONSTANT NYMPH". Plus "MELODY PARADE" with Mary Beth Hughes.

CAMEO SUN. THRU TUES. "EDGE OF DARKNESS" with Errol Flynn and Ann Sheridan. Plus "AIR RAID WARDENS", with Laurel and Hardy.

CAPITOL NOW PLAYING Tyrone Power in "CRASH DIVE" Plus "GALS, INC." with Leon Erro.

DIXIE SUN. THRU TUES. Ann Sheridan. Plus "SHE HAD WHAT IT TAKES" with Jinx Falkenburg and Tom Neal.

HUDSON SUN. AND MON. "DESPERADOS" with Randolph Scott and Glenn Ford. Plus "A LITTLE BIT OF HEAVEN" with Gloria Jean.

LITTLE 2ND WEEK Anna Neagle and Cedric Hardwicke in "PEG OF OLD DRURY"

MADISON MONROE SUN. THRU WED. "MY FRIEND FLICKA" with Roddy McDowall and Preston Foster. "AERIAL GUNNER" with Chester Morris and Richard Arlen.

REGENT NOW PLAYING "BEHIND THE RISING SUN" with Margo and Tom Neal. Plus Harriet Hilliard in "Honeymoon Lodge"

REXY SUN., MON., TUES. "HAPPY GO LUCKY" with Dick Powell, Mary Martin and Betty Hutton. Plus "STREET OF CHANCE" with Claire Trevor and Burgess Meredith.

RIVIERA SUN. THRU TUES. "CHINA" with Loretta Young and Alan Ladd Plus "IT'S A GREAT LIFE" with Penny Singleton and Arthur Lake.

STATE LIBERTY SUN. THRU TUES. "ACTION IN THE NORTH ATLANTIC" with Humphrey Bogart and Raymond Massey. Plus "JITTERBUGS" with Laurel and Hardy.

TEMPLE NOW PLAYING "PRISON GIRLS" with Rose Hobart Plus "TERROR HOUSE" with Wilfred Lawton

WEST END SUN. THRU TUES. "LADY OF BURLESQUE" with Barbara Stanwyck and Michael O'Shea Plus "ASSIGNMENT IN BRITTANY" with Pierre Aumont and Susan Peters.

HARRIS NUSBAUM

Select Your New Coat at Nusbaum's Fall and Winter

COAT EVENT

Buy the coat you'd planned for, NOW because at this time we can offer you extraordinary values in fine furs and fabrics, the sort of good buys that brought Nusbaum's so much word-of-mouth advertising in past years. Because we can offer you the pick of the season's pelts and fabrics . . . plus careful, unhurried workmanship; important considerations in times like these, when your coat means more as a long-term investment in style, quality and service than ever before!



AN INVESTMENT THAT PAYS DIVIDENDS IN WARMTH . . . DURABILITY . . . AND STYLE



1943-44
FUR COATS \$79

SABLE DYED CONEY
Warm, rich-looking. Sturdy quality skins, superbly tailored in the latest styles, blended and striped to look similar to sable.

SEAL DYED CONEY \$119
Beautiful lustrous pelts, dyed in rich black or brown, gorgeous styles, wonderful values. Made to give years of warmth and luxury.

SABLE BLENDED NORTHERN MUSKRAT \$199
Hollander blended beautiful soft skin dyed in rich Sable brown. All these coats were carefully selected to give you choice skins for years of long wear and warmth.

SIZES 10 - 44



SPORT & DRESS COATS

A myriad of brilliant styles! All the wanted fabrics — Tweeds, plaids, stripes and many plain colors. Boxy, Balmacon, and Chesterfield styles. Some with velvet collars. Sizes 9 to 15, 10 to 20 and 38 to 52.

\$26⁵⁰
OTHERS UP TO \$39.50.



LADIES' FUR TRIMMED COATS

Choose from Nusbaum's bountiful stock of style-leaders in the best fabrics. Trimmed in Silvered Fox, American Gray Fox, Norwegian Blue Fox, Sable Lyed Squirrel, Wolf, Skunk and other luxurious fine furs. Sizes 9 to 17, 10 to 20 and 38 to 52.

\$39⁵⁰

JUNIOR SIZES 9-17
MISSES' SIZES 10-20
WOMEN'S SIZES 38-52

OTHERS UP TO \$69.50

STORE HOURS:
Open Evenings Until 9
Friday to 7 P. M.

HARRIS NUSBAUM

221-229 JOSEPH AVE. at KELLY ST.

Plenty of Free Parking Rear of Store

FASHION DECREEES

Comes the first anniversary of the WAVES and CBS star "Aunt Jenny" pays tribute to their new type of feminine attractiveness, pointing out the valuable lesson in grooming which is being evidenced daily by the girls in the trim blue uniform of the Navy. "Each day imagine you're dressing for inspection by a superior officer at any unexpected moment. Then you'll be sure to have your shoes polished,

E. E. BAUSCH & SON CO.
Optical Service Exclusively

90 Years of Dependability

IN OPTICAL SERVICE

There can be no satisfactory substitute for the 90 years of experience behind the BAUSCH Optical Service. So when it is a matter of safeguarding one's eyes one naturally turns to BAUSCH for precision ground lenses, fashion right frames and scientific eye examinations.

Phone Either Store for Time-Saving Appointment
Charge Accounts for Convenience

Open Mon., Tues., Wed., Thurs., 9 A.M. to 5:30 P.M.
Open Fridays to 9 P.M. and Closed All Day Saturday During August

E. E. Bausch & Son Co.
6 MAIN S. E. CARL R. BAUSCH Optometrist 61 EAST AVE.

your clothes brushed, your hair tidy and your appearance above par. Your posture will be erect, and you'll automatically register the alert attitude which is required in today's busier woman."

Small and head-hugging hats reigned at the comprehensive showing of fall and winter millinery in all price ranges, under the auspices of New York's Millinery Stabilization Commission. Of the twelve colors in felts which have received the approval of Uncle Sam, one shade was definitely a favorite. You'll recall it as fuchsia, but it has been rechristened "wild grape" for the coming season. Dress woollens, velvets, furs alone and on panne velvet were trimmed with braids, metallic threads, jewel stones, pearls and jet

KAY'S COMMENTS

When that blessed telegram arrives—he's on his way — and you've put off buying that wedding present for those happy kids—don't fret — drop into SMITH-CERAMIC STUDIOS where your selection is easy as pie. Gleaming crystal—shining silver—beautiful lamps — and many utility pieces all priced with an eye on your budget. 903 MONROE AVE.

Do you like McKettrick Classic dresses. The new styles have the same becoming lines—but seem a little more on the dressy side, I think. For a low priced dress, they are certainly nice. Sibley's carry them.

Just for the asking, you may have a booklet on the greater utilization of your Victory Garden. "Canning and Preserving" is the name of the booklet—so drop into HOME SERVICE at R. G. & E., 80 East Ave., you'll find the trip while worth your while.

Try peas beans prepared this way. Cook in small amount of water. Drain. Add one teaspoon of lemon juice. Chunk of butter—cover and let stand for a few minutes and serve. Courtesy of Mrs. Rose Martin.

So you've made up your mind you want to buy a fur coat this month. Well why not? Let me tell you about the values SHAFER CO. have this season. Dazzling Persian's in both black and grey. Soft practical Muskrat with a silver cast, made on slim lines. Raccoons' Australian Opossum, Beavers, and Minks that will practically make you drool with envy. All the fur coats at Shafer Fur are creations that you will cherish this winter, and for years to come. It is wise to buy from a reputable furrier like Shafer 'cause only the trained eye can truly see what constitutes high quality in furs and knowing women wisely put their fashion and value trust in Shafer Co. furs. For years the Shafer label has been recognized as a symbol of progress, always in advance of the times. Remember all prices at SHAFER FUR CO. include tax. 51 East Ave.

Dice leftover ham or chicken fine and combine in the leftover gravy. Fry little pancakes and while hot spread with the meat and gravy, roll up and serve immediately. Nice work if you're quick about it.

thing of the past, but American ingenuity has brought forth a to scrambling eggs. Scrambled highly successful substitute. It's eggs with these additions make a waterproof substance called a breakfast or lunch anyone pyroxylin which may be applied to cotton or rayon.

To thaw out a lead pipe, apply cloths saturated with hot water. Do not use blow-torch or active heat.

Pan fry diced bacon, chopped onions and chopped green pepper.



Heat, Acid and Stain Resistant!

5 PC. BREAKFAST SET
Table and 4 Chairs

\$64.50

Hot coffee, fruit juice, liquids of any type and warm plates will not harm the beautiful finish of these fine tables. What's more, the top will not stain, discolor, chip or crack with normal use. Here is an entirely new type of breakfast set styled in the modern manner to give you loads of satisfactory service. The chairs are extra strong hardwood carefully glue-blocked and screwed. The large and leaf pulls out to seat six or eight people. Lower's have a choice of colors for you to select from.

Lower's
50 STATE ST.

"With this ring I thee wed..."

(choose it at Rudolph's for the Grandest Selection!)

Smartly simple modern style in 14K yellow gold. **7.50** EASY TERMS

Unusual design, brilliant with three fine diamonds. **22.50** EASY TERMS

Five fine diamonds in a new style setting. **49.50** EASY TERMS

The fabric setting displays the full beauty of nine fine diamonds. **\$110** EASY TERMS

Wedding bands for the bride and the groom. Striking modern design in 14K yellow gold. **BOTH FOR 19.95** EASY TERMS

Use Your Credit

RUDOLPH'S
CORNER EAST MAIN at SOUTH AVENUE
In Batavia—109 Main Street
Open Monday and Friday Until 9 P. M.—Closed Saturday

Get'em While We've Got'em

Slight Seconds* of Our Famous

Extra Sheer **HOSIERY**

*Almost perfect — slight defects will not impair wearing qualities.

2 Pair \$1

NEW SHADES
Sky Glo
Sun Gay
Star Joy

● FINE DENIER RAYON
● SIZES 8½ TO 10½

HELPER'S HOSIERY SHOP
213 MAIN ST. E.
3 doors below Clinton Ave.

WILLIAM F. and S. GEORGE SHAFER formerly President and Vice-President of **MENG & SHAFER**

NOW DURING OUR ANNUAL AUGUST FUR EVENT

Specially Priced

Fine SHAFER Quality

FUR COATS
\$110 to \$2150
—ALL PRICES INCLUDE TAX—

A few examples of exceptional value in Fur Coats within the Lower Price Ranges

from \$121 to \$197 — Including Tax
Black Persian Paw, Natural Persian Paw, Beaverette (dyed coney), Sealine (dyed coney), Black Indian Lamb, Sable Blend Marmot, Natural Spotted Cat, Natural Silver Muskrat, Brown Pony, Brown Hair Seal, Kaffee Caracul.

from \$209 to \$297 — Including Tax
Sable Blend Muskrat, Black Persian Lamb, Grey Bombay Lamb, Raccoon, Natural Skunk, Natural Ocelot Cat, Black Pony, Black Persian Paw, Natural Muskrat.

from \$319 to \$396 — Including Tax
Black Persian Lamb, Sable Blend Muskrat, Blue Fox Dyed Skunk, Natural Skunk, Hudson Seal (dyed Muskrat), Natural Squirrel, Sable Dyed Squirrel, Raccoon, Natural Leopard, Australian Opossum, Natural Jersey Muskrat, Natural Persian Lamb.

FUR COATS MADE TO MEASURE
Also at advantageous August savings... With unerring good judgment and discrimination, we have selected the choicest of the fresh-catch 1943 pelts, to be superbly worked to your order with typical SHAFER skill.

Open Friday NIGHT to 9
Closed Saturdays
Open Monday NOON to 9 P. M.

SHAFER Co.
51 EAST AVE.
furriers since 1880

A SMALL DEPOSIT WILL HOLD PURCHASE
Convenient Time Payments
FREE FRIGID SUMMER STORAGE



Consumer News

Have you reached the point where you feel that with both members of the family working, there is no such thing as a normal life? Well, take heart, there is, but it takes more planning to attain that "old feeling" of security within our homes. First off, sit down and discuss a workable schedule with your husband. This is a partnership now, and each will want to choose the task he likes and wants to do and each will take some of the disliked tasks that just must be done. Post this schedule and really give it a chance. If it doesn't work, then revise. There are many co-operative jobs which will be really fun, dishes for instance, if you take this time to talk out some incident of the day.

"The man who never in his life. Has washed the dishes with his wife. Or polished up the silver plate. He still is largely Celibate."

With a little thought, some of the drudgery jobs may be greatly simplified, for instance, buy a large enough wastebasket so that you will not need to empty it every day. The dusting will be made shorter if you put away some of the bric-a-brac, paper dusters that may be thrown away, save on the laundry. Do you have a dust mop upstairs as well as down to save carrying it back and forth? Arranging all of the food dishes and utensils needed for one operation near each other in your kitchen cupboard will have steps, as for instance, the coffee pot and the supply canister or your supply of cereal to be cooked near the stove,

water and utensils to be used, or in baking do you have to walk across your kitchen for salt, or do you have salt in two or three cupboards just where you need to use it?

Do you use individual place mats instead of table cloths? You can iron many mats in the time it takes to iron one cloth. And so one could go on but just start thinking about it and you'll laugh at yourself when you analyze the way you've been doing some household tasks. Don't set up for yourself the impossible goal that you'll keep house as perfectly as your Mother did, being unable to live up to your resolve only makes you feel harried and frustrated.

Does all this add up to hard work? Of course it does. Keeping house never has been an easy job, but it's a very satisfactory job and worth much careful planning to make it run smoothly in these trying days.

New Milk Sweetener

Have you a milk rebel in your home? Are you wondering what to do to get junior to drink his milk? Today, more than ever, children need milk to keep healthy. You grownups too should drink plenty of milk to help supplement some of the dietary deficiencies brought about by the rationing of many basic foods. Perhaps you or your children don't like milk. Well, if not, just mix yourself a good old fashioned molasses milk-shake by adding to a glass full of milk two or three teaspoons of unsulphured molasses, rich in nature's iron.

What a combination — milk and iron-rich-molasses . . . it's mighty delicious too! Aside from its healthfulness it is mighty refreshing.

Short On Shortening

Let your baker save shortening for you! Sounds like double-talk, but it's true. When you bake at home, you don't have the facilities for getting the maximum amount of usefulness out of your shortening as your baker does. Automatic manufacturing methods and accurate measuring devices enable the baker completely to eliminate shortening waste. On such baked products as donuts, for instance, it has been proven that the baker achieves 35% greater yield in making donuts than does the housewife who bakes them at home.

On the subject of donuts . . . more and more of these store-bought, luscious, dusky, dunking ciphers, are being made

from enriched flour, containing generous quantities of Vitamin B-1, Niacin and Iron. Having all these healthful elements plus a very high protein content, donuts conserve other scarcer foods.

YOUR SEWING MACHINE

Can be rented. We are renting them every day. If you need one, call us.

SINGER SEWING MACHINE CO.

Stone 7007 47 East Ave.

HEALTHFUL...STIMULATING DAYS
ON PEACEFUL INLAND WATERS

S.S. *Richelieu*
Cruises

8 DAYS
\$97.00
Up

ALL EXPENSES From Rochester Every Saturday

... through romantic French Canada . . .
If you have a week's "leave of absence," here's just the thing for this summer . . . cool, restful cruising through picturesque Eastern Canada all the way to Chloetimi on the spectacular fjord-like Saguenay. See old Quebec, visit famous Manoir Richelieu at Murray Bay and the New Tadoussac Hotel. Ship is your hotel, with ship-and-shore program under experienced cruise directors.

Taxes additional. No passports required. Favorable exchange. Stopovers permitted.

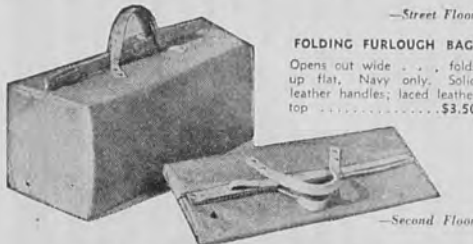
See your TRAVEL AGENT or K. J. Pfister, D. P. A., Hotel Saguenay, 101 East Ave., Rochester, Tel. Stone 5688 or railroad ticket offices.

CANADA STEAMSHIP LINES

LIKLY'S Practical Gifts for Men in the Service



- Soldier Sewing Kit; Indispensable once a fellow has one. \$1.00 to \$2.00
- 12-Photo Folding Pocket Album to delight a sailor. \$1.00
- Money Belts, a soldier's "first national bank". \$1.00 to \$3.00
- Fitted Case of handy size; snap closing. \$3.95



FOLDING FURLOUGH BAG
Opens out wide . . . folds up flat. Navy only. Solid leather handles; laced leather top . . . \$3.50

Many Other Servicemen's Gifts in Likly's Gift Center

LIKLY'S Gift Center

Mail Orders 271 Main St. E. Est'd 1844



"YEP, MRS. SMITH I SAVED A LAD ON GUADALCANAL"

It's just your friendly postman chatting for a minute with your neighbor down the street! No, he has never seen Guadalcanal! He doesn't know the bitterness of jungle fighting, or the agonies of gunwounds far, far from home! But he saved a life! Just a pint of his precious blood, measured in plasma, was there! There in a small sterile bottle a tanned, tired surgeon made it give life to a sorely wounded Marine. It saved a life, and your 50-year-old postman is an unsung hero!

Why Not Save a Life Today? Give a Pint of Your Blood

Call Main 6160

This Message is Contributed in the Interest of the War Effort by

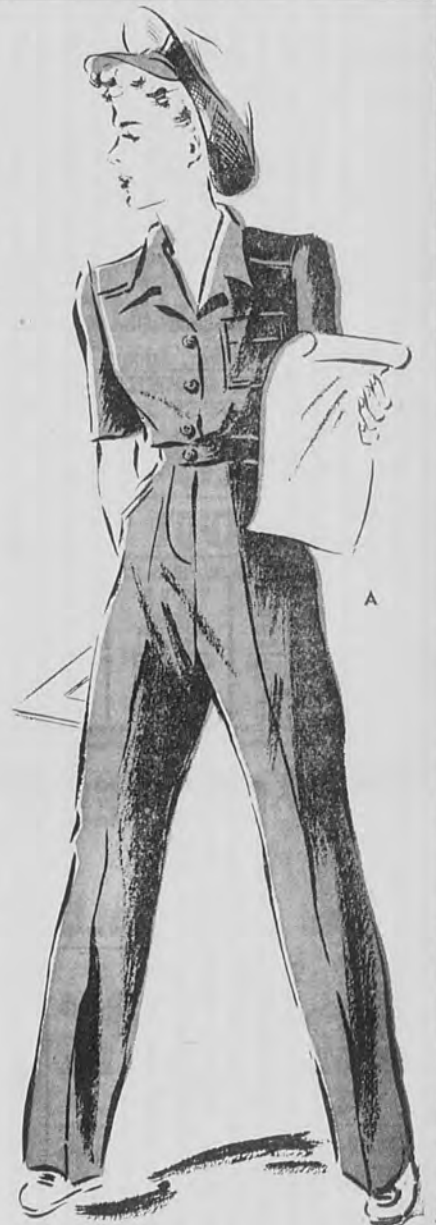
SIBLEY, LINDSAY & CURR CO.

Sibley, Lindsay & Curr Co.

Women at War Come to Sibley's for M. C. SCHRANK'S QUALITY WORK CLOTHES

Here they are, all you gals on the production line! These are fine-fitting, sturdy, dark blue work clothes you find exclusively at Sibley's, in Rochester. Real safety garments, given the stamp of approval by so many defense workers! Sanforized* and colorfast, two of the most important features for work clothes. They can stand rough treatment without losing their trim good looks. And, best of all, they're reasonably priced to leave enough in your pay envelope for those off-duty glamour togs!

*Residual Shrinkage Not More Than 1%. MAIN FLOOR SPORTSWEAR, FRONT AISLE F



A. Overall, Sizes 32-40 4.50
Sizes 42-46 4.95

B. Overall Sizes 32-40 3.25
Sizes 42-46 3.50



C. Slacksuit Sizes 32-40 4.50

D. Saftee Cap. Dark blue with defense blue contrast 1.25



Delivery on Saturdays Will Be Made To the Following Places: Rochester Zone 3, Charlotte, Sea Breeze, Fairport, East Rochester, Pittsford, Penfield, White City, Summerville.

OPEN FRIDAY FROM 9:45 A. M. to 9 P. M.

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)
MON. 8:15 P. M.
TUES. 8:15 P. M.
WED. 8:15 P. M.
THURS. 8:15 P. M.
FRI. 8:15 P. M.
SAT. 8:15 P. M.
SUN. 8:15 P. M.
No Wed. Game Till Further Notice
★ 23 GAMES ★

WEGMAN HALL
371 E. MAIN ST.
Between East Ave. and Gibbs St.
Entrance Between Mohican and Wegman's

EVENING GAMES
SUNDAY - MONDAY 8:15
25 REG. GAMES \$5.00 ea.
JACK POT \$100
SUNDAY AND MONDAY NITES

AFTERNOON GAMES 1:30
WED. \$4.00 FRI. SAT. \$5.00

EARLY BIRD SPECIAL AT EACH GAME

TOWNER-HALL

ALL GAMES SPECIAL \$5.00 EACH
WEDNESDAY AND THURSDAY, AUGUST 18th, 19th

TOWNER & REXY
SATURDAY, AUGUST 14th, ONLY!

ALL GAMES **\$10-\$12**

SPECIALS **JACKPOT \$225**
\$35 and \$45
WED. NITE 23 GAMES - All Single - No Hook-Ups

WORTH 45c For You Thursday AUG. 12th Towner Hall	WORTH 25c For You SATURDAY AUG. 14th Towner-Rexy	WORTH 25c For You SUNDAY AUG. 15th Towner	WORTH 45c For You Wednesday AUG. 18th Towner
WORTH 45c For Friend Thursday AUG. 12th Towner Hall	WORTH 25c For Friend Saturday AUG. 14th Towner-Rexy	WORTH 25c For Friend Sunday AUG. 15th Towner	WORTH 45c For Friend Wednesday AUG. 18th Towner

BROILER'S AT PARK-HALL

THURSDAY
GAMES ON BOARDS **\$7.00-\$8.00**
JACKPOTS \$175 - 55 Nos.
\$35.00 - 57 Nos.

SATURDAY 23 GAMES PAYING **\$10**
JACKPOTS
Broilers On Chicken Special

NOTE FRIDAY and SUNDAY FAMILY NITES
2 Triple Boards & Book of Specials 50c

THIS AD GOOD THUR. AND SAT. For 1 Door Special
THIS AD GOOD FRI. AND SUN. For 2 Door Specials

ADMISSION THURS. - SAT. - SUN. 25c (Tax 2c)
TRIPLE BD. & BOOK SPECIALS 50c
FRIDAY BARGAIN NITE 3c (TAX 2c)
PLYMOUTH or JEFFERSON BUS

ANNIVERSARY WEEK AT HOLLYWOOD

AUGUST 17th to 22nd
Special Games - Extra Prizes
ALL WEEK
AT NO EXTRA COST

THURSDAY
'REG. GAMES **\$10** SPECIALS **\$5.00** EA. WAY

53c TRIPLE BOARD AND BOOK OF SPECIALS

TUESDAY - WEDNESDAY - FRIDAY
53c TRIPLE BOARD AND BOOK OF SPECIALS

SATURDAY AND SUNDAY
78c TRIPLE BOARD & BOOK OF SPECIALS

STRAND
EVERY TUES. AND FRI. AT 8:45 P.M.

\$1000
EACH NITE
NO JACKPOTS
ALL PRIZES GO
BINGO

Household Hints
To revive flowers, cut off a small bit of the stems every day. If the stalks are woody, split the ends an inch or so. Add a little salt and soda to the water to help keep the flowers fresh. When sending flowers by mail, wrap in several layers of damp newspapers and then enclose in a box.

To remove old wall paper, spray it with water with a little soda in it. Allow the paper to soak a little while. Then strip it off with a dull scraper.

1888 years before the Christian era, cats appeared on Egyptian monuments.

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? Never accept substitutes. Demand

St. Joseph ASPIRIN

UNION LEAGUE
South Ave. cor. Gregory

SPECIAL GAME SUNDAY NITE
25 REG. GAMES \$6

MON.-FRI. NITES
30 REG. GAMES
\$5 - \$10 - \$15

SAT. AFTERNOONS
1:30 P. M.
25 REG. GAMES \$4
Early Bird Every Game

BINGO
CAPITOL HALL
85 W. MAIN ST.
Door Special \$25 to \$50

Mon. - Tues. - 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.
Wed. 30 Games \$5
Games Thurs. Aft.
\$5

Friday and Saturday
25 Games \$5-\$10
On Reg. Boards and \$15
Letter 'H', \$15 and \$15
ADM. 25c INC. TAX

SAVE at **DAW'S** CUT-RATE DRUGS

SALE ENDS SATURDAY NIGHT
Right Reserved To Limit Quantities

WITH THIS COUPON

Stationery
LINEN FABRIC
24 Double Sheets
24 Envelopes
35c BOX **19c**
(Limit of 2 Boxes)

GLOVER'S FLEA POWDER
35c Size **23c**

FLY RIBBONS WITH TACK
5 for **9c**

FRUIT FLAVORED SUCKERS
LARGE BOX OF 35 ASSORTED **23c**

DAW'S COUPON
LIFEBUOY SOAP
Large Bars 3 FOR **16c**

Tastyeast CANDY BARS
Reg. 5c Bars **3c**
BOX OF 24 **69c**

NEW POCKET Flashlight
CONVENIENT FOR POCKET AND PURSE
Just 3 Inches in Length
Complete With Battery And Mazda Bulb
39c

Embossed-White **PAPER NAPKINS**
Pkg. Of 80
REG. 10c **6c**

CARBONA SHOE WHITE
LARGE 25c SIZE **11c** CREAM OR LIQUID

MINERAL OIL PURE U. S. P.
PINT BOTTLE **9c**

IRONIZED YEAST
\$1.00 Size **47c**

WRITING INK
Regular 15c Value. Blue-Black Color.
Large 4 oz. Size **8c**

DAW'S COUPON
MILK of MAGNESIA TOOTH PASTE
LARGE 35c SIZE **12c**
Please bring an old tube - of any type - in exchange.
(Limit of 1)

MOLLE Shave Cream
Tube or Jar 50c Size **23c**

BABY NEEDS
Clapp's STRAINED Baby Foods 3 jars **23c**
One Point Each
CHOPPED FOODS
2 Points Each 3 jars **32c**

FREE! With Any Purchase (Restricted Items Excepted)
CEREVIM BABY FOOD
Ask for a free package of CEREVIM Baby Food - Pre-cooked Vitamin Cereal - at any DAW'S store this week-end!

GILLETTE - BLUE - BLADES
Pkg. of 5 **25c**
Pkg. of 10 **49c**

Your Money Back If This Treatment Doesn't Bring You
INSTANT RELIEF from Hay Fever
And All Allied Allergic Conditions
If you suffer from Hay Fever, Asthma, Sinus or Summer Colds, try MASON'S CAPSULES. They've brought quick relief to hundreds . . . and they're sold under a money-back guarantee. During this sale you can buy 98c the regular \$1.50 size for only **98c**

CASHMERE BOUQUET TALCUM
Large Size **19c**

CRIB SHEETING
A new chemically-treated, parchment that is absolutely waterproof. Can be washed and laundered. Practically odorless.
36x42 INCH **29c**

BABY FOODS
Mead's Pabulum. 19c, 39c
S.M.A. Pow. 94c 6 for 5.95
Horlick's MALTED 1-lb. 79c
Mead's Cereal 1-lb. 23c
Borden's Biolac . . . 23c
Dextrogen . . . 6 for \$1.10

Gerber's Pre-Cooked CEREAL FOODS
A pre-cooked cereal - just add milk and serve.
1/2-Lb. Boxes **2 for 21c**

FALSE TEETH
FIT LIKE NEW! Dentur-Eze, the new exclusive plastic, makes false teeth fit comfortably for weeks. Never painful - a pain. Economical. Thousands of satisfied users. Get a tube of Dentur-Eze today! Hand-size tube 98c - Now large size 98c
DENTUR-EZE MONEY-BACK GUARANTEE

SEIDLITZ POWDERS
Box of 10 25c Value **16c**

NEW HOSPITAL MASK FOR HOME USE
Helps Prevent Spread of Infections from Colds, Coughs, Sneezes
3 MASKS **25c**

BABY NEEDS
Safety Pins (Ass't'd.) 4c
Hygeia Nursers 1-oz. 9c
Red Cross Cotton 34-lb. 33c
Pyrex Nursers 3-oz. 20c
Johnson BABY SOAP 2 for 25c
Baby Bottles 1/2 oz. 3 for 5c

IMMS
6 Vitamins and 3 Minerals
Reg. Size **49c**
LARGE SIZE **1.69**

Pro-phy-lac-tic NYLON BRISTLE BRUSH
23c FOR **43c** DOUBLE PACKAGE

RESINOL SOAP
30c Coke **18c**

JOHNSON'S RED CROSS BABY POWDER
Johnson's Baby Powder - old standby for many generations - made especially for baby's tender skin - of an extremely fine quality - talc located and very mildly perfumed.
25c SIZE **21c**

Sanitary GLASS Bottle CAPS
New glass caps - keeps nipples clean and sanitary - prevents odor absorption from other foods - guard your baby's health. On or off in a jiffy - and you can sterilize them with your bottles.
DAW'S LOW PRICE **2 For 15c**

Stop BUNION PAIN QUICK!
Bump Goes Down
SAMPLE Proves It!

Rectal Soreness
Get Relief New Easy Way - Sit in Comfort
Prolarmon Rectal is a quick, dependable relief of itching, painful rectal soreness - eruptions which may also accompany piles and hemorrhoids. Brings soothing sense of comfort upon contact. Gently contacting film over sore area, helps destroy infectious germs, aid Nature heal up raw, broken tissue. No oil - no grease for sticky clothing. Sold on money back guarantee. Prolarmon Rectal is now available in handy tube 58c - or with special applicator \$1. Get this modern relief today . . . see for PROLARMON RECTAL

DAW'S Extra-Value COUPON
HEAT-PROOF NURSING BOTTLES
Made of heat-resistant glass. Sterilize without breakage. Graduations for formula marked on sides.
Choice of 4 or 8 oz. Sizes **8c**
(Limit of 6)

DAW'S Extra-Value COUPON
NIPPLES WITH TAB
Pure gum rubber Nipples - with the handy "lip". Shaped correctly to prevent colic.
BOX OF 3 **13c**
(Limit 2 Boxes)

DAW'S Extra-Value COUPON
CASTILE SOAP
Made With Pure Olive Oil
15c BARS **8c**
(Limit of 2)

Get a Sample Now
At Any DAW'S DRUG STORE
Only 10c needed for Trial Package of Fairyfoot for Bunions. Or if more convenient, send your name, address and 10c to Fairyfoot Co., 223 S. Walnut Ave., Chicago, Ill.

NAME _____ CITY _____ STATE _____
ADDRESS _____

Wegmans
HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

THE LOWEST OPA CEILING PRICES IN THIS COMMUNITY

OLD ABBEY
ALE
3 12-oz. bottles **25¢**

AA GRADE GENUINE SPRING
LEG'S-O-LAMB
OR TENDER SHOULDER
LAMB CHOPS
Lb. **41¢**

TENDER SWEET SMOKED
HAMS Shank Hal. lb. **33¢**

RED POINT BUYS

Use T, U and V Red	POINTS	PRICE
FANCY RED SALMON	12 can	40¢
FANCY PINK SALMON	12 can	22¢
LUNCH MEAT BRUNCH	5 can	35¢
TALL CAN EVAPORATED MILK	1 3 cent	25¢

NO POINTS NEEDED

PILLSBURY'S BEST FLOUR	5 lb.	30¢
FLAVORFUL RITZ CRACKERS	lb. pkg.	21¢
MEISENZAHL EGG NOODLES	pkg.	14¢
PREPARED NOODLES AND SPAGHETTI SAUCE	1/2 jar	19¢

DELICIOUS OVEN-FRESH
CHOCOLATE CAKES

2 LAYER **35¢** 3 LAYER **49¢**
Ea. Ea.

With White or Chocolate Icing

Fresh Home Grown
TOMATOES Lb. **10¢**

Large Outdoor
Cucumbers 2 For **9¢**

Fresh Home Grown
SPINACH Lb. **10¢**

Wegmans
HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

The first clock is said to have been made in A. D. 996.



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 wifehood 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 womankind 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 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.

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. J. B. ZONITE PRODUCTS CORPORATION, 370 Lexington Ave., New York, N. Y.

Name _____
Street _____
City _____ State _____

India has bees whose honeycombs are 6 to 7 feet high and 4 feet thick, weighing 300 to 400 lbs. The smallest honeybees, found in the East Indies, have combs no larger than a child's hand.

HAY FEVER AND ASTHMA SUFFERERS

Get Relief This Quick Easy Way

Stop that sneezing, running eyes and itching throat. Results are guaranteed or your money will be refunded!

1 Btl. \$1.25 - 5 For \$5.00
MAID DRUG CO.
511 DEWEY AVENUE
Call GLEN 4016

at **Dolan's**
WHERE YOU BUY THE CUTS OF CHICKEN YOU PREFER

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

DEAL 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!

6.95

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 Troubleshooting

Expert Mechanics
FREE CALL and DELIVERY
Parts for All Make Cleaners

PENN VACUUM STORES
30 SOUTH AVENUE—STONE 6747
OPEN MONDAY and FRIDAY 10:30 P. M. SATURDAYS 10:30 P. M.
ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

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, nervous feelings, distress of "irregularities", are blue at times—due to the functional middle age period peculiar to women—try Lydia E. Pinkham's Vegetable Compound to relieve such symptoms.

Taken regularly—Pinkham's Compound helps build up resistance against such distress. It also has what doctors call a stomachic tonic effect! Thousands upon thousands have reported benefits. Follow label directions. Pinkham's Compound is worth trying.

Lydia E. Pinkham's VEGETABLE COMPOUND

Now! COMPLETE PAINT LINE
IN TIME FOR YOUR SUMMER DECORATING NEEDS

The popular Miracle Wall finish

Kem-Tone
\$2.98 GALLON — COVERS A ROOM

EASY-TO-CLEAN CHROME BREAKFAST SETS
Table and Four Chairs... \$60.00
TABLE & 2 BENCHES
A Real Buy **\$34.50**

LUCAS
PAINTS - ENAMELS LAQUERS, ETC. FOR EVERY PURPOSE

ARMSTRONG QUAKER RUGS
\$6.95

FISHING EQUIPMENT

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

- WANT ADS -

RUGS
VELT-BASE Inoleum rugs, Room size \$1.75. Heavy weight \$2.25. Well-known brands \$2.25. Standard weight by the yard 30c. Heavy weight 40c. 12-ft. width (floor covered without seam wall to wall) Standard weight 10c a yard. Heavy weight 50c. H. P. Fahrner, 96 State St.

BEDDING
NEW COTTON mattresses ANY color, tick, \$8.50. Cotton felt mattresses, \$2.50. Flat springs \$2.00 up. Coil springs \$3.00 up. Metal Beds \$4.00 up. H. P. Fahrner, 96 State St.

Furnished Rooms To Rent
DESIRABLE furnished rooms for sleeping or light housekeeping. Also two room apartments. 223 Scio St. Stone 4456.

WANTED TO BUY
L. J. GLASER - Auctioneer, liquidator, Estates, stores, machinery commercial stocks bought. Stone 5352.

OLD PRINTS by N. Currier and Currier & Ives. Call Miss Moran, Stone 4000.

PERMANENTS
Machineless \$5-\$7.50-\$10
SHAMPOO-FINGER WAVE \$1.00
ARLINE KNOWLTON
57 SHADY WAY
For Appointment Call Chas. 2132-W

Interesting Facts
Damascus in Syria is said to be the oldest of all existing cities. It is mentioned in Genesis XIV, 15, and is probably not so very different from what it was before the days of Abraham.

The most expensive beefsteak known was a 10-lb. steak which cost \$480.00 and was shipped 250 miles to the Klondike during the gold rush.

A monument to Henry Chadwick, Father of Baseball, in Greenwood Cemetery, Brooklyn, N. Y., consists of a marble slab surmounted by a huge baseball.

He'll want to show it to all the boys... so make sure it's a good one that brings out your most exciting personality.

NOW FOR A LIMITED TIME WE GIVE YOU
8 PROOFS
With Each Sitting

Special!

4 Photographs of The Better Kind... **\$4.00**
3-8x10 and 1-Minature
All for Only **\$7.00** value

Neisner's
5¢ to 10¢ Stores
STUDIO
200 MAIN ST., E. REAR MAIN FLOOR

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, centrally 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

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 30c-Lunch 70c
De Luxe Dinner 1.40

Paint Protects Property

LINOLEUM OFFER

From our wide selection of patterns, all colors through to black. It is still possible to modernize that kitchen floor with

ARMSTRONG
ANY ROOM SIZE UP TO 9x12 COMPLETE WITH LABOR AND MATERIALS
INLAIN LINO FLOR **\$18.75**

VENETIAN BLINDS
Add a charm that no other window treatment can equal.
SEE THESE CUSTOM MADE VENETIAN BLINDS
HIGH QUALITY WOOD CONSTRUCTION **42¢** PER SQ. FT.
MINIMUM 16 SQ. FEET

WASHABLE WINDOW SHADES
Selection of colors. New roller included.
Size 6 ft. x 36 inches.
WITHOUT ROLLER **39¢**

Lucas PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

Economical floor polish can be made by melting wax candle ends that are too small for use. When the wax is liquid, remove

Can All You Can
GENUINE ATLAS BRAND

MASON SCREW TOP JARS
"Best By Test"

Metal Screw Tops with Glass Centers Complete with Rubbers

Doz. Pts. **69¢** Doz. Qts. **79¢**

1/2 Gal. Doz. \$1.19

JELLY GLASSES
Complete with Covers
1/2 Pts. doz. 43c 1/2 Pts. doz. 39c

Open Saturday Till 12:30 Noon

Free Parking Opposite MAIN 7900
With \$1 Purchase

werd's
15 EXCHANGE ST.
Free City Deliveries No. C. C. P. H. purchases under \$1.00

Your Last Chance For A Delightful
VACATION CRUISE

These are the season's final tours sponsored by the Travel Department of Shopping News (Rochester's favorite vacation counselors). Don't miss at least one of them.

MONTREAL-QUEBEC
1000 ISLANDS - STE. ANNE DE BEAUPRE
ALL EXPENSE **59.50** Per Person
Personally Conducted
The tour that is pleasing all Rochester. Returning party members go on reception at its being "the best ever." Really see French Canada without fuss or worry, without added costs. This price includes everything.
SEPT. 1 THRU SEPT. 5
Plus 4.10 Tax

Because of heavy demands, reservations are strictly limited in quantity. Make your reservations now (a small deposit will hold your until wanted).

TORONTO
STAY AT ROYAL YORK
A delightful visit to Lake Ontario's queen city and a lovely cruise going at night, returning in the daylight hours. This price includes in the daylight hours, accommodations, transportation, meals, entertainment, etc.
21.80 Per Person
1.75 85c Tax
AUG. 19 THRU AUG. 21

All reservations should be made at Shopping News Tour Headquarters.

Free Literature Available
SHOPPING NEWS
93 CLINTON AVE. S. Stone 6000

JUST SAY, "AS ADVERTISED IN SHOPPING NEWS"

Rochester Sun, Thursday, August 12, 1943

Beneficial Beach Combing

If you've ever had a hanker- ing to be a beachcomber, you can realize your hidden desires with no fear of social snobbery this summer. Fact is you'll be- in the smart set if you do! The reason is that the U. S. Govern- ment is still in need of all the scrap metal and rubber it can get. You can imagine all the

buried treasure that lies be- neath the sand of America's beaches. You might make a regular treasure-hunt game out of the search. Organize your beach party and then set out for the loot. Give a small prize to the person in your party who

turns up with the most usable items for the war effort. There's bound to be Junior's many rub- ber balls buried in the beach, plenty of tin cups or plates, old shoes with rubber heels, rubber tires and so many items the family has long forgotten since last summer. Your friends will not only enjoy a delightful afternoon in the fresh air, but will be helping Uncle Sam to smash the Axis.

Brass fittings will keep their polish longer if wiped over with just a trace of vaseline or olive oil after polishing.

Real old-fashioned Lager
today's **GENESEE**

FINAL CLEARANCE SALE
SAVINGS 10 to 50%

GIRLS' & MISSES' SWEATERS \$2.00 Blouses, Skirts Country Soled—Val. to \$5.00	GIRLS' & MISSES' DRESSES \$4.00 VALUES TO \$7.00
SLACKS \$1.89 VALUES TO \$3.00	DRESSES \$6.00 VALUES TO \$9.00
SLACK SUITS \$4.89 VALUES TO \$7.00	DRESSES \$7.00 VALUES TO \$11.00
COATS & SUITS \$15 VALUES TO \$25.50	MEN'S POLO SHIRTS \$1.00 VALUES TO \$1.85
SUITS \$10 VALUES TO \$18	POLO SHIRTS \$1.59 VALUES TO \$2.50
RIDING VESTS \$2.00 GARDENES—VALUES TO \$4	SWEATERS \$2.00 COUNTRY SOLED VALUES TO \$3.50

23 So. Clinton
Opp. Hotel Seneca
Open Friday Till 9
All Day Saturday

HEARTBREAK UNDER THE BIG TOP
Behind the color and glamor of the circus are jealousies and passions as elemental as lightning. The story of a girl who fought for her man against terrific odds.

I CLIMBED TO FAME ON PRETENSE
The enthralling story of a fashion designer whose enamored smile and blazing success hid a bleeding heart.

Many other thrilling stories from life—Fashion—Beauty—Home Hints in the Magazine for a better life.

10c SEPT. ISSUE **TRUE CONFESSIONS** NOW ON SALE 10c

Your Choice of 5

MANHATTAN Ready-to-Serve

DRY MARTINI Ready-to-Serve

Pete Hagen's Ready-to-Serve COCKTAILS

DAIQUIRI Ready-to-Serve

OLD FASHIONED Ready-to-Serve

BUY U.S. WAR BONDS & STAMPS

AT NEIGHBORHOOD LIQUOR STORES

POPPER MORSON CO., ROCKEFELLER CENTER, NEW YORK
Time-Honored Quality—Since 1889

NO APPOINTMENT REQUIRED

Edwards
PHOTO STUDIO

PHOTOGRAPHS
Make Loved Ones Happy
HAVE YOUR PICTURE TAKEN NOW!
12 PROOFS
SUBMITTED
A Feature of our Cinema Action Camera

★ Eastman Kodak New KODATRON SPEEDLAMP now used at our Studio produces more life-like, clearer pictures. Excellent for photographing children.

Christmas Gift PHOTOGRAPHS
To Members of the Armed Forces
OVERSEAS
MUST BE MAILED BETWEEN
SEPTEMBER 15 and OCTOBER 15

STUDIO OPEN
Mondays and Fridays
Until 9 P. M.

Feature PORTRAIT Values
★ A Lovely MINIATURE for men in Service
★ \$2
★ 3 5x7 Buff PORTRAITS \$3.95

Sears

BUY ON OUR BUDGET PLAN

Anything and everything in either store \$10 or over. Complete details at Credit Office, Second Floor, Both Stores.

PREPARE NOW TO SAVE FUEL NEXT WINTER
Complete Stock Sizes! Immediate Delivery! No Waiting!

STORM SASH 1.83 AND UP

2'0 x 3'3 Size
On Sale Both Stores

SIZE	PRICE	SIZE	PRICE
1'10x3'11	2.04	2'4x5'7	3.00
1'10x4'7	2.34	2'6x3'11	2.58
2'0x3'3	1.83	2'6x4'7	2.64
2'0x3'7	1.92	2'6x4'11	2.85
2'0x3'11	2.13	2'6x5'3	3.06
2'0x4'3	2.37	2'8x3'11	2.70
2'0x4'7	2.34	2'8x4'3	2.82
2'0x4'11	2.43	2'8x4'7	2.85
2'0x5'3	2.52	2'8x4'11	3.27
2'2x3'11	2.37	2'8x5'3	3.48
2'2x4'3	2.49	2'8x5'7	3.51
2'2x4'7	2.43	2'10x4'7	3.00
2'2x4'11	2.52	2'10x4'11	3.48
2'4x3'3	2.01	2'10x5'3	3.51
2'4x3'7	2.19	3'0x4'7	3.54
2'4x3'11	2.34	3'0x4'11	3.57
2'4x4'3	2.43	3'0x5'3	4.08
2'4x4'7	2.61	3'4x4'7	3.84
2'4x4'11	2.64	3'4x4'11	4.11
2'4x5'3	2.85	3'4x5'3	4.44

Specks and Uncommon Sizes Made to Order Minimum Delay

Vents 20c extra
Hangers 10c extra

All 1 1/2 inch select Ponderosa Pine frames, wood guard treated to prevent warp, all glazed with clear glass. Buy on our Easy Pay Budget Plan in amounts of \$10 or over. On sale at Both Sears Stores.

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

KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES

470 N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTON
724 WINTON ROAD NO. 100
457 RIDGE RD. W. NEAR DEWEY

TODAY THROUGH WEDNESDAY

BLADES by COOPER
FREE
1 TRIAL BLADE with every package of

5 for 25c

AT ALL KEY DRUG STORES

RINSO
Large Box Limit 1 **18c**

WAXED Sandwich Bags
Pkg. 40 Limit 2 **8c**

DOUBLE EDGE BLADES
PKG. OF 4—REG. 10c
Limit 2 **2 for 11c**

WHITE ACE SHOE CLEANER
25c Size Limit 1 **11c**

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

NU-TONE HAIR LACQUER
Large Bottle **59c**

NEW SHEAFFER SCRIP VOYAGER
Every person in the service has use for this stationery. **98c**

HAY FEVER REMEDIES

Stop the Sneezing, Sniffling, Weeping and Gasping of **HAY FEVER**
Asthma, Summer Colds

Ask for HEITZ'S HAY FEVER CAPSULES... and with the first dose your head will start to clear up, you'll breathe easier, headache will be gone, nose secretions will diminish, and that "all stopped up" feeling will leave you as if by magic! No matter what you may have tried in the past or how discouraged you may feel at the approach of the Hay Fever season you must try HEITZ'S CAPSULES and see for yourself that they are everything that is claimed for them.

Your money back if 98c Reg. the treatment doesn't you \$1.50 bring you instant relief. Size

BENEZEDRINE Inhaler, 60c Value 49c
CALCIUM LACTATE Tablets, 5-Gr. (100s) 37c
ESTIVIN DROPS For the Eyes, \$1.25 size 98c
EPHEDRINE INHALANT "COMPOUND" 1 oz. Dropper Bottle 39c
FOYASS, CHLORIDE Tablets, 5-Gr. (100s) 49c
PAGE'S INHALER Cigarettes, 50c Size 49c
ASTIMADOR Powder, \$1.25 Size 83c
VICK'S NOSE DROPS, 50c Size 39c
EPHEDRINE JELLY 1-Ounce Tube Regular 60c 39c

EPHEDRINE CAPSULES
3/8 gr. 40's 69c 3/4 gr. 40's 98c
3/8 gr. 100's \$1.19 3/4 gr. 100's \$1.69

Nose & Throat ATOMIZER
Sprays Oil or Water **98c**
Regular \$1.25 Value

HAY FEVER SUFFERERS! KEY DRUG STORES FEATURE:
The ALLERGY Electric MASK aids in relief of Hay Fever and Seasonal Asthma symptoms by cleansing many pollens and molds from air inhaled by wearer. Requires no electric socket—its shockproof—is adjustable and comfortable. Price \$10.00 Complete

YES! AND IT PERMITS CONVERSATION AND THE WEARING OF GLASSES

EVER TRY A LANOLIN SHAVE?
Nothing so closely resembles the skin's natural oil. Now added to Williams Shaving Cream, it lets you enjoy close shaves in comfort. Leaves your face feeling soothed, softer, refreshed.

LANOLIN Shaving Cream
SPECIAL SIZE TUBE **39c**

drene Shampoo
medium 49c
large 79c

JUST ONE EXTRA MINUTE A WEEK
THE SAFE NEW TEEEL WAY TO BRIGHTEN TEETH
Teel LIQUID DENTIFRICE
25c Size 23c
50c Size 39c

PENNSYLVANIA TENNIS BALLS
59c-3 for \$1.69

IPANA TOOTH PASTE
50c Size **39c**

MARLIN SHAVING CREAM
Giant Tube Leather or Brushless **39c**

HEAVY AMERICAN MINERAL OIL
PINT 25c
QUART 45c
1/2 GALLON 85c
GALLON 1.49

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!
Vimms
REG. SIZE **49c** LARGE SIZE **1.69**

HAY FEVER? try HAYRIN Nasal Filters

HAYRIN Nasal Filters aid in relief of Hay Fever and Seasonal Asthma symptoms. They're effective, comfortable and completely adjustable to each individual nostril opening. Made of STERLING SILVER with detachable nasal clip which makes them completely invisible. Stop in and ask for a demonstration today.

AT ALL KEY DRUG STORES Price, \$5.00 Complete Outfit

The Rochester Sun SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave. S. 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. 49

ROCHESTER, N. Y. THURSDAY, AUGUST 19, 1943

PHONE, STONE 6000

SUN TOUR TO STOP AT SAME HOTEL IN QUEBEC WHERE ROOSEVELT AND CHURCHILL ARE MEETING

Reservation List Filling For Season's Final Cruise

Desserts are usually served as the final course of any well-planned meal, because it is custom to save the best for the last.

And it's practically the same story with the cruise tours planned by the Travel Department of Shopping News—the best has been saved for the last.

Final cruise of the 1943 season will sail from the Municipal docks at Charlotte on Wednesday, September 1st, aboard the Steamer Kingston. It's destination will be Montreal, Quebec and the shrine of St. Anne de Beaupre. The party will return to the city on the following Sunday evening.

During the intervening four days, members of the party will experience one of the most delightful vacations ever planned. This is the promise, not only of this paper's Travel Department, but of those who have already made the cruise this year. Two capacity tours were conducted during July and August, but happily arrangements have been made with the Canada Steamship Lines for more space on the coming cruise and several desirable reservations are still available.

Cost of the entire all-expense

Elm Dr. Resident 'Cashes In'

Mrs. R. Speck, 163 Elm Dr. captures the \$25.00 cash award in this week's Shopping News drawing. Her award awaits her at Shopping News, 93 Clinton Ave. S.

The Shopping News carrier who adds a five dollar bonus to his pay this week is Richard Groth, 1112 Winton Rd. N. "Dick" carries Shopping News in the Elm Dr.—Winton Rd. section and has faithfully served that area since September 3, 1942.

Each week some sustaining subscriber to Shopping News receives a \$25 award and the carrier who delivers at the winner's address wins a five dollar bonus in addition to his regular pay.

Clinton Ave. S., telephone Stone 6000. A deposit will hold reservations until called for. Free literature further explaining the cruise and giving a day by day itinerary is available for the asking.

A week-end stay is made at the Mount Royal Hotel in Montreal, and it has proved one of the outstanding "hits" during the two previous parties.

If you can possibly arrange to "get away from it all" for a few days, it is strongly advised that you consider making this tour. Then, you too, will vote it one of the most exciting, most interesting vacations you've ever had.

All reservations should be made at Shopping News, 93

Gorilla Coming Store Auditorium To Have Canning Demonstration



Garto, a man-sized gorilla, will be in Rochester next week along with other attractions of the James E. Strates Shows which opens a week's stand on Scottsville Rd., opposite the airport. The engagement here is sponsored by the Veterans of Foreign Wars. Garto is featured in the Hollywood Movie Apes attraction on the show's midway.

Three canning demonstrations will be given on successive Thursdays starting today at the auditorium of Sibley, Lindsay & Curr Co. under the auspices of the Rochester Home Bureau. The demonstrations will begin at 1:30 p. m.

Topic for today's demonstration is "Canning for Winter Meals". Mrs. Ray Johnson, assisted by Mrs. George Barker, will demonstrate the canning of non-acid vegetables and chicken by the boiling waterbath and pressure canner methods. The new Victory Pressure Canner which is now on the market will also be demonstrated.

On Thursday, August 26, the demonstration will include the canning of acid vegetables and fruits, also the pasteurization of tomato juice and fruit juice. Pasteurization, says Mrs. Johnson, gives us more flavor, food value and better color than any other method of preserving fruit and tomato juices. The full flavor of garden fresh tomatoes is preserved and because it is never allowed to boil, no overcooked taste can develop.

Fashion Hint: Suit Leads Double Life

Do you have a gray suit in your wardrobe? Try letting it lead a double life by adding to your possessions a sleek and smart black satin blouse. This, added to the gray suit which you wear every day at the office, gives you an outfit that's just right for dining out and other "after five" affairs.

Army Air Force Requirements Lowered

The way has now been opened for many men previously ineligible, to qualify for Army Aviation Cadet Training.

Capt. Louis C. Doerr, of the Aviation Cadet Examining Board in the Federal Bldg., has recently announced the new directives which, it is estimated, will open the way to Aviation Cadet training to numerous men, 17 to 26, who previously had been barred. The new directives effect both the mental and the physical examinations. Capt. Doerr pointed out.

"We are rather proud of the results achieved by the men who have taken the new mental examination at our office. Just the other day we had a boy pass the examination rather handsily, although he had finished but one year of high school. The reason is quite simple: The Air Force no longer requires a specific background of knowledge. The men will be given the proper background in the College Training Detachments," said Capt. Doerr. "The new test merely tests the ability of the applicant to think and to learn."

The new physical requirements liberalize the rather stringent rules which formerly governed acceptance into the Air Force Enlisted Reserve, and the opportunity to qualify for the Silver Wings of the pilot, navigator, or bombardier.

Capt. Doerr urged all those who might be interested in the Air Force, but who have withheld their applications due to a fear that they could not meet the stringent requirements for Aviation Cadet training, to investigate the details of the new examinations, either in person or by letter, and to avail themselves of the increased opportunities now open to them.

TOWNSEND MEETING

Townsend Prosperity Club No. 19 will hold a business meeting in the club rooms, 385 Main St. E., tonight at 8 o'clock. Refreshments will be served.

Amusements

CENTURY NOW PLAYING	Michele Morgan and Alan Curtis in "TWO TICKETS TO LONDON" Plus Wendy Barrie in "FOLLIES GIRL"
LOEWS NOW PLAYING	Joan Crawford and Fred MacMurray in "ABOVE SUSPICION" Plus Ann Miller, Rochester and Freddy Martin's Orchestra in "WHAT'S BUZZIN' COUSIN"
PALACE NOW PLAYING	Don Ameche, Gene Tierney and Charles Coburn in "HEAVEN CAN WAIT" in Technicolor. Plus "SPOTLIGHT SCANDALS" with Bonnie Baker and Billy Gilbert
CAMEO SUN. THRU TUES.	"LADY OF BURLESQUE" with Barbara Stanwyck and Michael O'Shea. Plus "AERIAL GUNNER" with Chester Morris and Richard Arlen
CAPITOL NOW PLAYING	Betty Grable, George Montgomery and Cesar Romero in "ONEY ISLAND" in Technicolor. Plus Margo in "THE LEOPARD MAN"
DIXIE SUN. THRU TUES.	"LADY OF BURLESQUE" with Barbara Stanwyck and Michael O'Shea. Plus "TONIGHT WE RAID CALAIS" with Annabella and John Sutton
HUDSON SUN. AND MON.	"HIT PARADE OF 1943" with John Carroll and Susan Hayward. "CLANCY STREET BOYS" with the Dead End Kids
LITTLE BEGINS SAT.	Ginger Rogers and James Stewart in "VIVACIOUS LADY"
MADISON MONROE SUN. THRU WED.	"CRASH DIVE" with Tyrone Power and Ann Blythe. Plus "THUMBS UP" with Brenda Joyce and Richard Fraser
REGENT NOW PLAYING	Charles Boyer, Joan Fontaine and Alexis Smith in "THE CONSTANT NYMPH" Plus "MELODY PARADE" with Mary Beth Hughes
REXY SUN. MON., TUES.	"PRIVATE BUCKAROO" with Dick Foran and Harry James and Band. Plus "SILVER QUEEN" with George Brent and Priscilla Lane
RIVIERA SUN. THRU TUES.	"HIT THE ICE" with Abbott and Costello Plus "TONIGHT WE RAID CALAIS" with Annabella and John Sutton
STATE LIBERTY SUN. THRU WED.	"CHINA" with Loretta Young and Alan Ladd. Plus "IT'S A GREAT LIFE" with Penny Singleton and Arthur Lake
TEMPLE NOW PLAYING	Richard Dix in "TRANSATLANTIC TUNNEL" Plus Madeleine Carroll and Herbert Marshall in "I WAS A SPY"
WEST END SUN. THRU TUES.	"MY FRIEND FLICKA" with Roddy McDowall and Preston Foster. Plus "THEY CAME TO BLOW UP AMERICA" with George Sanders and Anna Sten

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MODELS

- ★ Fashion Shows
- ★ Advertising Photos
- ★ Artists
- ★ Photographers

All have basic training in professional modeling. Almost all have had actual practical experience.

RATES
\$1.10, \$2.20, \$3.30,
\$5.50 Per Hour
(Or Job Rates To Suit You)

HERE'S A SUGGESTION
FOR HARRIED AD DIRECTORS AND MANAGERS:
(Inquire before your fall rush)

USE THIS COMPLETE AD SERVICE

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- IDEA
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Complete Except Cuts From \$35 To \$100 Per Full Page

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RATE BREAKDOWN:
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Text Material 50c Per Item
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Try this service on the basis of satisfaction or no dice.

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251 EAST AVE.
STONE 5819

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AT MODERATE AUGUST PRICES



Natural Brown Pony, casual cut for "over everything" wear, and with yoke for softness. \$187
Other Pony Coats \$187 to \$220

Sable-Blended Muskrat, the all-occasion fur that is as durable and warm as it is smart and attractive. \$253
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FUR COATS from

\$121 to \$197
Prices Include Tax

- Black Persian Paw
- Black Indian Lamb
- Natural Silver Muskrat
- Brown Pony
- Kaffee Caracul
- Natural Spotted Cat

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Prices Include Tax

- Sable-Blend Muskrat
- Black Persian Lamb
- Natural Skunk
- Raccoon
- Black Pony
- Black Persian Paw

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51 EAST AVE.

furriers since 1880

Open Evenings by Appointment—Stone 18

SEW and SAVE for VICTORY!

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1. SINGER MIRACLE DRESS FORM

The greatest contribution to Home Sewing since the advent of the Sewing Machine! Your double in Thermoplastic, moulded to your figure in 30 minutes. It's YOU—the last curve. This amazing new Singer form duplicates your body exactly—cuts dress making time in half. The only practical form moulded directly to the figure.



PLUS

2. COMPLETE COURSE IN HOME SEWING

Eleven sewing lessons in our Modern, completely equipped Sewing School. Instruction in limited groups, that only Singer can give you—Morning, Afternoon and Evening classes to suit your convenience.



PRICED TOGETHER TO SAVE YOU MONEY - COME AND INQUIRE TODAY!

IT'S EASY TO LEARN TO SEW

RENT
A MODERN SINGER ELECTRIC SEWING MACHINE
PORTABLE OR CABINET
LOW MONTHLY RATE

Special!

A limited number of new Singer Electric Sewing Machines in beautiful cabinets are still available for purchase. These machines were built to the highest possible standards before the shortage of materials. This stock cannot be replaced and no more will be available until after VICTORY. If you NEED a new Machine—Don't Delay.

SINGER SEWING MACHINE CO.

47 EAST AVENUE
ST. 5260

58 STATE STREET
MAIN 815

OPEN MONDAY & FRIDAY EVENINGS AND ALL DAY SATURDAY

KAY'S COMMENTS by kay shearer

Even if your mind is a complete blank, about what to buy for that furlough wedding—don't worry too much about it. Drop into SMITH CERAMIC STUDIOS and ask for help.

Maybe the lucky bride has already selected a particular pattern at this well-known shop, and your task is made extra easy. Gleaming silver, sparkling crystal dishes, lamps in abundance at budget prices. 903 MONROE AVE.

Joels What's in a name — Take JOELS for instance. There's a name YOU have helped build by your enthusiastic and discriminating endorsement of the beautiful HATS it represents. But there is more to JOELS than just their name. JOELS reputation isn't just an accident, their name has been painstakingly built by their close attention to Dame Fashion's latest whim. At this moment, you may drop into this friendly shop, and you'll find ALL the newest in headgear. Hats for the very young and hats for the older women. JOELS cherish their reputation for fashion and quality, and as the fall season approaches, they will continue to incorporate in their merchandise those important refinements of workmanship and styling you have learned to love. Remember when you want the NEWEST, buy your chapeau at JOELS, 215 East Main St.

LOOK It is my privilege to introduce to the readers of this column LUZIER'S COSMETIC STUDIOS. Located at 133 Clinton Ave. S., these famous nationally advertised cosmetics seek good will through your patronage—they ask you to be the judge of the value and quality of their product. Watch this space for new details each week. Office hours: Tues., Thurs. 1:30-3:30, Fri. Eve. 7-9 P. M. Stone 4442.

At RIPTON DRESSES you'll find serious-minded quality with the light-hearted detail you love. Their fall dresses have just been unpacked, and look as fresh as a war-bond and just as sound. RIPTON DRESSES cater not only to the young, but they are specially interested in Women's dresses, the kind that are almost impossible to find. Lovely clothes, tailored to perfection, highly styled with the trimming at just the right spot for the women who wear the larger size. Prices range from \$8.95 to \$22.95. Sizes range from 8 to 42. 739 MONROE AVE.

Straight and slim—that's what you'll have to be to look like "anything" in those clothes they're showing for fall. Well, what are you waiting for? Call Stone 6210 and arrange for a series of treatments with PETTIS Her BATTLE CREEK REDUCING LOUNGE gives permanent results quickly. 325-327 BURKE BLDG.

CLIFFORD FUR'S
Annual
FUR EVENT
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

Neisner's...
SUMMER SPECIAL
Baby PHOTOS

You can have the fine quality of Neisner Photo-Artist's workmanship in your baby portraits, too! Take advantage of this limited offer to get acquainted with Rochester's friendly studio. All work is guaranteed to your complete satisfaction.

NOW
8 PROOFS
With Each Sitting
FOR A LIMITED TIME

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4 Photographs of The Better Kind . . . \$4.00
3-8x10 and 1 Miniture . . . All for Only \$7.00 Value
NO APPOINTMENT NECESSARY

Neisner's
5c to \$1.00 Stores

200 MAIN ST. E. STUDIO MAIN FLOOR

BUY NOW If you're one of those discriminating women who share our perfectionist point of view—you'll buy your fur coat from SHAFER FUR CO. Remember there's plenty of dash and excitement in a spanking new fur coat this year. A really good fur coat never has been more appropriate or more popular than today—from an investment point-of-view, and for protection for years to come, when the same quality in fur pelts may not be available. At Shafer's you'll find an array of fur coats which will make your head swim. Those shiny black Persian lambs fashioned on fitted lines, so suited to the average American woman (who is five-foot-three or under)—they are simply elegant. Make you look taller, slimmer than you ever thought possible. Then those Muskrats are awfully nice, and so durable too. Remember it's sound economy to buy a fur coat this year—and Mr. George Shafer suggests after you have bought your share of War Bonds—come in and see him at 51 East Ave. All prices at Shafer's include tax.

Black crepe has been combined with black satin. It is nice—but steer shy of an entire satin dress if you're little bit on the plumb side.

There is nothing more disappointing than to open a can of fruit or vegetable and find it has spoiled. Why take chances with untried methods, when HOME SERVICE at ROCHESTER GAS is holding CANNING DEMONSTRATIONS every WEDNESDAY at 2 P. M.

A man-tailored suit is something the business gal can't do without. Marcellous lines in these suits do something for almost everyone.

A fat gal's best friend is VIRGINIA'S REDUCING & BEAUTY SALON. Let Virginia prescribe for you. There are many methods used in this progressive shop. You will be told which is the best for you. Treatments as low as five for five dollars. Drop in and see Virginia or call her up. Men-De, will you. Huh! Stone 345. 27 SO. CLINTON AVE.

Oh yes, fur-lined coats are fashions darlings. They are nice—but it would seem to me that they would be awfully warm. What do you think?

HAY FEVER
AND ASTHMA SUFFERERS
Get Relief This Quick Easy Way
Stop that sneezing, running eyes and itching throat. Results are guaranteed or your money will be refunded.
1 Btl. \$1.25 - 5 For \$5.00
MAID DRUG CO.
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Call Glen 4016

MEN'S OR WOMEN'S FELT HATS CLEANED 50c
ABSOLUTELY ODORLESS
WOMEN'S LARGE HATS — 75c
Dry Cleaners & Hatters
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PARK FREE AT STATION OPP. STORE

SINCLAIR LEWIS' "GREEN EYES"
A great new novel by America's favorite writer. The case of Alpha Orchard, whose jealousy ruined her marriage and alienated her friends.
CAN BOMBING SMASH GERMANY IN '44?
Raymond Clapper, outstanding columnist, reports from London on the Allies' chances of knocking Germany out of the war next year.
Many other features, including a close-up of Frank Sinatra, a book-length novel, sparkling fiction and informative articles.
35c SEPT. ISSUE COSMOPOLITAN NOW ON 35c SALE

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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
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3 ATTRACTIVE DINING ROOMS
Breakfast from 30c—Lunch 70c
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HOTEL BRISTOL
129 West 48th St., New York City
Joseph F. Tolson, Jr. & Alfred B. Tolson
Theodore F. Tolson, Jr. & Alfred B. Tolson

It's pretty disappointing to find a moth has helped himself to your best wool dress that you so carelessly left in that dark closet this summer. But don't worry too much about it—take it EMPIRE WEAVERS. Repairing, mending, done beautifully. 409 BURKE BLDG.

Did you know that HOMOGENIZED VITAMIN D MILK improves your cooking. Oh yes, it's understood that you're a good cook, but there isn't one of us, who couldn't improve on the quality of our cooking. In these days of rationing, you will find that if you use HOMOGENIZED VITAMIN D MILK from BRIGHTON PLACE DAIRY, from soup to dessert, your meals will be more tasty. Soups are smoother, gravy tastes richer, custards have better texture. Try this famous milk for cocoa for the children. They'll love it. ALL BRIGHTON PLACE asks is try HOMOGENIZED Vitamin D for two weeks, if you don't like it better, switch back to the milk you're now using. But here's betting on HOMOGENIZED VITAMIN D delivered by BRIGHTON PLACE DAIRY. Glen 144—45 Fulton Ave.

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AGE 16 AND UP
APPLY NOW FOR STEADY WORK PLEASANT WORKING CONDITIONS
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MAKE LEAGUE RESERVATIONS NOW!
Tell "Bill" Sweeney the time your league wants to bowl. He'll take care of you.

Your Choice

1. Our First Quality
Light Weight Service
or
2. Slight Seconds* of Our Famous
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HOSIERY

● FINE DENIER RAYON
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2 Pair — \$1

SHADES:
Light Weight Service—
THE NEW "VOGUE"
Extra Sheer—
Sky Glo
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213 MAIN ST. E.
3 doors below Clinton Ave.

BERNARD HELD'S
Thursday—
Friday—
SPECIAL!

JUST 22 BAY SEAL Coats
(Seal-Dyed Rabbit)
\$125
Price Includes Tax

A wise choice indeed—if you love soft, rich looking fur! Beautiful Bay Seal (seal dyed rabbit) with the smart turned back cuffs and other new 1944 features. Come select yours now and get the pick of the group. Priced at a most advantageous figure.

FREE FUR STORAGE UNTIL FALL

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Charge and Budget Accounts

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9 A. M. 'Till 9 P. M.
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They Pass Every Test...
NO CRACKS . . .
NO FLAWS . . .
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GUARANTEED
AFFIDAVIT OF PERFECTION
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Take up to **ONE YEAR TO PAY** after down payment

Don't Judge **DIAMOND VALUES** by price alone

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 this low purchase cost. Quality for quality . . . price for price . . . SMALLS values cannot be surpassed. 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!

Bausch & Lomb "RAY-BAN" SUN GLASSES—\$4.75
AIR-COOLED FOR YOUR SHOPPING COMFORT

Smalls
28 EAST MAIN STREET



LET'S PULL TOGETHER!

The U. S. Merchant Marine must deliver the goods . . . to fighting men everywhere, to bombed civilians. Our Merchant Marine carries raw materials to our home front.

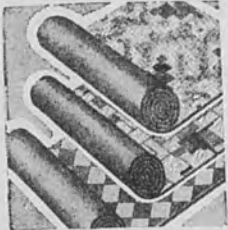
Work with the U. S. Merchant Marine. If you have served at sea, if you have been a Mate, Engineer, or Able-bodied Seaman, come to our Recruiting Station this week! Cooks or Bakers with, or without, sea-going experience are needed! This is your chance to get in the fight!

See the "Safety at Sea" exhibit through Friday. Visit our Recruiting Station, Main Floor; let Ensign Anthony Aiello, U. S. Maritime Service, and M. A. Geary, Recruiting and Manning Department, answer your questions!

This Message is Contributed in the Interest of the War Effort by

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From our large selection of patterns, all colors through to black. It is still possible to modernize that kitchen floor with

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ANY ROOM SIZE UP TO 9x12 COMPLETE WITH LABOR AND MATERIALS

INLAID LINO FLOR **\$18⁷⁵**

VENETIAN BLINDS

Add a charm that no other window treatment can equal.

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 4 ft. x 36 inches.

WITHOUT ROLLER

29c

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GOLD MEDAL Kitchen-Tested FLOUR 25-lb. Bag **\$1.39**

CLAPP'S
Strained Baby Food . . . 9c
Junior Food . . . 2 for 25c
Cereal or Oatmeal pkg. 15c

PALMOLIVE SOAP
8c

Octagon Products
Laundry Soap . . . 5c
Powder . . . 5c
Toilet Soap . . . 5c
Cleanser . . . 5c
Granulated Soap . . . 25c

SUPER SUDS
Lg. Pkg. 24c

20 MULE TEAM BORAX
1-lb. 15c
BORAXO
New Hand Cleaner 15c

Lifebuoy Soap . . . 8c

Fairy Soap, 3 for 17c

RINSO, lg. pkg. . . 24c

LUX TOILET SOAP 8c

SWAN SOAP
Lg. 11c, Reg. 2 for 13c

Gold Dust Powder 18c

LUX FLAKES
Lg. Pkg. 24c

SPRY
1 lb. 26c 3 lb. 74c
4 Red Points 12 Red Points

WHITE HOUSE COFFEE
Pound **29c**

KIRKMAN'S
Borax Soap 5c
Soap Flakes, lge. . . . 24c
Granulated Soap . . . 25c

PILLSBURY
Sno-Sheen Cake Flour 29c
BEST FLOUR
24 1/2-lb. \$1.32—5-lb. 33c

7c

IVORY SOAP
Guest Size 5c
Medium 2 for 13c
Large 11c

IVORY SNOW
Lg. Pkg. 24c

IVORY FLAKES
Lg. Pkg. 24c

CAMAY SOAP . . . 8c

LAVA SOAP 7c

D U Z
Large Package . . . 24c

OXYDOL
Large Package . . . 24c

OXYDOL
Large Package . . . 24c

CRISCO
1 lb. 26c 3 lb. 74c
4 Red Points 12 Red Points

Sibley, Lindsay & Curr Co.

BEAUTY CREDITS

**For Work, Play, Campus! For Your Every Day!
To Keep You Neat, Sweet and Beautiful!**

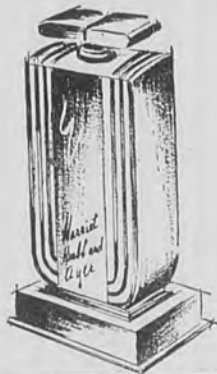
aisle of beauty, E to M front, main floor

A Glorious Summer Fragrance!

AYER'S "YU"

2.50 to 12.50 plus tax

A glorious fragrance of rare charm and superior quality captured by Harriet Hubbard Ayer in a long lasting perfume for summer and afterwards.



Answers Many Needs! Bonne Bell

TEN-O-SIX LOTION

1.00 and 2.00 plus tax

Refreshing, thorough skin cleanser for all types . . . a fragrant shaving lotion . . . an aid in relieving minor skin irritations . . . a treat for tired aching feet!



Cools and Soothes Tired Feet!

GOURIELLI'S "FOOT STICK"

1.50 plus tax

Cools and soothes all tired, hot feet! Relieves itching, scaling and cracking of athlete's foot. Antiseptic! Deodorizing! One application lasts all day.



"Sul-Ray" Colloidal Sulphur

MINERAL BATH

1.00 plus tax

Take a 15 to 20 minute Sul-Ray sulphur bath twice a week and note how it tends to revitalize your system and soothe your nerves. Brings the benefit of natural sulphur to your home!



Look Pretty as a Picture with

"MILKMAID" MAKE-UP

For a prettier you! Gossamer face powder in alluring tints; fluffy foundation for exquisite smoothness; creamy-rich lipstick and lovely rouge.

Face Powder, **1.75** Foundation, **1.50**
Lipstick, **1.50** Cream Rouge, **1.50**
Lipstick Refills, **75c**
All prices plus tax



Double Feature in Your Favorite

REVLON NAIL ENAMEL

75c plus tax

Your pet shade of "stay-on" Revlon enamel (regular size) plus Adheron, superb base coat—the famous twosome you love to keep nails looking their best.



Cool Summertime Make-Up!

"LUMINOUS" MAKE-UP

1.00 and 1.75 plus tax

Cream smooth "Luminous" goes on easily, covers tiny blemishes, requires no powder! Lends a young, rich glow to your complexion so becoming with summertime cottons.



Quick, New, Smooth!

DUBARRY BEAUTY CAKE

1.50 plus tax

This Richard Hudnut powder-cake make-up gives your skin a glowing, luminous look day or night! The even texture lasts and lasts. Five beautiful skin tones to flatter your own coloring.



For Active Women!

TAMPAX

98c

The sure, safe sanitary protection which allows for action, comfort and poise! Tampax was perfected by a doctor to be worn internally! No belt, pins, pad! Consult Mrs. Mary Angevine, Tampax consultant.



For Year Around Daintiness!

ODO-RO-NO

59c plus tax

Odo-ro-no will help you keep fresh as a daisy all summer and afterwards. If properly used, Odo-ro-no won't irritate the skin or harm fabrics. An easy-to-use and effective non-perspirant.



Phone Stone 6500 as Early as 8 A. M. No Size or Weight Restrictions on Delivery of Mail or Phone Orders

WANT ADS
BEDDING

NEW COTTON mattresses any color tick \$6.50. Cotton felt mattresses \$2.95. First springs \$2.00 up. Coil springs \$3.00 up. Metal Beds \$4.00 up. H. P. Faber, 98 State St.

Furnished Rooms To Rent
DESIRABLE furnished rooms for sleeping or light housekeeping. Also two room apartments. 225 S. St. Stone 4438.
TWO PLEASANT ROOMS, semi-private bath. Near stores, buses and downtown. Apply 225 S. St. Stone 4438. 24 weekly.

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. 12x17, width (floor covered without seam wall to wall) Standard weight 40c a yard. Heavy weight 50c. H. P. Faber, 98 State St.

DON'T JUST ASK FOR ASPIRIN
—Always ask by name for St. Joseph Aspirin. You can't buy aspirin that can do more for you. There's none finer, none surer, none more dependable. And it's the world's largest seller at ten cents. Always be sure you demand genuine St. Joseph Aspirin.

Order Now!



COKE
To prevent an acute shortage next winter, order your fuel now. It enables the supplier to operate at full capacity throughout the year. It enables your dealer to spread out the job of delivery. Immediate Delivery Now! Satisfaction Guaranteed!

GLEN 745

WEST END FUEL CO.
2 LAKE AVENUE

REXY THEATRE
SOUTH AVE. AT GREGORY ST.

SPECIAL BINGO GAME
SATURDAY, AUGUST 14th

JACKPOT \$230 SPECIAL

ALL GAMES \$10 & \$12
THIS COUPON WORTH 25c

DEAL 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!

6.95

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 MONDAY and FRIDAY 11:30 P. M. SATURDAYS 11:30 P. M.

ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Your Choice of 5



MANHATTAN Ready-to-Serve
DRY MARTINI Ready-to-Serve
SIDE CAR Ready-to-Serve
OLD FASHIONED Ready-to-Serve
DAIQUIRI Ready-to-Serve

Pete Hagen's
Ready-to-Serve COCKTAILS

BUY U. S. WAR BONDS & STAMPS
AT NEIGHBORHOOD LIQUOR STORES
POPPER MORSON CO., ROCKEFELLER CENTER, NEW YORK
"Time-Honored Quality—Since 1857"

KEY COUPON
Sweetheart Soap
3 for 16c
Limit 3

KEY COUPON
KEY DRUG STORES
ROCHESTER'S MODERN CUT RATE DRUG STORES
TODAY THROUGH WEDNESDAY

KEY COUPON
WALDORF TOILET TISSUE
3 for 11c
Limit 6

KEY COUPON
ADHESIVE TAPE
2 for 13c
Limit 2

BLADES by COOPER
FREE
1 TRIAL BLADE with every package of

AT ALL KEY DRUG STORES

KEY COUPON
CARBONA White Shoe Cleaner
25c Bottles Limit 1

KEY COUPON
WAX PAPER HEAVY
Cutter Box 100 Feet Limit 2

6 VITAMINS and 3 MINERALS
ALL IN ONE TABLET!

Vimms
49c \$1.69

KEY COUPON
SANITARY NAPKINS
Box of 12 20c Value Limit 2

KEY COUPON
IMITATION VANILLA
Large 8-oz. Bottle Limit 2

KEY COUPON
WOODBURY SHAMPOO
Cocconut Oil Tar or Castile 50c Size Limit 1

50c Jergen's Lotion
25c Jergen's Cream
75c Value Both For

HAY FEVER REMEDIES

Stop the Sneezing, Sniffling, Weeping and Gasping of

HAY FEVER
Asthma, Summer Colds

Ask for HETT'S HAY FEVER CAPSULES and with the first dose your head will start to clear up, you'll breathe easier, headache will be gone, nose secretions will diminish, and that "stuffed up" feeling will leave you as if by magic! No matter what you may have tried in the past or how discouraged you may feel at the approach of the Hay Fever season you must try HETT'S CAPSULES and see for yourself that they are everything that is claimed for them.

Your money back if Reg. this treatment doesn't relieve you. Bring you instant relief. Size.

EPHEDRINE CAPSULES
3/8 gr. 40's 69c
3/8 gr. 100's \$1.19

3/4 gr. 40's 98c
3/4 gr. 100's \$1.69

KEY COUPON
CONTI CASTILE SHAMPOO
50c Size

EDWARDS
Olive Tablets
30c Size

Nose & Throat ATOMIZER
Sprays Oil or Water
Regular \$1.25 Value

KEY COUPON
SACCHARIN TABLETS
Bottle of 1000 1/4 or 1/2 Gr.

CEREVIN
BABY FOOD LARGE BOX
Pound Size

HAY FEVER SUFFERERS! KEY DRUG STORES FEATURE:

The ALLERGY Electric MASK aids in relief of Hay Fever and Seasonal Asthma symptoms by cleansing many pollen and molds from air inhaled by wearer. Requires no electric socket—is shockproof—is adjustable and comfortable.

Price \$10.00 Complete

KEY COUPON
MOLESKIN
12x7 Inches Each Reg. 25c

Milk of Magnesia TABLETS
Bottle of 100

drene Shampoo
medium 49c
large 79c

BILOWAY SUDS - CLEAR WATER RINSE - LUSTROUS HAIR

Luckies, Camels, Chester-Fields, Raleigh, Old Gold, Philip Morris
Carton \$1.46 Tax Paid

KEY COUPON
Sulphur Candles
REG. 10c EACH
4 for 21c

MARLIN BLADES
Double Edge Package 18

Sal Hepatica
60c Size

KEY COUPON
BARBASOL SHAVING CREAM
50c Size

ANACIN TABLETS
Bottle 50 Regular 15c

NEW Tablet DYE
Ends SPOTS & STREAKS
30 New Fashion-right Colors—and an ECRU Curtain tint that's "the last word!"

DYE-ANA
TINT and DYE TABLETS
10c 3 for 25c

KEY COUPON
HINDS HONEY and ALMOND LOTION
\$1.00 Bottle

Where To Play BINGO

STRAND
EVERY TUES. AND FRI. AT 8:45 P.M.

\$1000
EACH NITE
NO JACKPOTS
ALL PRIZES GO BINGO

★ STAR BINGO ★
372 FLINT ST. (rear)
MON. 8:15 P. M. and TUES. BOARD NITES GAMES
No Wed. Game Till Further Notice
★ 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

19th WARD
CLUB HOUSE
257 HAWLEY STREET
Tues. & Thurs. Nites 8:15
SPECIAL OFFER
TUES. & SAT. NITE 8:15
TRIPLE BD. 50c and 50c
Book of Specials Plus Tax
No Afternoon Games During Summer
Jefferson Bus to Hawley St. Admission 25c, Tax 3c, Total 28c

TOWNER-HALL
ALL GAMES SPECIAL \$5.00 EACH
WEDNESDAY AND THURSDAY, AUGUST 25th, 26th

TOWNER & REXY
SATURDAY, AUGUST 21st, ONLY!
ALL GAMES \$10-\$12

SPECIALS \$35 and \$45 JACKPOT \$230
THURSDAY DOOR SPECIAL \$50-\$58 NOS.

WORTH 45c For You Thursday AUG. 19th Towner Hall
WORTH 25c For You SATURDAY AUG. 21st Towner-Rexy
WORTH 25c For You SUNDAY AUG. 22nd Towner
WORTH 45c For Friend Thursday AUG. 19th Towner Hall
WORTH 25c For Friend Saturday AUG. 21st Towner-Rexy
WORTH 25c For You SUNDAY AUG. 22nd Towner
WORTH 45c For Friend Wednesday AUG. 25th Towner

ANNIVERSARY WEEK AT HOLLYWOOD
AUGUST 24th to 29th
SPECIAL GAMES — EXTRA PRIZES ALL WEEK — AT NO EXTRA COST

TUESDAY NIGHT AUGUST 24th
This Coupon Worth 45c At Hollywood & Hudson

THURSDAY
REG. GAMES \$10 SPECIALS \$5.00 EA. WAY
53c TRIPLE BOARD AND BOOK OF SPECIALS

TUESDAY — WEDNESDAY — FRIDAY
53c TRIPLE BOARD AND BOOK OF SPECIALS

SATURDAY AND SUNDAY
78c TRIPLE BOARD & BOOK OF SPECIALS

UNION LEAGUE
South Ave. cor. Gregory

SPECIAL GAME SUNDAY NITE
25 REG. GAMES \$6

MON.-FRI. NITES
30 REG. GAMES \$5 - \$10 - \$15

SAT. AFTERNOONS
1:30 P. M.
25 REG. GAMES \$4
Early Bird Every Game

CAPITOL HALL
85 W. MAIN ST.

Door Special \$25 to \$50
Mon. - Tues. - 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 \$5
Games Thurs. Aft.
\$5

Friday and Saturday
25 Games \$5-\$10
On Reg. Boards and \$15
Letter 'H' \$15
ADM. 25c INC. TAX

WEGMAN HALL
371 E. MAIN ST.
Between East Ave. and Gibbs St.
Entrance Between Mohican and Wegman's

EVENING GAMES
SUNDAY - MONDAY 8:15
25 REG. GAMES \$5.00 ea.
SUNDAY AND MONDAY NITES

AFTERNOON GAMES 1:30
WED. \$4.00 FRI. \$5.00
SAT. \$5.00
EARLY BIRD SPECIAL AT EACH GAME

PARK HALL HOSIERY WEEK

1st Quality Sheer
30 PAIRS 30
10 THURSDAY
10 SATURDAY
10 SUNDAY
PLUS \$1,000
Plus JACKPOTS To Be Paid In Prizes This Week

PLEASE NOTE
New Sunday Schedule
23 GAMES PAYING \$500
FULL CARD \$1500

CLIMBING JACKPOT STARTING AT \$25.00
THURSDAY 23 GAMES \$7.00 & \$8.00
JACKPOT \$175 - \$45
SATURDAY ALL GAMES \$10.00

FRIDAY ONLY
2-TRIPLE BOARDS-2 BOOK SPECIALS 50c

FAMILY NITE
HOSIERY FROM HELPER'S HOSIERY SHOP
213 MAIN ST. E.

THURS. - SAT. - SUN. 25c (Tax 3c)
TRIPLE BD. & BOOK SPECIALS 50c
FRIDAY BARGAIN NITE 2c (TAX 2c)

ADMISSION

Sherman Had a Word for It!

War has wrought many changes in the American way of life. One of these changes is aptly described by Parke Cummings in the September issue of *The Woman*.

Entitled "Pants," Mr. Cummings soliloquizes as follows:
"Pants are two-legged animals worn by all females between the ages of five and seventy-five. One of the greatest thrills in life for the average curly-headed moppet is the day she graduates from shorts into long pants and proudly feels she is a grown-up just like mother. The years will pass quickly, and

the first thing you know she will be a bride, ready to demonstrate who wears the pants in her family.

To look well, pants should fit snugly around the waist and hang neatly, and I for one never expected to live to see the day where the average woman spends more time and effort keeping up her pants than she

does keeping up with the Joneses. Pants are very democratic. They are worn by humble women and also by those who have lived sumptuously, travelled, eaten well and in general led a full life. In fact it may be stated as an almost invariable rule; the fuller the life, the fuller the pants.

Pants are also worn by men."

Weed's Hardware Dept. 46 IN. LENGTHS CAPE COD FENCE

49¢

Dress up your lawn or garden with this 14 inch high Cape Cod fence. Painted white, reinforced throughout. Available in any quantity.



You Save at Wegmans

Our OPA Ceiling Prices
Are Up to 30% Lower
Than OPA Ceilings for
Some Stores

Genuine Spring
LEGS O' LAMB
41¢ lb.
AA GRADE

- SPECIAL BLEND COFFEE lb. 27¢
- FAVORITE FRUIT SYRUPS . . . bot. 23¢
- KETCHUP SUBSTITUTE HEINZ 57 SAUCE bot. 23¢
- BAKING POWDER ROYAL can 26¢
- MAKES ROOT BEER HIRE'S EXTRACT . . . bot. 24¢
- AUNT PHOEBE'S AMMONIA . . . qt. bot. 10¢
- POWDERED BON AMI pkg. 11¢
- BLEACHES, DEODORIZES CLOROX pt. bot. 10¢
- WATER SOFTENER CALGON pkg. 21¢
- QUICK ARROW SOAP CHIPS . . . pkg. 21¢
- PKG. OF 80 PAPER NAPKINS 2 pkgs. 15¢

OLD ABBEY
ALE
3 12 oz. 25¢
bott.

Wegmans
HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

Sears

BOTH SEARS STORES
Open 'til 9 P.M.
FRIDAY & SATURDAY

Trade In Your Old BATTERY

Towards a New Cross Country



39 PLATE
3.95

Energex, 39-plate battery for most light cars. Guaranteed for 12 months on service basis. Price includes old battery. Both Stores and Service Station.



45 PLATE
4.95

Powermax, 45-plate for the popular cars. Guaranteed on service basis for 18 months. Priced with old battery in exchange. Both Stores and Service Station.



45 PLATE
5.95

Cross Country, 45-plate battery for all cars. Guaranteed on service basis for 24 months. Priced with old battery in exchange. Both Stores and Service Station.

45 PLATE
6.95

Cross Country, Heavy duty, has 45 oversize plates. Guaranteed on service basis for 30 months. Priced with old battery in exchange. Both Stores and Service Station.



SEAL BEAM KIT
3.98 Both Stores

Seal beam adaptor kit for headlight repairs. Types for most popular cars. Others up to \$7.98.



JOHNSON'S CAR NU
59¢ Both Stores

Large size bottle of Johnson's auto polish and polish cloth. Cleans and polishes in one operation.



TIRE REPAIRS
8¢ Both Stores

Cross cross tire repairs made from new tire cord. A ready built tire repair that will vulcanize itself in actual service. Size 3 1/2 x 3 1/2.

Get Our Prices if you are Eligible.
GRADE 1 TIRES
10.40 Plus Tax
5.50x17 Size

If you are eligible for new tires bring your ration certificate to Sears. We have a selection of the most popular sizes, also some obsolete sizes available.

Sears Has a Complete Stock of
RECAPPED TIRES
\$10 and up
6.00x16 Size

Recapped tires in the most popular sizes. If your tires need recapping we have a complete service for most of the popular sizes.

Do Your Repair Work Now! We Have a Complete Selection! HEATING SUPPLIES AND ACCESSORIES

5 SECTION BOILER
99.50 Both Stores

5-section hot water boiler, designed for coal firing but adaptable to gas, oil or stoker. Has elinor breaking grates, aircell insulation. Buy on our Budget Plan, sold on regulated sale.



FURNACE CEMENT
23¢ Both Stores

For 2-pound can. Highest quality furnace cement for all regular work. Five-pound cans available at 40¢. Limit 2 cans.



ASBESTOS PAPER
98¢ Both Stores

For 60-foot roll, 18 inches wide. Approved for all furnace or boiler work.



AIR FILTERS
1.49 Both Stores

Fits into floor registers, stops dirt, helps to keep air free from impurities, standard size 16x25x2.



Galvanized Pipe and Elbows
7 Inch Size 49¢
8 Inch Size 54¢
9 Inch Size 59¢

Smoke and Ell. Both Stores.

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

New . . . a perfect material **LUMASHEEN**

for
SHOWER
CURTAINS
and
BATHROOM
DRAPES



The perfect shower curtain — waterproof, washable, long lasting, translucent, beautiful colors and designs.

- SHOWER CURTAINS Standard 6 by 6 foot size **\$2.75**
- RUFFLED DRAPES to match **\$2.25**
- special at
- SHOWER CAPS of Lumasheen to keep Milady's hair dry at shower. **20¢**

MASON SCREW TOP
"Best By Test"
FRUIT JARS
Metal Screw Tops with Glass Centers Complete with Rubbers
Pcs. **69¢** Qts. **79¢**
Dot.
1/2 Gal. Doz. \$1.19

Free Parking Opposite
With \$1 Purchase
Wegmans
15
EXCHANGE ST.
Free City Deliveries No C. O. D.'s on purchases under \$1.00

For the rest, the change of scene you need . . .
Cruise THROUGH Canada's PEACEFUL INLAND WATERS
WIDE CHOICE OF ALL-EXPENSE TRIPS

SAGUENAY CRUISE-TOURS
Lake Ontario, 1000 6 DAYS
Rapid, Montreal, Quebec, Murray Bay, Tadoussac, the Saguenay Bay. Day each at Mount Royal or Chateau Frontenac, Quebec. Visit Montmorency Falls. Personally escorted. From Rochester every Monday and Wednesday.

INDEPENDENT SAGUENAY CRUISE
Lake Ontario, 1000 4 DAYS
Islands, St. Lawrence rapids, Montreal, Quebec, Murray Bay, Tadoussac, the Saguenay Bay. From Rochester every Monday, Wednesday and Saturday.

GREAT LAKES CRUISE
To Detroit and return, calling at Detroit, Mar-9 DAYS
William, Brock, Blenheim, Terramont, Cruise Director. From Buffalo Thursday and Sunday.

S. S. RICHELIEU CRUISES
Live aboard this famous 8 DAYS
river liner for a luxurious week of cruising along the St. Lawrence and Saguenay Rivers, with entertainment, ship and shore programs under experienced Cruise Director. From Rochester, Saturdays. Also from Montreal, Mondays. **\$97.00** up calls at Quebec, Murray Bay, Tadoussac, Chicoutimi.

YOU WELCOME TO CANADA
and your absence does not hinder the war effort.

Government Taxes Additional. No passports required. Favorable exchange. Stopover permitted.

TRAVEL AGENT for literature and tickets or apply to J. P. Flaherty, D. P. A., Hotel Sagamore Bldg., 101 East Ave., Rochester, Tel. Stone 5660.

Canada Steamship Lines

You Still Have Time To Join The
MONTREAL-QUEBEC ALL-EXPENSE CRUISE

SPONSORED BY TRAVEL DEPT. OF SHOPPING NEWS

Two earlier tours were outstanding successes. This is the final one this season.

Leaves Rochester (Municipal Docks) **SEPT. 1st** (via Steamer Kingston) RETURNS **SEPT. 5th**

59.50 PER PERSON Plus \$4.10 Tax

Headquarters of Cruise In Quebec Will Be At World-Famous Chateau Frontenac Where ROOSEVELT AND CHURCHILL ARE NOW MEETING

EVERYTHING IS INCLUDED

- Transportation
- Luxurious Staterooms
- All Meals
- Lodgings at Hotel (room with private bath and shower—twin beds)
- Sightseeing Trips
- Visit to Montmorency Falls
- Transfers
- Baggage Transfers
- Services of Tour Guide

One of the year's most delightful cruises—the only one of its kind from Rochester. Full day in quaint old Quebec in the heart of French Canada. Visit to famous shrine of Ste. Anne de Beaupre—the Lourdes of North America. Full day and night in Montreal including luxurious accommodations at Mount Royal Hotel (Canada's finest). Montreal is Canada's largest city. See shrine of Brother Andre—beautiful Oratory of St. Joseph. In addition to many wonderful spots of Canada the cruise itself is outstanding. Steamer cruises through lovely 1000 Islands in daylight hours—spends an afternoon in the majestic Rapids area of the St. Lawrence. Entire cruise personally conducted by competent tour director. No worries—no mix-ups—no uncertainties. A lovely cruise—you shouldn't miss it!

For Reservations—Information Phone Or Come To
SHOPPING NEWS TRAVEL DEPT.
93 Clinton Ave. S. STONE 6000

ORANGE GINGERBREAD
 1/2 cup shortening
 2 tablespoons sugar
 1 egg, beaten
 1 cup molasses
 2 1/2 cups flour
 1 1/2 teaspoons baking soda
 1/2 teaspoon baking powder
 1/2 teaspoon salt
 1 teaspoon each—cinnamon and
 cloves
 1/2 teaspoon nutmeg
 1/2 teaspoon cloves
 1 cup heated orange juice

Cream shortening and sugar until fluffy. Add beaten egg and molasses and mix until smooth. Alternately add flour, which has been sifted with soda, baking powder, salt and spices, with the heated orange juice. Beat until smooth. Place in greased and floured shallow loaf pan. Bake at 350 degrees F. for 45 minutes. Serve warm or cold.

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

EASY-TO-CLEAN CHROME
BREAKFAST SETS
 Table and Four Chairs... \$60.00
 TABLE & 2 BENCHES
 A Real Buy **\$34.50**

at **Dolan's**
 WHERE YOU BUY
 THE CUTS OF
CHICKEN
 YOU PREFER

DOLAN'S
 600 JEFFERSON AVE.
 Cor. Hartlett
 Telephone Geneva 1417

JAMES STRATES
 SHOWS, Inc.
 AMERICA'S
 BIGGEST MIDWAY

Children's Days Free Thrill
 Wed. and Sat. Jeane Clarke
 Reduced Prices. Gilt Daredevil
 1 to 4 P. M. 12 1/2 Ft. In Midst

30 R. R. CARLOADS

SCOTTSVILLE ROAD
 OPP. AIRPORT
 Week Starting
MON. AUG. 23

Sponsored by V. F. W.

FULL CARAT TOTAL WEIGHT
 In this Handsome 3-Diamond

Typical Rudolph Value

MAN'S RING
\$300
 EASY CREDIT

Exceptional value! Total weight of large center diamond and two side diamonds is over a full carat. Distinctive design.

Rudolph's
 CORNER EAST MAIN AT SOUTH AVE.
 Open Monday and Friday Until 9 P. M.
 Closed Saturday
 IN BATAVIA — 109 MAIN STREET

DON'T TAKE ANY CHANCES

ORDER TODAY **COKE**
 IMMEDIATE DELIVERY
GLEN 109
MARSHALL & COKE 8 Canary St.

Be wise!

FOR FALL HOUSECLEANING
 USE THE WORLD'S FASTEST AND GENTLEST
 CLEANER... THE ONE THAT DISSOLVES DIRT

TRIG
 As EASY On Your Hands As Rain Water!
 AT ALL Rochester Grocers!
20c

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

WAR AND THE FAMILY
 YOUR MARRIAGE IN WAR-TIME

15c SEPT. ISSUE **THE WOMAN** NOW ON SALE 15c
 WITH WOMAN'S DIGEST

Let Good Taste be Your Guide

today's **GENESEE**

THIS GRAND MEDICINE
 made especially to relieve 'PERIODIC'
FEMALE PAIN
 And Its Weak, Cranky, Nervous Feelings—

Take heed if you, like so many women and girls on such days suffer from cramps, headaches, backache, weak, nervous feelings, dizziness, "irregularities"—due to functional monthly disturbances. Start at once—try Lydia E. Pinkham's Vegetable Compound to relieve such symptoms because this famous medicine has a soothing effect on one of woman's most important organs. Taken regularly throughout the month—helps build up resistance against such symptoms. Thousands upon thousands of women report benefit!

There are no harmful opiates in Pinkham's Compound—it is made from nature's own roots and herbs (plus Vitamin B). IT HELPS NATURE! Also a fine stomachic tonic! Follow label directions. Worth trying!

Lydia E. Pinkham's VEGETABLE COMPOUND

SAVE at **DAW'S**
CUT-RATE DRUGS

SALE ENDS SATURDAY NIGHT
 (Limit Quantities)

WITH THIS COUPON
New SCOTCH MIST COLOGNE
59c With This Coupon Only

BEYON'S new Scotch Mist fragrance... imparts an aura of subtle charm to its wearer. Cool and lasting in its loveliness. And—at this low price—you can use it lavishly.
 Reg. \$1.00, 4-ounce size! (Limit of 2 Bottles)

Help for HOME CANNERS
 Save that garden-fresh flavor and all the food value

--CHECK YOUR CANNING OPERATIONS--
 BE SURE YOU ARE USING 1943 METHODS



A **PRESSURE CANNER** is recommended for canning non acid vegetables and meats, as it gives a greater degree of safety. However, if none is available, the Boiling Water Bath Method may be used, provided the right directions are followed carefully.

IMPORTANT: When using vegetables and meats, canned in the boiling water bath this winter, do not taste unless they have been boiled. Empty contents of the jar into an uncovered sauce pan. Bring to the boiling point and boil actively for 10 minutes. Throw away all food having a bad odor or that looks spoiled. Do not taste.

BOILING WATER BATH
 The Boiling Water Bath is preferable for canning fruits and tomatoes. They are acid foods and will can safely at boiling temperatures, and the texture, color and flavor of the finished product are better.



OVEN METHOD for CANNING FRUITS and TOMATOES
 Oven Canning may be used for fruits and tomatoes. An oven which has a Heat Control that maintains a 275 degree temperature must be used. Have your oven temperature checked if you are in doubt.

NOTE: It is absolutely necessary to seal jars according to directions for the type used in order to get perfect results and no breakage.

Ask for R. G. and E. CANNING BULLETIN, or consult Home Service Specialist who is on duty every day at the CANNING CENTER, 89 East Avenue. Also available is "War-time Canning, 1943," prepared by the Nutrition and Consumer Committees of Monroe County and Rochester War Councils.

Rochester Gas and Electric
 A War Industry

DAW'S COUPON
JUMBO GUM DROP JELLIES
 Soft-Sugared, Fruit Flavored, Delicious
 1-LB. PKG. **18c**
 (Limit 2 Lbs.)

Reg. 60c Value
SHAVING BRUSH
 Pure Sterilized Bristles that stay in. Full size ivory-type colored handles. BIG VALUE!
33c

Dr. LYON'S TOOTH POWDER
 50c Size **27c**

DAW'S COUPON
FACIAL TISSUES
 BOX OF 200 SHEETS **6c**
 (Limit 2 Boxes)

GENUINE CALFSKIN BILLFOLDS
 New combination Billfold and Pass Case made of genuine Calfskin. Has 8 card windows—enough for carrying all your identification and license cards.
\$1.19 Others From 29c to \$3.98
 DAW'S Low Price

ASPIRIN TABLETS
 (5 Grain) Package of 100 **12c**

DAW'S COUPON
Apple BLOSSOM TALCUM POWDER
 Reg. 50c 1-Lb. Size **19c**
 (Limit of 2)

AMERICANA SPICEBERRY SHAVING SOAP
 Genuine AMERICANA shaving mug filled with almost a year's supply of famous SPICEBERRY Shaving Soap.
49c

Fitch's GENUINE "IDEAL" HAIR TONIC
 3 1/2 Size **19c**

LOOK AT THIS ONE A DAY
B COMPLEX VITAMIN TABLETS
 PKG. OF 12 **44c**
 PKG. OF 30 **88c**

LIQUID HOSE
 As flattering as the sheersilk hose, this is the stocking substitute that every woman wants—hose that can neither run, snag or tear. It's so easy to apply, and the effect so real, that smart women everywhere are benefiting by this wonderful idea that's sweeping the country.
 NOLYN is EASY to apply—goes on smoothly, speedily, without streaking or caking. Tints evenly and beautifully—hiding little skin blemishes. NOLYN won't rub off or stain—stays put 'til it's washed off.
 6-oz. Size **69c** MADE TO SELL FOR \$1.00
 Large 16-oz. Size **\$1.39** \$2.00 Value

WITCH HAZEL DISTILLED
 Pint Size **18c**

Stop BUNION PAIN QUICK!
 Bump Goes Down SAMPLE Proves It!

Pain stopped quickly when FAIRYFOOT is applied. Then blessed relief. Amazing Fairyfoot helps reduce painful, ugly bunions. Enables you to wear your regular shoes in comfort.—Mrs. W. Davidson, Oregon. Get a 10c Trial Package of Fairyfoot Today. Use coupon below.

hunion. The next morning my foot did not hurt any more. I did not suffer another pain. I have had bunions for ten years. Hundreds of similar letters in my files. Get a 10c Trial Package of Fairyfoot Today. Use coupon below.

Get a Sample Now
At Any DAW'S DRUG STORE
 Only 10c needed for Trial Package of Fairyfoot for Bunions. Or if more convenient, send your name, address and 10c to Fairyfoot Co., 1223 S. Wabash Ave., Chicago, Ill.
 NAME _____ CITY _____ STATE _____
 ADDRESS _____

LIFEBOUY SHAVE CREAM
 Large Tube **27c**

DOAN'S PILLS FOR KIDNEYS
 75c Size **31c**

LOVALON HAIR RINSE
 28c Size **14c**

IVORY SOAP MEDIUM BARS
3 for 17c

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**

DAW'S Extra-Value COUPON
Famous Brand PERFUME
 (Manufacturer's Name Withheld.)
 2-DRAM 50c SIZE **19c**
 (Limit 2 Bottles)

DAW'S Extra-Value COUPON
QUICK-DRYING WAVE SET
 LOTION—Will Not Flake—Not Sticky
 Large 7-Ounce Bottles **7c**
 (Limit of 2)

DAW'S Extra-Value COUPON
Foot Mitts
 For wear with or without stockings. Wear them when you go bare-legged—size to fit your foot perfectly—absorbs perspiration. Made of fine washable cotton.
16c Pr.
 (Limit 2 Pairs)

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. 50

10

ROCHESTER, N. Y., THURSDAY, AUGUST 26, 1943

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

Last Call!

Final opportunity to join the gala Montreal-Quebec-Ste. Anne de Beaupre all-expense cruise tour sponsored by Shopping News is offered readers this week.

The cruise will begin next Wednesday evening when the Steamer "Kingston" leaves the Charlotte docks. The cruise party will return to the city on Sunday evening, Sept. 5.

Entire cost of the cruise, including all meals, sight-seeing trips, hotel accommodations, staterooms, transfers, etc., is \$59.50 per person plus \$4.10 tax.

Two previous tours this season have been outstanding successes. This third and final cruise is expected to surpass even those. The weather is still warm enough for pleasant cruising, yet, at this time of the year, it is cool enough to make travelling a real comfort.

A few choice reservations remain open at Shopping News Travel Department, 93 Clinton Ave. S. but the lists will be closed Saturday at noon. Those desiring to join the party may do so by calling Stone 6000 before Saturday. Full details of the cruise may be had at Shopping News office.

Home Bureau Advises Canning Tomatoes Now

Tomatoes are entering the market in ever-increasing amounts, with an excellent crop available almost everywhere. Cabbage and celery also are available in adequate supplies, and though local conditions, especially in western and central New York affect the crop, both of these vegetables are abundant right now.

Second in the series of food preservation demonstrations which the Rochester Home Bureau in co-operation with the Victory Garden Council of Rochester and Monroe County, is giving was to be held today on the fourth floor of the Sibley, Lindsay & Curr Company store. This demonstration includes canning tomatoes, peaches and the pasteurizing of tomato juice.

\$25 Winner

Winner of the fourth August drawing sponsored by Shopping News for its sustaining subscribers is Mrs. G. Fiedler, 685 Clarissa St. Mrs. Fiedler wins \$25 in cash. Her award awaits her at Shopping News, 93 Clinton Ave. S.

Richard Jaworski, 662 Clarissa St., is the lucky Shopping News carrier who gets the five-dollar bonus this week because the winner lives on his route. But "Dick" will probably share his reward with his sister who regularly helps him in careful delivery of his papers each Thursday afternoon.

Cpl. Don H. Newcomb, home on furlough from Mitchell Field, N. Y., was chosen to officiate at the drawing this week. Cpl. Newcomb returned to his base on Tuesday. His Rochester address is 1080 South Ave.

Eastman Concert Season Opens October 22nd

Making its first appearance in Rochester, the Philadelphia Grand Opera Company will open the 1943-44 Eastman Theatre concert season on October 22, presenting "Die Fledermaus."

Included in the new concert series, schedule of which was released this week by the Civic Music Association will be performances by three newcomers to this city: Nathan Milstein, American violinist; the Chilean pianist, Claudio Arrau; and Astrid Varnay, youthful successor to Kirsten Flagstad at the Metropolitan Opera, who will give a joint recital with Lauritz Melchior, Wagnerian tenor.

Two outstanding favorites with local audiences will again return for performances here. Fritz Kreisler, world-famous violinist will appear here late in October. In December Serge Koussevitzky will conduct the Boston Symphony orchestra on the Eastman stage.

Also added to the coming concert list is Marian Anderson, famous negro contralto and Vladimir Horowitz whose piano wizardry is acclaimed throughout the world.

Schedule of the two concert series is:
Series A—"Die Fledermaus" with Philadelphia Opera Co., Oct. 22; Ballet, Theatre, Nov. 13; Marian Anderson, Jan. 7; Vladimir Horowitz, Feb. 25; and Nathan Milstein, Mar. 17.

Series B—Fritz Kreisler, Oct. 29; Claudio Arrau, Nov. 20; Boston Symphony, Dec. 14; Lauritz Melchior, and Astrid Varnay, Jan. 28; and the opera "Martha," Feb. 11.

DECREES of FASHION

Best of show award for after-work clothes goes this season to the new tunic-bloused slack suit. Slim, well cut, simple slacks in velveteen, faille or satin have a definite affinity for simple or richly embroidered blouses and flattering tunic jackets. The glamour of yards and yards of material formerly used in hostess gowns has little place in the active life of the moment. Fragile blond Judith Evelyn CBS actress Judith Evelyn started her "at home" wardrobe with a pair of black satin slacks, over which she wears a Russian tunic or Chinese coolie jacket. She advises adopting the vogue for its practicality as well as newness.



Judith Evelyn

Fall handbags in felt for daytime and faille for dress wear are destined to become best sellers. They're lighter because metal has been eliminated in the frames. The drawstring pouch and dispatch case models are most popular. Creative Sally Victor introduced a series of hat-making soft bags so colorful that you'll forget the lack of trimming on your regulation dress.

Sequin sellers are having a field day. The bright little dazzle dust is decorating practically everything—hats, silk and wool dresses, handbags and now sweaters. Happy note is the stress at all times that the decoration leads an "after five" life. For women who must dress in the morning for dinner dates after work there's the dramatically simple wool suit, with a high-buttoned jacket which may be removed to reveal a blouse with the glittering elegance of a fictional monarch. But, please, keep the jacket on during the day.

Amusements

CENTURY NOW PLAYING "FRONTIER BADMEN" with Robert Paige, Diana Barrymore, Leo Carrillo and Andy Devine. Plus "SOMEONE TO REMEMBER" with John Craven.

LOEWS NOW PLAYING Adolphe Menjou, Martha Scott in "HI DIDDLE DIDDLE" plus "HITLER'S MADMEN" with Patricia Morrison and John Carradine

PALACE NOW PLAYING Deanna Durbin and Joseph Cotten in "HERS TO HOLD". Plus Richard Arlen and Jean Parker in "ALASKA HIGHWAY"

CAPITOL NOW PLAYING Cary Grant and Laraine Day in "MR. LUCKY" Plus George Raft and Sidney Greenstreet in "BACKGROUND TO DANGER"

HUDSON SUN. AND MON. "THE HARD WAY" with Ida Lupino and Joan Leslie. Plus "HAPPY GO LUCKY" with Dick Powell, Mary Martin and Betty Hutton

LITTLE BEGINS SAT. Ann Harding and Basil Rathbone in "LOVE FROM A STRANGER" Grace Fields in "YOUNG AND BEAUTIFUL"

REGENT NOW PLAYING Don Ameche, Gene Tierney and Charles Coburn in "HEAVEN CAN WAIT" in Technicolor. Plus "SPOTLIGHT SCANDALS" with Frank Fay and Bonnie Baker.

REXY SUN., MON., TUES. "IN WHICH WE SERVE" with Noel Coward. "TOUGH AS THE COME" with The Dead End Kids.

TEMPLE NOW PLAYING Richard Dix in "TRANSATLANTIC TUNNEL" Plus Madeleine Carroll in "I WAS A SPY"

Consumer News

Here's a pat on the back for the women! Their response to the appeal to share pressure canners has been heartening. Out of hiding have come many canners to be loaned to neighbors and friends, where they can now do their part in helping to win the food battle. If you are one of those who is still intending to get out a canner, have it tested, and put in in circulation, don't delay. The canning season is here, and every pressure canner that helps to store away precious food against next winter's shortages, is performing a patriotic service. All gauges should be tested for accuracy; appointments may

be made by calling the Rochester Home Bureau. It is still possible to apply for a new canner, but when and if they are on the market, they will be assigned only to groups planning to can at least 900 quarts of non-acid fruits and vegetables.

Soybeans are news again, and since we keep hearing so much about them we've decided they really must have something. Of course we know they do; they are rich in protein and fat, are a good source of calcium, phosphorus, and iron, contain vitamins A and B1, and when sprouted are important for their

Vitamin C. In addition they are easy to prepare and make a welcome addition to our rapidly decreasing list of foods.

We have checked the places where they may be secured in Rochester and the list includes: The Health Food Center in Sibley's grocery; Rebecca Rochfords Health Foods in the Temple Building.

Both of these places carry the partially cooked soybeans (not the kind to be sprouted). They are more expensive but are delicious in salads or served as a vegetable somewhat similar to baked beans. A booklet describing the

uses of soybeans, soybean flour, etc., may be secured from the G. L. F. Cooperative at Ithaca, New York. A bulletin on Soybeans for the Table, published by the U. S. Department of Agriculture, is also available. Here's to a food new to the Americans which is an old favorite to the Chinese!

A cake 18 yards long, 8 yards broad and a half yard thick, containing 36 bushels of flour, 200 gallons of milk, a ton of butter and 5,000 eggs—probably the largest ever made—was baked for Frederick William I of Prussia.

Every 3rd Month CLEARANCE DRESSES

	Originally	Clearance
16 Cottons	\$10.95	\$6.00
14 Cottons	14.95	16.95
4 Crepes	16.75	9.00
4 Print Crepes	29.95	39.95
2 Print Crepes	59.95	69.95
11 Jerseys and Crepes	10.95	25.00
9 Crepes and Sheers	22.95	39.95
4 Cotton Formals	12.95	17.95
8 Rayon Formals	22.95	29.95

COATS

Tweed Sports and Soft Material Dressy Coats

	Originally	Clearance
12 Coats	\$17.95-\$35.00	\$10.00
8 Coats	29.95	39.95
11 Coats	29.95	39.95
14 Coats	39.95	49.95

PROJANSKY CUSTOM MADE COATS

Fine Imported Materials in This Group

	Originally	Clearance
6 Coats	\$49.95-\$59.95	\$29.00
10 Coats	59.95	69.95

SUMMER HATS

	Originally	Clearance
26 Hats	\$6.95-\$12.50	\$2.00
22 Hats	10.00	15.00

Projansky
39 EAST AVE.

Christmas Gift PHOTOGRAPHS To Members of the Armed Forces OVERSEAS MUST BE MAILED BETWEEN SEPTEMBER 15 and OCTOBER 15

Have Your Picture Taken Now! At **Edwards Photo Studio**

FREE PORTRAIT SITTING

... we make this sensational free offer to acquaint you with our superior portrait work. We know we can please you and are willing to prove it as no cost or obligation to you. Stop in anytime and let our expert photographer make our regular 12-pose sitting. When you see the proof you may order as many or as few pictures as you want, or none at all.

12 PROOFS SUBMITTED

A Feature Of Our **Cinema Action Camera**

EDWARDS NOW USES THE Kodatron Speedlamp

EASTMAN KODAKS NEWEST PHOTOGRAPHIC EQUIPMENT

Cool non-glare lighting that permits you to move and talk while we catch 12 natural poses with our Cinema Action Camera.

Excels In Making Pictures Of Children
NO APPOINTMENT NECESSARY

BUY WAR STAMPS & BONDS AT **Edwards** PHOTO STUDIO in the GREEN ROOM

HARRIS NUSBAUM Winter Fashions ... for the Younger Set! COATS & COAT SETS

This year more than ever before you'll be amazed at Nussbaum's wonderful selection of coats and coat sets. Colors, fabrics and styles are at their very best and last but not least you will be surprised because of our extremely low prices. Beautiful color combinations and novelty trims are included. We recommend early selection as some styles are limited. Sizes are 1 to 6 1/2, 7 to 12 and 13 to 16. Also chubby sizes 8 1/2 to 16 1/2.

CHOOSE FROM 3 VALUE GROUPS
\$12.95 • \$15.95 • \$19.95

Don't Wait — Shop Tonight. We Have Big Selections, NOW!

BOYS' AND GIRLS' WARM ATTRACTIVE SNOW SUITS

Now is the smart thrifty time to buy the children's snow suits while we have a complete selection in every price range. Styles, fabrics and colors are at their very best. Choose from beautiful two-tone color combinations, novelty and embroidered trims, some with hoods and some with matching hats. There are special styles for boys and girls, for little tots and for big and little sister. Sizes are 1 to 4, 2 to 8; and 8 to 16.

CHOOSE FROM 4 EXTRAORDINARY GROUPS
\$7.95 • \$9.95 • \$12.95 • \$15.95

HARRIS NUSBAUM
221-229 JOSEPH AVE. at KELLY ST.
SHOP EVENINGS 'TIL 9 ... FRIDAYS 'TIL 7 P. M.

**Re-Tint Lace
Trimmed Silks**

Don't despair if your lace-trimmed silk undies become faded. There's a remarkable

home tint in stores that will freshen them up, add months of life. Magic-like, the preparation tintexes the silk, but leaves the old lace color intact. It comes in eight pastel shades.

ALWAYS RELIABLE

\$5
to
\$10



**America's 3
Leading Makes!**

DOBBS • MALLORY
STETSON

Leaders in Style
Quality & Value

FALL light-weight
FELTS

McFARLIN'S
195 MAIN STREET EAST

KAY'S COMMENTS

Your skin, unless you were careful as an angel all summer, is probably screaming "How Dry I Am". So why don't you do something for the only face you'll ever have. Buy yourself a Good Rich Cream. Use it after soaping—as a night-cream—for tub-bathing. Be particularly indulgent with the skin 'round your eyes. Skimming very lightly from inner to outer corners. The skin on your body could stand some anti-Sahara measures too. Try baby-oil, if you like that back-to-nursery feeling. Oh yes—have you suddenly noticed that your wig has taken a beating too. Sun-struck and brittle. Well stop chewing the carpet and listen—a little systematic nightly care will restore anybody's bonny head of hair. Get yourself some castor oil or olive oil. Part your hair closely and apply to your scalp with cotton. Arm yourself with a soft towel, massage your noggin for a few minutes, then brush thoroughly. Or if your hair is a little too oily, use a mild anti-septic hair preparation meant especially for oily hair. And no twaddle about all this being a lot of trouble—you want to crown your glory, don't you—or do you?

Devotedly—Kay.

Because they "do things" for them—hundreds of women always buy their HATS at MARLENE in Hotel Seneca. Prices start at \$2 up. Hat and Bag sets start at \$7.98. Well—what are you waiting for?

Fran was a little ill when a black burn was discovered in her cerise davenport. But after I told her about the marvelous work on burns done by E M P I R E WEAVERS she seemed much happier. P. S. They did a wonderful job at a nominal cost. Remember Empire Weavers, 409 Burke Bldg.

I saw a gay Victorian looking little chest that holds soap. The soap is called Ariderma, a special soap for dry skins. A nice gift for the bride or for the gal who is going away to school.

A Fur Coat from SHAFER FUR CO. is a Pedigreed Perennial. Every coat from this reputable shop has that air of self-confidence that only quality achieves. Furs according to kind and quality vary in the service they'll give, and the punishment they'll take. But remember any fur is an animal pelt which dries and fades with heat. Fur coats need not be expensive. At Shafer's there is one group that sells from \$121 to \$197. At this price (which incidentally includes tax) there is Black Persian Paw—Black Indian Lamb—Natural Silver Muskrat—Brown Pony and others. Then another group priced \$209 to \$297—include your choice of Sable-Blend Muskrat—Black Persian Lamb—Natural Skunk—Raccoon—Black Pony—Black Persian Paw. All are first quality pelts—highly styled to give you years of service. A small deposit will hold your purchase 'till you're ready to prance proudly out with your choice. Remember all prices include tax at SHAFER FUR CO., 51 East Ave.

Come—Come now—Stop talking about losing weight—do something about it. PETTIS, with the skillful help of her BATTLE CREEK REDUCING LOUNGE, will give you that slim, lovely figure you've always longed for. You're always longed for. Stone 6210—325-327 Burke Bldg.

Spray it on—rub it on—even pour it on—that Harriet Hubbard Ayers deny fresh Honeysuckle Cream Cologne. Leaves a delicate flower fragrance on your skin which lasts and lasts. There is so little alcohol in this new cream cologne that it actually gives a soft silky surface to your skin.

Before HOMOGENIZED VITAMIN D MILK was offered to the public, nutritionists, and health departments approved. In Homogenized Vitamin D Milk, there are nine important protective advantages of "sunshine" Vitamin D and Nine benefits of Homogenization. Remember, Vitamin D is present in very few foods. It is the vitamin which builds strong bones, good eyes, and gives us that sparkle we all are seeking. You and your family deserve this BETTER MILK. Every day, more families are using it. They TRIED IT. — They LIKE IT. Why not try it. You need not continue unless you PREFER IT. This famous milk is delivered by BRIGHTON PLACE DAIRY, 45 Fulton Ave. Glenwood 144.

You'll be YOU at your best if you use LUZIER'S COSMETICS. Specially suited to your individual cosmetic requirements determined by an expert in that line. LUZIER'S COSMETIC'S STUDIO, 133 Clinton Ave. So. Tues.-Thurs. 1:30-3:30, Fri. Eve. and by appointment. Stone 4442.

A Wave or Wac will bless you if you send her one of those smart new duffel bags inscribed for her service and containing both cleansing and dry skin creams, powder, rouge and lipstick, powder base, talcum and hand lotion. What more could even a Wave want.

There's "PRETTY PICKIN'S at RIP-TON DRESSES. Beautiful colors in wonderful fabrics—yummy colors. Smooth simplicity in every frock. A goodly selection of Women's Dresses up to size 42. Prices range from \$8.95 to \$22.95. 739 MONROE AVE.

"Let's Face It"—There is a definite possibility of an acute canned goods shortage next winter. So if you're planning to can food—why risk it—attend the HOME SERVICE Demonstrations at R. G. & E. every Wednesday at 2 p. m. at 89 East Ave.

Open Friday Night to 9

LIKLY'S Servicemen's Gifts

Shoe Shine Kit \$1 to \$3.50

Fitted Toilet Cases \$3.95 to \$35

Fitted Apron Kits \$3.95

Shaving Kits \$2.50—\$3.95

Leather Picture Frames from \$1.00

Many Other Practical Gifts For Servicemen, in LIKLY'S Gift Center—Street Floor

LIKLY'S Gift Center

Mail Orders 271 Main St. E. Est'd 1844

WANTED
DRESS SALESPERSONS
Experience Desired But Not Necessary
FULL or PART TIME
STEADY EMPLOYMENT—GOOD SALARY
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211 MAIN ST. E.

SEARS HONOR BILT APPLIED ROOFS
ARE FULLY GUARANTEED

Heavy 3 in 1 Or Hexagon Slate-Surfaced Asphalt Shingles, Applied Over Your Old Roof.

We supply material and labor for a complete roof job, for either the hexagon or 3 in 1 strip shingle roofs. All jobs carry our 17 year "weather wear" guarantee. Standard specifications carry our 10 year free service guarantee, or you may benefit by our "Weldtite Process" on "extreme wind exposure roofs" at slight extra cost.

● TELEPHONE MAIN 7000 FOR ESTIMATE

When writing enclose rough sketch for approximate estimate. All quotations will be verified before taking your order. Both Stores.

Sears, Roebuck and Co.
MONROE AT S. UNION RIDGE NEAR DEWEY

WILLIAM F. SHAFER AND S. GEORGE SHAFER
formerly President and Vice-President of **MENG & SHAFER**



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FRIDAY
NIGHT
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2 Fine Fur Groups of Distinctive SHAFER
Quality and Styling... within the Low Price Ranges of

\$121 to \$197
—Prices Include Tax

- BLACK PERSIAN PAW
- BLACK INDIAN LAMB
- NATURAL SILVER MUSKRAT
- BROWN PONY
- KAFFEE CARACUL
- NATURAL SPOTTED CAT

\$209 to \$297
—Prices Include Tax

- SABLE-BLEND MUSKRAT
- BLACK PERSIAN LAMB
- NATURAL SKUNK
- RACCOON
- BLACK PONY
- BLACK PERSIAN PAW

SHAFER CO.
51 EAST AVE.
furriers since 1880

FREE Frigid
Summer Storage
Convenient
Time Payments



Fully Collapsible Folding
BABY CARRIAGE

\$19.95
Reg. \$26.75

- Quilted Body
- Rubberized Fabric
- Waterproof Lining
- 3-Bow Hood
- 7" Rubber Tired Wire Wheels
- Adjusts to Stroller Position
- Extended Front Bumper Edge

Here is the finest baby carriage value Lauer's have offered in many a day. You'll like its looks—you'll like its quality features—and you'll like Lauer's reduced price, \$19.95.

Lauer's
50 STATE ST.

**I've some good advice
For Any Fellow Who Wants to
Make a Hit With His Wife!"**



I Bought Mine a Gorgeous

RUDOLPH DIAMOND

Make a hit? Say, man, if I'd given her a queen's crown I couldn't have been rated higher! Maybe, like me, you couldn't afford to buy the kind of diamond you wanted to when you were married years ago. A fellow can't do the things he'd like to on a shipping clerk's salary. But now—well, I've got a good job that pays a good salary, I'm socking plenty into War Bonds for all those things we want but can't get until after the war, as well as to do my bit now. I could get her a bigger diamond now—and I did—at Rudolph's. And, boy—take a tip from me—you'll be a pretty big guy around your house if you'll do just that!



Rudolph's

CORNER EAST MAIN at SOUTH AVE.

Open Monday and Friday Until 9 P. M.
Closed Saturday

In Batavia — 109 Main Street

Sibley's

In The Daytime Dress Shop . . .

Spuns! French Crepes! Jerseyettes!

Summer-Into-Fall
RAYON DRESSES

3.99

Beloved shirtwaist dresses in fall-flavored darks with the tiny white prints you never tire of. Florals, geometric patterns or solids in wonderful new rayon fabrics. You'll wear these dresses now by themselves, and later under casual coats at the first hint of frost. Don them for morning shopping or an afternoon at Red Cross. They're as purposeful as they are pretty and you'll probably want several of them. All sizes in the smartest fall shades. — 12-20, 33-44, and 16½-24½.

DAYTIME DRESS SHOP, THIRD FLOOR, AND SPECIAL COUNTER, FRONT AISLE F, MAIN FLOOR

PHONE STONE 6500 AS EARLY AS 8 A. M.
PHONE AND MAIL ORDERS PROMPTLY FILLED



- A. "On-The-Job". Loop-and-flower crepe print. Wine, navy, luggage, or green. 16½-24½ 3.99
- B. "Shopper's Special". Spun rayon floral shirtwaist. Navy, green, wine, or brown. 36-44 3.99
- C. "Plane Spotter". Dotted spun coat-dress. Wine, green, navy, or luggage. 14-40 3.99
- D. "Bond Seller". Acorn print spun shirtwaist. Wine, green, blue, or luggage. 16½-24½ 3.99
- E. "The Volunteer". Plain spun jumper dress. Wine, copen, green, or tan. 12-20 3.99
- F. "Luncheon Date". Jerseyette spaced flower print. Wine, green, navy, or luggage. 12-20 3.99

SIBLEY, LINDSAY & CURR CO.
Rochester, N. Y.

Please send me the following dresses at \$3.99 each:

Style Letter	Quantity	Size	Color

Name Charge
 Address Cash
 C. O. D.

Saturday Deliveries Will Be Made To The Following Places:
Rochester Zone 3, Charlotte, Sea Breeze, Fairport,
East Rochester, Pittsford, Penfield, White City, Summerville.

SIBLEY, LINDSAY & CURR CO.
Open Friday from 9:45 A. M. to 9 P. M.

Accessory accents for the simplified fall costume are found in the dramatic colors of custom gloves in 16, 18 and 20-inch lengths. They are made

of velvet, rayon dress jersey and silk shantung—all fabrics not in the color limitation field. If you're an addict of the shorter glove, add a cuff to match your gay hat.



Decorate with
Colorful Kornices
12 stunning patterns

- Living room **1.00**
 - Dining Room
 - Kitchen
 - Nursery
 - Bedroom
- They're new, inexpensive
• Clean with a damp cloth
• Adjust from 2 to 5 ft. wide
- Window tops blossom with color... rooms look gay, bright with Colorgraphic Kornices. These fibre board adaptables adjust in width, or interlock to decorate 2 or more windows. Choose from 12 designs... each has a "custom-built" look, whether intended for kitchen, nursery, or living room.

W. T. Grant Co.
MAIN ST. E. at EAST AVE.

Cash, Theatre Tickets Offered In Movie Quiz

So proudly we hail America's women-at-war — the women who stand beside the man behind the gun! They're America's Army and Navy Nurses and Paramount has made a brilliant picture of their lives and loves called "So Proudly We Hail." It co-stars Claudette Colbert, Paulette Goddard and Veronica Lake and you have a chance to see it as a guest of Shopping News when it opens Thursday, September 2 at the RKO Palace Theatre. In addition to guest tickets, Shopping News will award cash prizes in a contest

SO PROUDLY WE HAIL
THIS FIGHTING WOMAN!
Name her for a PRIZE!



Her name is

My name is

My address is

The fighting lady Claudette Colbert, Paulette Goddard and Veronica Lake are looking at in the drawing above is a real fighter! Like America's famous war nurses in "So Proudly We Hail," she stood by her man — literally — until he fell in action during a famous battle. Then she went to work on the cannon which he had been firing. For this she was made a sergeant by George Washington — the first woman sergeant in the American army. Who is she?

SPECIAL! SPECIAL! SPECIAL!
LIGHT WEIGHT SERVICE
FIRST QUALITY RAYON
HOSIERY
(Extra Length And Outsizes Included)

2 PAIR \$1

EXTRA! SHEERS
Slight Seconds*
FINE DENIER RAYON
"Almost perfect, slight imperfections will not impair wearing quality."
While They Last
3 PAIR \$1
Three Captivating Shades:
Sky Glo - Sun Gay - Star Joy

HELPER'S HOSIERY SHOP
213 MAIN ST. E.
3 doors below Clinton Ave.

as interesting as it is easy to enter. Today, and again next week, we publish a picture of the three stars of "So Proudly We Hail" in which they hail a famous woman who, like themselves, stood by her fighting (Continued on Page 5)

WANTED USED LUGGAGE
TRUNKS, GOOD CONDITION
TOP PRICES
KRIEGER'S
135 CLINTON AVE. S. STONE 2281

OLD TIES MADE NEW
Cleaned, Pressed, Repaired—Lining Replaced Free!
8 for \$1.00
SPEEDY'S
212 COURT ST.
Park Free of Chimes Station

"Prof." Smalls Says:-
Don't Send Your Children Back To School Handicapped by Impaired Or Faulty Vision. Have Their Eyes Fitted With...
CORRECTIVE EYEGLASSES
If there's any question in your mind as to whether or not they require eyeglasses investigate. Consult...
HARRY A. BENEWICK, Optician
Smalls
28 EAST MAIN ST.
We Use Only Bausch & Lomb And Shuron Lenses!
Pay Small Sums Weekly!

SAVE at DAW'S CUT-RATE DRUGS
SALE ENDS SATURDAY
COURT Right Reserved To Limit Quantities

SANITARY NAPKINS
Large Box of 23 Pads **23c** Limit 2 Boxes
ONLY ONE CENT EACH—Compare This Value! New, super-soft, highly absorbent pads for more comfort and security.
BUY BONDS TODAY ★

DAW'S COUPON BLADES
DOUBLE-EDGE
Reg. 10c Packages of 5's
2 Pkgs. for 11c (Limit of 4)

LEMON DROPS
NATURAL FLAVOR
1-Lb. Pkg. **23c**

DAW'S COUPON SWEETHEART SOAP
LARGE 10c SIZE
3 FOR 16c (Limit of 3)

DAW'S COUPON COCOANUT OIL OR TAR SHAMPOO
Highly concentrated... just a few drops give an abundant hair and scalp-cleansing lather.
Large 50c Size **19c** (Limit of 2)

LUNCH BAGS
For War Workers and School Children
9c

DAW'S COUPON FITCH'S SHAVE CREAM
Large 25c Size **12c** (Limit 2)
Please bring an old tube—of any type in exchange.

CANNING SUPPLIES at DEEP CUT PRICES
NONE SOLD TO DEALERS

JAR RUBBERS 3c BOX of 12
Standard size for all methods of home canning. Lowest price ever sold!
(Limit of 6 Boxes To Customer)

ESSOWAX 1-Lb. A Refined Wax For Preserving **13c**

SACCHARIN POWDER 1-oz. Pkg. **29c**

MUSTARD POWDER 1-lb. **39c**

ALUM Powder 1/2-lb. pkg. **9c**

COMPLETE SELF-SEALING 2PC. CAPS
—NO JAR RUBBERS NEEDED—
New, 2-piece caps for sealing all standard jars.
BOX OF 12 **18c**

All metal, 2-pc. caps with built-in rubber. Coated inside with a sanitary white enamel. They are provided with a permanent faceted and odorless sealing gasket for all canning methods and products.

HIND'S HONEY & ALMOND CREAM
\$1.00 Size **59c**

PHILLIP'S MILK OF MAGNESIA
50c Size **19c**

FREEZONE CORN REMEDY
35c Size **18c**

MAVIS TALC. POWDER
25c Size **16c**

LISTERINE TOOTH PASTE
25c Size **19c**

FALSE TEETH
FIT LIKE NEW! At last! One application of cushion plastic makes loose plates as comfortable for weeks. Not a powder—no wax! Lasts much longer. Economical! Users enthusiastic. Get Dealer-size today. Handy size 50c. Large size 75c. **100% MONEY-BACK GUARANTEE!**

SUPER VALUES
Noxzema Cream 25c Size **19c**
Fly Swatters **8c**
Jergens' Lotion **39c**
Humphrey's Pills 30c Size **18c**
Griffin's Shoe White 25c Size **19c**
Doan's Regulets 30c Size **21c**
Mercurochrome Size **4c**
Collyrium Eye Wash 75c Size **59c**
Omega Oil 25c Size **29c**
Haley's M-O quart size **84c**
Atwood Bitters Size **23c**

SODAMINT TABLETS
Pkg. of 100 Tablets **4c**

Rectal Soreness
Get Relief New Easy Way — Sit in Comfort
Prolarmon Rectal is a quick, dependable relief 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, and restores torn, raw, broken tissues. No oil — no grease to stain clothing. **SOLD IN MONEY-BACK GUARANTEE.** Prolarmon Rectal is now available in handy tube 75c — or with special applicator 81c. Get this modern, relief today — **100% MONEY-BACK GUARANTEE!**

BELL-ANS TABLETS
75c Size **34c**

PEPSODENT ANTISEPTIC
Large 50c Size **39c**

HERE NOW AT LOW COST... 6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!

HINKLE Laxative PILLS
Bottle of 100 **6c**

FEEN-A-MINT GUM
25c Size **19c**

Vimms
REGULAR SIZE **49c**
LARGE ECONOMY SIZE **1.69**

LILAC AFTER-SHAVE LOTION
50c Size **29c**

THIS MESSAGE IS ADDRESSED TO GIRLS 12 to 15

Just a few short years ago, the job of newspaper carrier was a privilege reserved exclusively for boys. But, as the old saying goes, "it's an ill wind that blows nobody good." And this is even true regarding the war—that is, as far as you're concerned. For, no longer is a woman barred from a job, just because she is a woman. And that goes for girls too.

Today, some of the finest carriers employed by Shopping News are girls. Frankly, we're proud of them, and they're proud of their job. They too, like brother always has, now earn their own spending money. They don't have to ask mother for every nickel they spend. When they want to "take in a movie" they have their own money. Some of them even give mother and dad a lift and help in the purchase of their own clothes and school needs.

How would you like to carry a Shopping News route? It would mean a couple hours of pleasant work on Thursday afternoons and, if you wanted to spend a few extra hours, you could double or triple your guaranteed earnings. Your route would be in your own neighborhood and you would be guaranteed a regular salary (the same rate as or boys, incidentally.)

CIRCULATION DEPT.
SHOPPING NEWS
93 Clinton Ave. S. Stone 6000

Shopping News, Circulation Dept.
94 Clinton Ave. S.
Rochester, N. Y.

Name

Address

Age School Grade

Telephone Number (if any)

Cash Theatre . . .

(Continue from Page 4)
men when they needed her most. Along with this picture is a short synopsis of the woman's career and all you have to do is name the woman.
Cut out today's picture, fill in the blank spaces and save your entry. Watch these columns next week for another picture and when you have filled out both this week's and next week's entries mail to The Contest Editor, Shopping News, 93 Clinton Ave. S. DO NOT MAIL YOUR ENTRY UNTIL YOU HAVE COMPLETED BOTH PICTURES.
To the first ten correct answers received by the Contest Editor will go a crisp new dollar bill. Next 25 correct answers will earn for their entrants a pair of guest tickets to see "So Proudly We Hail," during its RKO Palace run here.

Re-Dye Faded Curtains

Sunshine means Vitamin D for human beings. For curtains it means fading. You can put new life into your curtains by re-dyeing them at home. You can choose from an array of 50 home-dye colors, too. Special dyes have been created for the two most popular shades—ecru and peach. The cost is trifling, since a single package will tint from 10 to 16 curtains.

1ST CHOICE
of millions for simple headache or cold's painful misery, 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? Always be sure to get
St. Joseph ASPIRIN



You Save at Wegmans
Our OPA Ceiling Prices Are Up to 30% Lower Than OPA Ceilings for Some Stores

AA GRADE GENUINE SPRING
LEG O' LAMB
41^c lb.

Use T, U, V, W, X Red	POINTS	PRICE
FANCY RED SALMON	12 can	40c
FANCY PINK SALMON	12 can	22c
TALL CAN EVAP. MILK	1 3 cns.	25c
LUNCHEON MEAT BRUNCH	5 can	35c
MISS LOU SHRIMP	5 can	32c

DELICIOUS OVEN-FRESH
CHOCOLATE FUDGE ROLLS
29^c ea.

FRESH, FLAVORFUL RITZ CRACKERS	lb. pkg.	21c
WEGMAN'S BEST COFFEE Special Blend COFFEE	lb.	27c
KELLOGG'S CORN FLAKES OR POST TOASTIES	pkg.	5c
24 ¹ / ₂ LB. BAG GOLD MEDAL FLOUR	bag	\$1.30
FAVORITE OF THE STARS LUX TOILET SOAP	3 bars	20c

OLD ABBEY
ALE
3 12 oz. bots. 25^c

Wegmans HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

Repair Your Vacuum Cleaner NOW

Government Restrictions Now Make Imperative for You to Take Good Care of your Vacuum Cleaner. Co-operate for Victory. x 'em up! Make 'em do! Check this PENN SPECIAL!

6.95
Full Year Guarantee!
of One Low Price / BAG / BRUSH / CORD / MOTOR BRUSHES
ring of Motor / sweep of Foot / plate Oiling / plate Greasing / rral Tightening
ert Mechanics
CALL and DELIVERY
for All Make Cleaners

PENN VACUUM STORES
10 SOUTH AVENUE - STONE 6747
MONDAY and FRIDAY 10:00 P.M. SATURDAYS 11:00 P.M.
OF AMERICA'S LEADING VACUUM CLEANER CHAINS

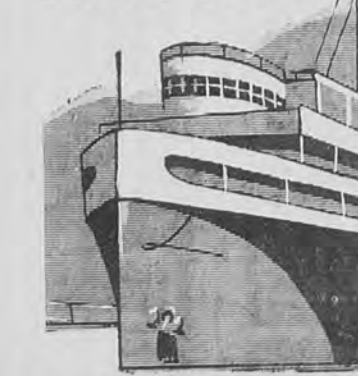
ner in September!
n You Deserve—Join The

AL-QUEBEC ROYAL CRUISE
ONLY \$59.50
Per Person Plus \$4.10 Tax
BEST ACCOMMODATIONS

ESDAY, SEPT. 1st
Municipal Docks At Charlotte
Y, SEPTEMBER 5th

one of the year's most delightful cruises combining the beauty with a restful lake and river cruise. A full day's visit to quaint old Quebec in the heart of Canada's France is just one of the thrills. The full day and night in Montreal gives one an opportunity to see the most interesting spots in Canada's largest city. The stay at the luxurious Mount Royal Hotel is a vacation in itself. The Sun tour will visit the Shrine of Ste. Anne de la Pique, which is called the "North American Lourdes." It is to be seen will be Brother Andre's Shrine, the beautiful Oratory of St. Joseph, built in Montreal at a cost of a million dollars. Tour members may view Montreal from the top of Mt. Royal, and that is a sight never to be forgotten. In addition, the lake steamer cruises through the 1,000 Islands in daylight hours and spends one afternoon in the Rapids area of the St. Lawrence River. The river cruise is personally conducted by a competent tour guide who will relieve you of all worries, mix-ups, uncertainties and baggage transfers. This is the last tour of a season, and it's one you shouldn't miss.

NS - INFORMATION VS TRAVEL DEPT.
on Ave. S.
PHONE 6000



"The smaller, the smarter" is the slogan adopted by the famous millinery designer, Florence Reichman, to describe her original autumn creations exhibited during the past week in her New York salon. Among the unique hats shown was a group called "Little Miss Milk-Maid," inspired by an historical Nineteenth Century print. The small hat clings to the head and may be worn over or in back of a pompadour.

BERGHASH OUTSTANDING WEEKLY LIQUOR 'BUYS'

GIN Imported 100% Kone Products Distilled Dry Gin Limit 2 Bottles **\$3.29** 4.5 Qt.

4 YEARS OLD RUXTON Straight Maryland Rye A masterpiece of taste appeal! Naturally aged. Full maturity, in heavy charred oak barrels. Rare smoothness and rich bouquet. **\$2.99** 4.5 Quart

RUM IMPORTED RON CARABEE Imported From Virgin Islands **\$2.89** Fifth

Pete Hagens COCKTAILS Ready Mixed . . . Just Chill and Serve
Whiskey - Gin - Rum - Brandy Drinks
99^c 4.5 Pint **\$1.89** 4.5 Quart

WINE WINE
BLACKBERRY Extra Delicious And In Pints - Quarts or Gallons **\$2.89** Full Gallon
BURGUNDY A light, red table wine. Product of Swiss Colony **\$1.69** Full Gallon
TRY IT! 89c HALF GALLON

BERGHASH
124 CLINTON AVE. S. PARK FREE ACROSS STREET
Phone Main 8786

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.
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
AT RADIO CITY

Your Choice of 5

MANHATTAN Ready-to-Serve
DRY MARTINI Ready-to-Serve
SIDE CAR Ready-to-Serve
OLD FASHIONED Ready-to-Serve
Pete Hagens' COCKTAILS Ready-to-Serve
DAIQUIRI Ready-to-Serve

BUY U.S. WAR BONDS & STAMPS
AT NEIGHBORHOOD LIQUOR STORES
POPPER MORSON CO., ROCKEFELLER CENTER, NEW YORK
"Time-Honored Quality - Since 1869"

EDWARDS
Will Pay CASH for Your USED RUGS
We have a ready market for used rugs in our Basement Rug Department if in resale condition.
Phone Mr. A. Cunningham, Stone 2300, Extension 265, and ask about this service.
E. W. EDWARDS & SON
144 MAIN ST. E., ROCHESTER, N. Y.

TRIG
25^c
AT ALL STORES

Paint Protects Property

LINOLEUM OFFER
From our large selection of patterns, all colors through to black. It is still possible to modernize that kitchen floor with
ARMSTRONG
ANY ROOM SIZE UP TO 9x12 COMPLETE WITH LABOR AND MATERIALS
INLAID LINO FLOR **\$18.75**

VENETIAN BLINDS
Add a charm that no other window treatment can equal.
SEE THESE CUSTOM MADE VENETIAN BLINDS
HIGH QUALITY WOOD CONSTRUCTION **42^c SQ. FT.**
MINIMUM 18 SQ. FEET

WASHABLE WINDOW SHADES
Selection of colors. New roller included.
Size 6 ft. x 36 inches.
WITHOUT ROLLER **39^c**

Lucas PAINT STORE
30 St. Paul St. FREE PARKING Main 2090

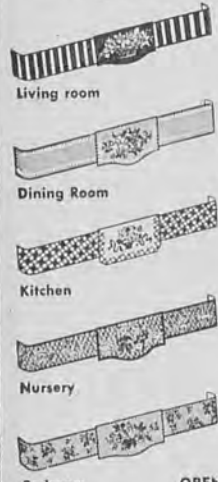
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W. T. Grant Co.



Decorate with
Colorful Kornices

12 stunning patterns



1.00

- They're new, inexpensive
- Clean with a damp cloth
- Adjust from 2 to 5 ft. wide

Window tops blossom with color... rooms look gay, bright with Colorgraphic Kornices. These fibre board adaptables adjust in width, or interlock to decorate 2 or more windows. Choose from 12 designs... each has a "custom-built" look, whether intended for kitchen, nursery, or living room.

OPEN FRI. NIGHT TILL 9 and ALL DAY SAT.

W. T. Grant Co.
MAIN ST. E. at EAST AVE.

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GIRLS 12 to 15

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SHOPPING NEWS

93 Clinton Ave. S. Stone 6000

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Name her for a PRIZE!



Her name is

My name is

My address is

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LIGHT WEIGHT SERVICE
FIRST QUALITY RAYON
HOSIERY
(Extra Length And Outsizes Included)

2 PAIR \$1



IN THE NEW "VOGUE" SHADE

EXTRA! SHEERS
Slight Seconds*
FINE DENIER RAYON
"Almost perfect, slight imperfections will not impair wearing qualities."
While They Last
3 PAIR \$1
Three Captivating Shades:
Sky Glo - Sun Gay - Star Joy

HELPER'S HOSIERY SHOP
213 MAIN ST. E.
3 doors below Clinton Ave.

Now! COMPLETE PAINT LINE
IN TIME FOR YOUR SUMMER DECORATING NEEDS

The popular Miracle Wall Finish.
Kem-Tone
\$2.98 GALLON — COVERS A ROOM

EASY-TO-CLEAN CHROME BREAKFAST SETS
Table and Four Chairs... \$60.00
TABLE & 2 BENCHES
A Real Buy **\$34.50**

LUCAS
PAINTS - ENAMELS LAQUERS, ETC. FOR EVERY PURPOSE

ARMSTRONG QUAKER RUGS
\$6.95

FISHING EQUIPMENT

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

Where to Play BINGO

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

STAR BINGO
372 FLINT ST. (rear)
MON., 8:15 P. M. \$3
TUES., BOARD GAMES
WED. NITES
No Wed. Game Till Further Notice
* 23 GAMES *

STRAND
EVERY TUES. AND FRI. AT 8:45 P. M.

\$1000
EACH NITE
NO JACKPOTS
ALL PRIZES GO

BINGO

CAPITOL HALL
85 W. MAIN ST.
Door Special \$25 to \$50
Mon. - Tues. - Thurs. 1:30 P. M. - 3:30 P. M.
Wed. - Fri. - Sat. 8:15 P. M.

Games Sun Afternoon
Mon. 30 Games \$9
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. 28c INC. TAX

UNION LEAGUE
South Ave. cor. Gregory
SPECIAL GAME
SUNDAY NITE
25 REG. GAMES \$6

MON.-FRI. NITES
30 REG. GAMES
\$5 - \$10 - \$15

SAT. AFTERNOONS
1:30 P. M.
25 REG. GAMES \$4
Early Bird Every Game

WEGMAN HALL
371 E. MAIN ST.
Between East Ave. and Gibbs St.
Entrance Between Mohican and Wegman's
EVENING GAMES

SUNDAY - MONDAY 8:15
25 REG. GAMES \$5.00 ea.
JACK POT \$120
SUNDAY AND MONDAY NITES

AFTERNOON GAMES 1:30
WED. \$4.00 | SAT. \$5.00
EARLY BIRD SPECIAL AT EACH GAME

TOWNER-HALL
ALL GAMES SPECIAL \$5.00 EACH
WEDNESDAY AND THURSDAY, SEPTEMBER 1st, 2nd

TOWNER & REXY
SATURDAY, AUGUST 28th ONLY!
ALL GAMES **\$10-\$12**

SPECIALS \$35 and \$45 | SATURDAY DOOR \$45
SPECIAL - 57 Nos.
THURSDAY DOOR SPECIAL \$55-\$59 NOS.

WORTH 45c For You Thursday AUG. 26th Towner Hall	WORTH 25c For You SATURDAY AUG. 28th Towner-Hoxy	WORTH 25c For You SUNDAY AUG. 29th Towner	WORTH 45c For You Wednesday SEPT. 1st Towner
WORTH 45c For Friend Thursday AUG. 26th Towner Hall	WORTH 25c For Friend Saturday AUG. 28th Towner-Roxy	WORTH 25c For Friend SUNDAY AUG. 29th Towner	WORTH 45c For Friend Wednesday SEPT. 1st Towner

L.T. GEN. GEORGE S. PATTON, JR.
Full-Page Action Photograph In Full Color
ASK YOUR NEWS DEALER FOR
5¢ SUNDAY NEWS 5¢
NEW YORK'S PICTURE NEWSPAPER

Order Now!
COKE GLEN. 745
To prevent an acute shortage next winter, order your fuel now. It enables the suppliers to operate at full capacity throughout the year. It enables your dealer to spread out the job of delivery.
Immediate Delivery Now! Satisfaction Guaranteed!

WEST END FUEL CO.
2 LAKE AVENUE

IT'S GENESEE FOR '45
TENTH ANNIVERSARY

SPECIAL GAMES All This Week at 19th WARD CLUB HOUSE
257 HAWLEY STREET
THURSDAY 8:15
REGULAR GAMES \$7.00-\$8.00-\$9.00
FRIDAY AFTERNOON 1:45

SATURDAY 8-15 REGULAR GAMES \$8	SUNDAY 2:30 REGULAR GAMES \$4
------------------------------------	----------------------------------

TUESDAY 8:15—TRIPLE BOARD & BOOK SPECIALS 50c Plus Tax
Triple Board & Book Specials 75c, Plus Tax; Adm. 25c, Tax 3c, Total 28c
JEFFERSON BUS TO HAWLEY STREET

HOLLYWOOD
SUNDAY & TUESDAY NITES ALL REG. GAMES \$7

Wed. & Thur. Reg. Games \$5.00 — Specials \$4 & \$5
FRIDAY NITE REG. GAMES AND SPECIALS \$5
SATURDAY SPECIAL
Reg. Games \$10—Specials \$5⁵ Ways

BINGO PLAYED 6 NIGHTS A WEEK
THIS PASS WORTH GOOD WED. THURS. FRI. 50c
THIS PASS WORTH GOOD SAT. SUN. 25c
COUPON
When buying triple board and book of specials August 31, Hollywood Building, FOR YOU 45c
SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY All Games AUG. 31st \$7
COUPON
When buying triple board and book of specials August 31, Hollywood Building, FOR A FRIEND 45c

PARK HALL
THURSDAY
23 GAMES \$8 - \$7 JACK POT \$175

FRIDAY ONLY
FAMILY NITE 2-TRIPLE BOARDS-2 BOOK SPECIALS 50c

SATURDAY
ALL GAMES \$10 JACK POT \$175

SUNDAY
23 GAMES EACH PLAYING \$5 FULL CARD \$15 CLIMBING JACKPOT STARTING AT \$30

ADMISSION
THURS. - SAT. - SUN. 25c (Tax 3c)
TRIPLE BD. & BOOK SPECIALS 50c
FRIDAY BARGAIN NITE 3c (TAX 2c)

Interesting Facts

We speak glibly of a billion dollars. A billion — a thousand millions — may be a little better appreciated by this analogy: It has been estimated that if a man traveling a mile a minute, without stop, had started at the beginning of the Christian era, it would not have run a billion miles until about 1628.

cause of the great expansion of which its pupils are capable and because its eyes are sensitive to ultra-violet rays.

Although mammoths became extinct centuries before the birth of Christ, several perfect specimens were recently discovered in the ice of Siberia. They were preserved so well that the flesh was still edible.

Despite popular belief, a cat cannot see in perfect darkness any more than any other animal. It can see better in the dusk than a human being be-

The oldest peal of church bells in the United States is a set of four in the Moorish belfry of the Spanish Cathedral in St. Augustine, Fla. They bear the date 1682.

Shopping News Pattern



Send 15c (plus 1 cent for mailing cost) for EACH pattern. Write plainly YOUR NAME, ADDRESS AND STYLE NUMBER. BE SURE TO STATE SIZE YOU WISH. Address: PATTERN DEPARTMENT, Shopping News, 93 Clinton Ave. S., Rochester, N. Y.

No. 3587—A jumper cut on princess lines. Sizes 2 to 8. Size 4, 1 1/2 yds. 35-in., 39-in., or 54-in. fabric for jumper and 1/2 yd. 35-in., or 39-in. fabric for the blouse.

No. 3546—This dress is lots of fun for a youngster. Sizes 4 to 12. Size 8, 2 yds. 35-in. fabric with 1/2 yd. contrasting and 3/4 yd. flc rae.

No. 3442—Three favorite hat styles. The pattern is cut in a 22 headsize and can be adjusted to any other size easily.

No. 3408—A well tailored jumper. Sizes 12 to 48. Size 36, 3 yds. 35-in. fabric for jumper and 2 1/2 yds. 35-in. fabric for the blouse.

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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!

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"The smaller, the smarter" is the slogan adopted by the famous millinery designer, Florence Reichman, to describe her original autumn creations exhibited during the past week in her New York salon. Among the unique hats shown was a group called "Little Miss Milk-Maid," inspired by an historical Nineteenth Century print. The small hat elings to the head and may be worn over or in back of a pompadour.

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give your child the benefit of a BAUSCH Eye examination, and be SURE his vision is clear through the coming year. As with adults; the expert care and advice of BAUSCH optometrists have safeguarded children's eyesight for many years with the highest degree of competency.

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Against MOTHS

WARDROBES

For Every Home Requirement

UTILO DUBL PACK GIANT
Special at **\$2.98**

Woodtone exterior with Lox-a-matic sliding twin doors. Wood reinforced. Extra large it will hold up to 25 garments. Size 60 in. tall, 30 in. wide and 20 in. deep. Below.

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A roomy, sturdy wardrobe that will hold as many as 20 garments. Dress length opening. Double door, reinforced wood front. 60 in. high, 24 in. wide, 21 in. deep. Woodtone exterior.

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Decorative Wood grain finish. Wood framed doorway, touch the latch and the door slides down. Holds up to 20 garments. Size 60" by 24" by 20 1/2 in.

16-OZ. PACKAGE OF EITHER **MOTH BALLS or FLAKES**
13c Ea., 2 for 25c

100% PARADICHLOROBENZENE **BLOCKETTES**
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MONTREAL-QUEBEC ALL-EXPENSE CRUISE

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LEAVES WEDNESDAY, SEPT. 1st

On Steamer Kingston From Municipal Docks At Charlotte

RETURNS SUNDAY, SEPTEMBER 5th

NOTE: Headquarters of Cruise in Quebec Will Be at the World-Famous Chateau Frontenac Where Roosevelt and Churchill Are Now Meeting.

One of the year's most delightful cruises combining scenic beauty with a restful lake and river cruise. A full day's visit to quaint old Quebec in the heart of Canada's New France is just one of the thrills. The full day and night in Montreal gives one an opportunity to see the many interesting spots in Canada's largest city. The stay at the luxurious Mount Royal Hotel is a vacation in itself. The Sun tour will visit the Shrine of Ste. Anne de Beaupre, which is called the "North American Lourdes." Also to be seen will be Brother Andre's Shrine, the beautiful Oratory of St. Joseph, built in Montreal at a cost of 37 million dollars. Tour members may view Montreal from the top of Mt. Royal, and that is a sight never to be forgotten. In addition, the lake steamer cruises through the 1000 Islands in daylight hours and spends one afternoon in the Rapids area of the St. Lawrence River. The entire cruise is personally conducted by a competent tour guide who will relieve you of all worries, mix-ups, uncertainties and baggage transfers. This is the last tour this season, and it's one you shouldn't miss.

FOR RESERVATIONS - INFORMATION

SHOPPING NEWS TRAVEL DEPT.

93 Clinton Ave. S.

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GIN Imported 100% Kano Products Distilled Dry Gin Limit 2 Bottles **\$3.29** 4, 5 Qt.

4 YEARS OLD RUXTON **\$2.99** 4, 5 Quart

Straight Maryland Rye A masterpiece of taste appeal! Naturally aged. Full maturity, in heavy charred oak barrels. Rare smoothness and rich bouquet.

IMPORTED RON CARABEE RUM **\$2.89** Fifth Imported From Virgin Islands

Pete Hagens COCKTAILS

Ready Mixed . . . Just Chill and Serve

Whiskey - Gin - Rum - Brandy Drinks

99c 4, 5 Pint **\$1.89** 4, 5 Quart

All mixed—chill and serve; make 4 drinks at 18 1/2¢ a drink. An inexpensive way to buy whiskey.

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BLACKBERRY Extra Delicious And In Pine - Quarts or Gallons **\$2.89** Full Gallon

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Fine Room with Private Bath
One Person . . . \$2.50 to \$4.00
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Breakfast from 8:00—Lunch 7:00
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Your Choice of 5

MANHATTAN Ready-to-Serve

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POPPER MORSON CO., ROCKEFELLER CENTER, NEW YORK
"Time-Honored Quality - Since 1869"

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SAVE FUEL NEXT WINTER
Complete Sizes! Immediate Delivery!



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Size 2'0x3'3

SIZE	PRICE	SIZE	PRICE
1'10x3'11	2.04	2'4x5'7	3.00
1'10x4'7	2.34	2'6x3'11	2.58
2'0x3'3	1.83	2'6x4'7	2.64
2'0x3'7	1.92	2'6x4'11	2.85
2'0x3'11	2.13	2'6x5'3	3.06
2'0x4'3	2.37	2'8x3'11	2.70
2'0x4'7	2.34	2'8x4'3	2.82
2'0x4'11	2.43	2'8x4'7	2.85
2'0x5'3	2.52	2'8x4'11	3.27
2'2x3'11	2.37	2'8x5'3	3.48
2'2x4'3	2.49	2'8x5'7	3.51
2'2x4'7	2.45	2'10x4'7	3.00
2'2x4'11	2.52	2'10x4'11	3.48
2'4x3'3	2.01	2'10x5'3	3.51
2'4x3'7	2.19	3'0x4'7	3.54
2'4x3'11	2.34	3'0x4'11	3.57
2'4x4'3	2.43	3'0x5'3	4.08
2'4x4'7	2.61	3'4x4'7	3.84
2'4x4'11	2.64	3'4x4'11	4.11
2'4x5'3	2.85	3'4x5'3	4.44

VENTS 20c EXTRA

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All 1 1/4 inch select Ponderosa Pine frames, wood guard treated to prevent warp, all glazed with clear glass. Special and uncommon sizes made to order minimum delay. Buy on our budget plan. At Both Stores.

Insulate Now! Protect Your Home!

Save on fuel costs! Save on original costs!

HONOR BILT ROCK WOOL

3 INCH BATTS	PELLET TYPE	Loose Rock Wool
2.29	1.19	89c

Fire proof and water repellent, these batts are easily and quickly installed between open studs and rafters. Size 15x23. One box covers 40 square feet. Buy on our budget plan.

Best for pouring in sloping or vertical places. Can be raked to even thickness. Bag covers 18 square feet 3 inches thick.

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HEX OR ROLL	2.29	3-IN-1 SHINGLE	2.09
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Honor Bilt Hex shingles extra heavy felt base is saturated with asphalt. Thickly surfaced with Sta-so granules. Choice of 7 brilliant colors. 2 bundles weigh 168 pounds, covers 100 square feet. Guaranteed 17 years. Sears Honor Bilt roll roofing. Made of heavy, long fibre felt base, saturated with asphalt. Covered with Sta-so granules, choice of 3 colors. Full 90 pound roll covers 100 square feet. Complete with cement and nails.

3-in-1 Shingles covered with Sta-so slate granules that have made Sears Honor Bilt asphalt shingles famous for long service everywhere, provide the waterproof and weatherproof protection necessary for long service. Choice of 7 deep rich colors that will not fade. 3 bundles to 100 square feet. Weight 210 pounds. Guaranteed 17 years.

ASK ABOUT SEARS EASY PAY PLAN AND NEW F. H. A. PAY PLANS COMPLETE DETAIL FROM SALES PERSON, ON SALE BOTH STORES GET OUR ESTIMATE ON YOUR ROOF JOB APPLIED and GUARANTEED

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

Gift of the Gods

By Frances Lee Barton

A chocolate sponge cake today is a veritable "Gift of the Gods". But fortunately it may be made without dipping as deeply into some rationed or scarce foods as we must dip for other cakes that taste no better. Cake is an American institution. We are accustomed to it. It's one of our "musts".

Delicate Chocolate Sponge Cake
1/2 cup sifted cake flour; 1/2 teaspoon double-acting baking powder; 1/4 teaspoon salt; 4 eggs; 3/4 cup sifted sugar; 1 teaspoon vanilla.

2 squares unsweetened chocolate; 2 tablespoons sugar; 1/4 teaspoon soda; 3 tablespoons cold water.

Sift flour once, measure, add baking powder and salt, and sift together three times. Place eggs in deep bowl, add 3/4 cup sugar and beat with rotary egg beater until very thick and light. Add flour, all at once, stirring well. Add vanilla. Melt chocolate over boiling water. Remove from heat and add immediately 2 tablespoons sugar.

CLIFFORD FUR'S Annual FUR EVENT

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.

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Get Relief This Quick Easy Way
Stop that sneezing, running eyes and tickling throat. Results are guaranteed, or your money will be refunded.

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600 JEFFERSON AVE. Cor. Bartlett Telephone Geneva 1417



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 uninformed. 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 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 ill-take 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.

Free Booklet Tells Intimate Facts Every Young Wife Should Know

FREE: Frankly written booklet, "Feminine Hygiene Today"—mailed postpaid in plain envelope, and enclosed with each bottle of ZONITE. Write: U.S. CORPORATION, 379 Lexington Ave., New York, N. Y.

soda, and cold water. Stir until thick and light, then fold quickly into batter until mixture is completely blended. Bake in ungreased 8 1/2 inch tube pan in slow oven (325 F.) 50 minutes, or until done.

Fifth Avenue shop windows, showing advance fall styles, highlight gold shades in dresses for all occasions. It's a practical trend because that shade blends with all the leading background colors—black, brown, green, wine, beige and gray.

NERVOUS, RESTLESS HIGH-STRUNG, BLUE FEELINGS

On "Certain Days" Of The Month?

Do functional periodic disturbances make you feel nervous, irritable, cranky, fidgety, tired and "draggled out"—at such times? Then start at once—try Lydia E. Pinkham's Vegetable Compound to relieve such symptoms. Pinkham's Compound is made especially for women. Taken regularly—it helps build up resistance against such distress. Thousands upon thousands of women have reported benefits! A grand thing about Pinkham's



Compound is that it contains no harmful opium. It is made from nature's own roots and herbs (plus Vitamin B). Here's a product that saves women and that's the kind to buy! Also a fine stomachic tonic! Follow label directions. Worth trying.

Lydia E. Pinkham's VEGETABLE COMPOUND

DIAMOND CIRCLE
Diamond Circle No. 443 Companions of the Forest of America will meet next Wednesday

at 688 South Ave. at 7:30 P. M. for a short business session. This will be followed by a social hour of games. Companions and friends are invited.

WILL GERMANY FOOL US AGAIN?
Henry J. Taylor, distinguished foreign correspondent, furnishes reasons why Germany must be destroyed this time, once and for all.

UNSKILLED WORKERS \$214 A MONTH
How to check inflation at the source, Congressman Engel reveals the dangers of high wages in war plants.

Reader's Digest at 25c has the largest newsstand sale of any magazine in the world regardless of price.

25c SEPT. ISSUE THE READER'S DIGEST NOW ON 25c SALE

DON'T TAKE ANY CHANCES
COKE \$11.04
Immediate Delivery—Satisfaction Guaranteed
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KEY COUPON
LIFEBUOY SOAP
3 for 16c
Limit 3

470 N. GOODMAN MAIN 1861 MONROE NEAR WINTON
KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
457 RIDGE RD. W. NEAR DEWEY
TODAY THROUGH WEDNESDAY

KEY COUPON
SALT & PEPPER SHAKERS
Set of 2 15c Value Limit 2 Sets
7c

KEY COUPON
WHITE ACE
White Shoe Cleaner
25c Size Limit 1
11c

HAY FEVER REMEDIES
Stop the Sneezing, Sniffling, Itching and Coughing.
HAY FEVER
Asthma, Summer Colds

KEY COUPON
ABSORBENT COTTON
2-oz. pkg. 12oz. 50c Value Limit 2
11c

KEY COUPON
DOUBLE EDGE BLADES
Gillette Type Pkg. of 3 Limit 2
2 for 11c

Ask for HETT'S HAY FEVER CAPSULES... and with the first dose your head will start to clear up, you'll breathe easier, headache will be gone, nose secretions will diminish, and that "all stopped up" feeling will leave you as if by magic! No matter what you may have tried in the past or how discouraged you may feel at the approach of the Hay Fever season you must try HETT'S CAPSULES and see for yourself that they are everything that is claimed for them.

KEY COUPON
NIPPLES WITH TAB
Pure Gum Rubber Nipples With The Handy Lip.
Box of 3 for 13c

KEY COUPON
CASTILE SOAP
3 for 11c
Limit 6

EPHEDRINE CAPSULES
3/8 gr. 40's 69c
3/4 gr. 40's 98c
3/4 gr. 100's \$1.19

KEY COUPON
Clothes Pins
Box of 30 7c
Limit 2

Ironized YEAST TABLETS
Dollar Bottle
49c

Nose & Throat ATOMIZER
Sprays Oil or Water Regular \$1.25 Value
98c

SODA MINT TABLETS
Reg. 15c Bottle of 100
6c

PENNSYLVANIA TENNIS BALLS
59c-3 for \$1.69

HAY FEVER SUFFERERS! KEY DRUG STORES FEATURE:
IT'S SMALL, COMFORTABLE AND ADJUSTABLE TO ANYONE'S FACE.
THE ALLERGY Electric MASK aids in relief of Hay Fever and Seasonal Asthma symptoms by cleansing many pollens and molds from air inhaled by wearer. Requires no electric socket—is shockproof—is adjustable and comfortable.

ASPIRIN TABLETS
5 Grain Bottle 100's
9c

CANNING JAR RUBBERS
6 boxes
25c

HAY FEVER? try HAYRIN Nasal Filters
HAYRIN Nasal Filters aid in relief of Hay Fever and Seasonal Asthma symptoms. They're effective, comfortable and completely adjustable to each individual nostril opening. Made of STERLING SILVER with detachable nasal clip which makes them completely invisible. Stop in and ask for a demonstration today.

DR. WEST TOOTH PASTE
Giant 4oz. Size
20c

CANNING JAR COVERS
Porcelain Lined
Box of 12
24c

AT ALL KEY DRUG STORES
Price, \$5.00 Complete Outfit

GEM BLADES MICROMATIC
Pkg. of 5
23c

NEW SHEAFFER SCRIP VOYAGER
V-Mail Outfit For Boys In The Service
98c

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!
Vimms
REG. SIZE 49c LARGE SIZE \$1.69

Feenamint
Regular 25c Size
19c

FEVER THERMOMETER
ORAL or RECTAL \$1.00 Value
69c

BROMO SELTZER
8oz. Size
49c

VIDelta EMULSION
Pint Bottle
\$1.69

MURINE for Your EYES
SPECIAL 49c
Soothing and Refreshing to Tired Eyes
USE MURINE DAILY

Ask us how your purchases of Raleigh Cigarettes will send FREE Cigarettes to our fighters overseas.

PHILLIP'S Milk of Magnesia TABLETS
Reg. 25c Size
11c

The Rochester Sun

SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave. S. Rochester, N. Y. Distributed free to 15,200 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. 51

ROCHESTER, N. Y., THURSDAY, SEPTEMBER 2, 1943

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

West Sider Wins

Miss Frances A. Neff, 24 Wellington Ave. will be richer by \$25 if she will stop at Shopping News, 93 Clinton Ave. S. and claim her award as winner of this week's Shopping News drawing for sustaining subscribers.

The carrier who wins the \$5 bonus is Donald Zulke, 172 Gardiner Ave. who is a senior carrier for Shopping News, by virtue of his excellent record for perfect delivery.

Mrs. Genevieve LaLonde, 30 George St. was selected to make the drawing at Shopping News last Monday afternoon.

Next week all August receipt stubs will be in the Shopper for the September drawings. Because of the holiday on Monday, the drawing will be held at 3 p. m. on Tuesday, September 7.

Home Bureau-Sponsored Canning Demonstrations End Today At Store

Third and final demonstration in the series of food preservation methods which the Rochester Home Bureau is giving in co-operation with the Victory Garden Council of Rochester and Monroe County, was to be held today at 1:30 p. m. on the fourth floor of the Sibley, Lindsay & Curr Company store.

"Store, Dry and Brine Some Vegetables for Winter Use," is the topic of the demonstration given by Mrs. Ray Johnson assisted by Mrs. George Barker.

Although it is not time to store your products for winter use you should be thinking about the kinds of foods which lend themselves best to this type of food preservation and to plan your space for storage.

O. E. S. Chapter Heads To Dine

Worthy Matron Anna Bellem of Germania Chapter, O. E. S., will entertain her officers and members of committees at a dinner in Star Dining Hall, Masonic Temple, on Saturday evening September 11th at 6 o'clock. Following dinner a short business meeting will be held, after which husbands and friends are invited to join in the social activities of the evening.

First Fall Meeting Planned By Venus Rebekah Lodge

Venus Rebekah Lodge will hold the first meeting of the fall next Thursday, in the I. O. O. F. Temple, 11 Clinton Ave. N., with N. G. Elsie Fien, presiding. Refreshments will be served, with Gwen Greenberg as hostess of the evening.

Men and Women Sought For War Job Training Classes

Approximately 3000 men and women will be sought for pre-employment or supplementary full-time and part-time vocational training for war production in a drive opening next Tuesday.

According to Verne A. Bird, assistant superintendent of schools and director of vocational training for war production, the following courses will be offered for the fall and winter season: blue print reading, aviation ground school, auto mechanics, chemistry, polishing and plating, drafting room practice for women, electricity, general machine shop practice, inspection practice for women, light assembly, machine shop practice for women, pattern making, radio communication for men and women, sheet metal, shop mathematics, aircraft fabrication, glider construction and design, United States Army Ordnance Inspection, aircraft welding, shipyard welding, foundry work and related subjects.

Upwards of 300 women are needed immediately for aircraft fabrication training at Paul Revere Trade School. They will be paid while learning. The Board of Education has established a new information and recruiting office in Room 108 in the Education Building located at 13 S. Fitzhugh Street. A special telephone line will be available at Main 2600, extension 32 for inquiries.

FRENCH TUXEDO.



TUXEDOS DOMINATE THE FUR SCENE. The graceful panel front of turned-back revers from neck to hem give a youthful newness to brown matara seaskin fashioned for CBS starlet Taffy ("Thanks to the Yanks") Miller. Full-swing, straight back and turn-back cuffs reflect the elegant simplicity of a well-designed model to serve smartly for evening or work-a-day wear. The season's deeper armbolts give generous comfort over a suit.

Re-Dyeing Dark Material

Can dark fabrics be re-dyed to a lighter shade? Yes—and easily, too. Simply get a package of color remover. This takes out the old color safely. Then you can tint the material any shade you want—with over 30

to choose from! You don't need the color remover, on the other hand, when changing from a light to a dark shade.

The whaling industry is back. California is handling an average of 12,000 pounds a day, and to Chicago, Kansas City and other mid-West cities.

DECREES of FASHION

It's the exit line that counts—in clothes as well as drama. Spurred on by the challenge of limited yardage, designers are contesting for laurels in creating a rear interest to early and late afternoon dresses. Hip-fitting details are effected with rounded or v-shaped bodice finish, and a new back fullness for skirts, all within regulations, reveals the genius of adroit cutting of material. Belts are being fashioned in a curved line to conform to the natural waistline which, only recently, has been recognized as being lower in back. Out of conservatism a fastidious all-around style arises!

Thanks to the revival of Franz Lehár's "Merry Widow," a vogue has been launched to recall the velvet neckbands and pearl dog collars. There's a quaint charm in the custom of renewing fashions of a romantic era, says Joan Tompkins, who wears a blue band to give accent to her white chiffon dinner blouse. Earlier in the season, Walter Florell who designed the "Merry Widow" costumes, illustrated the effective use of the gaily colored neckband to give an electric emphasis to a sombre costume.

"Draft Dodgers" may sound unpatriotic, but they're the new sturdy woolen shawls introduced to continue the functional fashion created last winter for home wear during fuel-rationed days. For formal wear a beautiful variety of paisley velvet, challis and plaid silk is available. "Shoulder Arms," a knitted scarf which fastens at each wrist and extends cape-like across the shoulders, promises to become a favorite.

After-dark fashions in gloves are displayed in Lord and Taylor's Fifth Avenue windows under the theme of "Dining (Continued on Page 6)

Amusements

CENTURY NOW PLAYING
Lena Horne, Bill Robinson, Cab Calloway and His Band in "STORMY WEATHER." Plus Dean Jagger and Mary Brian in "NO ESCAPE."

LOEWS NOW PLAYING
"BEST FOOT FORWARD" In Technicolor With Lucille Ball And Harry James And His Band

PALACE NOW PLAYING
Claudette Colbert, Paulette Goddard and Veronica Lake in "SO PROUDLY WE HAIL." Plus Mary Lee in "NOBODY'S DARLING"

CAPITOL NOW PLAYING
Bing Crosby and Dorothy Lamour in "DIXIE" in Technicolor. Plus Joan Carroll in "PETTICOAT LARCENY."

HUDSON SUN. AND MON.
"AIR FORCE" with John Garfield and Gie Young. Plus "VAUDEVILLE DAY" with Bugs Bunny.

LITTLE BEGINS SAT.
"YANKEE DOODLE DANDY" with James Cagney and Joan Leslie

REGENT NOW PLAYING
Deanna Durbin and Joseph Cotten in "HERS TO HOLD." Plus Richard Arlen and Jean Parker in "ALASKA HIGHWAY."

REXY SUN, MON., TUES.
"ST. LOUIS BLUES" with Dorothy Lamour. Plus "HENRY ALDRICH GETS GLAMOUR" with Jimmie Lydon.

TEMPLE NOW PLAYING
William Boyd in "BORDER PATROL" Plus Alan Ladd in "THE RIGHT MAN"

RECORDS

Records of Songs Played in Above Theatres Available Now
37c and 53c

Rhapsody in Blue; Along the Santa Fe Trail—Glen Miller—New Release.
You'll Never Know; Close To You—Frank Sinatra.
People Will Say We're In Love—Hal Goodman.
I Heard You Cried Last Night; James Session—Harry James.
In My Arms; Take It Off The "E" String—New Release.
More Than Anything In The World; Fortune For A Penny—New Release.
If That's The Way; Do I Love You—Al Miller.
There's Something About A Rainbow; Goodbye, Sue—Perry Como, Bill All or Nothing At All—F. Sinatra with H. James.
Flash—Harry James.
I Hang My Head and Cry; You'll Be Sorry—G. Aulry.
New San Antonio Rose; Bob Wills' Special—Bob Wills.
Trumpet Rhapsody (Part 1 and 2)—Harry James.
How Sweet You Are; The Dreamer—New Release.

Hawaiian War Chant—Tommy Dorsey.
Holiday For Strings; Our Waltz—David Rose.
Foot Pedal Boogie; Boogie Man—Ammons and Johnson.
American Patrol; Soldier, Let Me Read Your Letter—Glen Miller.
Die Down Deep; You Took My Love—F. Sinatra with T. Dorsey.
Blue Rain; Caribbean Clipper—Glen Miller.
Red River Valley—Texas Jim Robertson.
Star Dust—G. Miller, Artie Shaw in The Mood—G. Miller.
The Army Air Corps—Albino Rey, Victor Military Band.
One O'Clock Jump—H. Goodman, H. James, All Star Band.
Johnny Zee—Johnny James.
Sentimental Lady; A Slip of the Lip—Duke Ellington, new release.
Carnival of Venice; Flight of the Humblebee—H. James.
The Victory Polka—Star Polka Band.
Moscow Polka; Troika Polka—Star Polka Band.
Cuckoo Waltz—Star Band.

COLUMBIA MUSIC STORE
53 SO. CLINTON AVE. OPEN EVES, TILL 9 P. M.
Listen to 1240 Club Every Thursday 5:30 and Saturday 1 P. M.

A SAVING on Every Purchase or Your Money Back

Ladies 100% Wool Slipon or Cardigan **SWEATERS**
Many popular colors to choose from. Smart novelties and classic models.
\$2.98

Ladies' All Wool **SKIRTS**
Many desirable plaids and plain colors. Superb values.
\$2.98

Ladies Corduroy **SLACKS**
Fine quality corduroy for lasting wear and smartness.
\$3.98

Boys' Water-Repellent **JACKETS**
Zipper or Button **\$2.98**
Just what he'll need for school opening and the cool fall days before winter sets in. **To \$5.98**

Boys' Bright Plaid **MACKINAW**
With Zipper Hood
Warm woolly coat completely lined. 4 pockets. Double breasted. **\$7.98**

Boys' Lined **FINGERTIP COATS**
Topcoat or Raincoat
Wear them rain or shine from now till Christmas. A practical school coat. **\$5.98**

Children's Reversible **SNOW SUITS**
Zipper Front and Hood
Water repellent poplin, reversed to bright wool plaids. Reinforced ski pants for longer wear.
\$12.95
Sizes 4 to 12

Complete Line of **"RED HEAD" HUNTING CLOTHES**
AT LOW **JOBGING HOUSE PRICES**

OPEN EVERY EVENING EXCEPT WEDNESDAY

OUTDOOR APPAREL

At Low Jobbing House Prices...

No place in all Rochester will you find such large varieties to select from, or such low prices on quality merchandise. Shop Rochester Jobbing House for Outdoor Apparel for the entire family.

LEATHER AND WOOL JACKETS — POPLIN JACKETS — MACKINAW — FINGERTIP COATS
RAINCOATS — SNOW SUITS — SWEATERS — WORK CLOTHES — PANTS

And Hundreds of Other Items For All the Family

Rochester's Largest Stock of Men's JACKETS

- Leather
- Suede
- Gabardine
- Poplins
- Meltons
- Wool
- Zipper or Button

There are no shortages or scarcities in the Jacket Stock of Rochester Jobbing House. Regardless of size, color or quality you desire, we're practically certain you will find a jacket here to please you.

\$2.98 To \$21.95
SIZES 36 TO 54

Men's SWEATERS

- More Than 3000 to Choose From
- Many 100% Wool
- Zipper or Button
- Conservative or Novelty
- Slipon or Coat Style

\$1.98 to \$6.48
SIZES 36 TO 54

Men's Work or Dress PANTS

Come in and look over the largest stock of pants you've ever seen. Feel the quality and inspect the make. We're sure you'll be more than pleased.

\$1.48 To \$9.98
Sizes 29 to 58

ROCHESTER JOBGING HOUSE SPORTSWEAR

STONE 2260
159-161 JOSEPH AVE. COR. NASSAU ST.

Men's Gabardine and Poplin **RAINCOATS**
Topcoat or Raincoat

An all-weather coat that you'll wear nine months of the year, rain or shine. Smart military style or casual swapper coats. Sizes 34 to 44.

\$5.98 To \$15.98

Men's Black Rubber **RAINCOATS**
Guaranteed Waterproof
Cemented Seams
Sizes 36 to 50 **\$6.98**

WOLVERINE SHELL HORSEHIDE WORK SHOES \$4.98
The only all-weather shoe in the world. Pro-war quality for lasting service.

BOYS' NEW FALL **SWEATERS**
100% to choose from. Your choice of Zipper, Button or Slipon styles. Plain colors or two-tone contrasts. Many sizes available. Every popular shade. Sizes 28 to 32.

95c to \$3.98

BOYS' CASHMERE-COVERY WORSTED-CORDUROY **LONGIES**
Hundreds to choose from. Longies for school or play. Colors and materials suit male for use with sport coat or jacket.

Longies Sizes 6 to 20 **\$2.19 to \$5.98**

BOYS' BLACK RUBBER **RAINCOATS \$2.79**
Helmets to Match

KAY'S COMMENTS

Joels
Every woman who visits JOELS instantly senses—and is enchanted by the spirit of youth that animates those adorable HATS in this well-known shop. After all—what woman doesn't want her hat to either enhance her youth—or restore it. For tailor-mades—you can't beat the big felt beret. Set it straight or wear it slanting to the side. Those Dutch bonnets are very young and definitely wind-resistant. That level-headed look—very new this season is adorable. Remember JOELS is the last word in fashion, so how could you be anything else but YOUNG in a JOELS hat. 215 East Main St.

Don't persist with the idea that soap and water will hurt your skin. Some women insist that their skin becomes hard after a soaping. Try it this way. Cream your face before you soap it and rinse off the cream again. There is nothing like a good mild soap to give you that fresh-from-the-tub look.

When your Fur Coat bears the label of SHAFER FUR CO. it's two most outstanding characteristics will be FASHION AND QUALITY. This week is your LAST opportunity to take advantage of the special values offered in their present fur event. You don't need to have a smart family jewels to have a smart first quality fur coat. Prices at SHAFER'S range from a \$110 up. More important than the price you pay for your fur coat, is the shop where you buy it. Advice and counsel from an expert, who knows the art of fur-crafting and of quality of skins should be your first consideration. Shafer's an outstanding establishment for over half century is a firm on whose judgement you can rely. All prices include tax, which is a worthwhile consideration don't you think? SHAFER FUR CO. will be open this coming Saturday 'til 5:30 P. M. Remember it's your last chance to take advantage of worthwhile savings in this Special Event in Furs. Made-to-order fur coats are also a specialty at SHAFER FUR CO. 51 East Ave.

If you are giving a party—why not serve sandwiches? I know a spot where you may have them made. You have to pick them up yourself—but what's that. They're simply delicious. 40c per dozen. If you call me I'll let you in on the secret.

THE WPB's WARTIME BUYING GUIDE — buy only what you need—make it last as long as you can—happily coincides with the peacetime philosophy clothes-wise, budget-wise women have always preached. But despite government regulations, clothes this fall, seem to my feeble mind, smarter than ever. Color is "news" combined with black. They are even using wool jersey combined with black crepe. The color is "about" the face and sometimes on the sleeves. Have no inhibitions about wearing color this year, neutral and high shades are in vogue. Select your wardrobe carefully and early, you must know by now that while clothes will not be rationed, they are rationed at their source. There are practically no re-orders or special orders any more. So when you see a dress that suits you and your pocketbook, grab it. You probably won't find a duplication later. The dress that is bought in September with the idea of wearing it during the Indian summer should be one that is qualified to carry on through the winter under your coat. Light-weight wools fit nicely into the save-fuel campaign. These materials are pliable as crepe. Look 'round for yourself. Devotedly—Kay

For that smartly serene look, that all JUNIORS are seeking, take a peek at the selection at RIPLEY DRESSES. Priced at a mere \$9.95 in sizes 9 to 15, they are adorable. Wools and Rayon Serge to fit the Junior with custom-made perfection. Don't forget Riple's Dresses have a goodly supply of half-sizes always. 739 Monroe Ave.

Women who are clear about clothes demand good tailoring. Of course material is important, why haven't you seen good material wasted with poor tailoring. Always be a stickler for this and you'll be well turned out.

Have you seen the new label pins fashioned of the little piggy. Slyly posted painted on his hide and red leather ears. He's looking for a good home on your label. Sells for 'round -1.

Nimble fingers—flying needles—enduring patience go into every mending job at EMPIRE WEAVERS. Your government is urging you to take care of your possessions. Mending-reweaving-repairing is the specialty of this well-known shop. 409 BURKE BLDG.

Think about a gabardine in a light beige, if you're one of those gals who love tailored clothes. Can be dressed up or down, according to your mood.

If you're one who can wear plaid, look for a Glen plaid in green or red tones for fall. Insist on one buttoned down the front. Oh yes, with letter box pockets are smart too.

Every woman can't wear the same dress—every woman can't use the same cosmetic. Make an appointment with a LUZIER'S COSMETIC Consultant who will assist you in the RIGHT cosmetic for your particular needs. 133 Clinton Ave. So. Tues.-Thurs. 1:30-3:10. Fri. Eve. and by appointment Stone 4442.

In my travels I have noticed a distinct swing back to the very heavy looking jewelry that they used some time ago. Do you like it? You will have to wear very simple clothes with so much jewelry.

Every Wednesday afternoon at 2 P. M., there are classes given by HOME SERVICE at Rochester Gas on canning fruits and vegetables. Admission is FREE. This is one of the many services your GAS CO. gives to you, so why not take advantage of it. Learn to can the SURE way. No spoilage. — Remember every Wednesday afternoon at 2 P. M. at 89 East Ave.

YOUNG LADY WANTED
For Secretarial And General Office Work

This position offers a good starting salary and steady advancement. You'll work with a congenial group without a time clock. This is the type of office where you can make an extra 15 or 20 minutes on your lunch hour and nobody says a word. You'll never work more than 40 hours in a week and many times it will be a lot less—but you get paid for a full week every week. Not a wartime boom job. It will be good for years.

Write Full Details To Box 711
SHOPPING NEWS, 93 Clinton Ave. S.

AT Weerd's

ADD A THRILL TO WARTIME MEALS WITH PYREX WARE

Today the swing's to casserole cookery! Lots of tasty dishes that use vegetables out of your Victory garden... use little or no meat. Serve from stove to table in this Pyrex Double Duty Casserole. Cover makes a handy pie plate. Several sizes. 9" quart size, only... 75c

HANDY PYREX LOAF PAN!
This good looking dish has a dozen uses. Bakes delicious bread, fish, meat, desserts... Can be used to serve them piping hot at your table. 9" size only... 45c

MATCHED MIXING BOWLS
Perfect for mixing, baking, serving, and storing! Grand for baking mound cakes. Attractive for serving salads, desserts. Set of 3, nested together to save space... only 95c

PYREX CAKE DISH
Notice the convenient glass handles! Bakes perfect layer cakes or doubles for meats, vegetables and other baking. Washes easily. A pair makes a lovely gift. Each... only 35c

PYREX UTILITY DISH
Roasts, chops, fish, desserts, hot breads... All taste better and look better baked in this sparkling Utility Dish. Here's the handiest dish in your kitchen! 12" size... only 65c

OPEN ALL DAY SATURDAY

Free Parking Opposite With \$1 Purchase

MAIN 7900

Weerd's
15 EXCHANGE ST.
Free City Deliveries No C. O. D.'s on purchases under \$1.00

4 Big "Save" Days
GRANT DAYS
Including Back-to-School SAVINGS

FRIDAY and SATURDAY LAST DAYS
Make Every Dollar Go As Far As Possible. Invest What You Save in War Stamps and Bonds.

COUPON
Extra Special...
While Quantities Last! OUR FAMOUS
DRESRITE HOSIERY
O.P.A. Ceiling Price 75c **43c**

Even our regular price—69c is well below the O.P.A. price—on full-fashioned 42-gauge rayons. Don't forget how slowly rayons dry—you'll want several pairs.

"LOVLEE" HOSIERY
Guarantee non-run. Complete range of sizes. Reg. \$1.01. **72c**

"GOLDMARK" HOSIERY
All rayon knit, this new fall shades. All sizes. Reg. \$1.29. **86c**

Children's Shoes...
Our regular 1.89 brand
1.67
Plus Ration Coupon

New "Sturdy Wear" of superior construction. All major points are reinforced; flexible, genuine leather uppers, quarter linings and insoles. Extra strong composition soles will wear and wear! Sizes 8 1/2 to 3.

Yes, We Have Them!
Cookies
19c

These were bargains at 25c... and lots easier to find! But they're still the same delicious cookies sandwiched with fruit or vanilla icing!

Reg. 20c Cookies... lb. 14c
Reg. 15c Cookies... lb. 12 1/2c

17-inch Doll...
Says Mama and Papa!
2.98

A cunning little dolly that says "Mama" when bent forward; "Papa" when bent backward. Eyes open and close. Beautifully and fully dressed. Very special at this low price!

Buy Now At This Low Price for Christmas On Grant's Convenient Lay-Away Plan. May Be Picked Up As Late As Dec. 15th

Women's Dresses
2.98

Cottons for non-stop service! Shirtwaists and coat styles that see you through work or to market with equal ease. Prints, stripes. Sizes 14 to 44.

Famous Brands
Regular Sizes

Lady Ether Face Creams... 39c
Hind's Hand Lotions... 23c
Drene Shampoos... 79c
Irrresistible Brilliance... 30c
Lyncrest Facial Tissue... 14c
Lyncrest Tooth Brush... 17c
Lava Soap, Reg. 7c... 2 for 11c
Harboul Shaving Cream... 16c

Waterproof Pants
Specially treated cotton fabric—not sticky. Washable. Several styles. Small, medium, large. **50c**

Soft Sole Shoes
Infants' comfortable blucher type—washable white kid. Specially designed. 0-3. **94c**

Brighter than ever!
Fall Bags
1.88

Reg. 1.98! Double-duty bags of broadcloth or rayon faille. Over-the-shoulder, vagon-hand, pouch, and drawing-string styles. Red, kelly, turf, black, brown.

Tablecloths
Ceiling Price 1.49! Add color to your table with lively woven cotton plaids. Assorted colors. 54x54 in. **1.39**

Corduroy Dresses and Jumpers
Sturdy, smart and washable! Several styles in Fall colors. Sizes 3 to 14. **1.98 up**

Cotton Blankets
1.79 purchase! Light-weight cotton plaids in mixed colors. Single bed size, 66x76 inch. 1 lb. **1.54**

Challis Squares
Ceiling Price 50c! A pretty frame for your face, and real protection in wind, and rain. Many colors! **37c**

Framed Pictures
Reg. 25c! 3 dimensional landscapes, florals in blond finished frames. 8x10. **19c**

Tumblers
Reg. 3.10c! Modernistic style! heavy square bases that won't tip easily. Full 9 ounce size. **2/5c**

Soapless Suds
Reg. 29c! For better, easy care use this new type cleanser for your "dainties" 5 oz. size. Lgr. Size Reg. 59c, now 49c. **21c**

Dust Mop
Ceiling Price 59c! Washable, with metal socket. Glove type, tin yarn. No handles. 59c Polish Mop... 54c

OPEN ALL DAY SATURDAY
W. T. Grant Co.
293 EAST MAIN at EAST AVE.

Enjoy the Finer Style and Quality of McFarlin WORSTED SUITS at

\$35 \$40 \$45

YOU KNOW that in buying one of these suits you have received wonderful value for your money. And you soon are agreeably aware that you have joined the ranks of men who set high store by their appearance—who cannot afford to tolerate anything second-rate in their wearing apparel.

McFARLIN'S
155 MAIN STREET EAST

GE FOUR
Accessory
nd in the
tom glove
length

Living ro
Dining R
Kitchen
Nursery
Bedroom

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**Save Hosiery
By Re-Dyeing**

Don't throw away mismatched or faded hosiery. You can save them for many a month of additional wear by dipping them into a dye-bath at home. Special stocking dyes in five shades are available—victory beige, smoke haze, hula bronze, wine blush and brown butter. The dyes are good for all stocking fabrics—nylon, rayon, silk, lisle, cotton, wool and mixtures. In re-matching odd stockings, fire use color remover. This removes sufficient color to enable you to re-dye in any shade.

Men and Women!
YOUR HAT
LIKE NEW
Thoroughly Cleaned
Expertly Blocked
SPEEDY'S 50c
212 COURT STREET
Free Parking Across The Street
Store Hours: 7:30 A. M. to 8:30 P. M.

*Sibley, Lindsay
& Curr Co.*



BE ON TIME!

Start the school-year right! Stay on time with accurate timepieces. Bring yours in for examination. Watches and alarm clocks expertly repaired!

**Dependable
Watch Repairs**
CENTER AISLE A
MAIN FLOOR

**Picture Solutions
Deadline Set for Friday**

Today we print the second and concluding picture in the Naming contest sponsored by Shopping News and the RKO Palace Theatre in conjunction with the showing of "So Proudly We Hail" opening a week's stand at the Palace theatre today.

**SO PROUDLY WE HAIL
THIS FIGHTING WOMAN!**

Name her for a PRIZE!



Long before there was an Army Nurse Corps — or for that matter an American Red Cross — the lady you see in the picture with Claudette Colbert, Paulette Goddard and Veronica Lake was "standing at the side of the man behind the gun" on Civil War battlefields. In fact it was her work which in large measure proved to America the need for an Army Nurse Corps and she is considered the founder of the American Red Cross. Can you name her?

Her name is

My name is

My address is

In the picture are shown the three stars of "So Proudly We Hail" as they hail a famous woman who like themselves, stood by her fighting men when they needed her most. Along with the picture of a short synopsis of the woman's career and all you have to do is fill in the name of the woman.

Last week the initial picture was run and that together with today's should be mailed to the Contest Editor, Shopping News,

93 Clinton Ave. S. before midnight tomorrow. The two pictures should be mailed together to compete for the prizes offered by sponsors of the contest.

To the first ten correct answers received will go a crisp new dollar bill. Next 25 correct answers will earn for their entrants a pair of guest tickets to the Palace Theatre.

Ceilings which are smoke-blackened may be cleaned with a cloth wrung out in warm water in which a piece of washing soda has been dissolved. Never use soap.

Consumer News

SAVING BEDDING

With the all-out war effort using all manner of materials normally found in manufacture of bedding supplies, it is up to us to extend the usefulness of our own by careful laundering, repairing and renovating.

Laundering: Use good soap and plenty of rinse water. If water is hard, use a normalizer in both soapy and rinse waters. Hang in sunshine instead of using strong bleaches. Put hems together and pin them on the line. Alternate folding into thirds and quarters. Do not press creases with iron.

Repairing: When sheets get thin, cut out the center and join the salvages and stitch, then hem the cut edges. If considerable material is removed, use as a sheet for a single or child's bed. Sheets not too badly worn may be used to make pillow cases, slip covers to protect pillow ticks, bags for dress protectors, covers for ironing boards, pressing cloths, for removing cosmetics, etc. If hem-stitched sheets or pillow cases need repairing use a narrow heading or rick-rack to join. If cases are made of tubing, rip end seam and shift the fold and renew.

Storing: Store sheets and pillow cases in piles with same sizes together and rotate their use by using from the bottom of the pile and placing freshly laundered sheets on top of the pile.

APPLE-SAUCE

To use any of our local fruits should be a patriotic pleasure. Monroe County is noted for its location in the so-called "Million Dollar Fruit Belt." With such a short haul from farm to consumer, no demands are made on long distance transportation.

This year of fruit scarcity should find us using every kind available locally. The early apples make that delicious old

TALK MEANS TROUBLE!

If you know vital war information, keep it to yourself!

home improvements you've been thinking about, or to provide security for your later years through insurance and savings. If you let your food budget go sky high in order to keep on eating "in the manner

to which you have been accustomed", you're barring the door on a priceless opportunity. How can you keep food costs down?

1. Learn to enjoy simple, wholesome food — stick to the basic seven foods, of course, in order to guard your family's health.
2. Grow your own fruits and vegetables, if at all possible. People who have grown their

(Continued on Page 4)

OPEN ALL DAY SATURDAY

Bring Your Eye Problems To Smalls!

WAR WORKERS NEED
DEPENDABLE QUALITY

GLASSES

If you're going to do efficient work for Uncle Sam in this great international crisis you must have good eyesight. Eyestrain will reduce your efficiency and effect your physical condition. Don't abuse your eyes. At the first indication of below-par vision come in and consult with



HARRY A. BENEWICK
Optician

Smalls

28 EAST MAIN ST.

We Use Only Hauch & Lamb And
Shuron Lenses!
Pay Small Sums Weekly!

Sibley's

**And the Young Crowd Is
Mad About PLAID!**

Nothing so young as a light-hearted plaid! Nothing quite so right for brisk school days than wooly plaids! Trust Sibley's the young folks' friend, to have enough plaid to make a Scotchman dizzy!

YOUTH CENTER, THIRD FLOOR
Phone Stone 6500



**Plaids for Pre-Schoolers!
SUSPENDER SKIRT
2.50**

Warm and wooly skirt pleated all around for extra swish! The 20% wool, 80% rayon blend is long-wearing. Red or blue plaid. 3 to 6.

Classic long-sleeved slip-on sweater. 50% wool, 50% rayon. 2.25
CHILDREN'S SHOP, THIRD FLOOR



**Pet of a Plaid!
GIRLS' SKIRT
4.00**

Swishy pleats all around, and a heavenly plaid to boot! Sturdy blend of 20% wool, 80% rayon. Red or blue plaid. 12 to 16.

Classic cotton gabardine blouse. White, yellow, natural blue. 12 to 16. 2.50
CHILDREN'S SHOP, THIRD FLOOR



**Borrowed from the Scotch!
CORTLEY COAT
17.50**

You couldn't take it from a Scotchman, for it's 100% wool warmth and trim tailoring make it extra-special today! Cortleys are exclusive at Sibley's. Wide range of plaids, checks, novelty weaves. 32 to 40.

All wool covert slacks. Brown, grey, blue. Waist sizes to 32. 7.95
BOYS AND STUDENTS' SHOP
THIRD FLOOR



**Headline News!
MONTGOMERY BERET
2.00**

New as a headline heret inspired by the gallant 8th Army leader! In soft, 100% wool felt.

TEEN SHOP, THIRD FLOOR



**Gay as a Highland Fling!
GIRLS' PUMP
4.95**

Very dress-up footwork for proms and such! Sweet and low toed, perforated suede pump. In brown or black. 3 1/2 to 9.

JUNIOR SHOES, THIRD FLOOR

Returned To Regular
FALL SCHEDULE!
Friday And Saturday
9:45 A.M. to 5:30 P. M.

SIBLEY, LINDSAY & CURR CO.

*Do Not Judge Them
By Their Low Price Alone*
A SENSATIONAL SALE

**EXTRA LONG
AND
OUT-SIZE
RAYON HOSIERY**



**2
PAIRS
\$1.00**

Those hard to find stockings... Priced way below O.P.A. ceiling prices. In Your favorite shades... SKY GLO — SUN GAY — STAR JOY.

**SIZES
9 1/2 to 11**

Slight seconds of our fine first quality hosiery but nothing to mar their appearance or wear...

**HELPER'S
HOSIERY SHOP**
213
MAIN ST. E.
3 doors below
Clinton Ave.

Sibley, Lindsay & Curr Co.

The Young Crowd Wants Them!
Sibley's Fabrics Center Has Them!

**PLAIDS
By-The-Yard**

Yard 2.25 to 3.98

We'll scotch a rumor and boast that Sibley's Fabrics Center has a big, wonderful selection of gay, new plaids, some all wool, some toasty wool and rayon blends! Young folks love their chameleon-like qualities that make them perfect mates for school classics. They love their riotous colors, their wearability year after year! Thrifty mothers know that plaids-by-the-yard means savings, especially when they mean lasting Sibley quality!

McCall Pattern No. 5370, 50c



FABRICS CENTER
THIRD FLOOR

"Look at my report card since I got Rudolph Glasses!"

To make sure your child has the good vision so necessary for good marks, bring her in for a thorough, scientific examination now.

Glasses on Credit
Maurice M. Levy, Registered Optometrist

RUDOLPH'S
CORNER EAST MAIN AT SOUTH AVE.
Open All Day Saturday — Monday Till 9 P. M.

Consumer News . . .
(Continued from Page 3)

own this season will tell you what a saving it has meant. Be sure to share whatever surplus you can't preserve for winter, and thus help others keep their food costs down.

3. Plan meals carefully, simple ones that require a minimum of preparation. Too much variety in one meal "ups" the problem of left-overs.

4. Prepare tasty and delicious meals from locally available foods, whether they're your favorites or not — you can learn to enjoy them if you learn how to prepare them.

5. Don't throw away anything if it can possibly be used.

Use every scrap of bread, cake and cookies.
Check the refrigerator and bread box each morning.
Plan to use each bit of left-overs that very day.
Keep a list of left-overs and check them off as you use them.
Get your family interested in establishing the 'Clean Plate' habit.
Be a "Home Front Heroine" — map out your strategy for an all-out attack on food costs which are threatening your budget and charge forward under the banner of the Home Front Pledge: "I WILL PAY

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? Never accept substitutes. Demand

St. Joseph ASPIRIN

WANTED
USED TRUNKS
LUGGAGE, GOOD CONDITION
TOP PRICES
KRIEGER'S
115 CLINTON AVE. S. STONE 2281

WHAT'S AHEAD FOR THE MOTORIST
Here are the facts about the muddled gasoline situation from a man who knows—Secretary Ickes.
THE MINISTRY OF FEAR
Condensation of a full-length novel. One of the strangest stories to come out of England at war.
I'M TARGET NO. 1
A thrilling story of the photo reconnaissance pilots, America's little known heroes.
Other sparkling fiction. Stories. Informative articles and features.

10c SEPT. 11 ISSUE **LIBERTY** NOW ON SALE 10c

NO MORE THAN TOP LEGAL PRICES. I WILL ACCEPT NO RATIONED GOODS WITHOUT GIVING UP RATION STAMPS.

Men have always loved home baked bread. Perhaps the commercial bakers' current difficulties with scarcity of help and shortness of supplies will revive an old American custom. There are a number of prepared mixtures, such as self raising cake flour that lightens the work of cakes and pies. So, roll up your sleeves, do some baking and presto!—watch that pleased expression on your man's face!

There's a new fur on the market this season—it's bluffing for heavier — and downright smart. It is called Dyed Australian Coney! Fashioned in double-breasted style, with patch pockets—it sells for about \$140. Not bad eh!

Neisner's... EXTRA SPECIAL
For a Limited Time Only

Baby PHOTOS

You can have the fine quality of Neisner Photo-Artist's workmanship in your baby portraits, too! Take advantage of this limited offer to get acquainted with Rochester's friendly studio. All work is guaranteed to your complete satisfaction.

8 PROOFS
With Each Sitting
FOR A LIMITED TIME

Special!

4 Photographs of The Better Kind . . . \$4.00
3-8x10 and 1 Miniature . . . All for Only \$7.00 Value
NO APPOINTMENT NECESSARY

Neisner's
5c to \$1.00 Stores

200 MAIN ST. E. STUDIO MAIN FLOOR

Correction!

In last week's Consumer News column printed in Shopping News the name of one of Rochester's pioneer soybean products dealers was inadvertently omitted. One of the nation's pioneers in the distribution of soybean products is Miss Claire Lucille Specht who operates the Healthful Diet Shoppe at 480 Main St. E. Miss Specht is a trained nurse and a nutritionist and besides her Rochester store operates stores in Syracuse, Utica, Binghamton and Buffalo. A wholesale business is maintained under the trade name of the Vegetable Juice and Products Co.

Fix Up Wallpaper

Tears in wall paper can be covered thus: Tear a piece from a matching portion of paper taken from remnants left from the former decorating. It should be somewhat larger than necessary and have a ragged or serrated edge all around. Stick patch into position with not too much paste, to match the design. When dry, the ragged edges will tend to fade into the rest of the paper and make the patch nearly invisible.

Order Now!

COKE

To prevent an acute shortage next winter, order your fuel now. It enables the suppliers to operate at full capacity throughout the year. It enables your dealer to spread out the job of delivery.
Immediate Delivery Now!
Satisfaction Guaranteed!

GLEN. 745

WEST END FUEL CO.
2 LAKE AVENUE

Sweetheart SOAP
3 for 16c
Limit 3

KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
TODAY THROUGH WEDNESDAY

470 N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTON

YOUR DRUG STORE
457 RIDGE RD. W. NEAR DEWEY

BOOK MATCHES
Box of 50
8c
Limit 2

KITCHEN CHARM WAXPAPER
125 Feet Cutter Box
Regular 25c
13c
Limit 2

HAY FEVER REMEDIES

Stop the Sneezing, Sniffling, Wheezing and Gasping of

HAY FEVER
Asthma, Summer Colds

Ask for HEITZ'S HAY FEVER CAPSULES — and with the first dose your head will start to clear up, you'll breathe easier, headache will be gone, nose secretions will diminish, and that "all stopped up" feeling will leave you as if by magic! No matter what you may have tried in the past or how discouraged you may feel at the approach of the Hay Fever season, you must try HEITZ'S CAPSULES and see for yourself that they are everything that is claimed for them.

Your money back if you don't get instant relief.

BENEZDRINE Inhaler, 60c Value . . . 49c
CALCIUM LACTATE Tablets, 5-Gr. (100s) . . . 37c
ESTIVIN DROPS For the Eyes, \$1.25 size . . . 98c
EPHEDRINE INHALANT "OMPOUND" 1 oz. Dropper Bottle . . . 39c
POTANS; CHLORIDE Tablets, 5-Gr. (100s) . . . 49c
PAGE'S INHALER Cigarettes, 60c Size . . . 49c
ASTHMADOR Powder, \$1.25 Size . . . 83c
VICK'S NOSE DROPS, 50c Size . . . 39c
EPHEDRINE JELLY 1-ounce Tube Regular 60c . . . 39c

CARBONA
White Shoe Cleaner
25c Bottles
Limit 1
11c

SANITARY NAPKINS
Box of 12
20c Value
Limit 2
11c

JAR RUBBERS FOR CANNING
3 for 8c
BOX 12—LIMIT 8

SQUIBB'S MINERAL OIL
Quart Bottle
89c

WITCH HAZEL
Pint Bottle
18c

EPHEDRINE CAPSULES

3/8 gr. 40's . . . 69c
3/8 gr. 100's . . . \$1.19

3/4 gr. 40's . . . 98c
3/4 gr. 100's . . . \$1.69

MOLESKIN
12x7 Inches Each
Reg. 25c
19c

PHILLIPS Milk of Magnesia
50c Size
21c

Nose & Throat ATOMIZER
Sprays Oil or Water
Regular \$1.25 Value
98c

CARTER'S LITTLE LIVER PILLS
25c Size
19c

ANACIN TABLETS
Bottle 50 Regular 75c
59c

HAY FEVER SUFFERERS! KEY DRUG STORES FEATURE:

The ALLERGY Electric MASK aids in relief of Hay Fever and Seasonal Asthma symptoms by cleansing many pollens and molds from air inhaled by wearer. Requires no electric socket—it is shockproof—it is adjustable and comfortable.

Price \$10.00 Complete

VICK'S VAPO RUB
35c Size
27c

GEM Micromatic Blades
Pkg. of 5
23c

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!

Vimms
REG. SIZE 49c
LARGE SIZE \$1.69

HORLICK'S MALTED MILK
Lb. Can
79c

VIDELTA EMULSION
Pint Bottle
\$1.69

WALK AWAY CORNS

BLUE-JAY CORN PLASTERS 23c

CONTI CASTILE SHAMPOO
50c Size
37c

CANNING JAR COVERS
Box of 12
21c

Amazing LOW PRICES ON VITAMINS A and D

ONE A DAY IS ALL YOU NEED
ONE A DAY IS ALL YOU TAKE
COMPARE THE COST
90 DAY SUPPLY \$1.17

Luckies, Camels, Chesterfields, Raleigh, Old Gold, Philip Morris Carton \$1.46 Tax Paid

MURINE for Your EYES
SPECIAL 49c
Soothing and Refreshing to Tired Eyes
USE MURINE DAILY

ALKA-SELTZER
For Relief in COLD DISTRESS
Try It Today
Reg. 60c
49c

SEVEN WAYS YOU CAN

Both Stores Open Friday-Saturday 'til 9 P. M.

REDUCED FROM \$1.05
WIDE MOUTH PRESTO JARS 99c Dozen Both Stores

Kerr Mason, Anchor Hocking Pints . . . 69c
Kerr Mason, Anchor Hocking Quarts . . . 79c

MISCELLANEOUS CANNING SUPPLIES AT SEARS MONEY-SAVING PRICES

Presto Mason Closures . . . Dozen 33c
Ideal Glass Lids . . . Dozen 19c
Mason Vacuum Lids . . . Dozen 12c
Mason Vacuum Caps . . . Dozen 25c
Wide Mouth Vacuum Lids . . . Dozen 12c
Wide Mouth Vacuum Caps . . . Dozen 39c

REDUCED FROM 29c
CANNING RACK 23c
7 QT. SIZE, BOTH STORES

Jelly Glasses 39c
Dozen 1/2 and 1/3 pint size. Both Stores.

Household Crocks 19c
Up to \$5.70. Both Stores

Oven Dehydrator 4.44
Processes food economically. Both Stores.

Dozen Jar Rings 4c
Limit 6 boxes. Both Stores

Plastic Funnel 39c
For Wide Mouth Jars. Both Stores

Pound of Parowax 16c
Finest quality. Both Stores

Plastic 39c

Household Crocks 19c

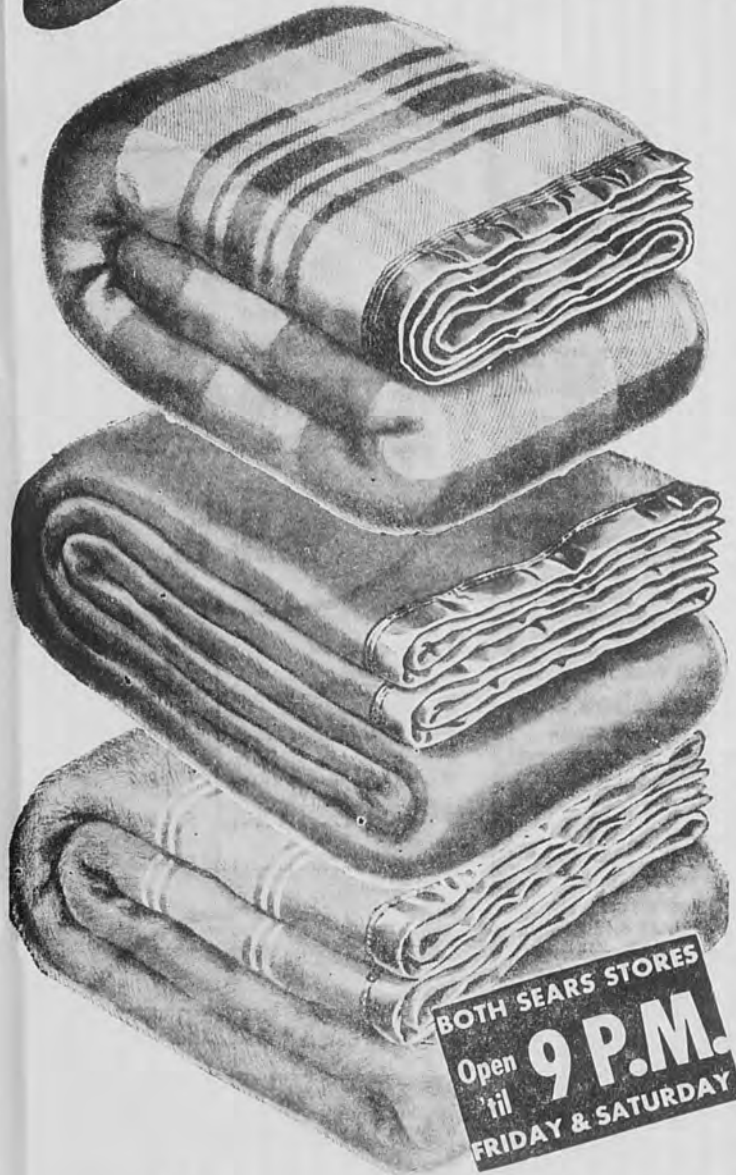
Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.

93 Clint
Shopping 94 Clint Rochester
Name .
Address
Age . . .
Telephone

Sears

Slumbersound Blankets

ARE THE FINEST YOUR MONEY CAN BUY . . . WILL GIVE YOU ALL THE WARMTH AND WEAR YOU DEMAND FROM QUALITY . . .



BOTH SEARS STORES
Open 'til **9 P.M.**
FRIDAY & SATURDAY

<p>100% WOOL 72x84 SIZE</p> <p>PLAIN BLANKET</p> <p>12.95</p> <p>Both Stores</p> <p><small>100% wool, double size 72x84 with plenty of length for six footers. Beautifully bound edges of acetate rayon. Choose from assorted plain colors. Buy on Budget Plan.</small></p>	<p>33 1/3% WOOL 72x84 SIZE</p> <p>PLAIN BLANKET</p> <p>5.25</p> <p>Both Stores</p> <p><small>33 1/3% wool woven of fine wools, rayon and cotton, made for long wear and warmth, large 72x84 inch size in solid colors with two tone borders.</small></p>	<p>WARM FLEECY 100% WOOL</p> <p>72x84 BLANKET</p> <p>10.50</p> <p>Both Stores</p> <p><small>100% all wool in attractive solid colors. Edges are smartly bound with acetate rayon for extra wear. Large size 72x84. Buy on our Budget Plan.</small></p>		
<p>25% WOOL</p> <p>BLANKETS</p> <p>2.98</p> <p>Both Stores</p> <p><small>A rare buy for so much fine quality! 70x80 size in lovely solid colors, edges are neatly bound for wear and strength. Buy now . . . have plenty of extras this winter.</small></p>	<p>Jacquard Pattern</p> <p>BLANKET</p> <p>2.79</p> <p>Both Stores</p> <p><small>Famous Edmond fancy jacquard pattern blankets nationally known for quality. Large size. Made of the finest materials, all ends hemmed, fast color.</small></p>	<p>Plain White Sheet</p> <p>BLANKET</p> <p>1.19</p> <p>Both Stores</p> <p><small>Soft fleecy cotton, highly napped for warmth, grand for cool nights now and to come, large 70x90 size with edges neatly overlapped.</small></p>	<p>Double Plaid Sheet</p> <p>BLANKET</p> <p>1.89</p> <p>Both Stores</p> <p><small>Choose from blue, rose or rust in these smart double plaid sheet blankets, 70x80 size, fast colors, overlapped edges.</small></p>	<p>20% Wool Army</p> <p>BLANKETS</p> <p>4.98</p> <p>Both Stores</p> <p><small>Made according to Government specifications, dark gray color, contents are 20% wool 30% reprocessed wool, 30% reused wool, 15% rayon and 5% cotton. Quantity is limited.</small></p>
<p>50% Wool 4 Pound</p> <p>BLANKETS</p> <p>7.25</p> <p>Both Stores</p> <p><small>Made for durability and warmth, 50% wool and 50% cotton, 72x84 size in assorted colors. Edges are neatly bound with acetate rayon satene.</small></p>	<p>Plaid Cotton Sheet</p> <p>BLANKET</p> <p>95c</p> <p>Both Stores</p> <p><small>Fine quality cotton sheet blanket in blue, pink and brown, 70x80 size with edges overlapped for strength, all fast colors.</small></p>	<p>Woolcraft</p> <p>AUTO ROBE</p> <p>3.98</p> <p>Both Stores</p> <p><small>No need to be cold when motor-ing or attending football games, etc. this winter . . . no sir . . . these \$4.72 auto robes will eliminate that. Choice of colors.</small></p>	<p>Solid Color Sheet</p> <p>BLANKET</p> <p>1.09</p> <p>Both Stores</p> <p><small>Solid blue or pink sheet blankets made of exceptionally fine cotton, large 70x84 size with overlapped edges.</small></p>	<p>25% Wool Plaid</p> <p>BLANKET</p> <p>4.98</p> <p>Both Stores</p> <p><small>72x84 size are these plaid beauties made with non-fray edges. Weigh 3 1/4 pounds, 25% wool with edges bound with acetate rayon satene.</small></p>

81x99 Size, Every One Perfect Quality

COTTON BLOSSOM SHEETS

1.29

Main Floor Monroe

Exceptionally fine quality at this budget price . . . made with 124 threads to the square inch. Woven from sturdy cotton, bleached snow white ready to use. Please no phone, mail or C.O.D. orders.

A Spread for Every Budget!

CHENILLE SPREADS

3.98

Others to 12.98

Beautifully made, thick with soft fluffy chenille, so exquisite you'd think they were hand made. Choose from all white with colored grounds and other intricate patterns, full bed sizes. Buy for every bed in your home or for gift giving.

<p>SOFA PILLOWS</p> <p>88c</p> <p>Both Stores</p> <p><small>Large size plumply filled sofa pillows in new colors and designs, corded and fringed edges.</small></p>	<p>OUTING FLANNEL</p> <p>29c</p> <p>Main Floor Monroe</p> <p><small>For Yard, printed outing flannel for kiddies' nighties and sleepers, every inch perfect, 36 inch widths.</small></p>
<p>LANDERITE TOWELS</p> <p>49c</p> <p>Both Stores</p> <p><small>Large 22x44 size. Thick absorbent in pretty pastel colors, with striped borders.</small></p>	<p>CANNON TOWELS</p> <p>79c</p> <p>Both Stores</p> <p><small>Extra Heavy Turkish Towels, a "man's" towel. Heavy snow white grounds. Nationally famous for long wear.</small></p>

Sears Has a Complete Stock of

KNITTING YARNS

Visit Sears complete yarn department for your knitting needs. Select from the finest quality your money can buy . . . and the largest stock of colors, on sale at Both Stores.

Germantown Yarn 1 ounce, ball	25c
ANGORA WOOL 3 ounces	39c
WOOL YARN, 1 oz. blue, pink white . . .	29c

SET A PRETTY TABLE WITH THESE PICTURE PRETTY

PRINTED AND LACE TABLE CLOTHS

Not just the ordinary run of printed cloths and laces . . . but an array of colors and patterns of all the popular prints you'll find in leading Fashion magazines . . . Gushing florals, and other ornate designs in prints and intricately made laces of these finest fabrics. On sale at Both Stores.

GUEST OF HONOR LACE CLOTHS

63x75 SIZE	\$4.59
72x90 SIZE	\$4.98
72x109 SIZE	\$5.98

PRINTED CLOTHS

1.00 AND UP

A size for every need is included in this glamorous group, and at this budget price you can afford one for every day in the week. All fast colors.

ASSORTED LACE BUFFET SCARFS. 89c

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



Will YOU Be Able To Prepare Your Federal Income Tax Return Accurately On Sept. 15?

Remember, you MUST file a return by SEPTEMBER 15th EVEN IF YOUR EMPLOYER IS DEDUCTING 20% WITHHOLDING TAX if you have earned the following:

1. If you are SINGLE and have earned \$2700 or more in 1942 or EXPECT to earn that much in 1943 . . . or
2. If you are MARRIED and have earned \$3500 or more in 1942 or EXPECT to earn that much in 1943.

As in the past, SHOPPING NEWS INCOME TAX CLINIC is ready to prepare your income tax return—quickly, accurately with the help of a staff of trained men. Remember, too, that the TAX CLINIC will prepare your return for you at reasonable cost—and you can be sure that you have not overpaid nor underpaid your tax.

OPEN 7 TO 9 P. M. TUESDAY AND FRIDAY

SHOPPING NEWS **INCOME TAX CLINIC**
93 CLINTON AVE. S. (Next to Penney's)
PHONE STONE 6000

NOTE!! Bring With You the Amount Withheld by Your Employer for Victory and Income Tax.

Decrees of Fashion . . .

(Continued from Page 1)
Around Town." There are shorties, jebow and eight-button lengths, trimmed with cuff motifs of sequins or a paillette bow on a straight cuff. A particularly attractive novelty was the insertion of black lace over an aqua moire ribbon to brighten an all black costume. Fuchsia suede was used for a simple but vibrant pair of gloves with wide, scalloped cuffs.

College gals are busy getting their wardrobes in shape for that day when they leave for school. Wool, velveteen, and flannels hold first place in the heart of these young women.

at Dolan's
WHERE YOU BUY THE CUTS OF CHICKEN YOU PREFER
DOLAN'S
600 JEFFERSON AVENUE
Cor. Bartlett
Telephone Genesee 1417

Shopping News Pattern



No. 3513—It will take you through the working day and out afterwards. Sizes 12 to 42. Size 36, 4 1/2 yds. 39-in. fabric for the dress.
No. 3412—For about-the-house activities. Sizes 12 to 50. Size 36, 4 1/2 yds. 35-in. or 39-in. fabric with 1/2 yd. contrasting.
No. 2060—A jumper with the deep V-neck. Sizes 12 to 20. Size 16, 2 1/2 yds. 35-in. fabric for the jumper and 2 yds. 35-in. fabric for the blouse.
No. 3026—A frock to please a lot. Sizes 2 to 8. Size 4, 1 1/2 yds. 35-in. fabric with 1/2 yd. contrasting for sailor collar and 1/2 yd. contrasting for small collar.
Send 15c (plus 1 cent for mailing cost) for EACH pattern. Write plainly YOUR NAME, ADDRESS AND STYLE NUMBER. BE SURE TO STATE SIZE YOU WISH.
Address: PATTERN DEPARTMENT, Shopping News, 93 Clinton Ave. S., Rochester, N. Y.

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

HOUSEWIVES
If you live in the 17th Ward and have a few hours to spare daily, there is a job waiting for you in an essential industry making children's shoes.
DROP IN AND TALK IT OVER
Elam Shoe Co.
1500 North Clinton

BINGO
CAPITOL HALL
85 W. MAIN ST.
Door Special \$25 to \$50
Mon. - Tues. - Thurs. 1:30 P. M. - 3:30 P. M.
Wed. - Fri. - Sat. 8:15 P. M.
Games Sun Afternoon
\$4 Mon. 30 Games \$3
Games Tues. Aft.
Wed. 30 Games \$5
\$5 Games Thurs. Aft.
Friday and Saturday
25 Games \$5-\$10
On Reg. Boards
Letter 'H', \$15 and \$15
ADM. 25c INC. TAX

UNION LEAGUE
South Ave. cor. Gregory
SPECIAL GAME SUNDAY NITE
25 REG. GAMES \$6
MON.-FRI. NITES
30 REG. GAMES
\$5 - \$10 - \$15
SAT. AFTERNOONS
1:30 P. M.
25 REG. GAMES \$4
Early Bird Every Game

STRAND
EVERY TUES. AND FRI. AT 8:45 P.M.
\$1000
EACH NITE
NO JACKPOTS
ALL PRIZES GO
BINGO



AA GRADE GENUINE SPRING
LEG O' LAMB
41¢ lb.

Use T, U, V, W, X Red	POINTS	PRICE
FANCY RED SALMON	12	can 40c
FANCY PINK SALMON	12	can 22c
TALLCAN EVAP. MILK	1	can 25c
LUNCHEON MEAT BRUNCH	5	can 35c
MISS LOU SHRIMP	5	can 32c

BUY POINT-THRIFTY
CRISCO
lb. jar **24¢**
4 red points

FRESH FLAVORFUL RITZ CRACKERS	lb. pkg.	21c
WEGMAN'S BEST COFFEE	lb.	27c
SPECIAL BLEND COFFEE	lb.	27c
KELLOGG'S CORN FLAKES OR POST TOASTIES	11 oz. pkg.	8c
24-LB. BAG GOLD MEDAL FLOUR	bag	\$1.30
FAVORITE OF THE STARS LUX TOILET SOAP	3 bars	20c

DELICIOUS OVEN-FRESH
CHOCOLATE FUDGE ROLLS
29¢ ea.



Make It Last By Re-Dyeing

"Make it last as long as you can," consumers are urged by Donald Nelson, chief of the War Production Board. In this conserving fabrics, you needn't look at a dated either. Home-dyeing will make your present wardrobe last longer, look better. You can tintex practically

every item in your wardrobe, to say nothing of such home decorations as curtains, slip covers, bedspreads, sheets and pillow cases. You have over 50 true colors from which to choose—many no longer available in new fabrics. You'll be saving money by re-dyeing, too, since a box of home dye costs but 10c or 15c. And home-dyeing is really very simple, once you read the directions on the box.

19th WARD CLUB HOUSE
257 HAWLEY STREET
THURSDAY 8:15
REG. GAMES \$7-\$8-\$9
FRIDAY 1:45 P. M.
SATURDAY 8:15
SUNDAY 2:30
25 GAMES

Where To Play BINGO

STAR BINGO
372 FLINT ST. (rear)
MON. 8:15 P. M.
TUES. 8:15 P. M.
WED. 8:15 P. M.
THURS. 8:15 P. M.
FRI. 8:15 P. M.
SAT. 8:15 P. M.
SUN. 8:15 P. M.
23 GAMES

Beeley's Bingo
SUNDAY AT 4 P. M.
MON., TUES., WED., THURS., FRI., SAT. at 8:20
EXTRA BOARD FREE WITH TRIPLE BOARD
142 GENESEE ST. in REAR

SILVER DOLLAR WEEK
AT THE **PARK**
YOUR SILVER DOLLAR IS VALUABLE TO YOU ON THURS., SAT., SUN.

When You Purchase a Triple Board and Book of Specials With Your SILVER DOLLAR We Will Give You a Free Book of Specials.

THURSDAY GAMES **\$7.00-\$8.00** JACKPOT \$175
FRIDAY ONLY
FAMILY NITE 2-TRIPLE BOARDS-2 BOOK SPECIALS **50c**
SATURDAY **BIG SILVER DOLLAR NITE**
23 GAMES **\$10.00** JACKPOT **\$175**
SUNDAY ALL GAMES **\$5.00**
BRING IN YOUR SILVER DOLLAR AND GET YOUR EXTRA BOOK OF SPECIALS
ADMISSION THURS. - SAT. - SUN. 25c (Tax 2c)
TRIPLE BD. & BOOK SPECIALS 50c
FRIDAY BARGAIN NITE 2c (Tax 2c)
PLYMOUTH or JEFFERSON BUS

WEGMAN HALL
371 E. MAIN ST.
Between East Ave. and Gibbs St.
Entrance Between Mohican and Wegman's
EVENING GAMES
SUNDAY - MONDAY 8:15
25 REG. GAMES \$5.00 ea.
JACK POT \$130
SUNDAY AND MONDAY NITES
AFTERNOON GAMES 1:30
WED. \$4.00 SAT. \$5.00
EARLY BIRD SPECIAL AT EACH GAME

TOWNER-HALL
ALL GAMES SPECIAL \$5.00 EACH
WEDNESDAY AND THURSDAY, SEPTEMBER 8th, 9th
TOWNER & REXY
SATURDAY SEPT. 4th ONLY!
ALL GAMES DOOR SPECIAL **\$10-\$12**
\$50 58 Nos.
SUNDAY SEPTEMBER 5th
All Reg. Games **\$7.00** Specials 4 & 5 Ways **\$7 & \$8**
WORTH 45c For You Thursday SEPT. 2nd Towner Hall
WORTH 25c For You SATURDAY SEPT. 4th Towner-Hall
WORTH 25c For You SUNDAY SEPT. 5th Towner
WORTH 45c For You Wednesday SEPT. 8th Towner
WORTH 25c For Friend Thursday SEPT. 2nd Towner Hall
WORTH 25c For Friend Saturday SEPT. 4th Towner-Hall
WORTH 25c For Friend SUNDAY SEPT. 5th Towner
WORTH 45c For Friend Wednesday SEPT. 8th Towner

HOLLYWOOD & TOWNER
Labor Day Special
BINGO
\$500.00 CASH
NO JACKPOTS—ALL MONEY MUST GO
REG. GAMES \$10 - \$15 SPECIALS \$7-\$8-\$10
ADMISSION 78c

HOLLYWOOD
SUNDAY & TUESDAY NITES ALL GAMES & SPECIALS \$7
Wed. & Thur. Reg. Games \$5.00—Specials \$4 & \$5
FRIDAY NITE REG. GAMES AND SPECIALS \$5
SATURDAY SPECIAL
Reg. Games \$10—Specials \$5.50
BINGO PLAYED 6 NIGHTS A WEEK
THIS PASS WORTH GOOD WED. THURS. FRI. **50c**
THIS PASS WORTH GOOD SAT. SUN. **25c**
COUPON
When buying triple board and book of specials, worth 45c, bring this coupon for you **45c**
SPECIAL PARTY
HOLLYWOOD-HUDSON TUESDAY All Games SEPT. 7th **\$7**
COUPON
When buying triple board and book of specials, worth 45c, bring this coupon for a friend **45c**

Jamo-Shanter LAGER BEER and ALES

Two fine brews that hit the spot! From the first sip to the last drop, there's a world of "taste satisfaction" in every glass of Jamo-Shanter Lager Beer or Ale. Backed by 80 years' continuous brewing experience.

AMERICAN BREWING CO., ROCHESTER, N. Y.



NOTICE: THERE'S A SHORTAGE OF BOTTLES, PLEASE RETURN MILK, BEVERAGE AND BEER BOTTLES TO YOUR DEALERS.

— TAKE A TIP FROM YOUR GROCER

Buy The Cleaner That
Pleases EVERYBODY

TRIG At All Grocery
Stores
Large Box, 25c

"GRAND for WASHING WALLS & WOODWORK"



ESSENTIAL WAR INDUSTRY NEEDS

MEN AND WOMEN

Steady Employment—No Experience Needed

Do not apply if you are now engaged in war work

Apply

ARPEAKO EMPLOYMENT OFFICE

900 MAPLE ST.

Corn Pudding Meal-In-One



Here's a meal-in-one-dish that takes a few points but has a lot of flavor! One 12-ounce can (or perhaps it comes in a glass jar in your market) of a good quality luncheon loaf with a sugar-cured ham flavor, will make a main dish for six people, for only five ration points.

We used the following recipe for a casserole of Mexican corn pudding: To 2 well-beaten egg yolks add 1 cup milk, 1/2 teaspoon salt, 1/8 teaspoon pepper, 1/2 tablespoon sugar, 2 teaspoons flour, 2 tablespoons minced green pepper, 1 tablespoon minced pimiento, and 1/2 can cubed luncheon loaf. Combine, add 2 cups cooked, fresh or canned corn. Fold in a stiffly beaten egg whites. Pour in greased shallow casserole. Top with slices of remaining luncheon loaf. Place in a pan of hot water. Bake in a moderate oven (350 degrees F.) about 35 minutes or until firm. Serves six.

Attention!

Whiskey Prices Have
Gone Down . . .

The Following Group of
Items Are Even BELOW
Ceiling Prices



★ **BERGHASH** Always Sells For Less !!! ★

Maryland
**STRAIGHT RYE
WHISKEY**
PRIVATE STOCK
4 YEARS OLD

Distilled from
ripe mature
grains. The
finest rye are
distilled in
Maryland.
\$2.59
per Qt.

Bottled in Bond
FRYS
California Peach
BRANDY
3 1/2 YEARS
OLD
79c
per 1/2 Pt.
2 bottles for 1.50

Famous
California
**LANCERS
WINE**

• SHERRY
• PORT
• MUSCATEL

A delicious,
smooth tasting
beverage.
99c
per BOTTLE

— SPECIAL —
RUM
PUERTO RICO
Well Known Brand
Distilled at Adjuntas, Puerto
Rico — Makes Excellent Cock-
tails and Rum Highballs.

COMPARE
\$3.75 VALUE!
\$3.49
per 4 1/2 Qt.

**Highland
SCOTTIE**

Bonnie Liqueur
Bonnie drinks
for Old Lane
Scotch. A new
taste sensation
similar to a
Scotch type
whiskey.
\$1.79
per Qt.

Lion & Unicorn
SLOE GIN

Made with the choicest ingredients.
Try a Sloe Gin Fizz made with
lemon juice
and soda.
\$2.09
per 70
PROOF
per Qt.

— SPECIAL —
100% PURE CALIFORNIA

WINES Claret \$1.35, Burgundy \$2.50, Alicante, Muscadine, Chianti, Zinfandel, 1/2 GAL.

BERGHASH
124 CLINTON AVE. S. PARK FREE ACROSS STREET
Phone Main 786

Braised VEAL HEARTS



Veal Hearts
Salt and pepper
1/2 cup dry bread crumbs or
1 cup soft bread crumbs
2 tsp. melted butter
1/2 tsp. salt
1 tsp. lemon juice
1/2 tsp. celery salt
1/2 cup water

Each heart weighs approximately 1 lb. and serves two or three. Cut open lengthwise with a single long cut. Clean thoroughly, remove veins and arteries. Season with salt and pepper and stuff with dressing made of dry or soft bread crumbs, butter, salt, lemon juice and celery salt, for each heart. Sew or skewer together, and brown hearts on all sides in hot roast kettle. When brown add water, cover closely and simmer two hours.

JELLIED ORANGE-MEAT SALAD

1 cup boiling water
1 package lemon flavored gelatin
1/2 cup orange juice
1 cup lemon juice
1 1/2 lbs. minced onion
1 T. salt
1 1/2 cups cooked and diced cold meat (veal, chicken, beef, pork)
1 cup diced celery
2 cups French dressing
Lettuce or other greens

Add boiling water to the gelatin. Add the fruit juices, onion and salt and cool until beginning to set. Combine diced meat, celery, and French dressing and add to the gelatin mixture. Pour into 6 wet individual molds and chill until set. Unmold on individual beds of greens. Serve with French dressing or with mayonnaise. Serves 6.

FRESH LEMON OATMEAL COOKIES

1/2 cup shortening
1 cup sugar
2 eggs, unbeaten
2 T. grated lemon peel
2 1/2 cups lemon juice
3 tbs. water
1 cup sifted flour
1 1/2 cups quick or regular, uncooked oats
1 T. baking powder
1 T. salt

Cream shortening, gradually add sugar, creaming until light and fluffy. Add eggs and beat vigorously. Add lemon juice and grated lemon peel and water. Sift together flour, salt and baking powder. Add sifted dry ingredients and uncooked oats, mixing well. Drop from a teaspoon onto a greased cookie sheet. Bake in moderate oven (375° F.) 12-15 minutes. Garnish with attractively cut lemon peel.

TOMATO CASSEROLE

2 cups tomatoes (canned or fresh)
1/2 teaspoon prepared mustard
1/2 teaspoon pepper
2 cups bread
1/2 cup milk

Strain tomatoes and heat slowly. Break bread in small pieces and add milk, salt, pepper and mustard. Place in greased baking dish and add the scalded tomatoes. Dot generously with butter and bake in moderate oven 20 minutes. Serves 6.

SWEETBREAD SALAD

Dice 2 boiled sweetbreads, add 1/2 cup celery, and 1 cup orange slices. Moisten with oil dressing and serve on salad greens.

BIG 5c WORTH

IN THIS SUNDAY'S ISSUE
Annual Movie Issue With
Photos of your Favorite Stars
Rita Hayworth • Betty Grable
Paulette Goddard • Roy Rogers
And Others

IN FULL COLOR
Also 16 Pages of Comics,
Magazine and News
Sections

GET THE HABIT
Read the New York
SUNDAY MIRROR



"I like my job
at
Wegmans"

says Mary Di Pasquale . .
574 Maple St.



"That Goes For Me, Too"
says Malcolm Weber . .
61 Highland St.

" . . because Wegmans is a congenial, healthy place to work. The atmosphere and the people are so pleasant and the pay and hours are attractive too. Besides, the work is interesting and there's plenty of room for advancement. Mary and I both started as clerks—she's a department head now and I'm a supervisor—and we're training for further advancement.

"I understand there are many different kinds of jobs available here now, and I know Wegmans policy has always been to promote from within.

"One more point, in times like these I feel my job is a vital one. People must eat, and good food helps build good morale. That's why I'm always proud to say 'Wegmans' when people ask me where I work."

Martha L

Evelyn K's-

has been able to buy more War Bonds since she started selling baked goods and candies at Wegmans. She's training for a bigger job at Wegmans, too.

fiance is overseas and he was pleased to hear that Evelyn got a job as checker at Wegmans. Evelyn likes the clean and comfortable environment.

Mary T's-

Harry J

husband is in the service, so she has become a helper in Wegmans Bake Shop. This interesting work keeps her occupied and helps buy her clothes and War Stamps. We all like Mary a lot!

His old job was a war casualty. He liked meeting people. So he took a job clerking at Wegmans. Harry's got what it takes.—It's our bet he gets a nice promotion this month!



Quartermaster Department to the Rochester Home Front

WHOM HAS WEGMANS OPENINGS FOR?

Healthy, alert men and women between 16 and 50 years of age.

IS ANY EXPERIENCE NECESSARY?

No! We'll teach you. Earn as you learn.

WHAT SORT OF JOBS ARE OPEN?

If you like clerking we've a job for you in our fruit, meat, delicatessen, bakery or grocery departments. Perhaps you'd prefer to be a cashier. Right now we have some of these positions open. Also jobs in our bake shop.

ARE ANY PART-TIME JOBS OPEN?

Yes! Particularly afternoon work. Many housewives like this arrangement. So do workers in war plants who want to add to their income.

ARE JOBS PERMANENT? YES!

Steady work year around. No layoffs!

WHAT ABOUT ADVANCEMENT?

Advancement, of course, depends upon you. Ordinarily it is quite rapid!

WHICH OF THE WEGMANS STORES WILL I WORK AT?

This can generally be arranged to your own liking—either one of our downtown stores or at the store in your neighborhood, as you prefer.

WHERE CAN I GET MORE INFORMATION?

From any of the following:
Main Employment Office, West Main Store
74 West Main St.

MR. FRANKENSTEIN, Manager
East Main Store . . . 375 East Main St.
MR. GYSEL, Manager

Clinton Ave. Store . . . 30 Clinton Ave. S.
MR. WILLIAMS, Manager

Dewey Ave. Store . . . 815 Dewey Ave.
MR. EIME, Manager

Bulls Head Store . . . 818 Brown St.
MR. TOATES, Manager

Ridge Road Store . . . 400 Ridge Road W.
MR. STONE, Manager

12 Corners Store . . . Brighton
MR. MOONEY, Manager

Front St. Store . . . 61 Front St.
MR. PRODERICK, Manager

Those in war or essential industry not considered for full time work without availability statement.

"SO PROUDLY WE HAIL"

Our girls at the fighting front who
love and laugh in the face of danger



CLAUDETTE . . . she spent her honeymoon in a foxhole!
PAULETTE . . . collected lieutenant's but fell for a Marine!
VERONICA . . . proved women are as courageous as men!

Claudette Paulette Veronica
COLBERT • GODDARD • LAKE

MARK SANDRICH PRODUCTION
George Reaves • Barbara Britton • Walter Abel • Sonny Tufts
Directed by Mark Sandrich. Written by Alie Scott
A Paramount Picture



MINUTE NEWS
Three Times Daily

AMERICA'S NEW SWEETHEART!
Nobody's Darling MARY LEE
Jackie Moran Louis Calhern Gladys George

PLUS HEALTHFULLY AIR-CONDITIONED

RKO PALACE

STARTS TODAY!

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Furnished Rooms To Rent

BEDDING
NEW COTTON mattresses any color
\$12.50 Cotton felt mattresses
\$2.00 Flat springs \$2.00 up, Coil springs
\$5.00 up, Metal Beds \$4.00 up. H. P.
Fahner, 66 State St.

DESIRABLE furnished rooms for sleep-
ing or light housekeeping. Also two
room apartments. 225 Scio St. Stone
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TWO PLEASANT ROOMS, semi-private
bath, near stores, buses and downtown.
Apply 225 Scio Street, Stone 4436. 3¢
weekly.

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FELT-BASE linoleum rugs, Room size
\$1.75 Heavy weight 9x12. Well-known
brand \$2.25 Standard weight 12-12 1/2
yard 3/4 Heavy weight 4x6 12-12 1/2
floor covered without seam wall to
wall. Standard weight 4x6 a yard
Heavy weight 3/4 H. P. Fahner, 66
State St.

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CURTAINS, LAUNDED — Removable,
Glen, 723-N. or Glen, 3367-M.
WANTED TO BUY
BEDS, Spring, Stoves, Rugs, Dining and
Bedroom suites, Electric household.
Phone Mr. Carter, Main 8026.

Whitens Sheer Fabrics

If you're hesitant about
whitening sheer fabrics with
ordinary bluing, you'll be interest-
ed in a preparation that is
neither an ordinary bluing nor
a bleach—yet will safely whiten
the sheers fabrics, even silk
and wool! Because the prepara-
tion produces the whitest white
possible and because of the war-
time laundry situation.

ESSENTIALS FOR THE HOME

CANNON
WOOL **BLANKETS \$5.95**
25% WOOL

GOLDEN-GLO
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1942 CONSOLE MODEL
RADIOS - PHILCO - MOTOROLA \$59.95
AND MANTOLA

SPECIALS FOR THE KIDDIES
SCOOTERS \$1.98 - WAGONS \$2.39 & \$11.75
KIDDIES WHEEL BARRELS \$4.49
Also Many Other Toys and Playthings

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

Clearance
SALE
OF USED
SINGERS



AND OTHER MAKES
\$14.50 up

ELECTRICS & TREADLES — EVERY MACHINE
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SINGER SEWING MACHINE CO.
SINGER BUILDING 47 EAST AVE.
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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
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★ NEW MOTOR BRUSHES
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OPEN MON. AND THURS. TILL 9 - SATURDAYS TILL 7
ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

The Beer to Cheer

today's **GENESEE**

SAVE at

DAW'S

CUT-RATE

DRUGS

SALE ENDS SATURDAY
NIGHT. High Demand. Limited Quantities.

GOLD-BANDED
9-oz. Glasses

With Non-Chip Edge
Beautiful, gold-banded drinking
tumblers — tall 9-ounce size. Safe,
non-chip edge. Lowest price ever
sold! Worth 10c Each

3 for 19c
DOZEN 69c

PURE CONCORD
GRAPE JUICE
(SWEETENED)
Full Pint **13c**

2 Blue Points for each pint.

Your Choice of 5

MANHATTAN Ready-to-Serve
DRY MARTINI Ready-to-Serve
OLD FASHIONED Ready-to-Serve
DAIQUIRI Ready-to-Serve

Pete Hagen's Ready-to-Serve **COCKTAILS**

BUY U.S. WAR BONDS & STAMPS

AT NEIGHBORHOOD LIQUOR STORES
POPPER MORSON CO., ROCKEFELLER CENTER, NEW YORK
"Time-Honored Quality — Since 1887"

WITH THIS COUPON

Miniature JELLIES

Completely deodorizes
fabric of assorted odors.
Extra large and long-lasting.

Large 15c Size **7c**
3 FOR 20c

DAW'S COUPON

VANILLA FLAVOR

(Imitation)
LARGE 25c
6-OZ. SIZE **8c**
(Limit of 2)

WAXED Sandwich Bags

Pkg. of 100 **19c**

AMMONIA

For all household
cleaning and washing.
Quart Bottle **9c**

DAW'S COUPON

Wax Paper

LARGE, 125-FOOT ROLLS
In Cutter
Edge Box **13c**
(Limit 2 Rolls)

SINGLE-EDGE BLADES

PKG. OF 4 **6c**
Reg. 10c

CARBONA SHOE WHITE

Liquid or Tube **11c**
25c Size

Toilet Tissue

HY-TEX QUALITY

1,000 SHEETS
IN EACH ROLL

3 Rolls For **16c**
(Limit 6 Rolls)

ENVELOPES

"White Weave"
25-In. Pkg. 2 For **7c**

BORAXO CLEANSER

Large Size **2 for 21c**

FUSE PLUGS

BOX OF 5 Underwriters Approved **23c**

FLIT SPRAY

Kills Moths, Flies,
Bed Bugs, Fleas, etc.
35c Pint **16c**

ANT BUTTONS

Kills All Ants
25c Size **19c**

DISH CLOTHS

Compare this value! — Knit-
ted, pastel embroidered, full
size.

2 for **5c**
WORTH 5c EACH

TOILET BOWL BRUSH

Good stiff bristles set in
long wood handles. 15c
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CARBONA Cleaning Fluid

Large 9-Oz. Size **19c**
37c

MILK OF MAGNESIA

Pure U. S. P.
Pint Size **9c**

NUTRITIONAL EXPERTS SAY . . .

3 OUT OF 4 NEED MORE VITAMINS AND MINERALS

GET YOURS—GET **Vimms**

REGULAR SIZE **49c**
LARGE ECONOMY SIZE **1.69**

WHISK BROOM

Better quality, extra-
long brooms. Ring-top,
all corn. The value!

TOOTH PICKS

Large Boxes **3c**

ZINC OINTMENT

Pure U. S. P.
25c Size **12c**

DAW'S Extra-Value COUPON

PLASTIC JUICE SQUEEZER

Extracts And Strains JUICE From
Oranges And Lemons

Daw's Low Price **8c**

DAW'S Extra-Value COUPON

D U Z

LARGE 25c BOX **19c**
(Limit of 1)

CHAMOIS SKINS

(STITCHED)
For polishing and
cleaning, with thread
sewn. 50c VALUE

2 Pr. For **5c**

DAW'S Extra-Value COUPON

POLYSHINE Shoe Polish

The quality Wax Shoe Polish.
Black, Brown, Tan, Ox-Blood.

Reg. 10c **7c**
(Limit of 2)

DAW'S Extra-Value COUPON

MOTH CAKES

KILLS MOTHS —
AND DEODORIZES
"Just Hang It Up"

Large 25c Size **8c**
(Limit of 1)

DAW'S Extra-Value COUPON

WAXED KITCHEN BAGS

Large, waxed paper bags
suitable for garbage cans,
liners, refrigerator storage,
dinner wrapping, wet laundry,
dry bag and dozens of other
handy uses.

PKG. OF 10 (Limit 3 Pkgs.) **8c**

Boys! Girls!

If you are 12 years of age
or older you can

EARN GOOD MONEY

AS SHOPPING NEWS CARRIER
IN YOUR NEIGHBORHOOD

Shopping News offers pleasant, profitable work for after
school. Delivery once a week. YOU CAN STILL KEEP UP
WITH YOUR SCHOOL ACTIVITIES. YOU ARE NOT TIED
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The Rochester Sun SHOPPING NEWS

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SIXTH YEAR—No. 52

ROCHESTER, N. Y., THURSDAY, SEPTEMBER 9, 1943

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

STARTS TODAY



3RD WAR BOND

BUY AT LEAST ONE EXTRA \$100 BOND THIS MONTH

INVASION COMES HIGH — in blood and money. Part of the cost must be paid with human life. That means deep and lasting hurt for many and many an American family. Part of the cost must be paid in cash . . . this September. And that's going to hurt, too!

To pay for invasion — to get the money to keep our fighting machine going — you, and every man or woman in America, are asked to invest in at least one extra \$100 Bond in September.

\$100 EXTRA, mind you — for everybody.

Sure — it's going to hurt. It's going to take more than spare cash this time — it's going to take money we have tucked away. It's going to take part of the money we've been living on. Sure — it will be tough to dig up that extra money.

But we've got to do it — and we will.

Monroe County must raise \$54,657,385 of which \$24,000,000 must come from individual purchasers. America is counting on you . . . buy that extra bond now . . . "BACK THE ATTACK."

BACK THE ATTACK WITH WAR BONDS

Amusements

CENTURY Second Big Week of "STORMY WEATHER" with Bill Robinson, Lena Horne and Cab Calloway and his Orchestra. Plus Dean Jagger and Mary Brian in "NO ESCAPE"
NOW PLAYING

LOEWS "SWING SHIFT MAISIE" with Ann Sothern and James Craig. Also "APPOINTMENT IN BERLIN" with George Sanders and Marguerite Chapman
NOW PLAYING

PALACE Fred Astaire and Joan Leslie in "THE SKY'S THE LIMIT". Plus William Lundigan in "HEADIN' FOR GOD'S COUNTRY"
NOW PLAYING

CAPITOL "BEHIND THE RISING SUN" with Margo and Tom Neal. Plus "HENRY ALDRICH SWINGS IT" with Jimmy Lydon
NOW PLAYING

HUDSON "THE MORE THE MERRIER" with Jean Arthur and Joel McCrea. Plus "THE FALCON STRIKES BACK" with SUN. AND MON. Tom Conway and Harriet Hilliard

LITTLE "YANKEE DOODLE DANDY" with James Cagney and Joan Leslie
2nd BIG WEEK

REGENT Claudette Colbert, Paulette Goddard and Veronica Lake in "SO PROUDLY WE HAIL". Plus Mary Lee in "NOBODY'S DARLING"
NOW PLAYING

REXY "COLLEGE SWING" with Bob Hope. Plus "AERIAL GUNNER" with Chester Morris and Richard Arlen
SUN., MON., TUES.

TEMPLE On Stage in Person 3 Days Only — Fri., Sat. and Sun. WEE BONNIE BAKER of "Oh Johnny" Fame with June Preisser, Hollywood Starlet and Tommy Reynolds and his Orchestra. On the screen, "QUEEN OF BROADWAY" with Rochelle Hudson.

RECORDS

Records of Songs Played in Above Theatres Available Now **37c and 53c**

Put Your Arms Around Me Honey — Hal Goodson
I Don't Want Nobody At All (If I can't have you)—New release
Rhapsody in Blue—Along The Santa Fe Trail—Glen Miller (new)
You Took My Love; Die Down Deep — F. Sinatra and T. Dorsey
(New release)
All or Nothing At All — F. Sinatra, J. Dorsey
If I Didn't Care—Ink Spots
In My Arms Take It Off The "F" String—A. Miller
It Can't Be Wrong; Do I Love You —New Release
More Than Anything In The World; Funtime For A Penny—New release
Trumpet Rhapsody (Part 1 & 2) —Harry James
American Patrol; Soldier, Let Me Read Your Letter—Glen Miller
How Sweet You Are; The Dreamer—New release
Blue Baby; Caribbean Clipper —Glen Miller
Holiday For Strings; Our Waltz —David Rose
Johnny Zero—Hit

Red River Valley
—Texas Jim Robertson
Cow Cow Boogie—Fredie Slack
My Ideal—Billie Butterfield
It Started All Over Again;
Mandy Make Up Your Mind
—F. Sinatra with T. Dorsey
You'd Be So Nice To Come Home To; Manhattan Serenade—Dinah Shore
Don't Cry, Baby—Eskaline Hawkins
New San Antonio Rose—Bob Wills
I Hang My Head and Cry;
You'll Be Sorry—Gene Autry
Your Socks Don't Match—Fats Waller (new release)
That'll Just About Knock Me Out
—Louis Jordan (new)
Piano Concerto (Tonight We Love)
—Freddie Martin
When Day is Done; My Moonlight
Madonna—Jack Fulton
Stormy Monday Blues; Second
Balcony Jump—Earl Hines
The Old Saw Song—Buddy Vallee
Goodbye, Little Darling, Goodbye
—Gene Autry
Madelaine; I Don't Want To Walk
Without You—Guy Lombardo
I Wonder What's Become Of Sally;

COLUMBIA MUSIC STORE
63 SO. CLINTON AVE. OPEN EVEN. 'TIL 9 P. M.
Listen In 1240 Club Every Thursday 5:30 and Saturday 1 P. M.

HARRIS NUSBAUM

Warm Winter Fashions For Boys and Girls

BOYS' SUITS
Herringbones—Snappy Plaids—Attractive Tweeds. Well tailored of first quality fabrics that will wear like iron. As usual at Nusbaums selections are large. You won't go wrong to buy NOW. Sizes 7 to 22.
OTHERS \$8.95 TO \$19.95 **\$11.95**

GIRLS' COATS - COAT SETS
An amazingly fine selection of coats and coat sets. Colors, fabrics and styles at their very best—yet surprisingly low prices! Beautiful color combinations and novelty trims. Come early for best selections. Some styles limited. Sizes 1-6½; 7-12; 10-16; chubby 8½-16½.
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BOYS' FINGER-TIP COATS
This popular coat is a real investment for all around wear. Fall, Winter, Spring. You won't find values to match this anywhere. Hurry—Hurry! Made in Tan, Blue and Brown. Sizes 7 to 20.
OTHERS TO \$15.95 **\$10.95**

GIRLS' ALL WOOL SNOW SUITS
You'll be wise to select your child's snow suit NOW from Nusbaums' low-price selection of genuine quality. Two-tone combinations—novelty and embroidered trims—Some with hoods, some with matching hats. Sizes 1-4; 2-8; 8-16.
OTHERS TO \$14.95 **\$7.95**

BOYS' SNOW SUITS
Warm! Made to wear and wear! The kind of snappy styles boys love. Plaids and two-tone combinations. All with hoods. All are values you'll grab for—so come first—get first selection. Sizes 4 to 12.
OTHERS \$7.95-\$12.95 **\$10.95**

BOYS' MACKINAWs
Here's the warmest thing you can buy him! Sturdy, wind resistant, coats in attractive plaids. Many with snug hoods. Boy's like 'em. Get one today at this low price. Good selection. All wool. Sizes 6 to 18.
\$8.95

HARRIS NUSBAUM
221-229 JOSEPH AVENUE AT KELLEY STREET
OPEN EVENINGS 'TIL 9 — FRIDAYS 'TIL 7

CHAMPION OPEN SATURDAY 9:30 A. M. 'TIL 5:30 P. M.

BOYS' AND GIRLS' SNO-SUITS \$7.95 Up to \$11.95 SIZES 4 TO 12

Save

BOYS' OR GIRLS' STATION WAGON COATS
PLAID LINED **\$6.95** SIZES 10 TO 22
Wind and Water Repellent

YOUNG MEN'S REVERSIBLE CORDUROY And Gabardine Finger-Tip COATS 8.95 14 to 18

BOYS' HARD WEARING CORDUROY LONGIES
Size 10-22 **\$3.98** All Colors

On School & Cold Weather CLOTHING AT CHAMPIONS COMPLETE LINE OF BOYS' Pullover or Zipper Coat Style SWEATERS \$1.95 and up
SIZES 6 TO 16

FOR HIGH SCHOOL OR COLLEGE STUDENTS 100% ALL WOOL PULLOVER SWEATER
OTHERS \$2.49 Up To \$4.95 **\$3.69** SIZES 36 TO 46

COMPLETE LINE ZIPPER Leather Jackets FOR MEN AND BOYS AT REASONABLE PRICES
BOYS' Corduroy and Gabardine **REVERSIBLE JACKET**
Brown \$5.95 Sizes 8 to 18
MEN'S SAME AS ABOVE
Size 36 to 46 **\$6.95**

NAVY BLUE OR KHAKI 100% ALL WOOL ARMY OR NAVY SWEATERS
• SLEEVELESS SWEATERS V or Crew Neck **\$2.98**
• SLIPON STYLE V or Crew Neck **\$5.98**
• COAT STYLE **\$4.98**

Champion KNITWEAR CO. 71 ST. PAUL ST.
½ Hr. Free Parking for Customers, Strand Parking Station

The shops are making a great deal of those new "dressy" black frocks. They are adorable. Sequins blink all over them at the oddest angles. Adorable for gala occasions this coming season. Why don't you look at them?

Instead of buttons on your button back dress, try striped dotted bows. Awfully cute. If you're wearing your hair in a swept, finish off the picture with a bow plunked square in the back of your noggin.

Kay's Comments

If a member of your family is overseas — this is a reminder to you about sending Christmas presents. The restriction against sending unsolicited packages to servicemen abroad is being temporarily lifted. You can send a Christmas gift to any man overseas, without an OK from his commanding officer, if you mail it within Sept. 15 to Oct. 15. The dates are different for Sailors, Coast Guards and Marines abroad. Their packages may be mailed from Sept. 15 to Nov. 1. Packages must not exceed five pounds in weight, 15 inches in length, and 36 inches in length and width combined. No individual may send more than one package to any particular serviceman. It's against government regulations to send intoxicants, lighter fluid, matches, poisonous materials or perishable goods of any kind. You may send books, clothing, cigarettes, pictures, or non-perishable foods, provided your package is within the size and weight limitations. Fasten your package securely with cord, rather than tape or glue. And don't forget a complete address — Name-rank or rating army serial number, branch of service, organization. APO number or naval unit to which your man is assigned. Don't forget the dates — for the Army — Sept. to Oct. 15 — For Navy, Sept. 15 to Nov. 1. And here's hoping a Merry Christmas to all of them. Devotedly—KAY.

A word about that wool dress of yours—don't weep 'cause the moths have helped themselves to it. EMPIRE WEAVERS will mend-repair it like new. The cost is nominal too. So what are you waiting for—git up there. 409 BURKE BLDG.

The trained Consultant through LUZIER'S COSMETIC SERVICE is made available to you have made a study of cosmetics effects in relation to individual requirements and preferences. You are unable to come to their office an appointment may be made to see you in your own home. Why not get a new slant on yourself aided by these famous cosmetics. 133 Clinton Ave. So. Tues.-Thurs. 1:30-3:30. Fri. Eve. and by appointment. Stone 4442.

If you have pretty feet—use ballet slippers for that floaty negligee round the house. Marvelous to get married in—specially if you're on the sidelines. They may be had in white for brides—black for house wear. No coupons. Priced about \$5.

The gal in the JOELS HAT is the most American thing on the landscape. Young girl, tall, with head high, wearing a matching hat and bag. You just "got to see" those SETS at JOELS. Many are skillfully fashioned of yarn in yummy colors, nicely detailed to match. The casual hat with becoming brim is one of my favorites. If you like the beret style, JOELS have that also with bag to match. These come in a soft velvet in beautiful colors. Many high shades and some dark ones too. Make no mistake about the perfectionism behind every JOELS HAT. This is something this shop will "take a bow" on anytime. 215 EAST MAIN ST.

There's a new wedding invitation—from our War Department. Perfectly traditional except the inner envelope is left out. Paper conservation. For those of you who might be upset about such a departure, I hasten to say that in these days such expedience is both streamlined and patriotic. Ask about it.

For dates with your military objectives in the service—wear a charming new fall hat from MARLENES—Hotel Seneca. Plenty of becoming blacks, browns and autumn shades. Priced \$2 up.

The Eyes of America are winning the war. In plants, factories, in homes for the Red Cross and in varied important wartime activities, EYES ARE HELPING the war effort. Protect your family with a I. E. S. Lamp now on display on ROCHESTER GAS AND ELECTRIC. 89 East Ave.

Man-made mother of pearl crossed with gold-metal made adorable jewelry. Nice 'cause you may wear them with casual or dressy clothes.

Can you spare 35 minutes a couple of times a week to gain a perfect figure? This is all the time you need with PETTIS A BATTLE CREEK REDUCING LOUNGE treatment plus a cabinet and shower will send you away, lighter, happier, and with a zest for living. Single treatments \$1.50 or 10 for \$12.50. — Stone 6210 for details. 327 BURKE BLDG.

Give a shopping compact to your maid-of-honor for a present. Have her initials put on it if you have time.

Beautiful, dutilful "wear everywhere" WOOL DRESSES may be seen at BERRY STEIN'S. Luscious pastels in the popular fall shades in all sizes. Priced at a modest \$8.95 to \$10.95 why not buy one today. — 654 PARK AVE.

Home-made sachet — stick cloves in an orange dry and hang it in your clothes-press.

If you wear a size 16½ to 24½ you'll find your very own at RIPPON DRESSES. Beautiful WOMEN'S DRESSES in mouth-melting colors (plenty of blacks too.) These dresses are designed specially to FIT women who aren't regular size. Priced \$8.95 to \$16.50. They are the very nicest group of Women's Dresses I have seen. Regular sizes also of course 36 to 44, 739 MONROE AVE.

Shopping News Pattern



No. 3500—The ever popular, two-piece. Sizes 14 to 48. Size 36, 3½ yds. 39-in. fabric.
No. 3583—This jumper has lovely lines. Sizes 8 to 16. Size 12, 2 yds. 33-in. fabric for jumper and 1½ yds. 35-in. fabric for the blouse.
No. 3573—Any youngster will love this dress. Sizes 8 to 14. Size 12, 2½ yds. 35-in. fabric with ¾ yd. contrasting.
No. 3599—Easy to slip on and off, and very smart too. Sizes 12 to 42. Size 36, 1½ yds. 54-in. fabric for jumper and 2¼ yds. 35-in. fabric for the blouse.
Send the (plus 1 cent for mailing cost) for EACH pattern. Write plainly YOUR NAME, ADDRESS AND STYLE NUMBER. BE SURE TO STATE SIZE YOU WISH.
Address: PATTERN DEPARTMENT, Shopping News, 93 Clinton Ave. S., Rochester, N. Y.

A brown crepe with satin trimming caught my eye the other day. The short bolero covers suspender straps that support the skirt. Very smart.
Purple wool is lovely for fall.
Draped folds and bows soften the effect.
Hats are getting smaller by the season—this year's crop are adorable. They barely cover the crown of your noggin.

A New Store Comes To Town

Where Millinery VALUES Will Be The Talk of Rochester

BIG BRIMS — BERETS! BOW CALOTS

Don't miss these styles. All excitingly new. See them all—flatterers for every hair-do!

\$2.95 Up

CARTER HAT SHOP

636 MONROE AVE. OPENEVENINGS

OPEN ALL DAY SATURDAY

MAIL OVERSEAS GIFTS

SEPT. 15 to OCT. 15

Select a Gift he can really use . . . LIKLY'S wide assortment makes choosing easy . . . attractive gifts well suited to the needs of Service Men.

Fitted Toilet Cases \$3.95 to \$35
Shaving Kits \$2.50-\$3.95
Fitted Apron Kits \$3.95
Writing Cases . . . \$2 to \$15
Shower Sandals . . . from \$1
Cigaret Cases . . . \$1 to \$3.50
Tobacco Pouches . . . \$3.00
Shoe Shine Kits . . . \$1.00
Fitted Apron Kits . . . \$3.95
Fitted Toilet Cases . . . \$3.95 to \$35
Keytainers . . . from \$1.00
Games . . . from \$1.00

Street Floor

Mrs. E. Siebert Wins First Sept. Drawing

Final winner of the August drawings sponsored by Shopping News is Mrs. E. Siebert, 28 Colebourne Rd. Her \$25 award is ready for her now and may be picked up any time at Shopping News office.

Reginald Harris is the carrier who collected Mrs. Siebert's 10 cent monthly fee and he is therefore awarded a \$5 bonus. Reggie has been a Shopping News carrier for 11 months and has achieved a remarkable record for perfect delivery. Reginald came to this country from England during the time of the London blitz. His father is employed by the Eastman Kodak Co. at Harrow, England. As soon as the war is over Shopping News will have to get a new carrier for Harris' route as he is anxious to return home to his parents. In the meantime, maybe the \$5 bonus will provide him with funds to cable greetings to his parents.

Mail Orders 271 Main St. E. Est'd 1844

HOSIERY CLEARANCE



Sharp reductions on hosiery for 6 days...only

Mercerized Cotton Mesh regularly 1.19

Save 24c on every pair of fine quality "Lovlees". Snug-fitting full fashioned . . . made of cotton that's mercerized for longer wear. Flattering small mesh in 3 popular colors. Sizes 8½ to 10½.

95¢

"Lovlee" Cotton Mesh regularly 1.09

Buy several pairs at this price to go with your new Fall wardrobe. They're filmy sheers . . . 45 gauge, reinforced heels and soles. Victorious, Glorious, Valorous. In sizes 8½ to 10½.

95¢

Under O.P.A. Ceiling Prices

"Dresrite" Rayons
O.P.A. Ceiling . . . 75¢
Service weight to take you through your daytime duties. 42 gauge. 8½ to 10½.

69¢

"I'sis" Rayons
O.P.A. Ceiling . . . 86¢
Famous for beauty service sheers of dull, high twist yarns. 45 gauge. 8½ to 10½.

83¢

W. T. Grant Co.
293 E. MAIN at EAST AVE.

EDWARDS BASEMENT

NOW READY! FOR FRIDAY AND SATURDAY SELLING!

FISHER-STRIPED CONEY

FUR COATS!

4 ways to BUY

- ★ Pay Cash
- ★ Charge It
- ★ Pay 1/3 Down
Balance Weekly
- ★ 20% Down Will Hold
Your Selection



\$65

This is your winter coat! For this year and coming cold Winter! You have wished to own a fur coat! Now! At this price, you can! Style that is smart! Style that is practical! Style that is a leader at all times! Lustrous fur! Slim lines! Real warmth! The best bet for the coat investment of this year! And here they are!

SIZES —
12 to 20
38 to 44

Look! Here Are The Features!

- ★ Flower Applique Lining!
- ★ Jewel Buttons!
- ★ Inside Zipper Pocket!
- ★ Bell Sleeves!
- ★ Hug-Me-In Lining!
- ★ Boxy Style!

NEW FALL STYLES
THAT JUST CAME IN!

EDWARDS BASEMENT

LOOK AT OUR
WONDERFUL SELECTION!

MATERIALS:

- ★ Romaines!
- ★ Alpacas!
- ★ Duco!
- ★ Cross Dyes!
- ★ Spun Rayons!
- ★ Rayon Crepes!
- ★ Rayon Jersey!

STYLES:

- ★ One Piece!
- ★ Suit Dresses!
- ★ Clever Pockets!
- ★ Plain and Colored!
- ★ Full Pleats!
- ★ All Colors!
- ★ Prints and Pastels!

SIZES — 12 to 20
38 to 44
18½ to 24½

DRESSES

5.77

EACH!

We have a right to be excited! You will too! Our new dresses are something to shout about. The trim, smart styles that are fashion leaders for Fall and Winter! You'll love them! You'll love to live in them! Right for all hours of the day! We have the dress to suit and flatter you



And Plenty of Basic Black In Our Assortment!

EDWARDS BASEMENT

An amazing interlining, celanese celanese, comes from chemical laboratories as a wartime development to promise winter warmth without the clumsy bulk of former days. This synthetic insulating product is light as down, unaffected by atmospheric conditions or perspiration, does not absorb body odors and dry cleans readily. You'll be finding it in the interlining of quilted negligees, coats, sports jackets and comforters. It is particularly adaptable to the draping of lightweight fabrics in fine tailoring.

Tomato Packers Seek Workers In This Area

Mayor George B. Harmon, chairman of Brockport's "Citizens Committee to Save the Tomato Pack", appealed this week to Rochester war plant workers to volunteer for either part-time or full-time employment in canneries to conserve food for use of both civilians and armed forces.

"When it became known that Brockport Quaker Maid Company plant faced an acute shortage of manpower for its tomato pack, we organized a Citizens Committee to canvass the 1,000 homes in our village," Mayor Harmon said. "We people of Brockport know this is an important job because two-thirds of Quaker Maid's tomato pack, estimated at 10,000 tons, has been allocated to the armed services. This means that the equivalent of 4,500,000 bottles of ketchup must be put up for use of Army, Navy, Marine Corps and other war agencies."

The Mayor said that while Brockport volunteers are signing up daily it is expected there still will be an acute shortage of husky men for the heavier work in the canneries. The Quaker Maid plant needs 250 men and 250 women for full-time work during the peak period on the pack, expected to run from Sept. 13 to Oct. 1.

With 60 canneries located near Rochester in the five-county area of Wayne, Monroe, Orleans, Genesee and Ontario Counties, much depends on Rochester war plant workers as to whether every ton of available perishable food will be packed this fall. Several war plants, realizing the serious need, have offered to release men and women who wish to help in the canneries. About half of the canneries in this five-county area handle tomatoes while the remainder will process corn, green beans, beets and apples.

Several of the canneries located outside of Rochester, including the Quaker Maid plant at Brockport, have arranged for buses to haul Rochester workers to and from the canneries daily during the peak of the pack. Volunteers for either part-time or full-time work can sign up by applying at the United States Employment Service Office in Rochester or at any of the canneries.

Pumps are still fashions darling. Why don't you try a pair. They do "things" for the pair?

Better be Glad You DID Than To be Sorry You Didn't!



SEE BOB SHORT BEFORE YOU SELL YOUR CAR

I Already Proved To Many That I Pay Highest Prices.

Bring Your Car To Me and Make Me Prove It —

UNION MOTORS
So. Union Cor. Gardiner Pk.

MY DAUGHTER DIDN'T COME HOME LAST NIGHT
From the files of J. Edgar Hoover, Read Mr. Hoover's important warning to every parent in America.

AM I JEALOUS? By Mrs. Frank Sinatra
A wife answers the questions a million women have asked.

Many other stories from life—special features—fashions—beauty—home articles in the magazine for a better life.

10c OCTOBER ISSUE **TRUE CONFESSIONS** NOW ON SALE 10c

FEMALE HELP WANTED

Middle aged women wanted for positions as sales ladies in various departments. Turn your spare time into money if you are available daily from 11 to 5 or longer. Experience helpful but not essential. Pleasant working conditions and good pay. Apply in person.

LINCOLN STORES, Inc.

If You Want To Keep Warm Next Winter!



ORDER **COKE** NOW

It is most important that you order your coke now for future delivery if you want assurance that your house will be comfortably warm this winter.

Telephone your order today! Immediate delivery and satisfaction guaranteed.

WEST END FUEL CO.
2 LAKE AVENUE GLENWOOD 745

Paint Protects Property

LINOLEUM OFFER

From our large selection of patterns, all colors through to black. It is still possible to modernize that kitchen floor with



ARMSTRONG

ANY ROOM SIZE UP TO 9x12 COMPLETE WITH LABOR AND MATERIALS

INLAID LINO FLOR **\$18⁷⁵**

Winners Named In Movie Contest

Winners of the "So Proudly We Hail" Contest sponsored by Shopping News and the RKO Palace Theatre have been named by the judges. Dollars bills are in the mails for the following winners:

Lillian Van Buren, 19 Leg St., Mrs. Stanley Smith, 467 Lakeview Pk.; Lillian Fay, 89 East Ave.; Marie Haney, 3 Tacoma St.; Joe Neary, 117 Brooks Ave.; Mrs. D. Becker, 673 Ave. D.; Myrtle French, 546 Gray Ave.; Phyllis Shorts, 59 Bree St.; Mrs. Rose Feller, 832 Norton St.; and Sara Komiss, 148 Pinnacle Rd.

Twenty-five pairs of guest tickets have been mailed to the next 25 correct entries received in the contest.

SAVE at

DAW'S CUT-RATE DRUGS

SALE ENDS SATURDAY NIGHT

WITH THIS COUPON

Genuine GARDENIA PERFUME

DAW'S LOW PRICE **39c**

The most popular of all florals—this glamorous perfume is as rich and true as the lovely fashion flower itself. Originally made to sell at \$1.00.

(Limit of 2)

VENETIAN BLINDS

Add a charm that no other window treatment can equal.

SEE THESE CUSTOM MADE VENETIAN BLINDS

HIGH QUALITY WOOD CONSTRUCTION **42c** PER SQ. FT. MINIMUM 10 SQ. FEET

WASHABLE WINDOW SHADES

Selection of colors. New roller included.

Size 4 ft. x 34 inches.

WITHOUT ROLLER **39c**

LUCAS PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

Fall Opening Planned Sunday At Museum

Sunday will see the opening of the fall and winter season at the Rochester Museum of Arts and Sciences with a special program arranged by Mrs. Lawrence V. Driscoll, program chairman of the Americanization Committee of the Memorial Auxiliary of the American Legion. At 2:30 a facsimile copy of the original constitution of the United States will be presented to the museum by Mrs. Arthur B. Wilkinson, chairman of the Monroe County Americanization committee, and accepted by Dr. Parker. The principal speaker will be Walter E. Hastings.

The weekly Sunday movie program will be resumed at 3 o'clock with the showing of Frank Buck's "Bring 'Em Back Alive." Volunteer ushers will be on duty under the direction of Miss J. Genevieve O'Connell.

Preceding the presentation program, an organ recital will be given by Harrison Chapin beginning at 2 o'clock. Mr. Chapin will play again from 4 to 5 o'clock.

According to Dr. Arthur C. Parker, director of the "Museum Service," discontinued for the summer, will resume publication with the September issue.

All three floors of exhibits will be open to the public from 2 to 5 o'clock.

A current exhibit on the third floor arranged by a new member of the Museum staff, Miss Phyllis Allen, comprises many cases of women's accessories, from the period of 1810 to 1865.

DAW'S COUPON

Dr. LYONS TOOTH POWDER

50c Size **26c** (Limit of 1)

BACK the ATTACK!

BUY WAR BONDS!

School SUPPLIES! AT CUT PRICES

Note Books Spiral Steno. 8c
Pen Holders Assorted Colors 4c
Crayons All Sizes 4c to 23c
Composition Books 8c
Math Pads Reg. 10c 8c
5c Lead Pencils . 2 for 7c
Spiral Note Books 4c

DAW'S COUPON

TALCUM POWDER

A new super-fine talc powder—delicately perfumed. Use lots and lots of it to keep your skin comfortable on warm days.

11c (Limit of 2) 25c VALUE

U. S. P. 5 GRAIN ASPIRIN TABLETS

Pkg. of 100 **12c**

DOUBLE-EDGE BLADES

Super-Honed Chrome Surgical Steel

Pkg. of 5 **6c**

Helper's First Great

Hosiery Clearance

✓ CHECK AND ✓ ✓ DOUBLE CHECK THESE TREMENDOUS BARGAINS

Odds and Ends SHEERS AND SERVICE HOSE **33c** Pr.

SHEER RAYONS **45c** Pr.

BETTER SHEER HOSE **65c** Pr.

Believe It Or Not... We have those fine gauge 50 Denier, Full Fashioned First Quality. **EXTRA SHEER RAYONS**

HELPER'S HOSIERY SHOP
213 Main St. East
Just 3 Doors Below Clinton

To Speed Victory Buy All The War Bonds You Can

Canning Supplies at DEEP CUT-PRICES

Jar Rubbers For Canning, Box of 12... 3c
Complete 2-Pc. Caps Box of 12... 18c
Essowax, Paraffin, 1-Lb. 13c
Saccharin Powder 29c
Mustard 21c
Alum Powder 1-Lb. 17c

MINERAL OIL

Pure U. S. P. Pint Size **12c**

ISOPROPYL ALCOHOL

For Rubbing PINT SIZE **16c**

IRONIZED YEAST

\$1.00 Size **48c**

MAR-O-OIL SHAMPOO

60c Size **28c**

PRO-PHY-LAC-TIC TOOTH BRUSHES

NYLON BRISTLES Biggest-selling low-priced brush **23c**

MASSO Tooth Brush **23c**

CHILD'S Tooth Brush **15c**

DENTAL Plate Brush **47c**

TEMPERED BRISTLES GUARANTEED 6 MONTHS **47c**

Rectal Soreness

Get Relief New Easy Way — Sit in Comfort

Proctarmon Rectal is a quick, dependable relief 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, and Nature heal up raw, itching, sore, no money back guarantee. Proctarmon Rectal is now available in handy tube for use with special applicator. Get this modern relief today... ask for PROLARMON RECTAL.

ALUMINUM HAIR CURLERS

With Rubber Tip and Spring Lock **29c**

FITCH'S SHAMPOO

75c Size **59c**

Rectal Soreness

Get Relief New Easy Way — Sit in Comfort

Proctarmon Rectal is a quick, dependable relief 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, and Nature heal up raw, itching, sore, no money back guarantee. Proctarmon Rectal is now available in handy tube for use with special applicator. Get this modern relief today... ask for PROLARMON RECTAL.

VICK'S NOSE DROPS

30c Size **24c**

DAW'S Extra-Value COUPON

Hair Tonic

A new GUARANTEED Tonic Stimulates the scalp — Dresses the hair.

DAW'S LOW PRICE **19c** (Limit of 2)

DAW'S Extra-Value COUPON

LIFEBUOY SOAP

Large 10c Bars **3 FOR 16c** (Limit of 2)

DAW'S Extra-Value COUPON

CURL-TYPE COMBS

PASTEL COLORS

Made of Acetate practically unbreakable. Choice of colors.

Regularly Sold at 10c **6c** (Limit of 2)

ADMISSION FRIDAY... PLYMOUTH & JEFFERSON BUS

Care Save Wear
In Refrigeration

1. Don't open refrigerator oftener than necessary and close the door promptly. Take out all items needed for the meal at one time. After meal, assemble all to go back into the box before opening door.
2. Don't put hot food or dishes in the refrigerator. Let them cool down to room temperature first.
3. Defrost when necessary. The ice crust uses additional current.
4. See that refrigerator is located in coolest part of kitchen, away from radiator, oven or hot south or west sun. Air must freely circulate about it. It should not be flat against a wall, unless there is a guard behind it to allow free air circulation. The heat removed from the box should freely escape into the room, or the refrigerator will constantly stand in a blanket of warm air.
5. Keep it clean—all of it. The coils in the ice unit should be kept clean as well as the inside of the box itself.
6. If refrigerator runs noticeably more than when new, have a service man check it.
7. Don't pack refrigerator full of food, packages and cans. Free circulation inside the box is important to economical refrigeration. It takes power to cool everything put into it. Remove tops of root vegetables, paper wrappings, etc., before placing them in box. Put left-over foods in smallest possible dishes. Don't keep canned goods in box unless they are to be chilled for serving. Never put liquids or moist food in box without covering them. The refrigerator will evaporate them.
8. Be sure outside door, hinges and door-catch work properly. Watch the rubber gasket. Lay a slip of paper on edge of rubber and close door. If paper can easily be pulled out, the gasket is allowing warm air in box.
9. Re-read your instruction book occasionally. If book is lost, write to manufacturer for another.



A TIMELY
OPPORTUNITY!

putting an underline on Vogue's dramatic statement
"Any real job you take will help the war effort!"



100
NOW! We Are Offering
RETAIL STORE JOBS

If you're qualified for a war production factory job—go on out and get it!

If not, remember: your service in a store is needed for Home Front Morale!

In Monroe County, 110,000 men and women are engaged in war jobs. These people have daily needs which can be filled only by shopping. Who is to serve them? Only the personnel of the Home Front Quartermaster: the people who work in a department store. At this moment we are in urgent need of more men and women to maintain average-good service. Will you help? There are jobs open in every category: jobs to suit any age, any education, any taste. Your years need not be a bar; average good health is good enough; efficiency and routine can be taught. Take a job for America—and help the war effort!



OFFICE CLERKS

Credit office, audit office, accounting office—and don't be scared by the names! "Peck-and-hunt" typists are welcomed; rusty arithmetic can be polished.



WAITRESSES

Our Tower Restaurant is justly famous—and so is its service. Through its service doors pass the most efficient waitresses in the city—will you join them?



GROCERY CLERKS

Perhaps our country's most urgent need—well stocked, well manned food departments. Much more than a business today, for this vitally concerns the health of the community.



STOCK-KEEPERS

Your job—to keep things neat and ready; to watch scarce items that need refilling; to keep goods flowing to selling departments where buying crowds wait.

FATHERLY MAN

To sell in our Boys' and Students' Shop. Cozy genial environment, serving the young men of tomorrow. Junior Com. mands and Knot Hole Gang headquarters, by the way.

SHOE SALESMEN

A real trade—learning the features of quality footwear and the technique of correct fitting. Pleasant and enjoyable—our "star" salesperson has been in Sibley's 37 years!



BETTER DRESS DEPT.

Catering to Rochester's finest ready-to-wear clientele. You'll work with the creations of America's most outstanding couturiers—Hattie Carnegie, Adrian, many others. A real "New York" shop!



MARKING ROOM HELPERS

"Landing port" for merchandise from the most important markets—New York, California, Mexico, England. A job of constant variety: places for sedentary workers or "huskies."



IF YOU CAN'T COME IN, MAIL THIS COUPON

Sibley, Lindsay & Curr Co.
228 Main Street East
Rochester 4, New York

I'm interested in joining the Home Front Quartermaster. The job I prefer is

Name

Address

City

Phone

PLEASE DO NOT APPLY IF YOU ARE
NOW IN ESSENTIAL WAR INDUSTRY

NOTE: Plenty of PART-TIME jobs available. You can work as little as 3 hours daily, if you prefer!

Sibley, Lindsay & Curr Co.



ORDER NOW!

Now is the time to order baby shoes, preserved faithfully by our permatizing process. Order for Christmas, for special gifts.

Mounted on Ashtray
2.95

Dependable
WATCH REPAIRS
CENTER AISLE A, MAIN FLOOR



MUST YOUR
DAUGHTER RISK
HAPPY MARRIAGE
ON HALF-TRUTHS?

Many a mother herself, reared in an atmosphere of false modesty, drags the day when she must "tell her daughter." Too often, she fails to tell her truth. 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 "homemade" mixtures; or using over-strong solutions of acids for the douche which can actually burn, scar and even disfigure delicate tissue. Today such risks are needless. Science has given 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 tell-tale odor of its own. Protects personal cleanliness. Yet Zonite is non-caustic, non-toxic, 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.

Free Booklet Tells Intimate Facts Every Young Wife Should Know

FREE: Frankly written booklet, "Feminine Hygiene Today"—sent upon request to ZONITE PRODUCTS CORPORATION, 170 Lexington Ave., New York, N. Y.

Name

Street

City

Forward March, Rochester!

THE 3RD WAR LOAN DRIVE IS ON!



NOW ... YOUR COUNTRY looks to YOU to back the INVASION



Buy Your EXTRA BONDS And Wear This BADGE of honor

It's the lapel pin you will receive when you buy your War Bond to Back the Attack in your country's 3rd War Loan. It's the badge of honor that shows you are doing your share! Available wherever U. S. War Bonds are sold in Rochester.

The big drive is on! The great attack is not only on every battlefield . . . it's on the home front, too! This is not the beginning of the war . . . not the end of the war. It's war at its most dangerous peak . . . battles that determine whether we WIN or LOSE. NOW our fighting forces are going all-out for invasion. NOW, we folks back home in America, in Rochester, must mobilize in their support.

Let's back this 3rd WAR LOAN drive to the limit. It's probably the most important appeal your government has ever made to you! But surely your own heart will tell you to do more than anyone else could ask! To reach our national quota everyone who possibly can must invest in at least one EXTRA \$100 War Bond during the drive. AT LEAST \$100, MORE if you can. That's in addition to your regular War Bond subscription. Invest out of your income . . . Invest out of accumulated funds. This is TOTAL WAR and it's going to take EVERYBODY to Win. So! Come on Rochester! Let's get off to a great start. No amount is too much for Victory. But remember that every penny spent for War Bonds comes back to you with generous interest. Back the invasion now—buy at least one EXTRA \$100 War Bond in September.

BACK THE ATTACK---WITH WAR BONDS

Do It For Your Country! Do It For Rochester!

Let's Back The 3rd WAR LOAN Drive To The Limit!

ROCHESTER 3rd WAR LOAN COMMITTEE

DECREES of FASHION

Christmas gifts for the boys with APO numbers, those serving overseas, require immediate attention. Parcels may be mailed between September 15 and October 15, without the usual letter of request, or for delivery to the boys in Africa, Sicily, the Arctic, the Solomons and on the seven seas. Lovely singing star Bea Wain, whose husband is serving overseas,



Bea Wain

urges a thoughtful selection of this most important Christmas remembrance. Many stores are setting up consulting services, but be discreet about the gadget displays. Make your gift of merit. No package can weigh over five pounds or be more than 15 inches long.

"Finished work should show no trace of work," said a famous artist, and his words are vividly illustrated in the appearance of the well-groomed woman of today. The smartest appearance is one of utter simplicity, which requires consideration of the most minute details. Start with your coiffure, says Nan Wynn whose



Nan Wynn

brunette crowning glory is as well known to movie fans as her voice is to radio. Guard against untidy stray locks by training the hair, which she assumes is in a healthy condition. There's a new product available for this purpose — lacquer saturated pads, which eliminate the hit-and-miss spray method. When your hair has just been combed, press the pads over the would-be straggling ends. The simple application assures a sleek sense of grooming which requires little attention later. Devotees of the upswept coiffure will bless this new find.

Platinum has gone to war, but her place in the field of jewelry, engagement and wedding rings has been taken by her twin sister palladium, a lighter precious metal now 100 times rarer than gold. Palladium was discovered in 1803 and named after Pallas Athena, Greek goddess of artistic genius. The peculiar properties of platinum which make it an irreplaceable war metal are not essential qualities in the realm of jewelry. Palladium, like her sister metal, does not tarnish and is immune to atmospheric gases.

DON'T ASK FOR ASPIRIN

—you can't buy aspirin that will do more for you than genuine, pure St. Joseph Aspirin. There's none faster—none surer—none more dependable. It's the world's largest seller at ten cents. So always ask for it by name—and be sure you get St. Joseph Aspirin.

HAY FEVER AND ASTHMA SUFFERERS

Get Relief This Quick Easy Way
Stop that sneezing, running eyes and tickling throat. Results are guaranteed or your money will be refunded.
1 Btl. \$1.25 - 5 For \$5.00
MAID DRUG CO.
511 DEWEY AVENUE
Call GLEN 4616

at Dolan's
WHERE YOU BUY
THE CUTS OF
CHICKEN
YOU PREFER
DOLAN'S
600 JEFFERSON AVENUE
Cor. Bartlett
Telephone Genesee 1417

A timely introduction was made in its use in cuff links for officers in the armed forces. One disc bears the emblem of his particular branch of the service, and the other is vacant for the engraving of the wearer's initials. Luxury items like jeweled sprays and unusually designed ear clips are currently being displayed by leading jewelers.

Paeans of Praise are being

**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



**Whatever your work
YOUR EYESIGHT
MUST BE PERFECT**

Whether you're "Rosy the Riveter", a welder, office worker, or whatever you may be, clear vision is a MUST. Accurately fitted, corrective

GLASSES

will correct your vision, relieve eyestrain, assure you of greater efficiency. Don't take chances with your eyes. They're too precious. Come in for a consultation. Only Bausch and Lomb and Shuron lenses are ever used in glasses from Smalls.

HARRY A. BENEWICK, Optician
PAY SMALL SUMS WEEKLY

Smalls

28 East Main Street

BACK THE ATTACK—BUY WAR BONDS

weird's

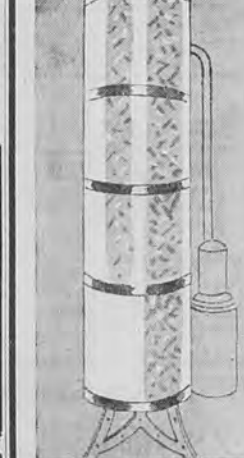
END-OF-WEEK SPECIALS

**MATCHING
SHOWER CURTAINS
&
WINDOW DRAPES**

The new, perfect material

LUMASHEEN

The perfect shower curtain—waterproof, washable, long lasting translucent, beautiful colors and designs.



SHOWER CURTAINS Standard 6 by 6 foot size **\$2.75**
RUFFLED DRAPES to match special at **\$2.25**
OTHERS \$2.95 to \$5.95

Reduce Heating Bills!
**ASBESTOS
HOT WATER HEATER
COVER**

30 Gal. Size **\$3.98**
40 Gal. Size **\$4.98**

Thick 7/8" corrugated asbestos cover saves 1/2 of ordinary heat loss. Easy to put on. Just fasten metal bands. Bonds, asbestos cement included.

PUSH BROOMS
\$1.19

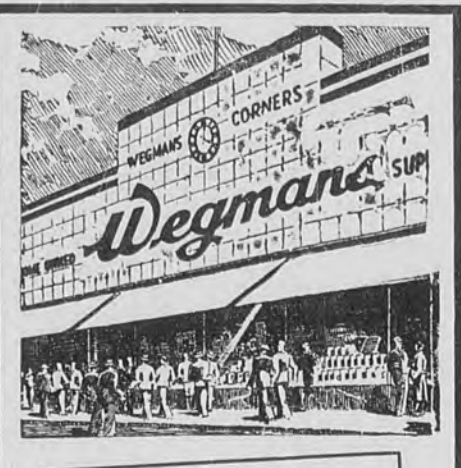
Regal made, they'll give long service. 12 inch wide broom, complete with long handle.

PORTABLE SHOWERS
\$6.50 — \$7.95 — \$9.95

Free Parking Opposite With \$1 Purchase
MAIN 7900

weird's
15 EXCHANGE ST.
Free City Deliveries No C. O. D.'s on purchases under \$1.00

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. Bath
Theodore E. Tolson, Jr. • Alfred B. Tolson
AT RADIO CITY



GENUINE SPRING

LEG O' LAMB 39c lb.

Use T, U, V, W, X Red	POINTS	PRICE
FANCY RED SALMON	12	can 40c
FANCY PINK SALMON	12	can 22c
TALL CAN EVAP. MILK	1	3 cans 25c
LUNCHEON MEAT BRUNCH	5	can 35c
MISS LOU SHRIMP	5	can 32c

WEGMAN'S FULLER FLAVORED

Special Blend COFFEE

27c lb.

Use R, S, T, U, V, W	Blue Points	Price
#1 1/2 CAN DOLE SLICED PINEAPPLE	34	can 26c
#2 CAN DOLE PINEAPPLE JUICE	10	can 15c
CAMPBELL'S TOMATO SOUP	3	can 9c
#2 CAN NEW PACK TENDER PEAS	18	can 14c
#2 1/2 CAN PHILLIP'S TOMATOES	24	can 14c

DELICIOUS OVEN-FRESH

CHOCOLATE FUDGE ROLLS

29c ea.

FRESH, FLAVORFUL
RITZ CRACKERS lb. pkg. **21c**
WEGMAN'S BEST COFFEE
SPECIAL BLEND COFFEE lb. **27c**
KELLOGG'S CORN FLAKES OR POST TOASTIES 11 oz. pkg. **8c**
2 1/2 LB. BAG GOLD MEDAL FLOUR bag **\$1.30**

Wegman's
HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

TERIALS ile Savings!

EL NEXT WINTER
is! Immediate Delivery!
m Sash
33 AND UP
ize 20x33

SIZE	PRICE
4 2'4x5'7	3.00
4 2'6x3'11	2.58
3 2'6x4'7	2.64
2 2'6x4'11	2.85
3 2'6x5'3	3.06
7 2'8x3'11	2.70
4 2'8x4'3	2.82
3 2'8x4'7	2.85
2 2'8x4'11	3.27
7 2'8x5'3	3.48
9 2'8x5'7	3.51
3 2'10x4'7	3.00
2 2'10x4'11	3.48
1 2'10x5'3	3.51
9 3'0x4'7	3.54
4 3'0x4'11	3.57
3 3'0x5'3	4.08
1 3'4x4'7	3.84
4 3'4x4'11	4.11
5 3'4x5'3	4.44

Protect Your Home!
on original costs!
WOOL
Loose Rock Wool
89c
At Both Stores
Excellent for filling openings around windows and for spaces in eaves and gables. One bag will insulate 18 square feet 3 inches deep. Buy on our budget plan.

SHINGLES

SHINGLES

SHINGLES

IN-1 SHINGLE **2.09**

Shingles covered with Stas-manules that have made Sears Built asphalt shingles famous for rooof and weatherproof protection for long service. of 7 deep rich colors that will fe. 3 bundles to 100 square Weigh 210 pounds. Guarant 7 years.

NEW F. H. A. PAY PLANS
I, ON SALE BOTH STORES
APPLIED and GUARANTEED
UNION WEST Rochester, N. Y.

Mexico

From Mexico comes a welcome presentation of angel robe nightgowns. They're of sheer

cotton with long or short sleeves in delicate pink, blue or white. Made entirely by hand, these dainty yet practical gowns are

trimmed with lace or fine embroidery. Their novelty and washable qualities are receiving great acceptance.

If you're like some wacky curtains—try this—scraps of material into squares and sew them together. Nice for a kitchen or boy's room.

Undercover

Undercover Fashion Tip: Before buying a single item from the pencil-slim wardrobe lines this Fall, be sure you have the proper corset to create a sleek body contour. Build on this basic good work by having your dress slips properly fitted to

give a conforming silhouette for the body-glorifying sheath dresses.

WANTED
USED TRUNKS
LUGGAGE GOOD CONDITION
TOP PRICES
KRIEGER'S
135 CLINTON AVE. S. STONE 2281

THANKS

To those who Serve
today's **GENESEE**

ESSENTIALS FOR THE HOME

CANNON
WOOL **BLANKETS \$5.95**
25% WOOL

GOLDEN-GLO
TABLE LAMPS \$9.95

1942 CONSOLE MODEL
RADIOS - PHILCO - MOTOROLA \$59.95
AND MANTOLA

SPECIALS FOR THE KIDDIES
SCOOTERS \$1.98 - WAGONS \$2.39 & \$11.75
KIDDIES WHEEL BARRELS \$4.49
Also Many Other Toys and Playthings

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

**LET US HELP YOU PREPARE
YOUR FEDERAL
INCOME TAX
RETURN FOR SEPTEMBER 15**



- ACCURATELY
- QUICKLY
- ECONOMICALLY

You MUST file a return by Sept. 15, if your case fits one of these brackets:

1. If you are SINGLE and have earned \$2700 or more in 1942 or EXPECT to earn that much in 1943 . . . or
2. If you are MARRIED and have earned \$3500 or more in 1942 or EXPECT to earn that much in 1943.

As in the past, SHOPPING NEWS INCOME TAX CLINIC is ready to prepare your income tax return—quickly, accurately with the help of a staff of trained men. Remember, too, that the TAX CLINIC will prepare your return for you at reasonable cost—and you can be sure that you have not overpaid nor underpaid your tax.

OPEN FRIDAY NITE — SAT. 'TIL 5 — MONDAY - TUES. - WED. 'TIL 9 P. M.

SHOPPING NEWS **INCOME TAX CLINIC**
93 CLINTON AVE. S. (Next to Penney's)
PHONE STONE 6000

WHERE TO PLAY BINGO

★ STAR BINGO ★
372 FLINT ST. (rear) \$3
MON. 8:15 P. M. ALL
TUES. BOARD GAMES Jefferson
NITES GAMES Bus
No Wed. Game Till Further Notice
* 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

19th WARD
— CLUB HOUSE —
257 HAWLEY STREET
THURSDAY 8:15
REG. GAMES \$7-\$8-\$9
FRIDAY 1:45 P. M.
SATURDAY 8:15
SUNDAY 2:30
25 GAMES
Jefferson Bus to Hawley St.
Admission 25c, Tax 3c, Total 28c

TOWNER-HALL
ALL GAMES SPECIAL \$5.00 EACH
WEDNESDAY AND THURSDAY, SEPTEMBER 15th, 16th
TOWNER & REXY
SATURDAY, SEPT. 11th ONLY!
ALL GAMES \$10-\$12
DOOR SPECIAL \$55-\$59 Nos.
SUNDAY, SEPTEMBER 12th
All Reg. Games \$7.00 Specials 4 & 5 Ways \$7 & \$8
WORTH 45c For You THURSDAY SEPT. 9th Towner Hall
WORTH 25c For You SATURDAY SEPT. 11th Towner-Hoxy
WORTH 45c For Friend THURSDAY SEPT. 9th Towner Hall
WORTH 25c For Friend SATURDAY SEPT. 11th Towner-Hoxy
WORTH 25c For You SUNDAY SEPT. 12th Towner
WORTH 45c For Friend WEDNESDAY SEPT. 15th Towner

PARK HALL
— SPECIAL —
THURSDAY
AND
SATURDAY
ALL GAMES ON BOARDS
PAYING
\$10.00
JACK POT \$175
FRIDAY ONLY
FAMILY NITE 2—TRIPLE BOARDS—2 50c
1 BOOK SPECIALS
ADMISSION THURS. - SAT. - SUN. 25c (Tax 3c)
TRIPLE BD. & BOOK SPECIALS 30c
FRIDAY BARGAIN NITE 3c (TAX 2c)

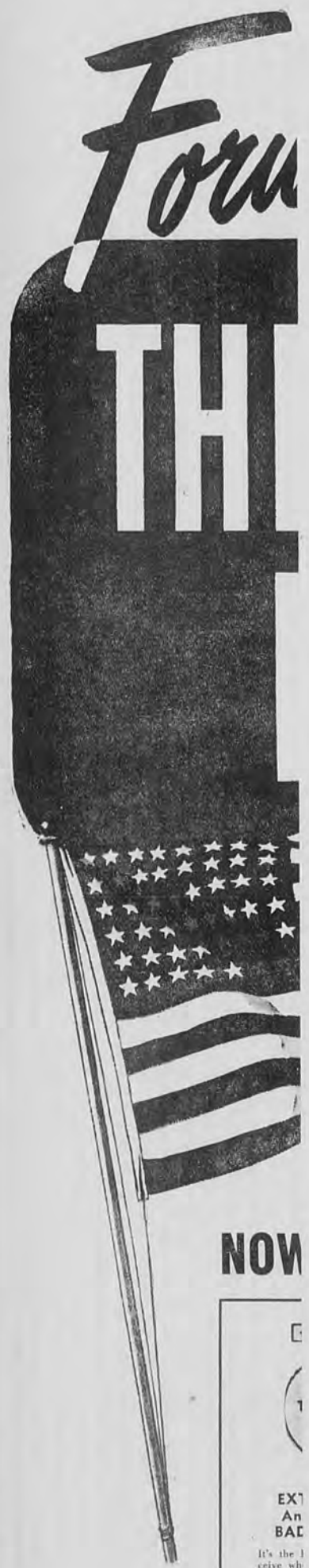
BINGO
CAPITOL HALL
85 W. MAIN ST.
Door Special \$25 to \$50
Mon. - Tues. - Thurs. 1:30 P. M.
Sun. 2:30 P. M.
Wed. - Fri. - Sat. 8:15 P. M.
Games Sun Afternoon
\$4 Mon. 30 Games \$3
Games Tues. Aft.
\$5 Wed. 30 Games \$5
Games Thurs. Aft.
Friday and Saturday
25 Games \$5-\$10
On Reg. Boards
Letter 'M'. \$15 and \$15
ADM. 28c INC. TAX

UNION LEAGUE
South Ave. cor. Gregory
SPECIAL GAME
SUNDAY NITE
25 REG. GAMES \$6
MON.-FRI. NITES
30 REG. GAMES
\$5 - \$10 - \$15
SAT. AFTERNOONS
1:30 P. M.
25 REG. GAMES \$4
Early Bird Every Game

WEGMAN HALL
371 E. MAIN ST.
Between East Ave. and Gibbs St.
Entrance Between Mohican and Wegman's
EVENING GAMES
SUNDAY - MONDAY 8:15
25 REG. GAMES \$5.00 ea.
JACK POT \$140
SUNDAY AND MONDAY NITES
AFTERNOON GAMES 1:30
WED. \$4.00 SAT. \$5.00
EARLY BIRD SPECIAL AT EACH GAME

HOLLYWOOD
SUNDAY & TUESDAY NITES ALL GAMES \$7
Wed. & Thur. Reg. Games \$5.00 — Specials \$4 & \$5
FRIDAY NITE REG. GAMES AND SPECIALS \$5
SATURDAY SPECIAL
Reg. Games \$10—Specials \$5⁵ Ways
BINGO PLAYED 6 NIGHTS A WEEK
THIS PASS WORTH GOOD WED. THURS. FRI. 50c
THIS PASS WORTH GOOD SAT. SUN. 25c
COUPON When buying triple board and book of special. Sept. 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st. For You 45c
SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY All Games \$7 SEPT. 14th
COUPON When buying triple board and book of special. Sept. 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st. For A Friend 45c

HERE WE ARE AGAIN!
BIGGER AND BETTER THAN EVER
GRAND REOPENING
OF YOUR FRIDAY NIGHT PARTIES
FRIDAY—SEPT. 17, 1943
Columbus Auditorium - 50 CHESTNUT ST.
DOORS OPEN 7:00 P. M. \$1500.00 30 GAMES
EARLY BIRD SPECIAL 8:10 P. M. GUARANTEED EVERY FRIDAY NIGHT NO JACKPOTS
IRONDEQUOIT POST No. 134 AMERICAN LEGION



NOW

EX1
An
BAC
It's the 1
ceive wh
Bond to
your con
It's the
shows y
share! A
S. War
Rochester

Do

STRAND
EVERY TUES. AND
FRI. AT 8:45 P. M.
\$1000
EACH NITE
NO JACKPOTS
ALL PRIZES GO
BINGO



He's In There Pitching Every Day For Victory... How About It...!

Are You Ready to "BACK THE ATTACK"

in ROCHESTER'S 3 WAR LOAN With More and More 3 WAR BONDS

WEAR YOUR BADGE OF HONOR



Wear it proudly . . . It will show YOU are Backing The Attack.

A symbol of honor . . . to everyone who buys War Bonds in Rochester's Third War Loan . . . it shows YOU are keeping faith.

Be sure to ask for this Badge of Honor at all Bond Outlets in the City.

We're on the offensive. But . . . it takes dollars . . . and more dollars for ships, planes, tanks, guns and ammunition . . . and millions besides, for feeding, clothing and transporting our fighters . . . Not one solitary person can afford to lay back and let the other fellow "do it" . . . if we want to "BACK THE ATTACK". We're on the offensive . . . Every dollar you put in to War Bonds helps to bring back the "Boys" faster . . . They're in there fighting for you. Will you keep faith? Buy at least one extra \$100 War Bond in September.

Buy Your War Bonds at Sears or Any of the Many Bond Booths Located Throughout the City

Sears, Roebuck and Co.

BUILDING MATERIALS
At Sears Worthwhile Savings!

SAVE FUEL NEXT WINTER
Complete Sizes! Immediate Delivery!

Storm Sash

1.83 AND UP

Size 20x33



VENTS 20c EXTRA

HANGERS 10c EXTRA

All 1 1/4 inch select Ponderosa Pine frames, wood guard treated to prevent warp, all glazed with clear glass. Special and uncommon sizes made to order minimum delay. Buy on our budget plan. At Both Stores.

SIZE	PRICE	SIZE	PRICE
1'10x3'11	2.04	2'4x5'7	3.00
1'10x4'7	2.34	2'6x3'11	2.58
2'0x3'3	1.83	2'6x4'7	2.64
2'0x3'7	1.92	2'6x4'11	2.85
2'0x3'11	2.13	2'6x5'3	3.06
2'0x4'3	2.37	2'8x3'11	2.70
2'0x4'7	2.34	2'8x4'3	2.82
2'0x4'11	2.43	2'8x4'7	2.85
2'0x5'3	2.52	2'8x4'11	3.27
2'2x3'11	2.37	2'8x5'3	3.48
2'2x4'3	2.49	2'8x5'7	3.51
2'2x4'7	2.43	2'10x4'7	3.00
2'2x4'11	2.52	2'10x4'11	3.48
2'4x3'3	2.01	2'10x5'3	3.51
2'4x3'7	2.19	3'0x4'7	3.54
2'4x3'11	2.34	3'0x4'11	3.57
2'4x4'3	2.43	3'0x5'3	4.08
2'4x4'7	2.61	3'4x4'7	3.84
2'4x4'11	2.64	3'4x4'11	4.11
2'4x5'3	2.85	3'4x5'3	4.44

Insulate Now! Protect Your Home!

Save on fuel costs! Save on original costs!

HONOR BILT ROCK WOOL

3 INCH BATTS

2.29

At Both Stores

PELLET TYPE

1.19

At Both Stores

Loose Rock Wool

89c

At Both Stores

Fire proof and water repellent, these batts are easily and quickly installed between open studs and rafters. Size 15x23. One box covers 40 square feet. Buy on our budget plan.

Best for pouring in sloping or vertical places. Can be raked to even thickness. Bag covers 18 square feet 3 inches thick.

Excellent for filling openings around windows and for spaces in eaves and gables. One bag will insulate 18 square feet 3 inches deep. Buy on our budget plan.

**ROLL ROOFING
HEX SHINGLES
3-IN-1 SHINGLES**

HEX OR ROLL

2.29

3-IN-1 SHINGLE

2.09

Honor Bilt Hex shingles extra heavy felt base is saturated with asphalt. Thickly surfaced with Sta-so granules. Choice of 7 brilliant colors. 2 bundles weigh 168 pounds, covers 100 square feet. Guaranteed 17 years. Sears Honor Bilt roll roofing. Made of heavy, long fibre felt base, saturated with asphalt. Covered with Sta-so granules, choice of 3 colors. Full 90 pound roll covers 100 square feet. Complete with cement and nails.

3-in-1 Shingles covered with Sta-so slate granules that have made Sears Honor Bilt asphalt shingles famous for long service everywhere, provide the waterproof and weatherproof protection necessary for long service. Choice of 7 deep rich colors that will not fade. 3 bundles to 100 square feet. Weight 210 pounds. Guaranteed 17 years.

ASK ABOUT SEARS EASY PAY PLAN AND NEW F. H. A. PAY PLANS COMPLETE DETAIL FROM SALES PERSON, ON SALE BOTH STORES GET OUR ESTIMATE ON YOUR ROOF JOB APPLIED and GUARANTEED

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

If you're living in a small board, make a ruffled cover to apartment, and can't find a hide-the floor for it. Adds a decorating place for your ironing line touch.

— TAKE A TIP FROM YOUR GROCER

Buy The Cleaner That Pleases EVERYBODY

TRIG

At All Grocery Stores. Large Box, 25c

"GRAND for WASHING WALLS & WOODWORK"



HE'LL BE PROUD to have a lovely photograph of you

He'll want to show it to all the boys... so make sure it's a good one that brings out your most exciting personality.

4 PROOFS To Choose From

Special!

4 Photographs of The Better Kind... \$4.00

3-8x10 and 1 Miniture... All for Only \$4.00

Reg. \$7.00 Value

Neisner's
5c to \$1.00 Stores

200 MAIN ST., E. STUDIO REAR MAIN FLOOR

WANT ADS

Furnished Rooms To Rent

DESIRABLE furnished rooms for sleeping or light housekeeping. Also two room apartments. 225 Beto St. Stone 4436.

NEW COTTON mattresses any color 10c. 14.50. Cotton 60x100 mattresses, \$9.50. 71x100 springs \$2.00 up. Coil springs \$3.00 up. Metal Beds \$4.00 up. H. P. Fahrner, 56 State St.

TWO PLEASANT ROOMS, semi-private bath. Near stores, buses and downtown. Apply 225 Beto Street. Stone 4436. 36 weekly.

TABLE PADS

\$1.98 OUTSTANDING SALE

3 DAY SPECIAL

Made to Measure. Fit Any Shape Table. Phone or write, our representative will call at your home for measurements. No charge for this service. ASK TO SEE OUR BETTER GRADE OF PADS

ROYAL TABLE PAD CO.

74 PARK AVE. PHONE MONROE 8536

CALL ANY TIME—EVENING APPOINTMENTS MADE

DEAL 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!

6.95

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 MON. and THURS. TILL 9 — SATURDAYS TILL 7

ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

RUGS

FELT-BASE linoleum rugs. Room size \$1.75. Heavy weight 9x12. Well-known brands \$2.25. Standard weight by the yard 30c. Heavy weight 40c. 12-ft. width (floor covered without seam wall to wall) Standard weight 49c a yard. Heavy weight 59c. H. P. Fahrner, 56 State St.

LAUNDRING

CURTAINS, LAUNDERED—Reasonable. Glen, 723-R or Glen, 3367-M.

WANTED TO BUY

BEDS, Spring, Stoves, Rugs, Dining and Bedroom suites. Entire households. Phone Mr. Carter, Main 9926.

WILL RUSSIA INVADE GERMANY?

Edgar Snow, noted Far Eastern correspondent, weighs the growing might of the Red Army and reveals that Stalin may beat his Allies to Berlin.

CHINA'S TRAGIC INFLATION

A grim picture of what inflation means to the common people. By Ernest O. Hauser.

Other Informative articles, sparkling fiction and interesting features.

10c SEPT. 11 ISSUE The Saturday Evening POST NOW ON SALE 10c

DON'T TAKE ANY CHANCES

COKE \$1.10

Immediate Delivery—Satisfaction Guaranteed

GLEN 109

MARSHALL & COKE 8 Canary St.

Are you getting tired of fresh tomatoes? Try this for a change. Core and slice tomato in half. This insures thick slices. Salt and pepper well and stick under the broiler. Elegant with steak.

Have you tried the no-seam hosiery? They are really nice and no worries about those hectic seams, in rayon stockings they are worse than ever, don't you think?

The sophisticated women likes black for her first fall dress. One of sheer wool with a satin mid-riff birdie which ties at the back to tighten the waistline would be very nice for you.

A young suit of pure wool gardening with a classic grace that is easy on the eyes and easy on the budget. Usually comes in brown, red, green, beige and blue. Sells for about \$39.95.

WHY GIRLS BY THOUSANDS prefer this way to relieve distress of PERIODIC FEMALE WEAKNESS

With Its Cranky, Nervous Feelings—

Take heed if you, like so many women and girls on such days suffer from cramps, headaches, backache, weak, nervous feelings, distress of "irregularities", periods of the blues—due to functional monthly disturbances.

Start at once — try Lydia E. Pinkham's Vegetable Compound to relieve such symptoms. It's famous not only to help relieve monthly pain but also accompanying weak, nervous feelings of this nature. This is because of its soothing effect on one of woman's most important organs. Taken regularly—Pinkham's Compound helps build up resistance against such symptoms. It helps nature. Thousands of women report benefits. Also a fine stomachic tonic. Follow label directions.

Lydia E. Pinkham's VEGETABLE COMPOUND



<p>KEY COUPON</p> <p>Lifebuoy Soap</p> <p>3 for 16c</p> <p>Limit 3</p>	<p>470 N. GOODMAN NEAR MAIN</p> <p>1861 MONROE NEAR WINTON</p> <p>KEY</p> <p>ROCHESTER'S MODERN CUT RATE DRUG STORES</p> <p>457 RIDGE RD. W. NEAR OLWEY</p> <p>TODAY THROUGH WEDNESDAY</p>	<p>KEY COUPON</p> <p>BORAXO</p> <p>Large Size 10c</p> <p>Limit 2</p>
<p>KEY COUPON</p> <p>SCOTT TISSUE</p> <p>Reg. 10c Size 3 for 17c</p> <p>Limit 3</p>	<p>WALK AWAY CORNS</p> <p>BLUE-JAY CORN PLASTERS 23c</p> <p>even in ELASTIC STOCKINGS</p> <p>RELIEF FROM PAIN OF Surface VARICOSE VEINS</p> <p>Wear WHITE & BLACK Elastic Stockings when your doctor prescribes smoking for relief from surface varicose veins. Knit of "Laster" yarn these cool, lightweight, comfortable stockings with two-way stretch are not conspicuous under sheer hosiery. Seven styles for men and women.</p> <p>BAUER & BLACK Elastic STOCKINGS</p>	<p>KEY COUPON</p> <p>WAX PAPER</p> <p>100 Feet, Cutter Box 10c</p> <p>Limit 2</p>
<p>KEY COUPON</p> <p>LUDEX'S COUGH DROPS</p> <p>Reg. 5c 2 for 5c</p> <p>Limit 2</p>	<p>LEGS CAN BE Beautiful</p> <p>even in ELASTIC STOCKINGS</p> <p>RELIEF FROM PAIN OF Surface VARICOSE VEINS</p> <p>Wear WHITE & BLACK Elastic Stockings when your doctor prescribes smoking for relief from surface varicose veins. Knit of "Laster" yarn these cool, lightweight, comfortable stockings with two-way stretch are not conspicuous under sheer hosiery. Seven styles for men and women.</p> <p>BAUER & BLACK Elastic STOCKINGS</p>	<p>KEY COUPON</p> <p>BALL CANNING JAR RUBBERS</p> <p>Box of 12 3 for 8c</p> <p>Limit 6</p>
<p>CANNING JAR COVERS</p> <p>Box of 12 21c</p>	<p>DR. WEST TOOTH BRUSH</p> <p>Nylon Bristle 25c</p>	<p>Squibb Dental Cream</p> <p>Large Size 37c</p>
<p>PHILLIP'S Milk of Magnesia TABLETS</p> <p>50c Size 21c</p>	<p>FILMS DEVELOPED AND PRINTED</p> <p>Any 6 or 8 Exp. Roll 23c</p> <p>DELUXE SERVICE, 29c</p>	<p>KOTEX</p> <p>Economy Box of 54 89c</p>
<p>Sulphur Candles</p> <p>Regular 10c Size 2 for 11c</p>	<p>MURINE</p> <p>for Your EYES</p> <p>Soothing and Refreshing to Tired Eyes</p> <p>USE MURINE DAILY</p> <p>Luckies, Camels, Chesterfields, Raleigh, Old Gold, Philip Morris Carton \$1.46 Tax Paid</p>	<p>Bayer Aspirin Tablets</p> <p>Bottle of 100, Reg. 75c 59c</p>
<p>CONTI CASTILE SHAMPOO</p> <p>50c Size 37c</p>	<p>FREEZONE</p> <p>35c Size 17c</p>	<p>Bridge or Pinochle Playing Cards</p> <p>Reg. 35c 27c</p>
<p>6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!</p> <p>Vimms</p> <p>REG. SIZE 49c LARGE SIZE 1.69</p>	<p>HEAVY AMERICAN Mineral OIL</p> <p>Guaranteed Free From Chemical Impurities</p> <p>PINT 25c QUART 45c 1/2-GALLON 85c GALLON \$1.49</p>	<p>DR. WEST TOOTH PASTE</p> <p>Giant 40c Tube 20c</p>
<p>COLGATE GIANT SIZES</p> <p>YOU SAVE MONEY when you buy these "GIANT SIZES"</p> <p>COLGATE DENTAL CREAM 37c YOU SAVE 8c</p> <p>PALMOLIVE SHAVE CREAM 39c YOU SAVE 15c</p> <p>'VASELINE' HAIR TONIC 63c YOU SAVE 48c</p> <p>HALO SHAMPOO 79c YOU SAVE 15c</p> <p>COLGATE SHAVE CREAM 39c YOU SAVE 15c</p> <p>CUE LIQUID DENTIFRICE 39c YOU SAVE 16c</p> <p>PALMOLIVE BRUSHLESS 39c YOU SAVE 18c</p> <p>CASHMERE BOUQUET LOTION 33c YOU SAVE 3c</p> <p>STOCK UP—AT THESE LOW PRICES!</p>	<p>GEM</p> <p>SINGLE EDGE BLADES 5 for 23c</p> <p>Avoid "5 o'clock Shadow!"</p>	<p>DR. WEST TOOTH PASTE</p> <p>Giant 40c Tube 20c</p>

SINGER SEWING MACHINE CO. WARTIME AMERICA IS SEWING AT HOME

TO HELP YOU SEW AND SAVE For VICTORY...

We Present An Extraordinary Combination AT A SENSATIONAL PRICE!

1—THE NEW MIRACLE SINGER DRESS FORM

The greatest contribution to Home Sewing since the advent of the Sewing Machine! Your double in plastic, moulded to your figure in 30 minutes. It's YOU—to the last curve. This amazing new Singer form duplicates your body exactly—cuts dress making time in half. The only practical form moulded directly to the figure.

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Eleven sewing lessons in our Modern, completely equipped Sewing School. Expert instruction in limited groups, that only Singer can give you—Morning, Afternoon and Evening classes to suit your convenience.

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With expert advice on any sewing problem. Expert Hemstitching, Buttonholes, Button and Buckle covering—fast service.

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BACK THE ATTACK — BUY WAR BONDS

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 \$1.20 a year in advance (within Rochester city limits). Outside city, \$2.00 per year.

SIXTH YEAR—No. 53 ROCHESTER, N. Y., THURSDAY, SEPTEMBER 16, 1943

Another 'Eastsider' Joins \$25 Winner List

Apparently September is an "eastsider's month" as far as the weekly \$25 drawing sponsored by Shopping News is concerned.

This week Mrs. H. Bradley, 612 Merchants Rd. is the lucky sustaining subscriber who wins \$25. Last week's winner, Mrs. E. Siebert, lives nearby at 28 Colebourne.

Winner of the \$5 carrier bonus is Richard Lindner who lives at 34 Colebourne Rd.

Mrs. John J. Babcock, 215 Linden St. drew the winning name at this week's drawing, held at Shopping News on Monday afternoon.

Jan Savitt Appearance Here Sponsored By Firemen's Emergency Fund

Jan Savitt, his orchestra and soloists, along with an array of stage and radio stars is coming to Rochester next month for five performances at the Eastman Theatre.

But, no matter how "hot" a jam session they produce, there is no danger of their burning down the building—there will be plenty of city firemen in the audience.

The famous dance band's appearances here will be sponsored by the Rochester Firemen's War Emergency Fund of which Arthur A. Schuth is general chairman.

The Jan Savitt show will be given on Friday, Saturday and Sunday evenings October 1st

All-Soldier Cast At Auditorium In 'Army Play By Play'

One of the most successful of all Broadway producers is the gentleman listed on the programs of "This Is the Army" and "The Army Play By Play" as Uncle Sam. In two successive seasons he has presented the former Great White Way with two smash hits. Both of them play Rochester this week.

"This Is the Army" in motion picture form, and "The Army Play By Play" exactly as it was played before a New York opening night audience which contributed over \$100,000 for the chance to buy a ticket, at the Auditorium. Both engagements are for the benefit of Army Emergency Relief.

War Rally At Stadium



Rescue squad removes "casualty" from demolished building during the giant War Department's outdoor spectacle, "Action Overhead" which will be a feature of the mammoth Third War Loan Rally at Red Wing Stadium tomorrow night. An armada of returned war heroes and movie stars will also be featured on the program which is free to the adult public.

Movie Stars, War Heroes To Be, At Stadium Rally

Officials of Red Wing Stadium are planning to handle one of the largest crowds ever to assemble in the Norton St. ball yard tomorrow night when the War Department's gigantic outdoor spectacle "Action Overhead" will be given as the feature attraction of the big 3rd war loan rally.

Army Relief Fund To Get Funds From RKO 'Army' Show

When Irving Berlin's "This Is the Army," smash Technicolor film, comes to the RKO Palace for a gala premiere on Wednesday evening, September 22, the entire proceeds will be given to Army Emergency Relief.

Seats will be sold for prices ranging from \$1.65, \$2.20, and \$3.30 to \$16.50 for boxes. By this means, it is expected that a total of \$10,000 will be realized for the worthy project that looks after the families of service men while on duty and also provides for the men who return.

A special Rochester committee, of which John Boylan is chairman, is handling the promotion of the reserved seat ticket sale. Acting as co-chairmen are Col. Frank Atwood, chief of the Rochester Ordnance District, and Col. John McDowell, of the Second Service Command with headquarters in Buffalo.

At a similar premiere held in New York, the film "This Is the Army" raised \$55,000 for A.E.R. It is the program of Warner Brothers, who made

(Continued on Page 7)

Federation Sponsors Bible Crusade In Area Churches

Sponsored by the Federation of Men's Bible Classes, a Rochester Bible Reading Crusade will open in this area October 1st and continue through December 12th.

A committee headed by the Rev. Harold E. Dickens is pushing plans for the event by enlisting the co-operation of all churches and other groups interested in the crusade. Service men and women from as well as all others interested in the project will receive planned reading outline which covers 73 selected scriptures for the 73-day period of the crusade. Organizations such as the USO, YM and YWCA, University of Rochester, etc., are expected to co-operate.

A special drive will be made in the various church parishes on Sunday, September 26th and again on October 3rd.

Amusements

CENTURY "ADVENTURES OF A ROOKIE" with Wally Brown and Alan Carney. Plus Richard Dix and Jane Wyatt in "BUCKSKIN FRONTIER" NOW PLAYING

LOEWS "DESTROYER" starring Edward G. Robinson with Glenn Ford, Marguerite Chapman and Edgar Buchanan. STARTS WED. SEPT. 22

PALACE "FIVE GRAVES TO CAIRO" with Franchot Tone and Anne Baxter. Plus Judy Canova in "SLEEPY LAGOON" NOW PLAYING

CAPITOL Charles Boyer, Joan Fontaine and Alexis Smith in "THE CONSTANT NYMPH" Plus "FRONTIER BADMEN" with Robert Paige and Diana Barrymore. NOW PLAYING

HUDSON "EDGE OF DARKNESS" with Errol Flynn and Ann Sheridan. Plus "THREE CHEERS FOR SUN, AND MON, THE GIRLS" with Bugs Bunny.

LITTLE Eugene O'Neill's "THE LONG VOYAGE HOME" with John Wayne and Thomas Mitchell. NOW PLAYING

REGENT Fred Astaire and Jean Leslie in "THE SKY'S THE LIMIT" plus William Lundigan in "HEADIN' FOR GOD'S COUNTRY" NOW PLAYING

REXY "CHINA" with Alan Ladd, Loretta Young and William Bendis. "TRUCK BUSTERS" with Richard Travis and Julie Bishop. SUN, MON, TUES.

TEMPLE On Stage In Person 3 Days Only—Fri., Sat., Sun. LOUIS "SATCHMO" ARMSTRONG AND HIS ORCHESTRA in big Harlem Revue. On Screen—Don Barry in "WEST SIDE KID" NOW PLAYING

RECORDS

Records of Songs Played In Above Theatres Available Now **37¢ and 53¢**

Sun, Mon, or Always—E. Piper
In My Arms; It Can't Be Wrong—Dick Haymes
No Letter Today; Born To Love—Ted Daffins
Mission to Moscow; It's Always You—Benny Goodman
Put Your Arms Around Me, Honey; Take It From There—Hal Goodman
People Will Say We're In Love—Hal Goodman (new)
Rhapsody in Blue; Along the Santa Fe Trail—Glen Miller (new)
Night and Day; Smoke Gets in Your Eyes—Tommy Dorsey
Dig Down Deep; You Took My Love—F. Sinatra with T. Dorsey (new)
Don't Want Nobody At All (If I Can't Have You)—New Release
In My Arms; Take It Off the "F"—String—New Release
Marie; Some of 'Em—Tommy Dorsey
I'm Getting Sentimental Over You—(Theme)—T. Dorsey
We'll Meet Again—Hal Melinore
President Roosevelt's Address in Congress
My Buddy—S. Kaye
More Than Anything in the World; Fortune for a Penny—H. Goodman
It Can't Be Wrong; Do I Love You—Al Miller
Trumpet Rhapsody (Part 1 and 2)—Harry James
American Patriot; Soldier Let Me Read Your Letter—Glen Miller
How Sweet You Are; The Dreamer—New Release
Blue Rain; Caribbean Clipper—Glen Miller
Holiday for Strings; Our Waltz—David Rose
Johnny Zero; I Look at You—Bill
Waraw Concerto—Freddie Martin, Alec Templeton
It Started All Over Again—F. Sinatra with T. Dorsey
Carnival of Venice; Flight of the Bumblebee—H. James
Prince Charming; Velveteen Shoes—H. James
Buddy Boy; I Hung My Head and Cried—Eton Britt
Begin the Beguine; Indian Love Call—Artie Shaw
Second Balcony Jump; Stormy Men, Blues—E. Hines
Back in the Saddle Again—Gene Autry
Wreck on the Highway; Fire Ball Mail—Roy Acuff
Low and Lonesome—Roy Acuff
Blue Eyed Darling; Beneath That Lonely Mound of Clay—Roy Acuff
Don't Cry Baby—Eskimo Hawkins

COLUMBIA MUSIC STORE
53 SO. CLINTON AVE. OPEN EVES. TILL 9 P. M.
Listen to 1240 Club Daily 5:30—Sat. 1 P. M.

Success of 3rd War Loan Drive Is Up To You Buy at Least One Extra \$100 Bond This Month

Christmas Gift PHOTOGRAPHS
To Members of the Armed Forces
OVERSEAS
MUST BE MAILED BETWEEN
SEPTEMBER 15 and OCTOBER 15

Have Your Picture Taken Now!
At **Edwards Photo Studio**

FREE PORTRAIT SITTING

... we make this sensational free offer to acquaint you with our superior portrait work. We know we can please you and are willing to prove it as no cost or obligation to you. Stop in anytime and let our expert photographer make our regular 12-pose sitting. When you see the proof you may order as many or as few pictures as you want, or none at all.

12 PROOFS SUBMITTED
A Feature Of Our
— Cinema Action Camera —
EDWARDS NOW USES THE
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EASTMAN KODAKS NEWEST PHOTOGRAPHIC EQUIPMENT
Cool non-glare lighting that permits you to move and talk while we catch 12 natural poses with our Cinema Action Camera.
Excels In Making Pictures Of Children
NO APPOINTMENT NECESSARY

BUY WAR STAMPS & BONDS AT
Edwards PHOTO STUDIO in the GREEN ROOM

WARM WINTER APPAREL
AT LOW JOBBING HOUSE PRICES

No place in all Rochester will you find such large varieties to select from, or such low prices on quality merchandise. Shop Rochester Jobbing House for Outdoor Apparel for the entire family.

LEATHER AND WOOL JACKETS — POPLIN JACKETS — MACKINAWS — FINGERTIP COATS
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And Hundreds of Other Items For All the Family

ROCHESTER'S LARGEST STOCK AND FINEST SELECTION OF
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- Leather
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- Meltons
- Wool
- Zipper or Button

There are no shortages or scarcities in the Jacket stock of Rochester Jobbing House. Regardless of size, color or quality you desire, we're practically certain you will find a jacket here to please you. SIZES 36 TO 54

BOY'S BRIGHT PLAID MACKINAWS
With Zipper Hood
Warm, wooly coat completely lined. 4 pockets. Double breasted.
\$7.98

BOY'S NEW FALL SWEATERS
1,000 to choose from. Your choice of Zipper, Button or All-pon styles. Plain colors or two-tone contrasts. Many 100% wools. Every popular shade. Sizes 24 to 38.
95¢ To \$3.98

BOY'S CASHMERE-COVERT—WORSTED-CORDUROY LONGIES
Hundreds to choose from. Longies for school or play. Colors and materials suitable for use with sport coat or jacket.
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COMPLETE LINE OF RED HEAD HUNTING CLOTHES AT LOW JOBBING HOUSE PRICES!

MEN'S WORK OR DRESS PANTS
Come in and look over the largest stock of pants you've ever seen. Feel the quality and inspect the make. We're sure you'll be more than pleased. Sizes 29-34.
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More Than 3,000 To Choose From
Many 100% Wool
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Conservative or Novelty
Slip-on or Coat style
Size 36 to 54
\$1.98 To \$6.98

LADIES 100% Wool Slip-on or Cardigan SWEATERS
Many popular colors to choose from. Smart novelties and classic models.
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LADIES' ALL WOOL SKIRTS
Many desirable plaids and plain colors. Superb values.
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MEN'S EXTRA WARM STURDY SHEEPLINED COATS
For Guards and Outdoor Workers. A coat to withstand coldest weather and hardest wear. Top covering of water repellent brown moleskin, lined with thick, fleecy sheepskin and high lamb-wool collar. Sizes 38-50.
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LADIES' Corduroy SLACKS
Fine quality corduroy for lasting wear and smartness.
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CHILDREN'S REVERSIBLE Sno Suits
Zipper Front and Hood
SIZES 4-12
Zipper Front and Hood. Water repellent grain, reversed to bright wool plaid. Reinforced at waist for longer wear. Sizes 4-12.
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KAY'S COMMENTS

There's nothing gives you a lift like the proper cosmetic. Why not try LUZIER'S COSMETIC SERVICE. A trained consultant will see you in your home, or you may drop into 133 Clinton Ave. So. and you'll have cosmetics suited to your individual requirements prescribed for you. Luzier's Cosmetics are nationally advertised and beloved by all women who use them. Hours: Tues., Thurs. 1:30 to 3:30. — Fri. Eve. or an appointment in your home. Stone 4442.

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LOANS UP TO \$2,500

CENTRAL TRUST
COMPANY
25 E. MAIN ST.

Last week, on the Hotel Pierre Roof, highlights from the Fall collection of one hundred New York Creators were shown to America's Fashion Press. From California to Oregon—Florida to Maine—from every corner of the country—came the fashion writers of America to see the Fall Fashions that will set the pace for America for months to come. And were they elegant. All kinds of costumes, from the dressy clothes to the beloved casuals. Oddly enough, with all the influence the military wields these days, only one type of garment has made a gesture along that line. That is in topcoats. Here one finds the belted swagger of an officer's ulster, of the double-breasted coat that a ship's commander wears on his bridge, also the model used by the military on dress-parade. The real triumph, however, this season, is the use of embroideries. Deprived of other means of ornamentation, the designers have resorted to them with unwanted lavishness. There's no shortage of thread and sequins. The result is the fall dresses scintillate with paillettes and beads. As for hats, they are simply adorable. Mostly on the tiny sizes—they sure are becoming.

Devotedly—Kay

You'll reach for one of those dressy velvets at RIPTON DRESSES. There's nothing as irresistible as that old flatterer VELVET. Sweetheart necklines some in princess styles in luscious colors—some blacks. Cut with meticulous attention to detail, you always expect and receive in a RIPTON DRESS. 739 MONROE AVE.

Don't let anyone tell you that being fat doesn't do something to your self-confidence. A perfect figure is the attraction that every woman longs for. With PETTIS you only spend 35 minutes. Treatments are \$1.50 singly, 10 for \$12.50. Her BATTLE CREEK REDUCING LOUNGE gives fast permanent results. 327 Burke Bldg. Stone 6210.

The formal evening dress regains importance. A wine colored rayon crepe with decolletage outlined with rhinestones. Slim skirt with tailored bows down the skirt, with the bewitching slit almost to the knee. Very elegant.

A survey of electric irons, washing machines, and other electric equipment shows that the nation is in real need of these. OCR will ask another allotment of metal for their production.

There's a extra helping of style and snap in every JOELS HAT. Feminine as Eve, but tried and trusted as a Army Jeep. The cat doing double duty for dress and casual wear is adorable this season. Those sailors you wear "kerplunk" on your noggin' are awfully smart too. Feathers are veils are in profusion. The ever beret is nice too. But those fetching hats and bags to match are my favorites. Priced gently they add that "dash" to any costume. Why don't you drop into JOELS and get off to a "head-start" for fall in a JOELS HAT 115 East Main St.

Mr. George Shafer of SHAFER FUR CO. asks you to "Back the Attack" with War Bonds, and after you've done your share why not consider buying that Fur Coat you've been longing for. Your government agrees that you must buy sufficient goods to keep up your morale. And in my way of thinking there's nothing that helps a woman's morale like a becoming fur coat. It is not only considered an investment by your government, but is a wise investment for yourself. A quality fur coat bought from a reputable furrier like SHAFER FUR CO. will give you years of service for a small sum of money. Prices at Shafer's are RIGHT. All prices include TAX. Drop into 51 East Ave. today . . . Remember a War Bond is your best friend. Buy that Fur Coat from SHAFER FUR CO., 51 East Ave.

Days are getting shorter . . . this means lights are turned on earlier. Protect your family's eyesight with a I. N. S. Lamp from Rochester. Gas & Electric. Decorative as well as useful, they protect those precious eyes. Drop into 89 East Ave. and see them.

After all, it's nobody's fault but your own, if you've allowed the moths to help themselves to your precious woolsens this summer. But take heart, fair one, EMPIRE WEAVERS are the magicians, who mend, repair, weave, you carelessness away. 409 BURKE BLDG.

The perfect fall hat is waiting for you at MARLENE HAT SHOP—Hotel Seneca. Prices start at \$2. This shop caters to the young and old. Why don't you drop in and see for yourself. Nice looking bags, too, if you're interested.

New Comedy Team Hailed In Century Soldier Film

Offering something new and timely in the slam-bang comedy line, "The Adventures of A Rookie" which opened yesterday at the Century Theatre, provides a high-powered team of comedians, Wally Brown and Alan Carney.

Brown, as a cafe singer and Carney, as a truck driver and targon for many of his partner's gags, head a great cast of comedy talent, Beauty and sex appeal. The romance is supplied by Richard Martin, who scored the hit performance in "Bombardier" as the cadet with the comedy Spanish accent, and Margaret Landry.

The story starts with the induction of the comics and the romantic hero, and their mirthful difficulties in getting accustomed to the army's way of doing things. Then comes a fun-packed, thrill-filled leave, spent mostly at the heroine's house with a bevy of beauties, under quarantine for scarlet fever—which turns out to be strawberry rash.

There follows the adventure of catching up with the regiment, the misadventure of being taken to a San Francisco embarkation dock, their clumsy but effective rescue of a general's dispatch case, and other hilarious happenings.

Snapping right along from strat to finish, "The Adventures of A Rookie" is bang-up entertainment for all. But the accurate though comical treatment of rookie training, plus the mirth power of the comedy team makes the picture doubly entertaining.

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

Lampoon Army Life



Sgt. Philip Kanlan and Pvt. Louis Menchel in a comedy scene from "The Army Play By Play," the all-soldier show coming to the Auditorium Theatre next Monday through Wednesday.

War Relief Group Seeks Reading Material For Soldiers

In response to the need of the armed forces for books, particularly among those men in the Mediterranean area, the British War Relief Society has organized a drive under the chairmanship of Mrs. Francis E. Cunningham.

a uniform, and enjoyed whenever a spare moment presents itself. For the convenience of those who are unable to bring their donation to the British War Relief Headquarters at 851 East Ave., Mrs. Cunningham has arranged for books to be left at the Civics Exhibits Building on Main St. W., the East Ave. Book and Card Shop, 1794 East Ave., and Sun Shopping News.

GERMANIA CHAPTER

Reading matter of all kinds will be welcome. The small inexpensive paper bound volumes are particularly popular with the boys because they can be easily slipped into the pocket of Sr., presiding.



ROCHESTER TRUST AND SAFE DEPOSIT COMPANY . . . Main Office, Main Street West & Exchange . . . First Industrial Branch, 30 Clinton Avenue North . . . Member Federal Deposit Insurance Corporation.

New Furniture From Old

Scarcity of labor and new materials for home decorating holds no fears for the little woman who has made a hobby of interior decorating. With a little talent and a great deal of patience anyone can learn the process of converting an ordinary piece of furniture into a real treasure, using the delicate and charming colors similar to the elegant French reproductions.

The preparatory steps are the hardest. The old finish must be completely removed. Sandpaper, Shellac entire surface. Allow ample time for thorough drying. Then apply a coat of flat paint which has been thinned by using a half pint of boiled linseed oil or turpentine to a quart of flat paint. Be sure the color is exactly right and the paint of best quality. Dry for 24 hours. For the second coat use half flat paint and half enamel mixed well. This must dry 48 hours. Rub down with a fine sandpaper and add a finishing coat of pure enamel.

Come To Smalls With Confidence.

FOR DEPENDABLE, CORRECTIVE EYEGLASSES

You cannot afford to neglect your vision. If you need glasses, if your present ones need adjusting or repairs, or you're considering an extra pair for an emergency, consult . . .

HARRY A. BENEWICK
Optician

Smalls 28 EAST MAIN ST.

Pay Small Sums Weekly!



We Use Only Bausch & Lomb and Shuron Lenses!

★ Graves . . . Open All Day Saturday!

GOOD VALUES . . . FOR DISCRIMINATING HOME MAKERS

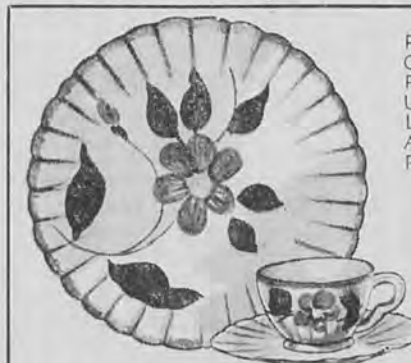
MAHOGANY BEDROOM SUITE \$89.50

3 Beautiful Pieces: Bed, Chest and Dresser
WITH TWIN BEDS IN PLACE OF FULL SIZE \$114.50



Another shipment of this exceptional value . . . a suite with features usually found only in more expensive furniture. It's fully dustproof. Drawers have oak interiors and center guides. Mirrors are Colonial style. Smooth dull rubbed finish enhances the beauty of the fine mahogany.

Visit Graves Enchanting 5th Floor Bedroom Display . . . A Generous Array Of Styles In Maple, Walnut, Mahogany And The Popular Blonde Woods . . . \$58.50 To \$313.50



"BLUE RIDGE MOUNTAIN" DINNERWARE

32-PIECE SERVICE FOR 6 \$6.95
Six Patterns To Choose From

Distinctive high quality hand painted underglaze American dinnerware that will add grace and charm to your table. Beautifully decorated in a selection of unique colorful floral designs.
53-PIECE SERVICE FOR 8 . . . \$13.95

Build For Solid Comfort!

GRAVES "BIG JUMBO" MATTRESS \$19.50

Fifty pounds of fluffy layer felt, built layer-on-layer, insures the maximum of resiliency. Has popular modern features including side handles. Covered in heavy weight ticking for lasting service.



Available In All Sizes

At Graves . . . You'll Find All The Leading Makes Of Box Springs And Mattresses!

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78 STATE, cor. MARKET AND MILL STREETS

PIN YOUR HOPES ON A PINAFORE

2.98

Remember your first starched pinafore? "Beruffed darling" they called you then! You'll hear these words again when you fly through kitchen tasks . . . go to work in our pinafores, new teammates for your Fall blouses, sweaters. Pretty chambrays or seersuckers . . . spicy as peppermint sticks. Sizes 12 to 20.

UNUSUAL VALUE FRUIT-OF-LOOM DRESSES

2.98

Every one a new style and guaranteed not to shrink, in all the desired New Fall colors. Sizes 14-44.

W. T. Grant Co.
293 E. MAIN at EAST AVE.

**Laurelton PTA
"Fun Night" Program
To Open Season**

Fall season of the Laurelton PTA will get underway with a "Fun Night" program at the school on Hellendale Rd. tonight.

Festivities will open with a cafeteria supper at 6 o'clock to be served by mothers of eighth graders under the direction of Mrs. Kenneth Cowles and Mrs. J. R. Vella.

The supper will be followed by a short business session under the direction of Mrs. Martin Putnam, president, after which group singing and square and round dances will be directed by Miss Mabel Smith.

**Venus Rebekahs
To Elect Officers
Next Thursday**

Venus Rebekah Lodge will meet next Thursday at the I. O. O. F. Temple, 1 Clinton Ave. N., for the annual election of officers. Members are asked to report to June Townsend on the measurement and apron project. P. N. G. Marge Slack has requested the final report on home card parties.

Refreshments will be served after the meeting with Gwen Greenberg as chairman of lunch committee.

OBSERVATION

It always seems to take a pair of squeaky shoes the longest to get anywhere.

**HOUSEWARES DEPT.
SPECIALS**



Ward's

THE NEW AND BETTER ALUMINUM CLEANSER

by **Wear-Ever**

Brighten your aluminum utensils in a jiffy with this scientifically prepared powder. Also good for sinks, bathtubs, etc. Just sprinkle it on and rub with wet cloth. Startling results, with little effort. A product of the makers of famed Wear-Ever Aluminum!

**2
BIG BOXES
29¢**

**ADD A THRILL TO
WARTIME MEALS WITH
PYREX WARE**

Today the swing's to casserole cookery! Lots of tasty dishes that use vegetables out of your Victory garden... use little or no meat. Serve from stove to table in this Pyrex Double Duty Casserole. Cover makes a handy pie plate. Several sizes. 2 quart size, only **75¢**

<p>HANDY PYREX LOAF PAN! This good looking dish has a dozen uses. Bakes delicious bread, fish, meat, desserts. Can be used to serve them piping hot at your table. 9 1/2" size, only 45¢</p>	<p>MATCHED MIXING BOWLS Perfect for mixing, baking, serving, and storing! Grand for baking mound cakes. Attractive for serving salads, desserts. Set of 3, nested together to save space... only 95¢</p>
<p>PYREX CAKE DISH Notice the convenient glass handles! Bakes perfect layer cakes or doubles for meats, vegetables and other baking. Washes easily. A pair makes a lovely gift. Each... only 35¢</p>	<p>PYREX UTILITY DISH Roasts, chops, fish, desserts, hot breads... all taste better and look better baked in this sparkling Utility Dish. Here's the handiest dish in your kitchen! 12 1/2" size... only 65¢</p>

Free Parking Opposite
With \$1 Purchase

Ward's
15
EXCHANGE ST.
Free City Deliveries No C. O. D.'s on purchases under \$1.00

**MAIN
7900**

"There'll Always Be A Christmas In America... And For Our Absent Ones As Well"



**We Want
To Remember
Your
"Soldier" Boys
(AND SOLDIER GIRLS)
This Christmas**

*To Share With You The Joy Of Bringing
To Them The Merriest Christmas Possi-
ble, This Year, Wherever They Are
On The Face Of The Earth*

TO EVERY MAN AND WOMAN YOU KNOW, IN UNIFORM (FROM MONROE COUNTY) THIS STORE WISHES TO SEND A CHRISTMAS REMEMBRANCE... WITH OUR COMPLIMENTS... YOU DON'T HAVE TO BUY ANYTHING HERE, TO SUBMIT NAMES... THERE ARE NO STRINGS TO IT

**The Instructions
Are Very Simple**

You don't have to buy anything to bring in a name. There are no obligations of any kind, whatsoever.

If the address is in the United States, give us the rank, the name, the squadron and camp or base at which they are.

If it's an overseas boy or girl, man or woman, give us the name, rank, personal number, A. P. O. number and postmaster thru which his mail goes... and his home address.

We include every branch of the armed forces... soldiers, sailors, marines, merchant marines, chaplains, wacs, spars, service nurses... all of them.

Whatever the rank we want to include them... general or plain buck private... admiral or apprentice seaman.

Please be sure your addresses are correct. We don't want anybody disappointed.

Wherever he or she may be... in the cold of Kiska, the shores of Tripoli or anywhere in the United States, no matter what his rank or branch of service, including chaplains, merchant marines, service nurses and all... we want to remember each one. Bring in the names and accurate addresses if they call Monroe County, "home."

To share in their happiness with you, will make this the Merriest Christmas ever, for us. We ask only that, and know, too, that the help you give us will add to your joy this December, also. We hope that not one of our boys and girls will be overlooked. In that, we will depend on you. Naturally, we want no Christmas package to miss the soldier, sailor, Wac, Wave or other home-town son or daughter for whom we intend it. Thus, in the interest of accuracy, please do not send in any service names by children, by letter, by phone. Bring them in.

Obviously, this is a very big undertaking... sending a personal package to every service-man and woman of Monroe County, wherever they may be, in the world. Our normal facilities, during business hours, couldn't handle such a special project, so we have set up a separate name-taking booth on our second floor to take your "soldier" information. And we will publish additional announcements through the month, in an effort to reach every individual who has a service name to bring in. We hope to receive them all, as early as we can.

Why are we doing this, you ask? Were you in the last war on a Christmas Day, away from your loved ones? Christmas, far from home, can be a very lonesome occasion. We want to add our Christmas remembrance to the one you send, to your absent one... so bring in his name as promptly as possible... his military address and home address. We must mail them early to be sure they arrive, in time, and that job is a big one. We must have all names before October 8th and please don't wait 'til the very last week. We'll appreciate that.

*We Don't Want To Miss A Single Monroe County Service Name
And That, Of Course, Is Up To You... Don't Let Us.*

- 1899 - **The NATIONAL** - 1943 -
East Main at Stone

Consumer News

Red Spots Before The Eyes?

No, madam, that doesn't necessarily mean bad eyesight these days! Very likely it is caused by the procession of the lovely red globes of flavor and vitamins now beginning to be harvested from those thousands of tomato plants set out last spring! And the prescription for this "complaint" is to eat as many fresh as you can, — then preserve all the rest against the winter days when the fresh ones are no longer

available, or are prohibitive in price. And for once, one of the vegetables which is important for your nutrition throughout the year turns out to be one of the easiest to can, because of its acid content.

Consult "War-time Canning—1943", available from the desk of the Town Consumer Chairmen or at the Consumer Information Center at McCurdy's, at other canning centers in the City and at the Mobilization Centers in the County, for de-

tailed directions on canning tomatoes, as well as other vegetables and fruits. If you already have the tomatoes, but lack the bulletin or other directions, here are some items to check:

1. Use boiling water bath rather than the open kettle method of canning tomatoes, because you conserve flavor, color, and, most important, food values which are lost in the open kettle method.

2. Select sound, ripe tomatoes. 3 lbs. tomatoes will make approximately 1 quart of canned fruit, 1 bushel about 18 quarts. 3 to 4 lbs. tomatoes will make 1 quart of juice.

3. Prepare jars, test for seal except in case of vacuum seal types, and prepare boiling water bath—any large, clean, covered container which is deep enough to hold a rack and still allow the water to come one inch above the tops of the jars.

4. Wash tomatoes, scald for ten seconds, and peel, removing all bruised or unripe portions and being certain to remove the white hard centers. Pack, whole or cut up, into clean hot jars, crushing down so as to cover with own juice. Fill to within 1/2 inch of top, add 1/2 t. salt to each quart, seal according to type of jar, and cook 35 minutes in boiling water bath for pint, 45 min. for quart, counting time after water begins to boil after jars are put in.

5. For tomato juice, wash tomatoes, trim and quarter. Cook until tender, and strain. Bring juice to 190 Fahrenheit . . . and fill sterilized bottles to overflowing and seal. No processing is necessary. When using fruit jars, bring juice to the boiling point, fill jars with within 1/2 inch of top, and 1/2 t. salt to each quart, seal according to type of jar, and process ten minutes in hot water bath.

6. If you have an oven which has a heat control which will maintain a temperature of 275 F., your processing time for oven canning of tomatoes is — hours at 275 F. for tomatoes, and 30 minutes at the same temperature for juice.

The Long Look Ahead
"Take advantage of all the fresh vegetables on the market. Use as many as possible every day for table and can some too for use next winter. Be sure not to throw your blue ration points away. Continue to buy carefully with an eye to the future. Buy low point vegetables, fruits, and juices now to assist you in planning adequate meals when the fresh food supply is limited. This is not hoarding, it is wise planning," says the Nutrition Service, New York State Department of Health.

School Days Sandwiches



Variety is the spice of sandwich making — or sandwich eating, for that matter. Just to show you what can be done with one kind of meat we prepared eight different sandwiches—each a flavor treat. You wouldn't want to put one of each into a lunch box, of course, but it proves our point that sandwich variety is easily attained.

We used one 12-ounce can of sugar-cured pork loaf, sliced very thin for easier eating. We used the following foods to combine with the luncheon meat: sliced olives, mustard, chopped parsley in mayonnaise, sliced hard-cooked eggs, orange marmalade, pickle relish, sliced tomatoes, sliced cucumbers.

"The Constant Nymph" Opens at Capitol

Some years ago Margaret Kennedy wrote a book that instantly became a sensational best-seller. The book, entitled "The Constant Nymph," became a hit play on Broadway and now has been made into a picture by Warner Bros. "The Constant Nymph," based upon the novel and the play opened today at the Capitol Theatre.

Starring in the film are Charles Boyer and Joan Fontaine, who won the Academy Award, Alexis Smith, glamorous young star, Brenda Marshall, Charles Coburn, Peter Lorre, and Dame May Whitty.

Roaring along from gunfight to gunfight and thrillingly alive with color and romance of the old West, "Frontier Badmen" is the associate feature, with Robert Paige, Anne Owyenne, Noah Beery Jr., Diana Barrymore, Leo Carrillo, and Andy Devine.

Year' Round Favorite

Since the labor market has forced everybody to do more housework, aprons have become year-round and high-style articles of apparel. Big aprons of gingham, printed percale, chintz and sheers will outstrip the pinafore for winter work around the house because they are less bulky over heavy winter clothes. While decorative, they give excellent protection and help save laundry and cleaning bills for "good" clothes.

Saving Health Values In Canned Food

There's a goodly array of food values you are saving by canning the surpluses of your Victory Garden. Protein, starch, sugar, fat, and minerals all remain after preservations, and many of the vitamins, too, if the juices of canned vegetables are used.

Vitamin C is the most easily destroyed of all the vitamins, but in many cases the loss in canning is largely due to discarding the juice or cooking water which may contain over half of the vitamin C originally present in the vegetable.

Here are some suggestions for saving the most health values in your canned foods:

1. Use freshly picked products in their prime, if possible.
2. Keep foods refrigerated until ready to can.
3. Shell peas and lima beans, and husk corn just before blanching.
4. Use as much of the whole product as possible. For instance, tomato seeds and pulp contain nutrients as well as the juice.
5. Do not let vegetables stand in water after they are cut.
6. Use the blanching water over the vegetable in the jar if the flavor is liked and it is clean.
7. Leave only recommended headspace in jars. For pasteurized juices, fill the containers to overflowing.
8. Cool jars as quickly as possible after removing from the canner.
9. Store canned foods in a cool, dark place, if possible.
10. Use the juice from canned foods.

SERVE SALADS QUICKLY

To get the best food value from raw salads, be sure to serve them immediately following their preparation. The longer they languish in the kitchen, the less nutritional value they have, comes eating time. A limp and tired looking salad doesn't spell appetite appeal either.

PORK KIDNEYS And Scrambled Eggs



2 pork kidneys
Flour
2 tsp. butter or bacon drippings
Paprika
Salt and pepper
4 eggs
4 tbsp. milk of water
Cut kidneys in half, remove outer membrane and heavy veins. Soak 1 hour in cold salted water. Drain, add fresh cold water; bring to boiling point. Drain; blanch under cold water. Cut into thin slices. Dust lightly with flour and cook very slowly in fat for thirty minutes. Season with paprika and salt. Beat the eggs and add the milk or water, salt and pepper. Cook in fat until done. Place scrambled eggs in center of platter with kidneys in border around them. Serves 4.

C.C.C. SALAD (Carrots, Cress and Cabbage)

In a nest of lettuce, mold out finely minced raw white cabbage, ground raw carrots and chopped water cress. Place in mold in above order to get color scheme. Add french dressing.

MORE BONDS AND SWEAT LESS BLOOD AND TEARS

WE SELL WAR BONDS AND STAMPS
ASK ANY SALES PERSON

BUY BONDS Here

3RD WAR LOAN

LINCOLN'S

MAIN STREET at ST. PAUL

WELCOME!

IRVING BERLIN'S

This is the ARMY

PREMIERE WEDNESDAY EVE. SEPT. 22nd 8:30 P.M.

ALL SEATS RESERVED MAIL ORDERS NOW!

PRICES FOR PREMIERE BOXES & LOGES \$15.50 ORCHESTRA 3.30 MEZZANINE 2.20 BALCONY 1.45

AFTER PREMIERE CONTINUOUS AT POPULAR PRICES!

R. K. O. PALACE

VANILLA GRAPE-NUT PUDDING
1 package prepared vanilla pudding
3 cups milk
1/2 cup Grape-Nuts
Prepare vanilla pudding as directed on package, increasing milk to 3 cups. Just before serving, fold in Grape-Nuts. Make 6 to 8 servings.
Note: If desired, Grape-Nuts may be sprinkled on top of pudding instead of folded in.

HARRY SADOWSKY IS LEAVING FOR THE ARMY
HE PRESENTS THIS

Giant DIAMOND EVENT

THURSDAY, SEPT. 16th TO SEPT. 30th

CHECK THIS LIST AND BUY NOW . . . **EVERYTHING GOES!**

LOOK AT THESE TYPICAL BUYS:	Regular Price	Sale Price
LADIES BLUE-WHITE PERFECT DIAMOND SET IN PLATINUM	\$75.00	392.50
Ladies Blue-White Perfect Diamond Set in Platinum	300.00	200.00
MEN'S DIAMOND IN UNUSUAL SETTING	300.00	200.00

MEN'S Yellow Gold Perfect Center DIAMOND \$185
OTHERS
\$150 - \$125 - \$135 - \$95 - \$85 - \$62

LADIES PLATINUM DIAMOND RING
This very unusual setting has 2 beautiful square cut diamonds and 4 round stones. The center diamond is well over 1 FULL CARAT.
Regular \$700
\$450

JUST 10 LEFT
LADIES WHITE GOLD DIAMOND RING Reg. Priced \$1295 at \$19.95 Now

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149 MONROE AVENUE
Open Evenings CREDIT JEWELERS

Fine **HOSIERY**
SLIGHT SECONDS OF OUR **Better RAYON**
● 3 LENGTHS
● NEW FALL SHADES
● SIZES 8 1/2 TO 10 1/2

2 PAIR \$1
Outsized and extra lengths included.

SLIGHT IRREGULARS OF OUR FINE **Business Sheers**
The ideal hose for business, home or school. New fall shades. Sizes 8 1/2 to 10 1/2. **65c**

BROKEN LOTS IN BROKEN SIZES EXTRA SHEERS
33c
WHILE THEY LAST

ANKLE SOX

HELPER'S HOSIERY SHOP
213 Main St. East
Just 3 Doors Below Clinton
First quality, fine gauge, mercedized anklets. All fashionable pastel colors.

29c-39c

Lauer's Solid Maple 5 Pc. DINETTE SET \$39.50

Hard rock maple that will stand up under every day usage. These pieces are well finished and soundly built. Two end leaves pull out for extra seating accommodations. 5 pieces include table and 4 chairs.

Lauer's Comfortable STUDIO COUCH \$54
Opens Quickly and Easily

For your living room, den or guest room. A full size studio couch that opens in a jiffy to make a large double bed or two single beds. The mattress and pillows are filled with fine all white layer felt. Notice the strong supporting back.

BUY BONDS AT LAUER'S
Pay \$1 Down and \$1 Weekly
You get your interest bearing \$25 bond when you pay your first dollar. Then pay Lauer's \$1 weekly.

Lauer's
50 STATE ST.

BACK THE ATTACK
3rd WAR LOAN DRIVE

BEFORE YOU BUY FURNITURE — BUY BONDS!

It Will Be **"CURTAINS" FOR THE AXIS**
If We All **BACK THE ATTACK WITH WAR BONDS**

76 CLINTON AVE. SO.
Paul E. Lindgren Owner

PAULS CURTAIN SHOP

Paint Protects Property

LINOLEUM OFFER
From our large selection of patterns, all colors through to black. It is still possible to modernize that kitchen floor with

ARMSTRONG
ANY ROOM SIZE UP TO 9x12 COMPLETE WITH LABOR AND MATERIALS
INLAIN \$1875
LINO FLOR

VENETIAN BLINDS
Add a charm that no other window treatment can equal.
SEE THESE CUSTOM MADE VENETIAN BLINDS
HIGH QUALITY WOOD CONSTRUCTION
MINIMUM 10 SQ. FEET
42c
WITHOUT ROLLER **39c**

WASHABLE WINDOW SHADES
Selection of colors. New roller included.
Size 8 ft. x 34 inches.

Lucas PAINT STORE
50 St. Paul St. FREE PARKING Main 1090

EDWARDS BASEMENT

*For Friday and Saturday Selling!
Those Wonderful Men's*

SUITS at only **21.94**

Men! We want to thank you! Your response has been wonderful to these suits! And you can bet that this line will be carried so that you may continue to buy the suit of your choice. Our styles appeal to every choice and taste and size . . . so it's no wonder you are pleased. Have you seen the new Fall collection yet?

But Don't Take Our Word! Just Look What Our Satisfied Customers Say and Why . . .

- ★ UNUSUAL QUALITY!
- ★ COATS RAYON LINED!
- ★ FINE TAILORING!
- ★ SINGLE AND DOUBLE BREASTED STYLES!
- ★ PERFECT FITTING!
- ★ BLENDED YARNS OF LONG WEARING TWIST FABRIC, HARD-FINISHED WORSTED FABRICS AND CASHMERE!
- ★ LONG WEARING SUITS!

And Suits Come In Colors Of . . .

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|--------------|---------------|---------------------------|-----------------------------|
| BLUE
GRAY | BROWN
TEAL | MIXTURES
CHALK STRIPES | PIN STRIPES
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EDWARDS—Basement



WE FIT
SHORTS, LONG,
REGULARS,
STOUTS!

Freeland
SHOP COATS
3.19

The coat that wins in the shop! Hard working men know what to wear for utmost protection! Have you seen our selection! The coat you have looked for is here!

- ★ ALL FULL CUT!
- ★ BAR-TACKED AT ALL POINTS OF STRAIN!
- ★ SANFORIZED SHRUNK!
- ★ UNION MADE!
- ★ COVERT CLOTH!
- ★ 4 DEEP POCKETS!
- ★ DETACHABLE BUTTONS!
- ★ NATURAL TAN COVERT!
- ★ SIZES 34 TO 46!



EDWARDS—Basement

High Grade
WORK SHIRTS
Blue Only
1.19

Just look at these shirts! All full cut! Two deep, convenient pockets! Non-breakable buttons! Fine quality blue chambray! Sizes 14½ to 17!



EDWARDS—Basement

All Cotton White
SOCKS 19c pair

Here is an all-cotton sock! Regular length! Irregulars of fine socks! The answer for everyday wear! White only, and sizes 10 to 12!

EDWARDS—Basement

Men's
BIB-OVERALLS
1.87

For overall protection this sturdy overall is the answer! Choice of the smart man on the Defense Front! And why not . . . look at all the features!

- ★ FINE QUALITY BLUE DENIM!
- ★ BIB STYLE!
- ★ BAR-TACKED AT ALL POINTS OF STRAIN!
- ★ HEAVY POCKETS!
- ★ SANFORIZED SHRUNK!
- ★ MADE OF 8 OUNCE CONES DEEPTONE BLUE DENIM!
- ★ SIZES 36 TO 48!



EDWARDS—Basement

LET'S GO!



HERE'S THAT INVASION YOU WANTED!

Now, let's get things straight.

"You don't know who I am. Maybe I'm your son, or brother, or buddy—maybe not. But I am the soldier who'll get the equipment your particular Bonds will buy.

"Do you get a new suit, or a permanent wave, or whatever it is you're looking to spend money on... or will you help pay for the tools to do this job for you?"

"O.K. then—show me—Buy Bonds to the limit!"

* * *

You're in this INVASION. It's as simple as that.

Uncle Sam needs 15 billion dollars this month to pay for this INVASION... and there's no easy way out. If it's not a sacrifice, you're not doing your part. 10 per cent isn't enough—15 per cent isn't enough. Nothing is enough but every last cent you can turn into fighting War Bonds.

You're not giving, American—you're investing.

Investing in freedom, investing in a clear conscience, investing for future security.

And it's the soundest investment anyone ever made.

You'll have the money to educate your children, build your home, buy a car, when the war is won.

The least every American can do to put this over is to buy an extra \$100 Bond in September. But that's the least—you can be counted on to do your level best, can't you? Get those War Bonds now—buy them out of income, buy them with idle, accumulated money—but buy all you can—and be glad to be an American!

World's Safest Investments

United States War Savings Bonds—Series E gives you back \$4 for every \$3 when the bond matures. Interest: 2.9% a year, compounded semi-annually, if held to maturity. Denominations: \$25, \$50, \$100, \$500, \$1,000. Redemption: any time 60 days after issue date. Price: 75% of maturity value.

2 1/2% Treasury Bonds of 1964-1969; readily marketable, acceptable as bank collateral, redeemable at par

and accrued interest for the purpose of satisfying Federal estate taxes. Dated September 15, 1943; due December 15, 1969. Denominations: \$500, \$1,000, \$5,000, \$10,000, \$100,000 and \$1,000,000. Price: par and accrued interest.

Other securities: Series "C" Savings Notes; 1/2% Certificates of Indebtedness; 2% Treasury Bonds of 1951-1953; United States Savings Bonds Series "F"; United States Savings Bonds Series "G".

\$15,000,000,000
NON-BANKING QUOTA



BACK THE ATTACK WITH WAR BONDS

This Message Sponsored By
A Group of Patriotic Rochester Sportsmen

Bond Rally . . .

(Continued from Page 1)
The spectacle, "Action Overhead," is divided into two parts and will bring an educational demonstration of every type of Axis bomb ever likely to fall on America. Second part of the show will simulate an air attack on a modern village erected in the stadium field. Planes will sweep overhead; explosions and fires will shake the stadium.
After the audience is well shaken up women volunteers will pass among them distributing bond-buying pledge cards.
The five war heroes who will arrive in town tomorrow morning for the show are: Cadet Midshipman Morton Dietz, Platoon Sgt. John Basilone, USMC; Ward L. Gemmer, boatswain's mate, 2nd class; Staff Sgt. Schiller Cohen of the Air Force, and Robert Croak, machinist's mate. Coming with these men, all of whom have been "through the mill" of actual war are these screen luminaries: Virginia Grey, Gene Lockhart, John Garfield, Martha Scott and Eddie Bracken.
Attendance at the rally is open to the public, no bond buying necessary, no admission fee charged. Seats will be offered on a first come first served basis.

Army Fund . . .

(Continued from Page 1)
this smash film from the Irving Berlin stage hit of the same name, to turn over eventually more than \$10,000,000.
Seats for this special performance may be purchased at the RKO Palace Theater box-office or by mailing remittance with order direct to Chairman John Boylan, in care of the theater.
The film is exceptional. To the all-soldier cast seen in the stage show has been added a number of important Hollywood stars. These include George Murphy, Joan Leslie, Lt. Ronald Reagan, Kate Smith, George Tobias and scores of others. Even Champion Joe Louis appears in a sequence.

TOWNSEND MEETING

Townsend Prosperity Club No. 19 will meet tonight in the club rooms, 386 Main St. E., at 8 o'clock.

FREE!



LOCK'S CORN CALLOUS REMOVER
REG. 25¢ SIZE

TERRIBLE CURSE OF HURTING FEET MUST STOP
Whether your feet are feverish or perspiring, whether corns and callouses stab you with pain—or whether your feet are just exasperatingly tired, sore and itchy—they don't have to hurt the way they do. Pounding ashes, scorching rains, tender soles that protest every time you take a step can be relieved.

USE LOCK'S FOOT BALM
AND IN TWO MINUTES YOU'LL THINK YOU HAVE NEW FEET!
First time, this nationally famous remedy is available at the low price of 49¢ with a 25¢ bottle of Lock's Corn and Callous Remover FREE for a limited time only.

Special LOCK'S COMPLETE FOOT KIT
LOCK'S Foot Balm 3oz. \$1.00 ALL 3 FOR \$1.25
LOCK'S Med. Foot Soap 25¢
LOCK'S Corn Remover 25¢

Get LOCK'S Today at all Drug Counters
Lock's Laboratories, 598 Broadway, N. Y. C.

DOUBLE YOUR MONEY BACK OFFER ON SWAN
Lg. 11c Reg. 7c

LIFEBUOY
Stops "B.O." use it daily 2 for 15¢

Hang up a wash that's **RINSO WHITE**
Lg. 24c Reg. 10c

LUX 10c Lg. 24c
LUX Toilet Soap 2 for 15c
SPRY 2-1/2 26c 3-1/2 75c
FAIRY SOAP 5c
GOLD DUST POWDER 19c
Cold Dust Cleanser 2 for 11c

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Brings You
Beauty
FOR THE LEAST

First aids to loveliness, basics for good grooming and good health, at budget-stretching prices! From Sibley's extensive selection of famous-name drugs and toiletries you know you can rely on!

DRUGS AND TOILETRIES, FRONT AISLES K TO M, MAIN FLOOR, PHONE STONE #500

 <p>New! Delightfully Refreshing Harriet Hubbard Ayer CREAM COLOGNES</p> <p>each 1.15 plus tax</p> <p>The lush flower fragrances you love so much in a new wartime form! Long lasting cream cologne that delicately scents and softens your skin; conserves precious alcohol! Fresh, meadow sweet Pink Clover, or charming Honeysuckle.</p>	 <p>Overcoat for Nails! Revlon SEALFAST</p> <p>60¢ plus tax</p> <p>Boon to busy gals who peck at typewriters and file blueprints! Tough Sealfast goes over your Nail Enamel. Cuts drying time, prolongs the life of your Nail Enamel! Helps to give an extra gloss too! Try some now.</p>	 <p>Double-Duty Shampoo Cake Shampoo TINTZ</p> <p>50¢</p> <p>Cleanse and brighten your hair in one efficient sudsing! Use Tintz for a thorough wash that rinses easily. Gives new luster and highlights too. Blond, auburn, light, medium, or dark brown, black.</p>
 <p>For Under-Cover Magic! Herb Farm Shop UNDER POWDER MIST</p> <p>1.00 plus tax</p> <p>Want a smooth, petal-fresh skin? Try Herb Farm Shop's delicately tinted liquid cream. Smooth it on before applying powder. Helps soften skin, protect it from sun, wind, grime and dust!</p>	 <p>Jumbo Jar for Beauty! Daggett & Ramsdell ELORDA CREAM</p> <p>1.00 plus tax</p> <p>Budget priced jar of extra rich Elorda Cream for extra skin beauty! Helps combat dry, taut skin. Apply it nightly, especially about the eyes and throat! Helps restore a radiant youthfulness.</p>	 <p>7 Weeks Supply For Extra Zip! DAILY VITAMINS</p> <p>2.69</p> <p>Guard your family against autumn colds, wartime fatigue! Give them vitamins and minerals daily in easy-to-take Daily Vitamin capsules!</p> <p>4 Weeks' Supply 1.79</p>
 <p>All-Purpose Lotion! Bonne Bell TEN-O-SIX LOTION</p> <p>1.00 plus tax</p> <p>Efficient Ten-o-Six Lotion cleanses the skin, helps to clear externally caused skin irritations! Wonderful for eczema, dandruff, burning feet, etc. The whole family will use it!</p>	 <p>For a Radiant Look! Mary Dunhill Devonshire COMPLEXION BLUSH</p> <p>1.00 plus tax</p> <p>For the soft bloom of a baby's cheek, try Mary Dunhill's delightful bottled glow! The single tint subtly blends with your own skin tone . . . gives a lovely rosy glow that lasts all day.</p>	 <p>Headline News! Nutrine HAIR LACQUER</p> <p>2-oz. 40¢ plus tax</p> <p>The new sleek coiffure is pin-neat. No wisps, no straggly ends are wanted. Keep your feather-cut, or sculptured hair-do in place despite busy days with this fine transparent lacquer!</p>

SHOES RATIONED—YES! WAR BONDS NO!
Back the Attack Buy Your War Bonds at Sears



LE WORK SHOES
Three Styles **4.98**
Low Price Both Stores

Rugged! Most for the price in work shoes! Extra wear features that gives plenty of service to your ration stamp! Husky triple soles, double tanned, full reinforced uppers give added strength to shoe. Black and brown. Sizes 6 to 12.

SAFETY TOE WORK SHOE
Our best quality, made with smooth grain uppers, leather uppers. Built in steel safety toe. Black only in sizes 6 to 12. Both Stores.



4.98



Choice 1.99

INFANTS SHOE
Soft sole shoes in white, black or tan. Designed for growing feet, with sole and heel lift, complete to 8. Main Floor Monroe.



HERE'S THE
YOU W

Now, let's get things straight. You don't know who or brother, or buddy—a soldier who'll get the extra Bonds will buy.

"Do you get a new suit whatever it is you're looking for or will you help pay for it?" "O. K. then—show me

You're in this INVASION. Uncle Sam needs 15 billion dollars to pay for this INVASION. out. If it's not a sacrifice, 10 per cent isn't enough. Nothing is enough but getting into fighting War Bonds. You're not giving, An



DEAL 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!

6.95

All This at One Low Price:
★ NEW BAG
★ NEW BRUSH
★ NEW MOTOR BRUSHES
★ Cleaning of Motor
★ Alignment of Fan
★ Complete Oiling
★ Complete Greasing
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FREE CALL and DELIVERY
Parts for All Make Cleaners

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WE PAY HIGHEST PRICES FOR USED CLEANERS
30 SOUTH AVENUE—STONE 6747
OPEN MON. and THURS. TILL 9 — SATURDAY TILL 7
ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Fred Astaire Has New Co-Star In "Sky's The Limit"

Teaming Joan Leslie for the first time with Fred Astaire, RKO Radio's new musical romance, "The Sky's The Limit," is said to be one of the year's gayest offerings, which moved to the Regent screen today. Astaire has the talented Miss Leslie for his dancing partner and co-star in the film, and the pair turn in some spectacular dance routines in the course of the sparkling action. The plot deals with the rapid-fire romance of a bashful war hero on a brief leave in New York before he goes back to fly bombers.

Freddie Slack and his orchestra supply the music for the film, which features Robert Benchley at the head of the supporting cast and four new hit tunes by Johnny Mercer and Harold Arlen. E. H. Griffith directed.

"Headin' For God's Country," starring William Lundigan and Virginia Dale, is the second feature. Thrilling as its breathtaking, primitive setting, is the story of our Arctic outpost... told in terms of gripping, action-filled drama and high adventure!

All Soldier Cast...

(Continued from Page 1) Myrny Loy, among other guest stars. The identity of the girl who will play it in Rochester remains a military secret. "The Army Play By Play" originated in a play writing contest for enlisted men sponsored by John Golden. The five winning plays were presented, along with a soldier variety show, for a single performance that netted the aforementioned \$100,000. But so enthusiastic was the response of the audience that attended that performance—Mayor La Guardia declared from the stage that more New Yorkers should see the show—that the Army decided to bring it back for a limited engagement and the current tour. The Auditorium has been donated for the Rochester engagement of "The Army Play By Play." All proceeds go to Army Emergency Relief.

TRIAL OF DOCTOR BENTON

The story of a big time love and how a glorious week changed the lives of a man and a woman.

LOVER'S SALUTE—A Book Length True Story

One girl's romance and how it was almost ruined by carelessness. A story with a moral.

Many other true stories and novelettes. Special features and the True Story Victory Remarker.

15c ISSUE OCT. TRUE STORY NOW ON SALE 15c

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.

Lydia 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 have reported benefits. Also effective for younger women to help relieve distress of monthly functional disturbances. Follow label directions. Worth trying.



KEY COUPON

RINSO
Large Box Limit 1 **18c**

KEY COUPON

SALT & PEPPER SHAKERS
15c Value Limit 2 Sets **7c**

KEY COUPON

BLADES
PKG. OF 25—REG. 50c Limit 1 **23c**

KEY COUPON

CANNING JAR LIDS
FITS 2-PIECE COVERS Box of 12 **9c**

KEY COUPON

CANNING JAR RUBBERS
BOX OF 12 Genuine Ball **3c**

KEY COUPON

DR. WEST TOOTH PASTE
Giant 4c Tube **20c**

KEY COUPON

HILL'S COLD TABLETS
30c Size **13c**

KEY COUPON

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

KEY COUPON

TOBACCOS
Pound Size at Cut Prices

BLUE BOAR \$1.70
WILLOUGHBY TAYLOR \$1.25
EDGEWORTH \$1.01
PRINCE ALBERT 74c
HALF & HALF 74c
KENTUCKY CLUB 74c
VELVET 74c
DILL'S BEST 74c
MODEL 71c
GRANGER 71c
UNION LEADER, 14-Os 61c
GEO. WASHINGTON 61c

470 N. GOODMAN NEAR MAIN

1861 MONROE NEAR WINTON

457 RIDGE RD. NEAR DEWEY

KEY

ROCHESTER'S MODERN CUT RATE DRUG STORES

TODAY THROUGH WEDNESDAY

20% SAVINGS ON ALL SCHOOL NEEDS

Ink, Pencils, Typewriting Paper, Composition Books, Ink Tablets, Pencil Tablets, Stenography Note Books, Spiral Note Books, Etc.

ALL REGULAR 5c ITEMS **4c**

ALL REGULAR 10c ITEMS **8c**

GET BOTH IN THESE HIGH POTENCY CAPSULES

VITAMINS-MINERALS

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

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.

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 Gamma Riboflavin
Liver Concentrate 2 Grains
Iron Sulphate—U.S.P. 1/2 Grain

50 Day Supply \$3.49
100 Day Supply \$6.49

At All Key Stores

KEY COUPON

ADHESIVE TAPE
1/2"x5 yd. Reg. 10c Limit 2 **6c**

KEY COUPON

ASPIRIN TABS.
5 Gr. Each Bottle 100 Limit 2 **8c**

KEY COUPON

WHITE ACE SHOE CLEANER
25c Size Limit 1 **11c**

KEY COUPON

50c Jergen's Lotion 25c Jergen's Cream
75c Value Both For **39c**

KEY COUPON

BAUME BENGAY
75c Size **59c**

KEY COUPON

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

KEY COUPON

Suphur Candles
REGULAR 10c SIZE **2 for 11c**

KEY COUPON

FEENAMINT
LAXATIVE CHEWING GUM—25c Size **19c**

KEY COUPON

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

KEY COUPON

LUDENS or H-B COUGH DROPS
Reg. 5c Pkg. **3c**

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!

Vimms
LARGE SIZE **49c** REG. \$1.69

BORAXO
LARGE SIZE **2 for 21c**

SCRANTOM'S 75th ANNIVERSARY SALE

Bargains in EVERY Department!

All Tied Up?

Then You Need a Scrantom's Plastic Phone Cord Cover

Prevents Kinks, Frayed and Twisted Cords

One of the handiest gadgets you ever saw! Prevents kinks in phone cords, electric iron cords and other appliances. Easy to put on, easy to keep clean. Choice of several colors. Non-inflammable.

NOW ONLY **29c**

BOOK SALE

Best Sellers

59c and \$1.00

Hundreds of fine books by famous authors that sold for much higher prices.

Christmas Cards

\$1.00 Value **79c** Box of 20 Assorted

Christmas Cards for Service Men 5c up

For The Boys Overseas

V-MAIL STATIONERY

25c and 50c

Christmas Gifts To The Boys Overseas Must Be Mailed By October 15

Regulation Cartons for Overseas Mailing 15c Each

SCRANTOM'S Valuable Coupon—Clip It

PEN REPAIRS 59c

This coupon and 59c will entitle you to a regular 75c Fountain Pen Service Overhaul.

Consisting of the following:

- Clean all parts
- Put in new sack
- Reset points
- Remove scratch
- Adjust flow of ink
- Check for leaking
- Tighten clip
- Blow out barrel
- Refill with clean, fresh ink.

Good Until Sept. 25 With Coupon

BRING YOUR PEN TROUBLES TO THE PEN DOCTOR

Authorized Factory Service For All Makes

SCRANTOM'S 334-336 Main St. E.

Sears New Fall Footwear

Styles For Every Member Of The Family - Prices for Wartime Budgets

SHOES
RATIONED—YES!
WAR BONDS
NO!
Back the Attack
Buy Your War
Bonds at Sears



For Active Women In All Walks of Life
SPORT OXFORDS

Favorite all purpose styles for active feet. Comfortable, serviceable, flattering shoes with quality workmanship and fit. Moc styles, square toe styles and many more, to choose from in a complete range of sizes 3 1/2 to 9.

3.30
Main Floor Monroe



Designed for Comfort. With An Eye On Style! Super Action
VITA-TREDS

Already the favorite of millions of women you'll love the sleek appearance and comfortable fit of these new Vita-Treds, the way they hug your arch and heel and pillow your foot in their soft "walk-on-air" inner cushion, not only comfortable, but the very latest in modern style and smartness. Sizes 4 to 9.

4.35
Main Floor Monroe



MORE FOR YOUR MONEY IN CHILDRENS BILTWELS

2.39
Main Floor Monroe

Designed to give the utmost in comfort and wearing qualities possible. Fashioned over lasts made to scientific specifications so as not to cramp growing feet. You'll find every new style and color in this selection in blacks, browns and tans, sizes 8 1/2 to 2.

BUY FOOTWEAR ON SEARS BUDGET PLAN



SCUFF PROOF TIP DELUXE BILTWELS

Extra Flexible, Long Wearing **3.49**
Main Floor Monroe

Sears Deluxe Biltwel shoes are famous not only for wear, but also for comfort and fit. Made over natural foot-form lasts, flexible welt construction, smooth solid leather insoles. Sears finest leather soles... it pays to buy the best! Blacks, browns and tans in sizes 8 1/2 to 3.

X-RAY FITTING INSURES PROPER FITTING



Sandy Nevins JUNIORS
BIG BUYS FOR BIG BOYS

3.49
Both Stores

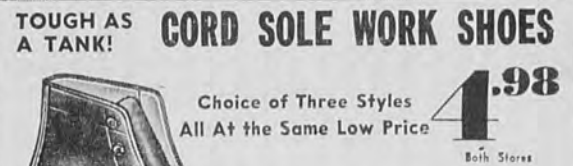
Husky shoes with all the style and comfort young men like today... Military, wing tip, brogue and moccasin styles. Made with the finest sole leather obtainable today. Goodyear welt construction, these huskies will give mile after mile of satisfactory service. Sizes 2 to 6.



For Economical Transportation
Sandy Nevins

4.40
Both Stores

Men's style leaders in the parade of fashion today... smart military and commando construction means that the comfort is unsurpassable. Preflexing breaks them in for you. Flexible insole to resist wrinkling. Perfectly fitted, Goodyear welt sewed. Choose from Blacks, Browns and Tans, sizes 6 to 12.



TOUGH AS A TANK! CORD SOLE WORK SHOES

Choice of Three Styles All At the Same Low Price **4.98**
Both Stores

Rugged! Most for the price in work shoes! Extra wear features that gives plenty of service to your ration stamp! Husky triple soles, double fanned, full reinforced uppers give added strength to shoe. Black and brown. Sizes 6 to 12.



POLICE SHOE SPECIAL

Official extra duty shoe, genuine Goodyear welt construction, full length double leather soles, rubber heels, sizes 6 to 12. Both Stores.

4.75



SAFETY TOE WORK SHOE

Our best quality, made with smooth grain uppers, leather uppers. Built in steel safety toe. Black only in sizes 6 to 12. Both Stores.

4.98

NEW Actionaires FOR WOMEN and Misses



3.30
Main Floor Monroe

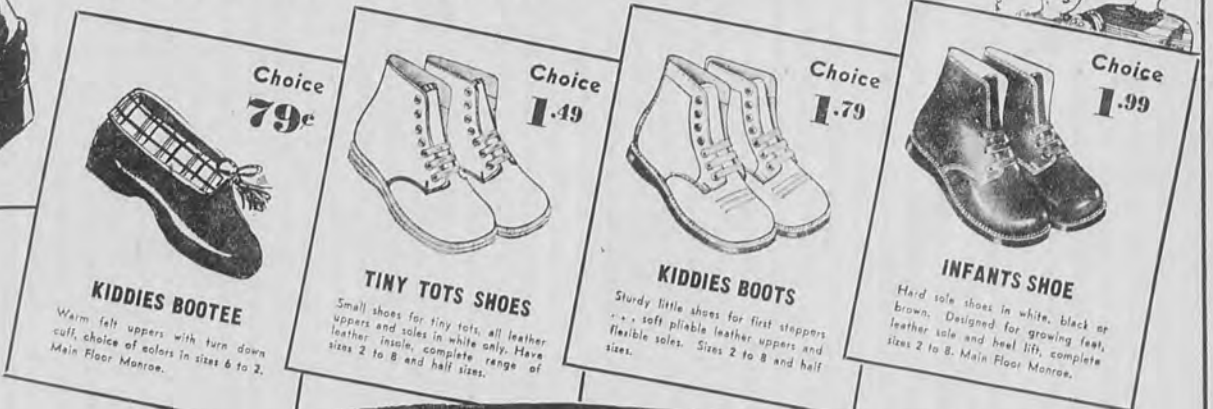
Created for women who like value giving footwear. New sport styles, Moccasin styles, and others, all with the same slipper comfort, choice of several heights in heels, complete sizes 3 1/2 to 9.

For "ON CALL" Feet NURSES' OXFORDS

3.50
Main Floor Monroe

Famous for Service. Built to the same comfort standards as always. Heel to toe cushion insole to relax your feet when you work. Built in arch support. Leather soles and heels in either black or white, sizes 4 to 8.

YOUR No. 18 SHOE STAMP GOES FURTHER AT SEARS!



KIDDIES BOOTIE
Warm felt uppers with turn down cuff, choice of colors in sizes 6 to 2. Main Floor Monroe. **Choice 79c**

TINY TOTS SHOES
Small shoes for tiny tots, all leather uppers and soles in white only. Have leather insole, complete range of sizes 2 to 8 and half sizes. **Choice 1.49**

KIDDIES BOOTS
Sturdy little shoes for first stoppers... soft pliable leather uppers and flexible soles. Sizes 2 to 8 and half sizes. **Choice 1.79**

INFANTS SHOE
Hard sole shoes in white, black or brown. Designed for growing feet, leather sole and heel lift, complete sizes 2 to 8. Main Floor Monroe. **Choice 1.99**

Sears, Roebuck and Co.
MONROE AT S. UNION—RIDGE RD., NEAR DEWEY

One of our richest sources of fine mahogany today is the vast jungle forest on the upper Amazon in western Brazil and in Peru. Discovered only twenty years ago, this jungle has never been completely explored and its extent is unknown.

Your Choice of 5

MANHATTAN
Ready-to-Serve

DRY MARTINI
Ready-to-Serve

SIDE CAR
Ready-to-Serve

OLD FASHIONED
Ready-to-Serve

DAIQUIRI
Ready-to-Serve

Pete Hagen's
Ready-to-Serve
COCKTAILS

AT NEIGHBORHOOD LIQUOR STORES

POPPER MORSON CO., ROCKEFELLER CENTER, NEW YORK
"Time-Honored Quality - Since 1885"

- WANT ADS -

BEDDING
NEW COTTON mattresses any color lick. \$6.50. Cotton felt mattresses, \$9.95. Flat springs \$2.00 up. Coil springs \$3.00 up. Metal Beds \$4.00 up. H. P. Fahrer, 96 State St.

FURNITURE
8-PIECE Dining Room Suite in good condition. \$30. Call evenings. 173 Rochester Rd.

RUGS
FELT-BASE linoleum rugs. Room size \$1.75. Heavy weight \$3.12. Well-known brands \$9.25. Standard weight by the yard 36". Heavy weight 46". 12-ft. width (door covered without seam wall to wall). Standard weight 48" x 36". Heavy weight 59". H. P. Fahrer, 96 State St.

WANTED TO BUY
BEDS, Springs, Stoves, Rugs, Dining and Bedroom suites. Entire households. Phone Mr. Carter, Main 8926.

Furnished Rooms To Rent
DESIRABLE furnished rooms for sleeping or light housekeeping. Also two room apartments. 225 Scio St. Stone 4426.

TWO PLEASANT ROOMS, semi-private bath. Near stores, buses and downtown. Apply 223 Scio Street. Stone 4436. \$6 weekly.

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. Bath
Theodore E. Tolson, Jr. • Alfred B. Tolson

AT RADIO CITY

BINGO CAPITOL HALL
85 W. MAIN ST.
Door Special \$25 to \$50

Mon. - Tues. - 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 \$5
Games Thurs. Aft.

Friday and Saturday
25 Games \$5-\$10
On Reg. Boards and \$15
Letter 'H', \$15 and \$15
ADM. 28c INC. TAX

STRAND
EVERY TUES. AND FRI. AT 8:45 P. M.

\$1000
EACH NITE
NO JACKPOTS
ALL PRIZES GO

BINGO

19th WARD
CLUB HOUSE
257 HAWLEY STREET

THURSDAY 8:15
REG. \$7-\$10
GAMES \$15.00

FRIDAY 1:45 P. M.
SATURDAY 8:15
SUNDAY 2:30
25 GAMES

Jefferson Bus to Hawley St. Admission 25c, Tax 3c, Total 28c

UNION LEAGUE
South Ave. cor. Gregory

SPECIAL GAME
SUNDAY NITE
25 REG. GAMES \$6

MON.-FRI. NITES
30 REG. GAMES
\$5 - \$10 - \$15

SAT. AFTERNOONS
1:30 P. M.
25 REG. GAMES \$4
Early Bird Every Game

New Preparation Relieves Foot Discomforts

Foot care rewards you several ways. It helps you feel better, walk better, and look better. A little attention given your feet reacts immediately on your well-being as well as your countenance. So many of us suffer with burning foot pains and throbbing corns and yet do little, if anything, to alleviate or correct this condition.

Particularly these days with most of us busily engaged in war work, standing on hard floors, plus extra walking caused by gasoline limitations, it is absolutely essential that we give those overworked feet some real care.

There is a new introductory combination package on sale at leading department stores and drug stores which offers a simple sensible way to relieve foot discomforts. It is called Lock's.

You receive a bottle of famous Lock's Corn & Callous Remover gratis with the purchase of Lock's Foot Balm. Lock's contains ox-yolinoline sulphate, which medical science declares is one of the strongest germicides that is not harmful to the skin. This ingredient helps fight athlete's foot. Lock's Foot Balm is medicated with eucalyptus oil, menthol, and camphor and also contains lanolin, which you all know helps soften and soothe tender skin. Massage your feet daily with this odorless and creaseless cream and soon you'll feel as though you are walking on velvet.

Sustaining subscribers to Shopping News win cash. You can become a sustaining subscriber for only ten cents a month. Ask your Shopping News carrier for details.

On Your Own Head Be It

The newest things in hats are those that fit snugly to the head. A moderately high crown that retains a small look will satisfy the more sophisticated person. For a younger looking style, place the hat behind a center parted coiffure or pompadour. This molds the head completely, covering the sides and back, and cut up to allow for the chignon.

1st CHOICE
of millions for simple headache or cold, painful migraines, is genuine pure St. Joseph's Aspirin. Their choice makes it the world's largest seller at 10c. No aspirin can do more for you - why pay more? Always be sure to get

St. Joseph ASPIRIN

WANTED
USED TRUNKS
LUGGAGE, GOOD CONDITION
TOP PRICES

KRIEGER'S
133 CLINTON AVE. S. Stone 2281

Real old-fashioned Lager

today's **GENESEE**

WEGMANS

FARM FRESH

Fruit and Vegetables

FANCY ALBERTA
PEACHES 2 lbs. 25c

WEALTHY
APPLES 4 lbs. 19c

FRESH YELLOW
SWEET CORN 29c dz.

Use R, S, T, U, V, W Blue	POINTS	PRICE
#1 1/2 CAN SUPREME YELLOW CLING	27	can 26c
#2 CAN HUNT'S SUPREME	23	can 19c

Use X, Y, Z Red & A Brown	POINTS	PRICE
TALL CAN FANCY	12	can 40c
TALL CAN FANCY	12	can 22c
LUNCHEON MEAT	5	can 35c

DELICIOUS CHOCOLATE
FUDGE ROLL 29c ea.

GENUINE
FRUIT CAKE 49c lb.

LIGHT FRUIT COOKIES
FRUIT BARS 15c dz.

Wegmans
HOME OWNED SUPER MARKETS

FREE PARKING FOR CUSTOMERS

WHERE TO PLAY BINGO

STAR BINGO
372 FLINT ST. (rear)
MON. 8:15 P. M.
TUES. ALL GAMES
WED. BOARD NITES
THURS. BOARD NITES
FRI. Further Notice
No Wed. Game. 23 Further Notice
23 GAMES

Beeley's Bingo
SUNDAY 4 P. M.
MON. TUES. WED. THURS.
FRI. SAT. at 8:30
EXTRA BOARD FREE WITH TRIPLE BOARD
142 GENESEE ST. in REAR

K of C
GRAND REOPENING
DeLuxe BINGO

COLUMBUS' AUDITORIUM EVERY MONDAY STARTING SEPT. 20th 8:30 P. M.

\$1000 CASH PRIZES
25 GAMES
Admission \$1 plus tax
EXTRA BOARDS 25c
CHESTNUT ST. of LAWN

WEGMAN HALL
371 E. MAIN ST.
Between East Ave. and Gibbs St.
Entrance Between Mohican and Wegman's

EVENING GAMES
SUNDAY - MONDAY 8:15
25 REG. GAMES \$5.00 ea.
JACK POT \$150
SUNDAY AND MONDAY NITES

AFTERNOON GAMES 1:30
WED. \$4.00 SAT. \$5.00

EARLY BIRD SPECIAL AT EACH GAME

HOLLYWOOD
SUNDAY & TUESDAY NITES ALL GAMES \$7
Wed. & Thur. Reg. Games \$5.00 - Specials \$4 & \$5
FRIDAY NITE REG. GAMES AND SPECIALS \$5
SATURDAY SPECIAL
Reg. Games \$10 - Specials \$5.50

BINGO PLAYED 6 NIGHTS A WEEK

THIS PASS WORTH GOOD WED. THURS. FRI. 50c

THIS PASS WORTH GOOD SAT. SUN. 25c

COUPON
When buying this board and book at special price, take this coupon with you. Good for 45c off next purchase. For a friend.

SPECIAL PARTY HOLLYWOOD-HUDSON
TUESDAY All Games \$7
SEPT. 21st

PARK HALL
SPECIAL THURSDAY AND SATURDAY
ALL GAMES ON BOARDS PAYING

\$10.00 JACKPOT

FRIDAY NIGHT
TRIPLE BOARD & BOOK OF SPECIALS 50c
ADMISSION 5c TAX INC.

ALL GAMES ON BOARDS PAYING **\$5.00**

SUNDAY ALL GAMES \$5.00

ADMISSION THURS. - SAT. - SUN. 35c (Tax 3c)
TRIPLE BD. & BOOK SPECIALS 50c
FRIDAY 5c INCLUDING TAX

TOWNER-HALL
WEDNESDAY \$250 GIVEN

TOWNER & REXY
SATURDAY, SEPT. 18th ONLY!
ALL GAMES \$10-\$12
DOOR SPECIAL \$60-60 Nos.

SUNDAY, SEPTEMBER 19th
All Reg. Games \$7.00 Specials 4 & 5 Ways \$7 & \$8

THURSDAY 23 Reg. Games \$5.00

- TOWNER HALL DOOR PASS -
710 UNIVERSITY AVE.
THIS DOOR PASS WORTH

EVERY WED., THUR. 45c SAT. SUN. 25c
With Purchase Triple Board And Book Of Specials

Save This Pass, Show at Box Office
Coupon Expires Dec. 31st, 1943

WATCH for TOWNERS Anniversary Week

HERE WE ARE AGAIN!
BIGGER AND BETTER THAN EVER

GRAND REOPENING
OF YOUR FRIDAY NIGHT PARTIES
FRIDAY-SEPT. 17, 1943
Columbus Auditorium - 50 CHESTNUT ST.

DOORS OPEN 7:00 P. M.
EARLY BIRD SPECIAL 8:00 P. M.

\$1500.00 30 GAMES NO JACKPOTS

GUARANTEED EVERY FRIDAY NIGHT
IRONDEQUOIT POST No. 134 AMERICAN LEGION

ADMISSION \$1.00

Your Badge of Honor

ARE YOU WEARING One?

I'M BACKING THE ATTACK 3RD WAR LOAN

Buy Your EXTRA BONDS and wear this BADGE OF HONOR . . . it's the lapel pin you will receive when you buy your War Bond to Back The Attack in your Country's 3rd War Loan. It's the badge of honor that shows you are doing your share. Available wherever U. S. War Bonds are sold in Rochester.

THIS IS THE ACTUAL SIZE



Here is shown the actual size of the lapel pin which every True American should be wearing by the end of September, ask for it! Be sure you receive one with every War Bond you purchase.

\$100 EXTRA IN WAR BONDS IN SEPT.

Rochester
Third War
Loan Committee

BACK THE ATTACK!

DO IT FOR YOUR COUNTRY! DO IT FOR ROCHESTER!

JEWELRY

HEIRLOOM JEWELRY Carved lapis set in silver looks new and cool. There is a renewed interest in heirloom jewelry. Coral and jade are again in fashion. new handmade lines are showing designs that are Latin American in feeling and execution. There is a trend toward silver that is marked and several.



She Remembers . . . Do You?

Once You Promised Your Wife a Bigger Diamond Ring as Soon as You Could Afford It!

Years ago when you were just getting started, your budget was small and she told you to forget about the engagement ring. And you did just that, or got her a ring with a tiny diamond. Remember how swell she was about the whole thing . . . remember how her eyes lit up when you told her that as soon as you were straightened around you'd get her the most gorgeous Diamond Ring that money could buy? So why don't you surprise and thrill her now with a beautiful diamond chosen from Rudolph's large selection.



Major's Lady
Large, brilliant diamond set off beautifully in oak leaf design. **\$89.50**



Top Sergeant Pair
Dramatically beautiful pair set with ten fine diamonds. **\$225**



Miss Liberty
Five quality diamonds in a mounting of rich simplicity. **\$500**



A diamond, regardless of size, is valued for its perfection—in cut, in color, in purity. These diamonds are of the finest quality and bear Rudolph's Perfect guarantee—your assurance of a wise diamond investment. Many other beautiful styles—in a wide range of prices.

Rudolph's

CORNER EAST MAIN at SOUTH AVENUE

In Batavia—109 Main Street

Open Monday Evenings

THANK GOODNESS!

Here's one thing that hasn't gone up!



NO NEED to look so surprised, Lady!

While practically everything else you buy has climbed in price since the war began there has been no increase in cost of electricity. In fact you're getting about twice as much electricity for your money as you did twenty years ago.

There's a reason, of course. Under experienced business management the electric power companies of the country have continuously improved methods of production and distribution of electricity and have passed the consequent savings along to you. They all add up to friendly, dependable service . . . at low cost even in wartime.

ROCHESTER GAS & ELECTRIC
ELECTRICITY IS A VITAL WAR WEAPON . . . SAVE IT!

Shopping News PATTERN



3606
SIZES 10-20

For after dark activities you will need a lovely feminine frock such as this. The cut-out sweetheart neckline lightens the darkness of the frock, and also makes it more formal in appearance. Make it up in the very nicest crepe or rayons you can find, and you will have a dress that is mighty flattering. Style No. 3606 is designed for sizes 10 to 20. Size 16 requires 3 yds. 39-in. fabric. Pattern is hand-cut to United States Standard Measurements and includes chart with step-by-step instructions. Send 10c 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, 93 Clinton Ave. S., Rochester, N. Y.

CLICK Wins Contest
Sponsored By WMC and OWI

CLICK magazine has been awarded first prize for its October cover in a national cover contest conducted by the War Manpower Commission and the Office of War Information. Aim of the contest was to depict mobilization of man and woman power for the war effort. The contest was judged by the Museum of Modern Art.

HAY FEVER AND ASTHMA SUFFERERS

Get Relief This Quick Easy Way

Stop that sneezing, running eyes and tickling throat. Results are guaranteed or your money will be refunded.

1 Btl. \$1.25 - 5 For \$5.00
MAID DRUG CO.
511 DEWEY AVENUE
Call Glen 4016

Dolan's

WHERE YOU BUY THE CUTS OF CHICKEN YOU PREFER

DOLAN'S
600 JEFFERSON AVENUE
Cort. Bartlett
Telephone Genesee 1417

DOUBLE YOUR MONEY BACK OFFER ON SWAN Ask for Details

SWAN Lg. 10c Reg. 6c

LIFEBUOY Stops "B.O." use it daily **7c**

Hang up a wash that's **RINSO WHITE** Lg. 23c Reg. 10c

LUX Reg. 10c; Lg. 23c
LUX Toilet Soap 7c
SPRY, 4 Points . . . lb. 25c
12 Points . . . 3 lbs. 59c
GOLD DUST POWDER . . . 18c
GOLD DUST CLEANSER, 2 for 11c
FAIRY SOAP . . . 5c

American Economy Stores

ESSENTIALS FOR THE HOME

CANNON WOOL **BLANKETS \$5.95**
25% WOOL

GOLDEN-GLO **TABLE LAMPS \$9.95**

1942 CONSOLE MODEL **RADIOS - PHILCO - MOTOROLA \$59.95** Up
AND MANTOLA

SPECIALS FOR THE KIDDIES
SCOOTERS \$1.98 - WAGONS \$2.39 & \$11.75
KIDDIES WHEEL BARROWS \$4.49
Also Many Other Toys and Playthings

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

Women — And The Fall Of France

How two ambitious women plotted the downfall of France and succeeded. An enlightening article.
WOMEN FACE A CRISIS
Fannie Hurst contributes a thought-provoking article of interest to all women. Other entertaining articles by J. Edgar Hoover, Nina Wilson Putnam and others. Plenty of good reading in this hand-hold sized magazine.
15c OCT. ISSUE **THE WOMAN** NOW ON SALE **15c**
WITH WOMEN'S DIGEST

If You Want To Keep Warm Next Winter!

ORDER **COKE** NOW

It is most important that you order your coals now for future delivery if you want assurance that your home will be comfortably warm this winter. Telephone your order today! Immediate delivery and satisfaction guaranteed.

WEST END FUEL CO.
2 LAKE AVENUE GLENWOOD 745

Support the **3rd WAR LOAN**

"It's up to you . . . just as much as it's up to our boys at the front . . . to Back the Attack! You can do this by buying War Bonds during the 3rd War Loan Drive. When that big INVASION comes, know that you're helping to make it possible. You may not be able to man the guns . . . or fly the planes . . . or drop

the bombs on Berlin and Tokyo . . . but you can supply the dollars that it takes to get those fighting jobs done. The 3rd War Loan is your big chance to stand shoulder to shoulder with our boys at the front . . . it's your opportunity to help your own brother or father or sweetheart come home . . . alive!"

THE 3rd WAR LOAN \$15,000,000,000 GOAL!

For Feminine Hygiene **Zonite 79c**

STAMMS MULTI-VITAMIN AND MINERAL TABLETS
8-VITAMINS 9-MINERALS Pkg. of 24 **19c**

THE NEW BONDED PRO-PHY-LAC-TIC TOOTH BRUSH
GUARANTEED 6 MONTHS!
WITH MAKING TIPPED BRISTLES SURGICALLY STERILE **47c**

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, aids Nature heal up raw, broken tissues. No oil — no grease to stain clothing. Sold on money back guarantee. Prolarmon Rectal is now available in handy tube 75¢ — or with special applicator 1. Get this modern relief today . . . ask for **PROLARMON RECTAL**

NO DULL DRAB HAIR
When You Use This Amazing **4 Purpose Rinse** LOVALON will do all of these 4 important things for your hair:
1. Gives lustrous highlights.
2. Rinses away shampoo film.
3. Tints the hair as it rinses.
4. Helps keep hair neatly in place. LOVALON does not permanently dye or bleach. It is a pure, odorless hair rinse, in 12 different shades. Try LOVALON.

AT ALL **DAW'S STORES**

Gillette BLUE BLADES
Pkg. of 5 **25c** Pkg. of 10 **49c**

NUTRITIONAL EXPERTS SAY . . . **3 OUT OF 4 NEED MORE VITAMINS AND MINERALS**

GET YOURS—GET **Vimms** **49c**
6 VITAMINS and 3 MINERALS
REGULAR SIZE **49c**
LARGE ECONOMY SIZE **\$1.69**

ANACIN TABLETS 59c
Bottle of 50

NEW! WILDROOT CREAM-OIL FORMULA FOR THE HAIR **NON-ALCOHOLIC** CONTAINS LANOLIN:
GROOMS THE HAIR RELIEVES DRYNESS REMOVES LOOSE DANDRUFF
REGULAR SIZE **79c**
MONEY-BACK GUARANTEE!

V...-MAIL STATIONERY
V-Mail is the method officially recommended for correspondence to troops overseas. It is fast and safe . . . saves precious space.
Pkg. of 20 Sheets **9c**
100 Sheets **43c**

DAW'S ORIGINAL CUT-RATE DRUGS

56 CLINTON SQ. DR. TEMPLE THEATER	31 MAIN ST. E. CORNER ADJUNCT	353 MAIN ST. E. 1 DOOR FROM BULLOCK	452 W. RIDGE RD. CORNER DRIFT	880 MAIN ST. W. BULLOCK HEAD	473 H. GOODMAN ST. OFF. HALL	539 MONROE AVE. HALL CORNER
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Mail Christmas Gifts For Over Seas By Oct. 15
If you're sending a gift across the world to that boy or girl in service . . . select it now!
Uncle Sam asks that gifts for overseas be mailed before Oct. 15th. Visit DAW'S special Dept. now and choose a present from our carefully selected stock.

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. 54

ROCHESTER, N. Y., THURSDAY, SEPTEMBER 23, 1943

If You Do Not Receive Regularly PHONE, STONE 6000

Exchange Tickets Now Ready For Jan Savitt Show

Holders of tickets for the Jan Savitt appearances at the Eastman Theatre next month are urged to exchange them for regular reserved seats at the theatre box office as quickly as possible.

Tickets are being distributed throughout the area by City Firemen whose War Emergency Fund will be enriched by the proceeds. On sale at all firehouses, the tickets this week were also being sold in a house-to-house canvass at \$1.65 each. All seats are reserved.

The famous bandleader will bring his entire company here for five performances beginning Friday evening, October 1st. Additional performances will be given on Saturday and Sunday evenings and at Saturday and Sunday matinees.

Arthur A. Schuth is general chairman of the event.

The Eastman Theatre box office is open for ticket exchange daily from 9 a. m. to 6 p. m.

Two Rochesterians Advance In Ranks At Richmond Air Base

Boosted to the rank of Private First class, this week were two former Rochesterians now stationed at the Richmond Air Base, Richmond, Virginia.

Those so honored were Theodore J. Twietmeyer, formerly of 200 Edinburgh St. and Joseph J. Scalzo, 177 Armstrong Ave.

Both are attached to the 1826th Engineers, Aviation Branch.

Wins \$25 Award John Schwartz

A new neighborhood contributes this week's winner of the \$25 award given each Thursday by Shopping News to one of its sustaining subscribers. The winner—John Schwartz, 25 Leo St.

Twenty-five dollars awaits Schwartz at Shopping News, 93 Clinton Ave. S.

Since the first week in July Shopping News has awarded subscribers a total of \$300 in return for their payment of ten cents each month to their Shopping News carrier.

Paul Draper To Appear Here With Larry Adler

Paul Draper, classic tap dancer and Larry Adler, greatest of harmonica players, will make their first joint appearance in Rochester at the Eastman Theatre Friday evening, October 8, in a pre-season recital sponsored by the Rochester Civic Music Association.

These two men are not stunt performers. They are artists who interpret music as well as entertain their audiences.

Draper taps the classics as a master instrumentalist might do, shading his rhythmic beat with the finesse of a symphonic soloist.

Larry Adler, for his part, is equally astonishing. With his harmonica, Adler produces a wider range of color and dynamics than is possible on most wind instruments. He has definitely given the hitherto lowly mouth-organ an unsuspected importance.

Shrine Circus Announcement Cheers Thousands

Announcement by Potentate Ralph Richardson that Damascus Temple of Shriners would stage their annual circus this year came as a message of joy to all lovers of this form of amusement. The "big show", which for years has been an annual event in Rochester, will be presented in Edgerton Park Arena for on week starting Monday, Oct. 25.

The executive committee appointed to handle the various details of the circus promises that "everything will be new but the name", and plans are now in the making to secure at least 20 of the best known acts in the realm of sawdust and spangles. Because of the late date set for the show this year, coming as it does, after the "big tops" have closed their seasons, the committee feels confident they will be able to secure the best circus talent in America for Rochester.

Bypassing of Rochester by the Ringling Show this year, has whetted the appetites of residents of this area for circus amusement and the Shriners are determined they shall have it.

Headquarters of the show committee has been opened in a store in the Sagamore Hotel building, on East Ave.

Each week some sustaining subscriber to Shopping News wins 25 dollars in cash. You too can become a sustaining subscriber for only ten cents a month. See your Shopping News carrier.

STARS IN SERVICE



Toys for British Orphans Sought By Relief Society

With just a few weeks to go before the Gift Ship sails on Oct. 15, the British War Relief Society is issuing an appeal to Women everywhere for those charming and simple toys which brought joy to so many British tots last Christmas.

The manufacturer of toys has been stopped in Britain to make way for war production, and there would be small prospect of Merry Christmas for these little war orphans if it were not for American sympathizers.

For those whose time is limited, Sibley's have a display of suitable gifts in their toy department. Even used toys which

Million Dollar Bond Show Coming To Loew's Tuesday

Setting an all-time high for ticket prices will be the multi-million dollar War Bond Show at Loew's Theatre next Tuesday at 8:30 p. m.

Best seats in the house will sell for one thousand dollars each. Cheapest seats available are priced at \$25. But, along with admission to the performance goes a war bond of the denomination for which the seat price calls.

In other words, if you buy a thousand dollar bond, you also get a box seat ticket for the show. Other ticket prices include down to the \$25 bond which will get you a balcony seat.

Feature of the show will be the premiere of "Johnny Come Lately", starring James Cagney. A program by the Rochester Civic orchestra, under the direction of Guy Fraser Harrison is also planned.

Bonds may be purchased from any downtown or Shrine neighborhood movie anytime between now and next Tuesday and each bond will entitle the purchaser to free tickets for Tuesdays War Bond Show.

Receives Commission In Naval Reserve At Pensacola, Fla.

Louis Carl Nosco, 25, son of Mr. Eugene L. Nosco of 972 S. Goodman St., was commissioned an Ensign in the Naval Reserve this week following completion training at the Naval Air Training Center, Pensacola, Fla.

Amusements

- AUDITORIUM** ETHEL BARRYMORE in "THE CORN IS GREEN" SEATS NOW
- CENTURY** Monty Woolley and Gracie Fields in "HOLY MATRIMONY". Plus Tom Conway and Jean Brooks in "THE SEVENTH VICTIM"
- LOEWS** James Cagney and Grace George in "JOHNNY COME LATELY." Plus Bobby Watson and Jean Porter in "NAZI NUSSANCE"
- PALACE** Irving Berlin's "THIS IS THE ARMY" in Technicolor
- CAPITOL** Deanna Durbin and Joseph Cotten in "IERS TO HOLD". Plus Richard Arlen and Jean Parker in "ALASKA HIGHWAY"
- HUDSON** "IN WHICH WE SERVE" with Noel Coward. Plus "THE DEW WITH HITLER"
- LITTLE** Return Engagement IGNACE JAN PADEREWSKI in "MOONLIGHT SONATA"
- REGENCY** FRANCHOT TONE and ANNE BAXTER in "FIVE GRAVES TO CAIRO" Adventures of a Rookie with Wally Brown and Alan Carnegy
- REXY** "EDGE OF DARKNESS" with Errol Flynn and Ann Sheridan. Plus "SHE HAS WHAT IT TAKES" with Jinx Falkenburg and Tom Neal
- TEMPLE** 3 Days Only—FRI, SAT, SUN. — On Stage In Person—BLUE BARRON AND HIS ORCHESTRA AND BIG STAGE SHOW. On NOW PLAYING Screen "REVENGE OF THE ZOMBIES."

RECORDS

Records of Songs Played In The Above Theatres Available Now 37c and 53c

Sunday, Monday Or Always—
 F. Sinatra, P. Piper, Bing Crosby
 People Will Say We're In Love—
 Oh, What A Beautiful Morning—
 Frank Sinatra
 Blue Rain; Caribbean Clipper—
 Glen Miller
 Put Your Arms Around Me Honey—
 Dick Kahn, Hal Goodman
 It's Always You; Mission to Moscow
 Benny Goodman
 Rhapsody In Blue; Along the Santa
 Fe Trail—G. Miller
 A Ship of the Line; Sentimental
 Lady—Duke Ellington
 Don't Cry Baby—Erskine Hawkins
 Warsaw Concerto—Freddie Martin
 I Don't Want Anybody At All—
 New release
 Goodbye Sam; There'll Soon Be A
 Rainbow—Perry Como
 Your Socks Don't Match—
 "Fats" Waller

Johnny Zero; Look At You—
 Johnny Jones
 The Dreamer; How Sweet You Are—
 New Release
 I Heard You Cried Last Night;
 James Session—Harry James
 Nevada; I Heard You Cried Last
 Night—Glen Miller
 In My Arms; Take It Off The "E"
 String—Peter Piper
 It Can't Be Wrong; Do I Love You—
 Al Miller
 I Never Mention Your Name;
 I Heard You Cried Last Night—
 Dick Haymes
 If You Please—
 F. Sinatra, B. Crosby, P. Piper
 No Letter Today; Born To Lose—
 Ted Daffan
 You'll Never Know; Coming In On
 A Wing and A Prayer—W. Kelly
 Fashion sand—Ray Eber

COLUMBIA Music Store

53 SO. CLINTON AVE. OPEN EVES, TILL 9 P. M. Listen to 1240 Club Daily 5:30—Sat. 1 P. M.

A COMPLETE STOCK OF SWEATERS

★ ALL WOOLS ★ ALL STYLES ★ ALL SIZES ★

THE MOST COMPLETE STOCK OF SWEATERS IN ROCHESTER. DON'T WASTE TIME LOOKING. IT'S TOO PRECIOUS THESE DAYS. WE HAVE EVERYTHING YOU COULD THINK OF IN THE WAY OF SWEATERS FOR EVERY MEMBER OF THE FAMILY.

Complete Line Of ARMY & NAVY ALL WOOL SWEATERS

THE SAME HIGH QUALITY YOU WOULD GET ELSEWHERE YET YOU PAY LESS AT CHAMPION

PRICED FROM \$1.98 to \$8.50

SIZES FROM 28 to 52

SPECIAL! JUST ARRIVED A SHIPMENT OF HARD TO GET Fleece Lined HOODED SWEAT SHIRTS \$2.98 Navy and Gunmetal Sizes Small Medium, Large

HARRIS NUSBAUM

Shop Nusbaum's for Your Winter CLOTHING

You'll Find High Quality And Huge Assortment At Prices You Like To Pay.

LADIES' COATS

BUTTON-IN FUR LINED \$39.50

TRIMMED & UNTRIMMED Dress and Sport Coats \$26.50

GIRLS' Coats - Coat Sets \$15.95

BOYS' & GIRLS' SNO-SUITS \$7.95

BOYS' MACKINAW \$8.95

HARRIS NUSBAUM

221 JOSEPH AVENUE

OPEN DAILY 9 A.M. to 9 P.M. FRIDAY 9 A.M. to 6 P.M. SATURDAY EVE. 7 A. M. to 10 P. M.

for a soldier's Christmas

Your PHOTO

- NATURAL
- CHARMING
- UNUSUALLY POSED
- ARTISTICALLY FINISHED BY NEISNER EXPERTS
- INEXPENSIVE
- PROMPT



YOU MUST MAIL BY OCT. 15
FOR OVERSEAS XMAS DELIVERY

Special Offer

4 Photographs of The Better Kind . . . **\$4.00**
3-8x10 and 1 Beautiful Miniature . . . All for Only **\$7.00** Value

Neisner's
5c to 10c Stores

STUDIO
200 MAIN ST., E. REAR MAIN FLOOR

**Not Rationed
No Coupon Needed**

**Men's Cloth Slack
and SPORT SHOES**



\$2.99
pair

Sizes 6 to 11

Heavy basket weave fabric uppers . . . Goodyear welt process. Durable wearing soles that can be repaired—

BLUE - GREEN
BROWN - BLACK

An ideal utility shoe that can be worn right through the Fall.

Other Unrationed Styles
\$1.99 and \$2.49

Exclusively At

ROY LOGAN
SHOE STORE
129 MAIN STREET E.

**Multi-Million Dollar
WAR BOND
SHOW**

AT
LOEW'S
TUESDAY, SEPT. 28—8:30 P.M.

Buy A Bond

At any downtown or Schine neighborhood theatre and get your ticket free to see

JAMES CAGNEY in
"JOHNNY COME LATELY"

— PLUS — ON THE STAGE —
ROCHESTER CIVIC ORCHESTRA
Guy Fraser Harrison, Conducting

KAY'S COMMENTS

Joels
JOELS are really making the big leagues this September. If you want a spirit raiser in headgear, this shop is your dish. Tiny calots laden with feathers and veils. Robin Hood jobs with cloud-stabbing quills—a hat to make you feel jaunty young and reckless. Specially organized for fall are those too-perfect sets with hat and bag to match. In casual styles of plaid or yarn materials, they are adorable. Yummy colors in velvet hat and bag sets for dressy wear. You early birds will be interested to know the Fur-Trimmed Hats (some with muffs to match) have arrived at JOEL'S, 215 E. Main St.

It's an admitted fact that war brides have few advantages these days, but here's one that has occurred to me. Quietly, thoroughly, without the distracting presence of "That Man", they can go about the gentle husband-holding art of cooking. The hours you spend dear heart, with your cookbook, will build happiness when He comes marching home. Buy yourself a good cook book—not one of those fancy expensive jobs, but a down-to-earth book. Here is a suggestion: The new, revised and enlarged edition of Irma S. Rombauer's "The Joy of Cooking". (Bobbs Merrill Co.) sells for \$2.50. A cozy, practical book with 3200 recipes. Delicious homely dishes are listed in profusion. Most cook-books ignore this type of recipe completely. Buy a copy today—you'll find it as essential as a license. In every copy a guarantee appears stating if you can't find a dozen recipes you like, your money will be refunded. To date after ten of thousands of copies have been sold, only two people have asked for their money back. I'm worried about those two dames.

Devotedly—KAY

A message for you today—from SHAFER FUR CO. "Back the Attack" "Buy War Bonds." They are the best buy in town. Next message. Mr. George Shafer says, "In these days of long-term buying, your fur coat is the most important purchase of all. Plan it carefully. Shafer's will help you. You may make a small deposit on your coat—your choice will be held until you need it. All prices at Shafer's include tax. This is quite an item don't you think." Whether your budget includes a low-priced fur coat or a higher priced coat Shafer's have it. A Shafer label in your coat is your insurance for quality, durability, and undeniably beauty. Remember Buy Bonds first—then a fur coat. SHAFER FUR CO., 51 East Ave.

You didn't take on that excess weight in a day, so don't expect to get rid of it in a day. But at VIRGINIA'S REDUCING & BEAUTY SALON the process will be speeded up as much as humanly possible. Several types of treatments to choose from. Prices start at Five for five dollars. 27 Clinton Ave. So., Stone 346.

This business of beauty isn't seasonal. Neither are LUZIER'S COSMETICS. They are prescribed to meet your particular beauty needs. Nationally advertised, they have been used by discriminating women for years. A trained consultant will see you in your home or you may call at 133 Clinton Ave. So. Hours Tues.-Thurs. 1:30—3:30 or Fri. Eve. Stone 4442.

You'll revel in the smartness of a MARLENE HAT! This shop has all kinds of HATS. All youthful—some for the very young and some for the older woman. Hat and Bag sets you'll just have to buy—when you see them. Oh yes, gloves, too. Drop into HOTEL SENECA.

Those wool dresses at BERNSTEIN'S are subtly tailored to insure working as well as playing enjoyment. Smart lines accentuated by embroidery, crisp vests, in Junior and Misses sizes. Priced \$8.95 to \$10.95. 654 PARK AVE.

If you're a stickler for perfection, EMPIRE WEAVERS are your best bet. Precision needlework over a period of years has made this shop one of the outstanding of its kind. Burns, tears, rips, and moth damage are their specialty. 409 BURKE BLDG.

If you want to "cork up" a perfume for future use—after seal has been broken—use a little paraffin over the opening. This prevents evaporation. Store in a dark place.

E. E. Bausch & Son Co.

Outstanding in
Optical Service
for 90 Years

your
Glasses

... are a part of YOU . . . they must fit both your eyes and your appearance. BAUSCH will assure you perfection of fit that considers also facial contours . . . a service equally as excellent as that accuracy of eye examination and filling of prescriptions for which BAUSCH has been famous for 90 years.

Phone Either Store for Time-Saving Appointment
Charge Accounts for Convenience

E. E. Bausch & Son Co.

6 MAIN ST. E. CARL R. BAUSCH 61 EAST AVE.
Optometrist

**Nazis Loss Of Africa
Depicted In Regent
Film Opening Today**

Paramount's "Five Graves To Cairo," the much-heralded behind-the-scenes thriller with Rommel's loss of the African continent as its central idea, moved to the Regent screen today. A brilliant cast, including Franchot Tone, Anne Baxter, Akim Tamiroff and Erich von Stroheim as Marshal Rommel, acted out the thrill-packed story, set down in the locale over which Rommel was chased back and forth for many months by the British Eighth Army.

Tone, playing Corporal Bramble of the British Tank Corps, discovers that the hotel in which he is staying is to be occupied by the Germans, led by Rommel. In as fine a bit of screen skulduggery as has been seen here in a long time, Tone succeeds in learning the meaning of the "five graves." Rommel's secret weapon, and aids in stemming the Nazi march on Egypt. A generous dash of Nazi loathsomeness is added to the picture by von Stroheim's excellent portrayal of Rommel. The veteran character actor adds considerably to his reputation

CONFIDENTIAL
LOW COST
PERSONAL LOANS
By Comparison You'll Choose
CENTRAL TRUST
WHERE
\$6.73 . . .
is the total cost of a 1 year loan which gives you
\$100.00 Cash
and this includes life insurance protection.
LOANS UP TO \$2,500
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**First Quality . . . Full Fashioned Rayon
SHEER HOSE**

92c
PAIR
Reinforced Heel & Toe

4 Lengths
Short
Ex. Short
Medium
Long

NEW FALL SHADES

FIRST QUALITY
LIGHT WEIGHT SERVICE HOSE **92c**

Slight Seconds of Our Better
Rayon Hose 2 Pair \$1
• Extra Lengths • Outsizes • New Fall Shades

HELPER'S
HOSIERY SHOP
213 MAIN ST. EAST

THAT EXTRA BOND Will Help Get NYLONS Back Sooner! Back the Attack

They're young—truly young—those MATERNITY models at RIPTON DRESSES. Some with that becoming side drape that stays put, though the skirt is fully adjustable. Jumper models with embroidery details. Priced at a gentle \$8.95 they will see you through your "waiting period." RIPTON DRESSES, 739 MONROE AVE.

Home Service at ROCHESTER GAS & ELECTRIC have been extremely cooperative about telling housewives the short cuts to canning. But they also warn you about accidents in the home while canning. Drop into 89 East Ave. and pick up the FREE booklet "Canning in War Time".

Black dress with champagne sparkle are fashion's newest whim. Jet-like beads on the bodice. Otherwise it's as sweetly simple as your favorite daytime frock.

**Advertising Class
Formed At Mechanics**
Economic functions and values of advertising, fundamental merchandising problems, advertising typography, and basic considerations in advertising layout are some of the subjects covered in an evening course in newspaper advertising announced recently by Mechanics Institute.
Anthony A. Powderly, want ad manager of the Democrat & Chronicle has been named instructor.
The class will get underway next Monday and will meet weekly from 7 to 8:30 p. m.

BREAST-O'-CHICKEN
BRAND TUNA FISH

Tuna and Macaroni
Tuna Tomato Salad
Tuna Salad Sandwich
Creamed Tuna on Waffles

point saving dishes for every meal of the day

Renew your acquaintance with delicious tuna whenever it is available! Enjoy the rich flavor of tender, tasty Breast-O'-Chicken Brand.

Keep this tuna handy when you can, for those 'round-the-clock workers who need a snack at odd hours.

BUY BONDS FOR VICTORY

BREAST-O'-CHICKEN
Fancy TUNA FISH

KEEP THEM FOR SECURITY

WESTGATE SEA PRODUCTS COMPANY - San Diego, California

How Long Since Your Wedding?
A Fitting Tribute to Her Love Down Through the Years—a Larger, Finer Rudolph Diamond

"Seems almost like yesterday." How many times have you said that since you slipped the wedding ring on her finger those many years ago. And what about her engagement ring? Weren't you always sorry that the diamond couldn't have been a little bit bigger, or better? Imagine the thrill she will get from a new engagement ring! Why not surprise and thrill her with a new Diamond Ring for her anniversary. You'll find at Rudolph's a complete assortment of exquisite modern designs at every price.

First Lieutenant
Smart new style ring with white gold band on each side of the sparkling diamond **\$39.95**

Miss Liberty
Fine quality diamond made in a mounting of rich simplicity and smart design. **\$500**

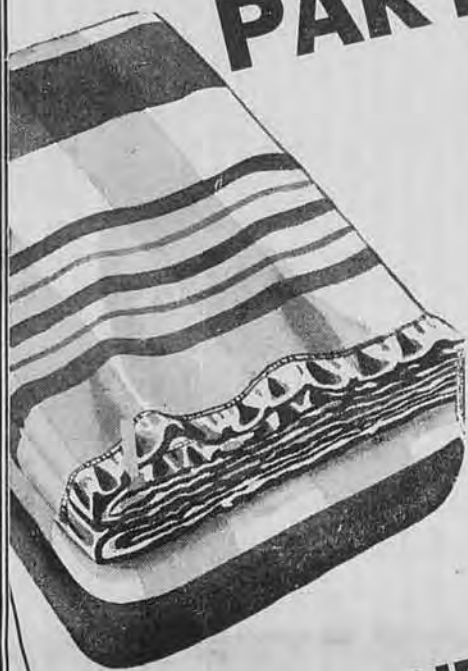
Brigadier
She'll always cherish this stunning ring, brilliant with three fine diamonds. **\$110**

Rudolph's
CORNER EAST MAIN at SOUTH AVENUE
In Batavia—109 Main Street Open Monday Evenings

EDWARDS BASEMENT

IT'S A NASHUA PART WOOL BLANKET

Back
the
3rd
War
Loan!



SIZE
72" X 84"

3.97

Even if there is a fuel shortage . . . blankets are plentiful! And we can meet your needs for warmth this Winter! Blankets that are soft and fleecy! Yet! Weigh only 4 pounds! Can you believe it! Lovely block plaids in rose, blue, green, or cedar, with white! All richly sateen bound! But see them for yourself!

FIRST QUALITY

Edwards Basement

BLOCK PLAIDS

A Real

ALL PURPOSE

JACQUARD BLANKET

SIZE 70" X 80"
60" X 80"

2.69



Take color from the Indians . . . and you have an unusual blanket! One that combines bright colors with durability! Combinations of tan, brown, blue, green, wine, dusty rose . . . in Indian design! There are countless ways to use these grand blankets! Slight imperfections.

Edwards Basement

Snow White

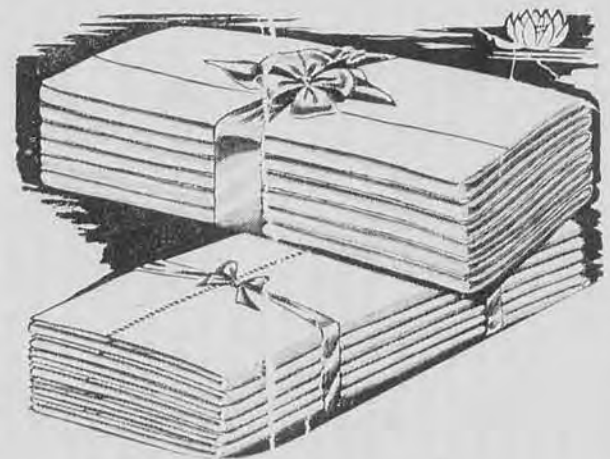
PILLOW CASES

SIZES

45" X 36"
42" X 36"

49^c
each

You have asked for these before! Well, here they are! Slight imperfections that do not lessen the wearing quality one bit! They take to suds wonderfully! And they are such a close count weave! We like to sing praises of good things . . . and when you see for yourself . . . you'll agree too!



CLOSE
COUNT
WEAVE!

Edwards Basement

PAGE
One
fine n
jungle
Amaz

"You'll never reach Berlin," says he..



Imagine this goose-stepping Nazi prisoner telling that to a Rochester boy! "Why not?," says I

YOUR HOME FRONT," he comes back... "your people at home are too soft and selfish to make sacrifices. And unless they buy you the guns and tanks and planes, your INVASION will be a slaughter."

"Listen Nazi," I snapped, "right now, my country is planning the 3rd War Loan—15 Billion dollars—to pay for this INVASION. Rochester is going to get over 63 millions of it. They'll do it, too! I've got a family—mother, father, sisters and brothers, aunts and uncles. I've got friends that write to me regularly. Rochester won't let me down. Right now, I'll bet that Rochester is 'way ahead with extra Bonds this month."

"Fool," sneers this Nazi, "Your Americans at home talk big—but they're more interested in luxuries than in your life. When it comes to sacrifice, that's your job—alone."

I walked away... I was seeing red. But I thought I'd better speak to you, anyway. I know that all you people back home realize that your War Bond money will pay for INVASION equipment.

I know a lot of you can and will invest thousands—

you've got to, to put it over. Buy War Bonds out of pay checks, dig the money out of the old sugar bowl or wherever it is—but for the love of us, buy all you can! Over here, we know how important it is, and we're buying Bonds out of our pay. But we don't make much, so it's up to you back in Rochester, really.

It's a darned good investment, anyway. What else carries the backing of the whole United States Government behind it?

Well—I know that good old Monroe County will buy extra bonds—I just wanted to make sure you know how important it is to put everything you've got behind us.

Write soon and let me know the 3rd War Loan total for the old home town, will you? And I'll drop you a line from Berlin, one of these days.



If you have bought an extra bond this month, pin this badge of honor on your lapel. If not, buy your bond now and be sure to wear this badge.

BACK THE ATTACK WITH WAR BONDS

3RD
WAR
LOAN

\$15,000,000,000
NON-BANKING QUOTA

Rochester's Quota is Doubled — Double Your Efforts!

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

**No. 37 School PTA
To Honor Teachers
At Buffet Supper**

Opening meeting of School 37 PTA, next Tuesday, at 8 p. m., will feature "Honor Our Teachers Night", as a part of the yearly program, "Community Life in a Democracy".

Preceding the meeting, the executive committee will hold a buffet supper for the teachers of the school.

Evening program will consist of a novel introduction of the teachers, community singing and a skit on the year's program, entitled, "Over the Clothesline".

Refreshments will be served by parents of Miss Cheesman's and Mrs. Crowley's grades, with Mrs. Lemuel Basset in charge, assisted by Mrs. Victor Westcott and Mrs. Goodhand Clark.

New officers for the year are as follows: Mrs. Evatt Jicha, president; David Lockridge, first vice-president; Mrs. Ralph Casperson, second vice-president; Mrs. Ernest Warnock, third vice-president; Mrs. Harold Campbell, recording secretary; Mrs. Wilbur Lewis, corresponding secretary; Mrs. John Harbour, treasurer; Mrs. Harrison Didas, past president; Miss Emma O'Keefe, advisor.

**Military Training
Here To Be Discussed
At No. 24 School PTA Meet**

Military training given in this area will be the discussion subject at the first of a series of community meetings sponsored by the PTA of No. 24 School, next Wednesday at 8 P. M. in the school auditorium.

Lt. Commander William Neil, in charge of the naval cadets at the University of Rochester, and Dean Thomas Waring of Colgate Rochester Divinity School where aviation cadets are quartered, are to be the speakers.

Everyone interested in learning what our community is doing in the war effort, or in finding out new ways to help is urged to attend this meeting.

Sibley's Big Basement
Where All Rochester Saves with Confidence



**Bumper Line-up of Everything Important in
BABY NEEDS**

- Infants' Dresses in white with embroidered yoke. Blue or pink rayon satin ribbon trim. Sizes: 6 mos. to 12 mos. **2.95**
- Sweater Sets in white with pink or blue trim. Sweater, cap and booties. **2.95**
- Toddler Dress with applique trim. Pink with blue, yellow with blue. Sizes 1 to 3 **1.95**
- Chenille Robe with applique. Pink or blue. Sizes 1 to 3 **1.95**
- Infant's Snow Suit, 1-pc. with hood, hands, feet. Pink or blue. Infant's size, only **3.95**
- Baby Pillow **94c**
- Handmade Case **2.59**
- Wool Afghan with rayon satin binding. Pink, blue **2.59**
- Gauze Diapers. 21x40". Doz. **1.49**
- Birdseye Diapers. 27x27". Doz. **1.59**
- Crib Sheets. Knitted. 44x70". **79c**
- Muslin Sheets. 45x72". **59c**
- Muslin Sheets. 54x36". **59c**
- Pillow Cases. 21x28". **17c**
- Frilled High Chair Pads with separate seat **1.29**
- Crib Blankets. Pink or blue. 36x54". Seconds **1.00**
- Receiving Blankets. 35x27". **29c**
- Turkish Bath Blankets. 36x36". **69c**
- Run-of-the-mill **1.09**
- Booties. All-wool handmades **59c**
- Hand Crocheted Bibs **39c**
- Cotton Slips. 6 mos. to 2 yrs. **1.95**
- All-Wool Sweaters. 1 to 3 yrs. **1.95**
- Knit Gowns and Kimonos. Seconds **44c**
- Knit Creepers. Blue or maize in sizes 1 to 3 **1.39**
- Drytex Pads. 18x18". **39c**
- 18x27". **59c**
- 27x36". **89c**
- Baby Blankets. Rayon satin bound. Pink or blue **2.59**
- Bibs. Large size. Seconds **19c**
- Terry Bibs. Large size. Pkgs. of 2 **49c**
- Terry Bibs. Small size. Pkgs. of 2 **29c**
- Flannelette Gowns **59c**
- Wash Cloths. Terry. Seconds **10c**
- Rayon Moire Koroseal Lined Diaper Bag **1.59**
- Hot Plates, 3 sections, with rubber base. Pink or blue **2.79**
- Rattles. Large assortment **25c**
- Jar Sets. Large assortment **1.29 to 2.29**
- Bathinette Replacement Kit. Sewed replacement tub with pockets and drain hose, hammock, dressing table canvas with safety strap **5.95**



Tailored stripe in red or blue. Sizes: 14 to 18, 38 to 42. **1.29**

Button-down-front plaid in red, blue or green. 14 to 20, also 40 and 42 **1.99**

Rose garden print with rickrack trim. Red, blue or aqua. Sizes: 14 to 18, 38 to 42. **1.99**

Make Your Home Chores Bright and Gay!

**Home-Work
COTTONS
1.99**

Prints, Checks, Stripes and Plaids by "Fruit of the Loom," "Simplicity" and "Portrait"

Pretty-as-a-picture cottons in button-down-front or shirtwaist styles with neat set-in belts or tie-back sashes. Many styles with big clever pockets! Look for smart braid, rickrack and lace trims! Even colored buttons! 12 to 20, 38 to 44, 46 to 52.

aisle 12, basement

Sibley, Lindsay & Currie



WATCH BANDS

Add years of service to your watch with a new, sturdy band. See our selection of leather, cordette, and metals.

**Dependable
WATCH REPAIRS**

CENTER AISLE A
MAIN FLOOR



**YOUR DAUGHTER
HAS A RIGHT
TO KNOW**

It is every mother's duty to tell her daughter physical facts. How much better than from girls her own age, in feminine hygiene, facts may be distorted, or wholly untrue. As a result, many brides use over-strong solutions of acids for the douche which can actually burn, scar and even desensitize delicate tissue.

Today such risks are needless. Science has given womankind 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 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 druggist today.

Give Her This Frankly Written Booklet of Intimate Facts

FREE: Frankly written booklet, "Feminine Hygiene Today" sent upon to your name. Send name and address to LECTS CORPORATION, 370 Lexington Ave., New York, N. Y.

Name: _____
Street: _____
City: _____ State: _____



**Fleece Flannelette
Men's Pajamas
1.59**

Coat or middy styles in heavy, warm fleece flannelette pajamas. All full cut, strongly tailored, and made to stand up under repeated launderings. Neat stripes in all sizes.

aisle 2, basement



**Men's Warm Winter Weight
Union Suits
1.39**

Heavy winter weight cotton union suits in a choice of short or long sleeves. Snug fitting ankles and wrists. Grey or brown random in sizes 36 to 50.

aisle 2, basement



**Colorfast Broadcloth
Boys' Shirts
1.00**

Solid white and fancy patterns in blue, brown or green! These trimly tailored shirts launder to "new" freshness every time.

aisle 2, basement



**Boys' All-Weather
Reversibles
14.95**

Popular fingertip length, heavy weight coat of blue, tan or brown with a natural color gabardine reverse side. Water repellent it is all-purpose, all-weather. 12 to 20.

aisle 2, basement



**New Fall No-Gap Shoes!
Heel Huggers
4.45**

The name tells the story! These famous shoes fit snugly at the heels and give you plenty of toe room for wartime walking comfort. Ties or pumps in a wide selection.

aisle 6, basement

SIBLEY, LINDSAY & CURRIE CO.

Questions And Answers About Canning

Prepared by Foods and Nutrition Specialists, New York State College of Home Economics, for the New York State Emergency Food Commission.

Q.—Who do peaches sometimes turn brown when at top of jar and out of syrup?

A.—Peaches or pears often discolor at the top of the jar because they are out of syrup and do not have enough vitamin C to protect their color. Darkening may also be caused because of insufficient liquid,

the liquid was not boiling hot when added, too much head space was left in the jar, or the bubbles of air were not worked out.

Q.—When fruits are canned without sugar does it not take more sugar to sweeten them when opened and do you not injure quality and nutritive value by cooking in syrup after opening?

A.—The amounts of sugar required are about the same. However, canning fruit without sugar ordinarily would be recommended for fruits that will be recooked, as in pies and puddings. In wartime it is recommended in order to save the fruit when it is ripe, even though sugar is not available at the time of canning.

Q.—Please tell us more about the cause of the darkening of canned pears.

A.—When fruit is packed cold, the long, slow heating does not destroy the enzymes quickly, so that destruction of vitamin C results and fruits of low vitamin C content discolor. In addition to insufficient pre-cooking, warm instead of boiling liquid may have been used, air may not have been worked out of the containers and there may not have been enough juice to cover the fruit. If the tops of the jars were not covered with boiling water, the enzymes at the top may not have been destroyed quickly enough.

Q.—I have been told that in preparing peaches for canning if the peeled peaches are dipped into a weak salt or vinegar solution for a short while—until time to put them into jars—that vitamin value will be retained.

A.—This is probably true, at least it appears so from a study on apples dipped into a weak salt solution. However, if the fruit is put into the cans and covered with boiling liquid, the brown color disappears during processing.

Shopping News PATTERN



3350 SIZES 10-20

Style No. 3350 is designed for sizes 10 to 20. Size 16 requires 2 1/2 yds. 39-in. fabric with 1 1/2 yds. for the dicky. Pattern is hand-cut to United States Standard Measurements and includes chart with step-by-step instructions.

Send 15¢ (plus 1¢ to cover cost of mailing) for pattern. Write your name, address and style number. Be sure to use size you wish.

Address: PATTERN DEPARTMENT, Shopping News, 53 Clinton Ave. S., Rochester, N. Y.

DECREES of FASHION

COLLEGE AND CAREER GIRLS are celebrating the passing of the "kid style" junior frock. New York creations promoted the logical reasoning this fall that "junior" is a size and not an age designation in clothing. Smaller sizes are being styled with as much taste as the regulation twelves and fourteens.

CBS starlet Jay Meredith, a mere size nine found the perfect date and trousseau dress in the new fashion field. It's a quaint Victorian type jacket of Mexican pink velveteen, trimmed with hsequins on black felt flowers sewn across each shoulder. The skirt is black wool with unpressed pleats, giving graceful width for dancing.

GRANDMOTHER'S FONDNESS FOR SACHET is winning modern converts. Alcohol perfume bases have gone to war, and manufacturers have created sachet in the most popular scents of the day to supply women with dainty substitutes. They're more subtle than colognes and easier to carry than liquids. We experimented with Feberge's autumn scent. "Wood

hue" Directly after bathing, rub a bit in the crook of the elbows, the base of the neck, under arms, behind ears and knees—the spots where body temperature is high—and the delicate perfume exudes at room temperature. Scent lingers by placing bags in bureau drawers, on closet shelves and in pads of coat hangers.

DON'T ASK FOR ASPIRIN

—you can't buy aspirin that will do more for you than genuine, pure St. Joseph Aspirin. There's none faster—none safer—none more dependable. It's the world's largest seller at ten cents. So always ask for it by name—and be sure you get St. Joseph Aspirin.

Let Good Taste be Your Guide

today's **GENESEE**

Lloyd's Lead Again!

Service Men and Women

REGISTER NOW!

Your mother, wife or sweetheart's name and address with US.

We will send each week a beautiful Orchid to some lucky loved one, compliments of Lloyd's. SPECIAL DISCOUNT TO MEN AND WOMEN IN UNIFORM OF THE ARMED FORCES.

LLOYD'S FLOWER SHOP

YOUR FAMILY FLORIST

Powers Hotel—(Opp. Court House) MAIN 6533

ONE NIGHT ONLY—IN PERSON

PAUL DRAPER

World's Supreme Tap Dancer

AND

LARRY ADLER

World's Greatest Harmonica Virtuoso

IN JOINT CONCERT

FRIDAY EVENING OCTOBER 8th 8:00 P. M.

Seats (Tax Included) \$1.10, \$1.38, \$1.65, \$2.20

EASTMAN THEATER

Of The University of Rochester

Buy WAR BONDS

AT **Rochester Trust**

ROCHESTER TRUST AND SAFE DEPOSIT COMPANY... Main Office, Main Street West & Exchange... First Industrial Branch, 30 Clinton Avenue North... Member Federal Deposit Insurance Corporation.

NEW YORK'S MOST UNUSUAL HOTEL

Invites You to discover the extra quiet, comfort and economy of the Bristol, a centrally located 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. Both
Theodore E. Tolson, Jr., Alfred B. Tolson

Directions For Canning War Bonds

By LILLIAN STONEBURG

- Select firm ripe fruit of uniform size, \$18.75, \$37.50, \$75.00, etc. First picking makes the best preserves. Buy as much as you can.
- Select a jar large enough for the War Bond, so that it will not injure the fruit.
- Sterilize and dry the jar carefully.
- Roll the War Bond and place in jar. Then seal.
- Place in cool dry place for the DURATION.
- Place a sticker in your kitchen window to show that you have done your share.

Scrambled Eggs and Frankfurters

1 1/2 lb. frank. 2 cups cooked butter 2 eggs 1/2 tsp. salt 1/2 tsp. pepper

Slice frankfurters; brown in butter or margarine. Add macaroni. Beat eggs; add with salt and pepper. Scramble until eggs are set. Serves 4 to 6.

OCTOBER 15th Is Christmas for your MAN "Overseas" In The Service

Send HIM YOUR Portrait

Choose from 12 PROOFS

Beautiful 5x7 Vignette \$3 PORTRAITS \$5.95

"NO APPOINTMENT NECESSARY"

LINCOLN'S PHOTO STUDIO

Main E. at St. Paul Main Floor

ELSCO QUALITY FOODS STORES

29¢

LUX FLAKES Large 24c Lifebuoy Soap 8c Fairy Soap, 3 for 17c RINSO, 1g. pkg. 24c	LUX TOILET SOAP 8c SWAN SOAP Lg. 11c, Reg. 2 for 13c Gold Dust Powder 18c	SPRY 1-lb. 26c 3 lbs. 74c 4 Red Points 12 Red Points	20 MULE BORAX TEAM 1-lb. 15c BORAXO New Hand Cleaner 15c	SUPER SUDS , 1g. 24c	WHITE HOUSE COFFEE 1b. 29c
PILLSBURY BEST FLOUR 5 lbs. 33c 25 lbs. \$1.35	IVORY SOAP Large 11c Medium 2 for 13c	IVORY FLAKES 24c IVORY SNOW 24c	CAMAY SOAP 8c LAVA SOAP 7c DUZ 1g. 24c OXYDOL 1g. 24c	CRISCO 1-lb. 26c 3-lb. 74c 4 Red Points 12 Red Points	OLD DUTCH CLEANSER 8c
PALMOLIVE SOAP 8c	Octagon Products Laundry Soap 5c Powder 5c Toilet Soap 5c Cleanser 5c Granulated Soap 25c				

AGEING EYES ARE RETARDING YOUR EFFORTS ON THAT WAR JOB, WEAR CORRECTIVE GLASSES

FOR FREEDOM'S SAKE BUY WAR BONDS

Don't Wonder About The Condition of Your Eyes—It's Dangerous. You Are Welcome To Come To Smalls At Any Time and Consult With—Harry A. Benwick, Ophthalmician.

If You Use Only Bausch & Lomb and Shuron Lenses

Smalls

28 EAST MAIN ST. Pay Small Sums Weekly!

Buy WAR BONDS before everything else

BONDS PROTECT THE FUTURE OF YOUR CHILDREN AND YOUR COUNTRY!

The Nation's goal for the 3rd War Loan is \$15,000,000,000. Part of this must come from the extra Bonds you and your neighbors buy during the Drive! Give, for those over there in the fox-holes of New Guinea... in the chill waters of the Atlantic. Your son may be there... insure his future for the time when he is once again at home. Protect his future and the future of this country by BUYING THAT EXTRA BOND, TODAY!

PUT WAR BONDS ON YOUR SHOPPING LIST

FALSE TEETH FIT LIKE NEW! One application cushion plastic makes loose plates fit comfortably for weeks. New powder—no paste! Lasts much longer. Economical! Lites enthusiastic! Get Denture-Eze today. Handle size \$3. Large size tube, only \$5. MONEY-BACK GUARANTEE!	Pro-phy-lac-tic NYLON Bristle Brush 23¢	Now there's a POWDER for SMOKE SMUDGE Use No. 2—delicious, mildly-flavored, heavy-textured powder or powder created by a chemist for use on hand-coated teeth—has Good Housekeeping Seal.
ONE-A-DAY VITAMIN A-C-D TABLETS Box of 30 49c Bottle of 100 97c	Rectal Soreness Get Relief New Easy Way — Sit in Comfort Prolarmon Rectal is a quick, dependable relief 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 areas, helps destroy infectious germs, and Nature heal up new system tissues. No oil—no greases to stain clothing. Hold in mouth, back, grooves. Prolarmon Rectal is now available in handy tube 15¢—or with applicator, application 31¢. Get this modern relief today—ask for PROLARMON RECTAL.	JODENT PASTE POWDER 37¢
WILDROOT CREAM-OIL FORMULA FOR THE HAIR NON-ALCOHOLIC : CONTAINS LANOLIN : SUCHS THE HAIR BELIEVES, BRINES, REMOVES DANDRUFF, LOOKS LUSTRE REGULAR \$1.99 SIZE 79¢ MONEY-BACK GUARANTEE!	Here Now At Low Cost... VIMMS VITAMIN TABLETS 6 Vitamins 3 Minerals ALL IN ONE TASTY TABLET Nutritional experts say 3 out of 4 need more vitamins and minerals. VIMMS contains Vitamins A, B1, B2, P-P, C, D and Calcium, Phosphorus and Iron. Family Size of 288 Tablets \$4.79	BOX of 24 Vimms 49¢

DAW'S ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. COFF. TRIPLE TABLET	31 MAIN ST. E. CORNER ALBION	353 MAIN ST. E. W. RIDGE RD. STILLSON	452 W. RIDGE RD. CORNER DEWITT	880 MAIN ST. W. BULL'S HEAD	478 N. GOODMAN ST. JUST OFF MAIN	539 MADRIDE AVE. NEAR OCCIPAN
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DARLING SHOP

STARTS TOMORROW...

Two Thrilling Style-packed Groups of Finest FALL-

DRESSES

GROUP NO. 1
REDUCED TO ONLY ...

3 50

GROUP NO. 2
REDUCED TO ONLY ...

5 50

You'll find the dress you're looking for in these huge selections!

- SIZES FOR MISSES 10 TO 20; JUNIORS 9 TO 17; WOMENS 38 TO 44 & 16½ TO 24½;
 - BLACKS AND ALL FALL COLORS
 - FINE RAYON CREPES, WOOLS AND WOOL MIXTURES
 - POLKA DOTS - PLAIDS - PASTELS - TRAVEL PRINTS, ETC.
- IN ONE AND TWO PIECE STYLES

Air Conditioned
FASHION CENTER
DOWNSTAIRS

Darling Shop

190 MAIN ST. E.

Have you done
anything yet, this
month, to answer
this Rochester
boy's challenge?



This is MY alibi for quitting— what's YOURS?



**The Drive Nears
Its Close—
Where Is Your
Badge of Honor?**

It's the lapel pin you will receive when you buy your War Bond in your country's 3rd War Loan. It shows that you are doing your share. Wear it with pride! Available wherever War Bonds are sold in Rochester.

Remember me? I'm the kid who lived down the street. I was twenty-six years old last Saturday. Today I'm dead. It's quiet and peaceful up here. I can see a lot of things and reason out a lot of things more clearly now than I could in that hell of fighting down below. I'd like to talk to you for a few minutes, to discuss some of the alibis you've been giving the solicitors in this Third War Loan. Let's see now, why was it you said you couldn't buy any more Bonds?

You're Buying Bonds Already?

Listen, chum—does a football team stop playing when it's ahead 7 to 0? Does Don Budge quit when the score's "ad in"? Is the Allied Army lying down just because Salerno is in the bag? I helped capture Munda—and I'd be right in there continuing to fight if a Nip sniper hadn't got me between the eyes. Man, we're just started—let's keep going!

You Can't Afford Any More?

Do you know what I got for living with mud and mosquitoes and malaria and machine gun nests? Fifty dollars a month! Suppose you do have to cut down on cigarettes—eat meat less often—have fewer parties—to pay for an extra Bond, is that much sacrifice to make to win this war?

You Put Your Savings in the Bank?

Well, what bank is more solid than the government of the United States? If that Bond you invest in isn't good, then not a penny of your precious savings is worth the powder to blow it up. As a matter of fact, if your salary isn't enough to buy an extra Bond this month, honest now, will it do any harm to draw the price out of the bank and put it into a Bond? You're simply transferring funds from one form to another—AND—helping get this war over sooner!

You've Got a Wife and Children?

Mister, you'd better start protecting them! Do you know what the Japs did to women they captured in Nanking? Do you know why the Greek children are starving under Nazi "protection"? Because there weren't enough troops and guns to hold off the enemy. I've seen these things happen and, believe me, it's worth a thousand Bonds to prevent their happening on your front porch.

You've Got Sons and Relatives in Service?

Don't you want to see them again? And, when they do come back, don't you want them to have all their arms and legs and eyes? Then, for their sake, get this war over soon! Every Bond you buy is somebody's ticket home. Every dollar you invest means less flag-draped caskets like the one in the picture up above, with me in it!

BACK THE ATTACK-WITH WAR BONDS

ROCHESTER THIRD WAR LOAN COMMITTEE

Hobby Subjects Added To Madison Evening High School Program

Opportunity to enroll in courses designed to provide wholesome recreational activities has been provided in the program arranged by Principal John Chipp for the fall semester of the Madison Evening High School which will begin tonight. Included in the program in addition to hobby courses are such subjects as Mathematics, International Morse Code, Meteorology and Navigation, French, German, Spanish, Drafting, and Electricity.

Other subjects will meet the needs of men and women who wish to enter new fields of employment or advance in their present occupations. These pre-occupational and upgrading courses include: drafting, machine shop practice, electrical theory and practice, mathematics, chemistry, woodworking, sheet metal, and commercial art.

For women of the community who desire to learn how to supplement war restricted wardrobes or eke out rationed foods there will be classes in sewing, dressmaking and cooking.

Registration will be conducted tonight and each Tuesday and Thursday evening thereafter. Principal Chipp urges that all persons interested in enrolling in any of the classes register tonight if possible, in order that classes may start promptly.

Classes in English to Foreign and Citizenship will be conducted under Board of Education auspices. There will also be classes in Voice.

While there is no charge for tuition in any of the classes a materials fee of one dollar for shop subjects and fifty cents for book subjects is payable at the time of registration.

Classes will meet on Tuesday and Thursday evenings from 7:30 to 9:30 and complete information regarding courses may be obtained by calling Genesee 3427.

Additional courses will be organized if the is sufficient demand.

Sustaining subscribers to Shopping News win cash. You can become a sustaining subscriber for only ten cents a month. Ask your Shopping News carrier for details.



TERRIBLE CURSE OF HURTING FEET MUST STOP

Whether your feet are feverish or aching, whether corns and calluses stab you with pain—or whether your feet are just awfully tired, sore and itchy—they don't have to hurt the way they do. Pounding aches, shooting pains, tender soles that protest every time you take a step, can be relieved.

USE **LOCK'S FOOT BALM**

AND IN TWO MINUTES YOU'LL THINK YOU HAVE NEW FEET!

First time this nationally famous remedy is available at the low price of 4¢ with a 2¢ bottle of Lock's Corn and Callous Remover FREE for a limited time only.

Special LOCK'S COMPLETE FOOT KIT
LOCK'S Foot Balm 3¢ (100) ALL 3
LOCK'S Med. Foot Soap 25¢ POP
LOCK'S Corn Remover 25¢ \$1.25

Get LOCK'S Today at all Drug Counters
LOCK'S LABORATORIES
388 Broadway, N. Y. C.

DOUBLE YOUR MONEY BACK OFFER ON SWAN
Lg. 11c Reg. 7c

LIFEBUOY
Stops "B.O." 2 for 15¢

Hang up a wash that's **RINSO WHITE**
Lg. 24c Reg. 10c

LUX 10c Reg. 24c
LUX Toilet Soap 2 for 15¢
SPRY 1-lb. 26c 2-lb. 75c
FAIRY SOAP 5c
GOLD DUST POWDER 19c
Gold Dust Cleanser 2 for 11c

CRITCO STORES
Phone MAin 224 For Nearest Dealer

57 Years of Service to the Nation

SHOP AT SEARS AND SAVE

BOTH STORES OPEN FRIDAY AND SATURDAY TILL 9 P. M.

COMBINATION DOOR



8-LITE WOODGUARD TREATED

8.10 Both Stores

A year-round door treated with "WOODGUARD" to resist weather hazards. A new colorless preservative that guards against swelling, warping, checking, shrinking and all forms of decay. Strongly made of finest quality air-seasoned, kiln-dried western Ponderosa pine. Sanded smooth ready for any finish.

STANDARD SIZES

- Size 2-6 1/2 x 6-7 8.10
- Size 2-6 1/2 x 6-9 8.16
- Size 2-6 1/2 x 7-1 8.75
- Size 2-8 1/2 x 6-9 8.42
- Size 2-8 1/2 x 7-1 8.75
- Size 2-10 1/2 x 6-9 8.58
- Size 2-10 1/2 x 6-11 8.86
- Size 2-10 1/2 x 7-1 8.96
- Size 3-0 1/2 x 6-9 8.83
- Size 3-0 1/2 x 7-1 9.21

ROLL ROOFING HEX SHINGLES 3-IN-1 SHINGLES

HEX OR ROLL 2.29 Both Stores

3-IN-1 SHINGLES 2.09 Both Stores

Honor Bilt Hex shingles extra heavy felt base is saturated with asphalt. Thickly surfaced with Sta-so granules. Choice of 7 brilliant colors. 2 bundles weigh 168 pounds, covers 100 square feet. Guaranteed 17 years.

Honor Bilt roll roofing. Made of heavy, long fibre felt base, saturated with asphalt. Covered with Sta-so granules, choice of 3 colors. Full 90 pound roll covers 100 square feet. Complete with cement and nails.

3-1 Shingles covered with Sta-so slate granules that have made Sears Honor Bilt asphalt shingles famous for long service everywhere, provide the waterproof and weatherproof protection necessary for long service. Choice of 7 deep rich colors that will not fade. 3 bundles to 100 square feet. Weight 210 pounds. Guaranteed 17 years.

INSULATING MATERIALS

INSULATE NOW! PROTECT YOUR HOME!

SAVE ON FUEL COSTS! SAVE ON ORIGINAL COSTS!

HONOR BILT ROCK WOOL

- 3 INCH BATTS 2.29** At Both Stores
- PELLET TYPE 1.19** At Both Stores
- Loose Rock Wool 89¢** At Both Stores

Fire proof and water repellent, these batts are easily and quickly installed between open studs and rafters. Size 15x23. One box covers 40 square feet. Buy on our budget plan.

Best for pouring in sloping or vertical places. Can be raked to even thickness. Bag covers 18 square feet 3 inches thick.

Excellent for filling openings around windows and for spaces in eaves and gables. One bag will insulate 18 square feet 3 inches deep. Buy on our budget plan.



KIMSUL INSULATION

5.25 per roll

Kimsul insulation is composed of laminated asphalt impregnated with wood fibres which are bound together and reinforced. Roll is 2 inches thick. Use this famous home treated insulation for better results. On Sale Both Stores.

MICA MINERAL FILL INSULATION

1.39 24 lb. bag

enough material to insulate 27 sq. ft. 2 in. deep; 18 sq. ft. 3 in. deep. Installation is permanent.



OVERHEAD GARAGE DOORS

49.95 Both Stores

Replace those old swinging doors with this efficient new overhead door regardless of what kind of a garage you have. Made of finest quality air-seasoned and kiln-dried Douglas Fir, 1 1/2 in. thick. Sanded smooth ready to paint. 6 windows glazed with clear glass and held firmly in place with finished, molded wood beads.

WALLTITE INSULATING AND BUILDING BOARD

INSULATE THAT ROOM AS YOU BEAUTIFY IT



4 1/2¢ sq. ft.

The best material for all wall surfacing purposes. Shuts out cold, reduces fuel bills, deadens sound and makes your home cooler in hot weather. WALLTITE saws readily, holds nails tightly and can be installed quickly. In sheets 4x8 foot and 4x10 foot, 3/4 inch thick.

4-LITE CASEMENT SASH

1.39 and up Both Stores

- 1 3/4 Inch Thick
- Size 2-0 x 2-5 1.39
- Size 2-0 x 2-9 1.49
- Size 2-4 x 2-5 1.49
- Size 2-4 x 2-9 1.79

All of our sash are made of the finest quality Western Ponderosa pine and designed to meet many needs about the house or farm. Mortise and tenon corner construction, reinforced with steel pins. Glazed with fine clear glass held in place with strong zinc points and finest putty.



6-LITE PINE CASEMENT SASH

1.49 and up Both Stores

- 1 3/4 Inch Thick
- Size 1-8 1/4 x 2-1 1/2 1.49
- Size 1-8 1/4 x 3-5 1/4 1.69
- Size 2-0 1/4 x 3-5 1/2 1.89
- Size 2-4 1/4 x 3-11 1/2 2.39

All of our sash are treated with "Woodguard" preservative to resist weather hazards. A new colorless preservative that guards against swelling, warping, checking, shrinking and all forms of decay. Strongly made of western Ponderosa Pine of the finest quality. Sanded smooth ready for any finish.



ASK ABOUT SEARS EASY PAY PLAN AND NEW F. H. A. PAY PLANS
COMPLETE DETAILS FROM SALES PERSONS, ON SALE BOTH STORES
GET OUR ESTIMATE ON YOUR ROOF JOB APPLIED and GUARANTEED

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

RID BERGMAN

photo in color of Rochester's own movie star.
AS YOUR NEWS DEALER FOR
NDAY NEWS 5¢
YORK'S PICTURE NEWSPAPER

RGHASH

—SENSATIONAL—
NE VALUES

"SUN CHARM"
POPULAR
BLACKBERRY WINE
REDUCED TO
\$2.50 Full Gallon

Money-Back Guarantee
1/2 GALLONS, QUARTS AND PINTS

—American—
SCAT \$1.99 Full Gal.

LOOK!
S BACK!
au Brisac
\$1.19 Half Gallon

EL Post Sherry \$1.59
Muscatel
20% ALC. BY VOLUME

RE CALIFORNIA WINE...

nk' Special Reserve
PORT • MUSCATEL **99¢** Fifth

FOR THE HOLIDAYS • **BRANDY**

BERGHASH Goodman's Slivovitz 85 Proof
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WS, CIRCULATION DEPT.
AVE. 5.
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School Grade

ber (if any)

Start Next Year's Victory Garden Now

ITHACA, N. Y. — Now is the time to do the preliminary work for next year's Victory Garden, according to H. C.

GIVE YOUR COLD THE AIR

Open up that cold-clogged nose. Feel this real prescription-type medication soothe, shrink. Caution: Use only as directed. Be sure you demand Penetro Nose Drops.

Thompson, Professor of Vegetable Crops at Cornell University. In a report to the New York State Emergency Food Commission, Professor Thompson stressed the importance of cleaning off dead plants as soon as they have ceased to yield. This prevents the spread of plant diseases that may be lurking in the garden and assures a

more healthy soil for next year. It is particularly important in the case of corn because the corn borer has been especially troublesome this year. The dead trash that is cleaned off should be disposed of so that any disease it contains will be killed.

To prepare the soil for next season, Professor Thompson suggests that rye be sowed over the whole garden area or between the rows of plants still growing. This step will help the soil to resist erosion and next spring the rye can be turned under to add valuable humus to the soil. The suggested amount of rye to use is two bushel to the acre or a little over two and a half pounds for each 1000 square feet.

Another suggestion that has been brought to the attention of the Food Commission is that Victory gardeners should make some notes now of the mistakes they made with this year's garden so that the same mistakes will be avoided next year.

The most common error made this year was planting too much of one thing and not enough of others. Too many tomatoes, beans and the bulkier vegetables were planted with the result that some people had more than they could use. On the other hand, not enough of the smaller things like peas and lima beans were planted.

The second big bugbear was in spacing the plants. Gardeners who tried to save space and plant more by planting too close found it difficult to give their gardens the proper maintenance. When plants are placed too close together they grow into one another and weeding, cultivation and dusting becomes a difficult task.

Cooking Hint

Shape corned beef and mashed potato patties making a dent in the center. Bake. Serve Harvard beets in center.

Dolan's



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DOLAN'S
600 JEFFERSON AVENUE
Cor. Bartlett
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Stops "B.O." use it daily
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SPRY, 4 Points 1b. 25c
12 Points 3 lbs. 69c
COLD DUST POWDER 18c
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TO BE PAID IN CASH EVERY NIGHT
NO SPECIALS—NO JACKPOTS—NO TRICK GAMES
ENTIRE NEW AND IMPROVED LIGHTING SYSTEM
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EVERY WEDNESDAY THEREAFTER
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McClelland Barclay's last portrait before being reported missing in action. In full colors suitable for framing

FOOTBALL FORECAST FOR 1943
Bill Stern, Rochester sport expert, looks over the field and makes his predictions. Many other features including a peek at your 1944 Tax Bill, a complete novel condensed for an evening's reading, and other interesting fiction and informative articles.

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THE MAGAZINE OF A FREE PEOPLE

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Several openings available for elderly women—Full or part time
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85 W. MAIN ST.
Door Special \$25 to \$50
Mon. — Tues. — Thurs. 1:30 P. M.
Sun. 2:30 P. M.
Wed. — Fri. — Sat. 8:15 P. M.

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\$4 Mon. 30 Games \$3
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25 Games \$5-\$10
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372 FLINT ST. (rear)
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TUES. ALL NIGHTS
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EVERY TUES. AND FRI. AT 8:45 P. M.
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NO JACKPOTS
ALL PRIZES GO
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SUNDAY AT 8 P. M.
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EXTRA BOARD FREE WITH TRIPLE BOARD
142 GENESEE ST. in REAR

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\$1000 In Cash
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TUESDAY NITE ALL GAMES & SPECIALS \$7
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Reg. Games \$10 — Specials \$5 - \$6 - \$7
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THIS PASS WORTH GOOD WED. THURS. FRI. **50c**
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\$1500⁰⁰
30 GAMES *** NO JACKPOTS
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Columbus Auditorium - 50 CHESTNUT ST.
THE BIGGEST BINGO THE BEST
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SPECIAL GAME
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25 REG. GAMES \$6
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SATURDAY, SEPT. 25th ONLY!
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- TOWNER HALL DOOR PASS -
710 UNIVERSITY AVE.
THIS DOOR PASS WORTH
EVERY WED., THUR. **45c** SAT. SUN. **25c**
With Purchase Triple Board and Book of Specials
Save This Pass, Show at Box Office
Coupon Expires December 31st, 1943
TOWNERS ANNIVERSARY WEEK BEGINS WED. OCT. 6
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THURSDAY AND SATURDAY
ALL GAMES ON BOARDS PAYING
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ADMISSION THURS. - SAT. - SUN. 25c (Tax 3c) TRIPLE BD. & BOOK SPECIALS 50c FRIDAY 5c INCLUDING TAX

Have you done anything yet, this month, to answer this Rochester boy's challenge?

This is



BA THE 3rd The It Wh Bad; It's th will re buy ye your e Loan. you share. pride! ever sold. fi

Young Singing Star Has New Partner In Capitol Film

Deanna Durbin appears with a new co-star, Joseph Cotten, in Universal's "Hers To Hold" opening at the Capitol today. The film, boasts a distinguished supporting cast which includes Charles Winninger, Evelyn Ankers, Gus Schilling, Nella Walker and Ludwig Stossel.

which Deanna Durbin appears as a toiler in an aircraft factory. A portion of the story's love theme is enacted against the background of a real plane plant, the monster Vega Company in Burbank, California.

Second feature is Paramount's "Alaska Highway", co-starring Richard Arlen and Jean Parker.

Ten Billion In Taxes Paid By Liquor, Beer Industry Since Repeal

From repeal through June, 1943, the alcoholic beverage industry had collected \$10,607,000,000 in taxes for Federal, State and local treasuries, according to a comprehensive study prepared by Allied Liquor Industries and released this week, which shows how 63 different kinds of taxes are being levied today upon alcoholic beverages.

The 32-page booklet, first in a series dealing with the social and economic importance of the distilled spirits industry, tells

"the story of the part the industry plays in providing public revenues" and describes how the sale of distilled spirits manufactured before Pearl Harbor enables the alcoholic beverage industry, even in wartime, to maintain its position as the largest single industrial producer of Federal excise revenue.

The booklet describes the industry's importance to national revenues since 1789, discusses the extent and uses of Federal revenues from this source, and lists 27 public welfare uses to which State and Local revenues are put.

It points out that despite the stress and strain of wartime living and despite higher incomes, Americans continue to be moderate drinkers.

In a foreword, the booklet makes clear two facts:

(1) Important as the industry's revenue contributions are, it is recognized fully that the alcoholic beverage industry exists today not because of such contributions, but simply because the industry operated legally and openly, fulfills a socially desirable function.

(2) While the industry is proud of its role as tax collector, it recognizes that it does not pay excise taxes. It merely collects them. The consumer pays them.

WANT ADS

BEDDING
NEW COTTON mattresses any color, \$48.50. Cotton felt mattresses, \$9.95. Matt. Springs \$2.00 up. Call Wright, 4500 up. Metal Beds \$4.00 up. H. P. Fahrner, 98 State St.

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FELT-BASED Unicolor rugs, Room size \$1.75. Heavy weight \$4.12. Well-known brands. \$6.25. Standard weight by the yard \$1c. Heavy weight 48-12-ft. width (floor covered without seam wall to wall). Standard weight 48-4 yds. Heavy weight \$3c. H. P. Fahrner, 98 State St.

WANTED TO BUY
BEDS, Spring, Stoves, Rugs, Dining and Bedroom suites. Exits, household. Phone Mr. Carter, Main 8926.

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DESIRABLE, furnished rooms for sleeping or light housekeeping. Also two room apartments. 223 8th St. Stone 4436.

TWO PLEASANT ROOMS, semi-private bath, near stores, buses and downtown. Apply 223 8th Street. Stone 4436. \$6 weekly.

SAVE ELECTRICITY
Placing hot dishes in the refrigerator may cause a rise in the temperature of the food compartment. The extra current required to get the compartment back to its original temperature is just so much wasted current.

Moral: Cool all hot dishes before putting them in the refrigerator.

WANTED
USED TRUNKS
LUGGAGE, GOOD CONDITION. TOP PRICES.
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Gracie Fields Joins Monty Woolley On Century Screen

If you'd like to see a wild and woolly Fields day of fun and frolic — don't miss "Holy Matrimony" which opened at the Century Theatre yesterday.

For when he of the pointed beard and double-jointed tongue Monty Woolley gets together with Gracie Fields, there's bound to be an uproar! And that's the way it is all through the new 20th Century-Fox comedy hit. To Producer Nunnally Johnson goes the credit for much of the hilarity in the film, for in addition to the responsibility of filming the picture, he wrote the screen play from Arnold Bennett's famed "Buried Alive". And he made certain that the film was peopled by superior actors well known in Hollywood.

But perhaps the one most important factor in keeping the picture at the proper pitch is Gracie Fields, the famed English comedienne who brings to the screen much of the charm and buoyancy she exhibits in her nightly broadcasts. She is a perfect team-mate for Monty — and to say more would be superfluous. As for gruff, hearty, bewhiskered Monty — he's found that there is such a thing as love. But it in no wise takes the barbs out of the famous Woolley gags, and his assaults on his butler, the police and the world at large are something to behold. One has ever denied his command of the English language.

INGRID BERGMAN
Full-page photo in color of Rochester's own movie star.
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WINE • FOR THE HOLIDAYS •
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FULL QUART SIZE
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12 for 59¢
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TO INSURE THE THINGS WE HOLD SO DEAR
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LNCHON MEAT BRUNCH	5	can 35¢
TALL CAN RED SALMON	12	can 40¢
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TALL CAN EVAPORATED MILK	1	3 cans 25¢
PINT BOTTLE WESSON OIL	4	bot. 27¢
LIBBY POTTED MEAT	2	can 10¢
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STRAINED CLAPP'S FOOD	1	3 jars 23¢
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IVORY SOAP	Lg. 2 for 23c, Me. 3 for 20c
GUEST IVORY SOAP	4 for 19c
OAKITE	2 for 23c
Old Dutch Cleanser	9c
WINDEX	15c
BORAX	lb. 15c
BORAXO	2 for 29c
GOLD DUST	1g. 18c
GOLD DUST CLEANSER	2 for 11c
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EARN GOOD MONEY
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Shopping News offers pleasant, profitable work for after school. Delivery once a week. YOU CAN STILL KEEP UP WITH YOUR SCHOOL ACTIVITIES. YOU ARE NOT TIED UP EVERY DAY IN THE WEEK. There may be a route open soon in your neighborhood. Fill out the coupon and get all the details.

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Large Pound Box
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25c

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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.

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1861 MONROE NEAR WINTON
457 RIDGE RD. W. NEAR DEWEY

Bring us your Prescriptions

USE KEY'S DE LUXE FILM SERVICE

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!

Vimms
REG. SIZE **49c** LARGE SIZE **1.69**

Mail Overseas Gift Packages Now For Christmas Delivery

This Week's
\$25 WINNER
MISS H. MILATZ
377 Bennington Dr.
WINNING CARRIER:
Edward Moore,
32 Swansea Pk.
Please Call at Shopping
News for your award

The Rochester Sun
SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 33 Clinton Ave. S. Rochester, N. Y. Distributed free to 75,200 homes in Rochester, Greece, Brighton and Irondequoil. Mail subscriptions \$1.50 a year in advance (within Rochester city limits.) Outside city, \$2.00 per year.

SIXTH YEAR—No. 55

ROCHESTER, N. Y., THURSDAY, SEPTEMBER 30, 1943

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

Next Week Is Fire Prevention Week

You can read this in one minute!
By the time you reach the last line, property worth \$570 will have been destroyed by fire somewhere in the United States.
Minute after minute, day after day, on the average, this appalling pace keeps up, to a grand yearly total of \$300,000,000.
That at least, was the record last year. What the showing will be this year, and in the years to come, depends, in large measure, on YOU.
Ninety percent of all fires are preventable, for they are due to carelessness.
Take a look in your cellar, your attic, that closet. Clear out the rubbish—the old stuff stored away because "maybe someday you'll find a use for it." Many fires about the house are born in trash piles.
Do it today—during Fire Prevention Week. Help guard the home front against fire—fire that fights on the side of the Axis. Hunt out and eliminate all fire hazards.
A Minute's thought now, may save the patient accumulation of a lifetime from the ravages of fire.
Isn't it worth a minute to you?

Patrons Delay Ticket Exchange For Savitt Show

There's going to be a grand rush at the Eastman theatre box office this week-end for exchange tickets to the Jan Savitt show opening tomorrow night, or else many of the people who have purchased tickets from city firemen are going to be disappointed.



JAN SAVITT

The Jan Savitt show which will open a three-day stand tomorrow is sponsored by the War Emergency Fund of the Rochester Fire Department. Evening performances will be given tomorrow, Saturday and Sunday, with matinees on Saturday and Sunday.
More than 12,000 tickets have already been sold, according to word from Edward S. Mahoney (Continued on Page 6)

Gift Mailing Regulations

Overseas Gift Packages should be mailed before October 15th for the Army and before November 1st for the Navy.
Following is a list of regulations decreed by the Post Office regarding mailing of gift packages:
SIZE: No package to exceed five pounds in weight, 15 inches in length and 36 inches in length and girth combined.
PROHIBITED MATTER: Intoxicants, inflammable materials (including matches of all kinds and lighter fluids), injurious chemicals. No perishable matter should be included.
PACKING: Use strong paper and twine, corrugated cardboard, or a special shipping box of proper size.
ADDRESSING: Print clearly on label the name, rank, serial number, branch of service, organization, APO number or naval unit to which serviceman or woman is assigned and the postoffice through which parcels are to be routed. Examples:
ARMY: Pvt. Paul Jones (ASN No. 32685432) Company A 33rd Engineers APO 807 Postmaster New York, N. Y.
NAVY: Ensign John Black, U. S. Navy (Naval Unit or Vessel) Fleet Post Office San Francisco, Calif.
Print name and address of sender in left corner. Write "Christmas Parcel" on the package.

Shrine Circus Tickets Go On Sale In City

Tickets for the annual Shrine Circus went on sale this week with every member of Damascus Temple as a salesman. The "big show" will be presented in Edgerton Park Arena for six nights and six matinees starting Monday, Oct. 25. The committee in charge promises that it will be "a star spangled show with everything new but the name."
Chairman Robert Woerner of the ticket committee states that every seat in the arena will be reserved at both the afternoon and evening performances. Advance sale tickets maybe exchanged for reserved seats at the downtown office, 103 East Avenue in the Sagamore Hotel building, or at the Edgerton Park office on the day of the day of the performance. To get the best seats, however, chairman Woerner advises that reservations be made early.
The program, it is said, will include more than twenty of the most thrilling acts in the circus world. "We intend giving the people of Rochester the finest obtainable in circus acts" said Potentate Ralph K. Richardson this week. "There will be no sideshows, no concerts, no programs to buy — it will be just one big show with one ticket of admission covering everything."

Anyway, Wesp's Gas Ration Worries Are Over

By ORVILLE ALLEN
It doesn't pay to be a good Samaritan! At least that's the present opinion of Mr. and Mrs. Daniel Wesp, 670 Ridgeway Ave. And when you've heard the story as I heard it the other day, you won't blame them too much for that opinion.
The story came to light when Mrs. Wesp stepped up to the Want Ad counter at the Sun office and inserted the following ad:
Anyone having information regarding blue Oldsmobile, 1940 sedan, license 7M7666 call Glenwood 1848 or Stone 2144.
Now, despite rationing, car freezing and everything else, automobiles, particularly blue Oldsmobiles do not change their place of residence of their own volition. Someone has to misplace them.
Upon inquiry to Mrs. Wesp, the someone who misplaced this particular Oldsmobile is a lad in the uniform of the United States Army. To say this lad stole the might be a little harsh; let's just say he has forgotten

Attorney To Speak At Episcopal Men's Group Meet

degree Mason and the Grand Master of the Masons in the State of New York. His topic will be "Home Front Responsibilities of Churchmen and Masons."
The Bishops' Men organization includes laymen of the 66 parishes and missions of the eight counties which comprise the Episcopal Diocese of Rochester.
The Rt. Rev. Bartel H. Reinheimer, D. D., Bishop of the Diocese, and the Rt. Rev. David Lincoln Ferris, D. D., retired Bishop, will attend the meeting. Thomas Hargrave of St. Paul's Church, Rochester, is chairman.
Principal speaker will be William Frederick Strang, Rochester-attorney. Strang is a 33d

Amusements

CENTURY SECOND BIG WEEK!
Irving Berlin's "THIS IS THE ARMY"
In Technicolor
NOW PLAYING

LOEWS James Cagney in "Johnny Come Lately"
Also "That Noisy Nuisance"
NOW PLAYING

PALACE Bette Davis and Paul Lukas in
"WATCH ON THE RHINE", Plus
"CAMPUS RHYTHM" with Johnny Downs.
NOW PLAYING

CAPITOL Claudette Colbert, Paulette Goddard,
Veronica Lake in "SO PROUDLY WE HAIL",
Plus Alan Carney and Wally Brown in
"ADVENTURES OF A ROOKIE"
NOW PLAYING

HUDSON "THE MORE THE MERRIER"
with Jean Arthur and Joel McCrea
Plus "WILDCAT" with Richard Arlen
SUN, AND MON. AND ARLINE JUDGE

LITTLE "THE PRIME MINISTER"
with John Gielgud and Diana Wynyard
STARTS SAT.

REGENT Gary Cooper and George Raft in
"SOULS AT SEA", Plus Cecil B. DeMille's
"UNION PACIFIC" with Joel McCrea and
Barbara Stanwyck.
NOW PLAYING

REXY "STAR SPANGLED RHYTHM"
with Betty Hutton, Eddie Bracken and all-star
cast. "GHOSTS OF THE LOOSE"
SUN., MON., TUES. with the Dead End Kids.

TEMPLE Roy Rogers in
"MAN FROM MUSIC MOUNTAIN"
Plus William Boyd in
"LEATHER PUSHERS."
NOW PLAYING

WESTERN N.Y.'S MOST COMPLETE STOCK OF
RECORDS

HURRY While We Have 'em
53¢ 2 for \$1.05

● CLASSICAL
● POPULAR
● OLD & NEW

We Deliver
3 Or More Records

COLUMBIA Music Store
33 SO. CLINTON AVE. Stone 849 OPEN EYES, TILL 9 P. M.
Listen to 1240 Club Daily 5:30—Sat. 1 P. M.

TODAY'S BIG 15
2 Hits On Each Record
Need a Guy in the Moon (Song of the Waves) Sunday, Monday and
Always If You Please Put Your
Arms Around Me Honey Take It
From There How Sweet You Are!
at You Johnny Come Lately
The Dreamer More Than Anything in
the World; Forgive Me a Penny
Nevada; I Heard You Cried Last Night
I Dig a Ditch I Have Faith;
You're Beautiful You're Irish and
Wrong; Do I Love You I Don't
Want Anything at All; Every Little Bit
Suzanne; De Campdown River; Oh,
My Ideal; Without Love

Hurry! Hurry!
with these **Overseas Gifts**
Shop Early! Ship Early!

Shop at **LIKLY'S** for Items
Servicemen and Women
Want and Need!

Writing Kits \$2 to \$15	Money Belts \$1 to \$3
Shoe Shine Kits . . . \$1 to \$3.50	Cigarette Cases . . . \$1 to \$7.50
Wallets \$1 to \$20	Fitted Apron Kits . . . \$3.95
Shower Sandals \$1 up	Furlough Bags \$3.95 to \$17.95
Comb and File Case \$1 to \$7.50	Shaving Kits \$2.50 to \$8.95
Fitted Toilet Case . \$3.95 to \$35	Pocket Albums . . . 65c to \$5.00
Tobacco Pouches . . \$1 to \$5.95	'Heart Shield' Bible 25¢
Hair, Clothes Brushes . . \$1 up	Identif. Bracelets \$3.95-\$14.50
Sewing Kits \$1 to \$3.95	Picture Frames . . . \$1 to \$7.50

GAMES . . . Gin Rummy, \$1.50 to \$8.50; Cribbage, \$1 to \$3.50;
Ching Peg, \$3.50; Chess, \$1 to \$3.95; Baseball, \$2.00;
Horse Race, \$2.00; Bingo, \$3.50; Checkers, \$2.50;
Poker Chips, set \$1.50 to \$40.00.

LIKLY'S Gift Center, Street Floor . . . Furlough Bags in Luggage Dept., Second Floor

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

H. L. GREEN CO. OFFERS PERMANENT EMPLOYMENT

Experienced or inexperienced, you are not too old to work. We employ from 16 to 60 years. No Sunday or Holiday Work.

Married Women
For full or part time work welcome. We will arrange hours to suit you.

Sales Women Full Time
Sales Women Part Time
If you are inexperienced, we will train you.

FOUNTAIN HELP
Full or Part Time Positions for
FOUNTAIN HELP
Experienced or inexperienced. We will train you.
SEE MRS. EDWARDS
Office, 2nd Floor

H. L. GREEN CO.
134 MAIN ST. E.

Buy With Confidence At Smalls

DOES YOUR Wife OWN A **Diamond Ring?**

How long have you been saying "Some day I'll get my wife the lovely Diamond Ring she craves and deserves? Why not stop saying it and just do it? Today is the time and SMALLS is the place. Selections are large. Diamonds are gorgeous. Prices are low. Terms are easy.

Reduced 20% to 40% below present market values . . .

Special Sale Group!

560 **SMALLS**
"Attested Perfect"
DIAMONDS
\$59.50 to \$395

Shown here are but a few of our gorgeous selection of "ATTENDED PERFECT" Diamond Rings. Each diamond has been carefully inspected and tested and each one is an absolutely flawless gem. The settings are all the newest designs and smartest styles. The prices are lower than you dreamed possible . . . even below our low March Greeting Prices. Remember, too, that these diamonds are investment opportunities that you will always appreciate.

USE YOUR CREDIT
You Can Arrange Easy Weekly Terms and Take Up to a Year to Pay After Down Payment

Smalls
28 EAST MAIN ST.
"BACK THE ATTACK"—BUY ANOTHER BOND

GUARANTEED NO FLAWS NO CRACKS NO CARBON SPOTS

MORE THAN \$400 HAS BEEN PAID DURING THE PAST 3 MONTHS TO SHOPPING NEWS SUSTAINING SUBSCRIBERS

You Too, Can Become A Sustaining Subscriber For Only 10c A Month

Ask Your Shopping News Carrier!

Regent Screens
Cecil B. DeMille's
"Union Pacific"

Two of the greatest motion pictures ever produced—one described as "The Greatest American Epic of them all," and the other called by those who

have seen it as the greatest sea picture ever produced—make up the unusual double feature bill at the Regent Theatre beginning today.

Draper-Adler
Concert Offers
'Something New'

The forthcoming appearance of the world's supreme tap dancer and the world's equally supreme harmonica virtuoso—Paul Draper and Larry Adler—at the Eastman Theater on Friday evening, October 8—represents the bold debut of two young geniuses in the field of classic art.

For geniuses they are—and Americans at that. Paul Draper has succeeded in developing tap dancing to a degree where it can take its place with the best in interpretive art. He possesses a complete command of ballet technique as a starting point. On this basis, he has built an individual expression of the dance that marks him one of the greatest dancers of all time.

Larry Adler has accomplished similarly astounding results with the harmonica. The effects he gets are almost incredible. Naturally he is a born artist, with a superb sense of tonal coloring, phrasing and rhythm.

When you hear him play the first movement from the Bach double violin concerto or the Vivaldi violin concerto, you realize it.

The collaboration of these two artists dates back to December, 1940, when they made their first joint appearance in Chicago.

They play and dance a program that ranges from Gershwin to Bach.

Seats are on sale now at the Eastman Theater box-office.

KAY'S COMMENTS

Turn into an enchantress with a FUR HAT from JOELS. For sheer flattery, you can't beat them. Endearing by adhering, they will hug your hair like a caress, anchored artfully with pins and tabs. The Silver Fox hat and muff-bag are elegant. Black and grey Persian in small snug, becoming styles are to be found. Muskrat combined with brown felt—a tiny calot with ermine tails. Beaver in the beloved pan-cake beret was adorable. Other beavers in off-the-face styles. The thing I noticed particularly about these fur-hats was the quality of the fur. All genuine—The bags with just a scrowl of fur are very new—and very fetching. All these hats have that "something" that has made JOELS the favorite millinery establishment of discriminating women of Rochester. JOELS... 215 East Main St.

Yes—I see you—wearing a meticulous look—a clipped concise look. Wearing mesh hose. Try them. Keep checking the seams. Your nails are chipless hope. Your coiffure is tight to your noggin. Upswept. Your hat is tiny, hugged to your head. You're wearing sweater blouses to cope with drafts offices. Slim-as-a-vial dresses. Browns, beiges, greys bursting with excitement. Your wardrobe of course includes a basic black. Your suits are worn under an over-all coat. Worn with gaudy vests, bow blouses, sequin waistcoats, halters. Tailored in sturdy fabrics. You'll buy fewer clothes. Versatile clothes. Packable clothes. But remember buy "good clothes." You'll be happier, better dressed and always have "something to put on." A skillful plying of the trade's tools can establish your type so magnificently that Nature's slips go unnoticed.

Devotedly—Kay

Just made for a girl like you—those adorable JUNIORS at RIPTON DRESSES. Black, two-piece with cut-steel buckles as trim. Others in princess style—basque styles—in light pastels. Light-hearted enough to dance in—but of enduring quality for that extra mileage your clothes "must" take this season. Priced \$8.95 to \$16.50. RIPTON DRESSES... 739 MONROE AVE.

To make you a superlatively lovely creature try LUZIER'S COSMETICS. You will be prescribed "for" on the advice of a trained consultant. A staff member of Luzier's will see you in your home—or you may call at 133 Clinton Ave. So. Tues.—Thurs.—130—3:30—or Fri. Eve. Stone 4442 for appointment.

Do you want to keep that thick waist, broad hips, and sagging bosom. No, we'll do something "bout it. Drop in to VIRGINIA'S REDUCING & BEAUTY SALON—Treatments as low as Five for Five dollars. It's a nice shop—you'll enjoy the time you spend there. 27 Clinton Ave. So. Stone 346.

If you want to see perfect jars of fruit and vegetables, take a peak at those shown in the window of ROCHESTER GAS & ELECTRIC. Their color is wonderful, as natural looking as when they were snapped off the vines. Drop into 39 East Ave. and ask for the booklet "Canning in War Time". Compiled by HOME SERVICE.

Necklines important

With all the neckline fashion news about the silhouette gowns, it should give every woman impetus to study her most becoming line and then give some special care to the tissue of the neck. V-necklines give length to the short neck, and they're less revealing than the square-cut or heart-shaped line, each of which should be worn only by women having lovely skin and a not-too-thin neck. Beauty may be cultivated by regular deep breathing and shoulder exercises, plus a

daily application of nourishing cream.

GIVE HEAD COLD THE AIR

Open cold-clogged breathing passages. You breathe free almost instantly. Feel the difference. Caution: Use only as directed. Always use Penstro Nose Drops.



TONIC for Your WATCH!
Your watch is working overtime these days, keeping you on time for wartime duties. Bring your watch in for cleaning, a new band, or a new crystal.

Dependable WATCH REPAIRS
CENTER AISLE A MAIN FLOOR

CONFIDENTIAL
LOW COST
PERSONAL LOANS
By Comparison You'll Choose
CENTRAL TRUST
WHERE
\$6.73...
is the total cost of a 1 year loan which gives you
\$100.00 Cash
and this includes life insurance protection.
LOANS UP TO \$2,500
CENTRAL TRUST
COMPANY
25 E. MAIN ST.



Your Man-in-the-Service
Wants a Handsome Gold

RING

MAILING DEADLINE

For Mailing Christmas packages to servicemen overseas
ARMY—OCT. 15th
NAVY—NOV. 1st



Handsome Signet Ring

The personalized service ring—10K yellow gold with his initial. Army or Navy style.

22.50
EASY CREDIT



Ruby or Sapphire Ring

Massive 10K yellow gold ring with brilliant synthetic Ruby for the Army Sapphire for the Navy.

14.95
EASY TERMS



Smart Locket Ring

Modern design in 10K yellow gold with choice of insignia. Space for his favorite picture.

17.95
EASY CREDIT



2-Diamond Onyx

Stunning new style with his insignia set on onyx. Two sparkling side diamonds.

\$55
EASY TERMS

Rudolph's

Corner East Main at South Ave.
OPEN MONDAY EVENINGS
In Batavia—109 Main Street

Interesting Facts

Goat's milk powder is on the market. Two teaspoonfuls in a glass of water makes a glass of water makes a glass of milk. Edible in dry form, too.

Plenty of hosiery for us women, says the manufacturers! Made of cotton and rayon they'll serve the purpose, but a far cry from the silk and nylon stocking days.

SOLDIERS and SAILORS UNIFORMS

Cleaned and Pressed

While—U—Wait

Enjoy a Private Booth

SPEEDY'S
212 Court St.
Park Free at Chimes Station

BIG 5c WORTH

IN THIS SUNDAY'S ISSUE

MAUREEN O'HARA

Full Color Photo Suitable For Framing

Also 16 Pages of Comics, Magazine and News Sections

GET THE HABIT

Read The New York SUNDAY MIRROR

Friday Evening October 8 at 8 P. M.

Special Pre-Season Event...
* PAUL DRAPER—LAURA ADLER *

CLASSIC TAP HARMONICA
DANCER VIRTUOSO

IN JOINT RECITAL

SEATS NOW \$1.93, \$2.20, (Tax Included)
\$1.10, \$1.38, \$1.65.

EASTMAN THEATRE

of the University of Rochester

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
3 ATTRACTIVE DINING ROOMS
Breakfast from 7:30—Lunch 7:00—De Luxe Dinner 1-4:00
HOTEL BRISTOL
129 West 48th St., New York City
Joseph E. Roth
Theodore E. Tolson, Jr. • Alfred B. Tolson
AT RADIO CITY

You must know by now, how impossible it is to buy anything that "comes near" those woolen sweaters, dresses you have. Don't neglect a small tear, burn, or moth damage in any woolen material. Let EMPIRE WEAVERS repair it for you. Beautiful work. 409 BURKE BLDG.

Buy a "good" suit. If it's right—it will improve like wine with age. Keep it pressed. Skip a dry cleaning for a pressing. Too many cleanings will ruin a good suit. This advice was given by one of our leading men tailors. Why doesn't it hold good for women's clothes.

Listen Toots—you'll never look like "anything" in those pencil-thin silhouettes for fall, if you're carrying around excess weight. If you can spare 35 minutes a few times a week and \$12.50 for ten treatment, SPETTIS with the aid of her famous BATTLE CREEK REDUCING LOUNGE, will "whittle" you down to your correct size. Call Stone 8210 for details... 327 BURKE BLDG.

There's a portable album so tiny that it will fit into your pocketbook or wallet with nary a bulge. This is an idea for a service-man.

Bataan Nurses Hailed In Capitol Bill

Paramount's "So Proudly We Hail," which opens today at the Capitol Theatre, is a picture that ranks with the great-screen achievements of all time. It is tops in every department and will be remembered for many years to come as one of the most thrilling, romantic dramas ever produced for the screen.

Co-starred in this film are three of Hollywood's most glamorous ladies—Claudette Colbert, Paulette Goddard and Veronica Lake. They are seen as Army nurses who sail for routine duty in Hawaii but are caught in the holocaust following the attack on Pearl Harbor. Their story is based on the actual story of what happened on Bataan and Corregidor.

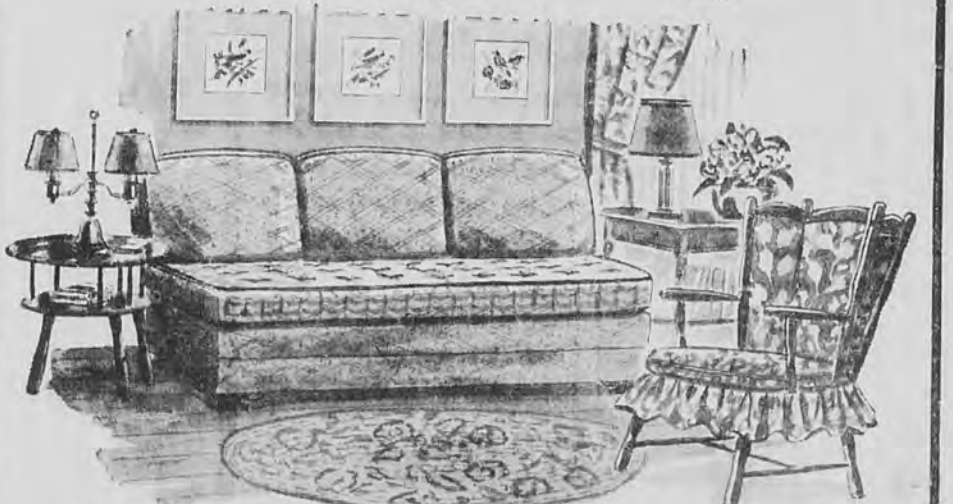


Lauer's Solid Maple
5 PC. DINETTE SET

Here is a peach of a dinette set—It's big... It's beautiful... It's built for life-long service. Hardrock maple wood carefully turned and finished by expert craftsmen. Furniture that you will really be proud to own. Note the comfortable saddle seat chairs... the large pull out end leaves... the heavy gracefully styled table and chair legs. Here indeed is a splendid Lauer value!

\$59

Table and 4 Chairs



Lauer's Double Duty Studio Room

Lauer's have assembled this grouping for you who want to make the most of your spare room—or for you apartment dwellers who require double duty furniture. The studio couch opens quickly and easily to a large double bed or two separate single beds. It's comfortable too. The price is only **\$69.75**. The lovely cricket chair sells for **\$10.95**. Notice the graceful barrel shaped back... the full ruffled base... the soft, comfortable seat and back cushions. The maple tier table is **\$11.50**. The square lamp table **\$16.95**. You'll like this liveable group at Lauer's.

BUY BONDS AT LAUER'S
Pay \$1 Down and \$1 Weekly

You get your interest bearing \$25 bond when you pay your first dollar. Then pay Lauer's \$1 weekly.

Lauer's

50 STATE ST.

BEFORE YOU BUY FURNITURE - BUY BONDS!

BACK THE ATTACK



EDWARDS BASEMENT

For The Boys—It's a "FLYING FORTRESS" JACKET

2.97



**MADE OF POPLIN—
AN ARMY FABRIC!**

Made just for the boys! Boys that keep up with things, that are active doing things! Trim looking and strongly made! Durable poplin fabric made for the Army! It takes the wear!

- ★ For extra warmth --- cotton plaid lining!
- ★ Button style --- with two handy pockets!
- ★ Olive drab color!
- ★ Sizes from 8 to 16!

Edwards Basement

Winter-Warm BOY'S MACKINAW

1.94



SIZES
6 to 18

Maybe you don't think it's cold now . . . but take the weatherman's word . . . it will be! And the warm mackinaw cloth jacket will heat any cold temperature! Well made and sturdy for your active boy!

- ★ Doubely warm double breasted style!
- ★ Four deep pockets!
- ★ Two styles --- with or without hood!
- ★ Bright assortment of plaids!

Edwards Basement

Infants' PRAM SUITS 4.50



For the tiny tot's first Winter . . . a cuddly snow suit! Fine blanket cloth! Roomy raglan style sleeve! Snap closing, to keep baby's hands warm! All full cut! Infants size only.

**PINK FOR THE LITTLE GIRL!
BLUE FOR THE LITTLE BOY!**

Edwards Basement

CRADLE SHOP ITEMS

- ★ White Waterproof Sheets size 17"x18" **39c**
- ★ Drytex Type Sheet flannelette on one side, waterproof coating on other. Size 18"x27" **59c**
- ★ Waterproof Sheet large size 27"x36" **79c**
- ★ Waterproof Panties small, medium, large, in white only **50c**
- ★ Blankets . . . 25% wool! Large 36"x50"! Crib size. Wide rayon satin binding! Solid colors in pink and blue. **2.97**

Edwards Basement

For the Girls this Winter "DOUBLE DUTY" COATS

14.97



The warmest little coats you ever saw! Separate fleece ski pants that make it a real "double duty" set! Belted and recver styles! You'll find the one you want!

- ★ Smart Little Velvet Trims!
- ★ Warm Fleeces, Colorful Plaid Materials!
- ★ Herringbones, Tweeds, And Natural
- ★ Plain Wine, Teal, Tan!

Sizes 7 to 10
Seperate Coats 7 to 16

Edwards Basement

SKIRTS, SKIRTS, SKIRTS for School

2.97



SIZES
7 to 14

They all want skirts! We are lucky enough to have styles that will delight "little daughter!" Just look! New pin wale corduroy! Gay, youthful plaids! Plain colors! Gores, pleates and some with suspenders!

- ★ RED ★ BLUE ★ NAVY
- ★ BROWN ★ GREEN

Edwards Basement

French Classes Offered Evening Students At Monroe

Knowledge of a foreign language is stressed by authorities as important qualification for work after the war.

Monroe High evening classes have been shaped to fit this important postwar need and are offering a course in French in two evening sessions weekly from 7:30 to 9:30, Thursday night for the beginners and Tuesday at the same hour for advanced students with special emphasis on practical conversational French.

As in the past, classes will be conducted by Prof. Leon Achen, graduate of the University of Paris and former instructor at the university of Rochester. Registrations are now being accepted at the school. Classes will begin as soon as registration is complete.

Harry C. Summers Commissioned By Navy

Harry C. Summers, son of Mrs. Camilla K. Summers of 155 Westland Ave., was commissioned an Ensign in the Naval Reserve this week following completion of flight training at the Naval Air Training Center, Pensacola, Fla.

To The Housewives of Rochester and Vicinity

FREE

Sample of the greatest Silver Polish ever made. Send name and address on Penny postcard.



To save gasoline and man-power for war needs we will sell Rougene by mail direct from our factory. Just send \$1.00 and you will receive a bottle by parcel post.

We guarantee Rougene will clean and polish silverware quicker, easier and better than any polish you ever used. Rougene will not scratch, dry up or evaporate and contains no acids.

FISHER MANUFACTURING CO.
11 EAST MAIN ST.
ROCHESTER 4, NEW YORK



LAST 2 DAYS TO USE
KYZ Red Stamps—Book No. 2
AB Brown Stamps—Book 3
Shop Today!

	Points	Price
Tall Can Fancy PINK SALMON	12 can	22c
Tall Can Fancy RED SALMON	12 can	22c
Holme's SARDINES...	3 can	6c
Miss Lou SHRIMP....	5 can	32c
Luncheon Meat BRUNCH....	5 can	35c
Tasty SPAM.....	5 can	36c
Wilson's HAM SALAD..	3 can	30c
Libby's Lunch TONGUE	3 can	21c
Wilson's DEVEILED HAM	1 can	12c
Wilson's Mor Luncheon MEAT	5 can	34c
Libby's POTTED MEAT	2 can	10c
Pet, Carnation or BORDEN'S MILK	1 can	10c
Pint Bottle WESSON OIL..	4 bot	27c
Crisco or SPRY.....	4 lb. can	24c

Red Point Buy!
TROY BRAND EVAPORATED
MILK
3 1 Red Pt. Per Can
25c
CANS

Wegmans HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

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!

6.95

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
WE PAY HIGHEST PRICES FOR USED CLEANERS
30 SOUTH AVENUE—STONE 6747
OPEN MON. and THURS, TILL 9—SATURDAY TILL 7
ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

W.B.A. Chapter To Have Card Party
Active Maria Review No. 30 ton Ave. There will be door prizes and a prize for each table as well as refreshments. Mrs. Lucy Gresens is chairman.

FACTS ABOUT THE FOOD SHORTAGE
Frank and honest facts about our food problems and ten rules for wartime eating.

THE SHIP—By C. S. FORESTER
The condensation of a best-selling novel by a great author, Sparkling fiction, special features, fashion and beauty articles and the famous Journal Food and Homemaking Departments.

15c OCT. ISSUE Ladies' Home JOURNAL NOW ON SALE 15c

If You Want To Keep Warm Next Winter!

ORDER COKE NOW

It is most important that you order your coke now for future delivery. If you want assurance that your home will be comfortably warm this winter.

Telephone your order today! Immediate delivery and satisfaction guaranteed.

WEST END FUEL CO.
2 LAKE AVENUE GLENWOOD 745

Weed's
15 EXCHANGE ST.
Restore True Colors

"GRATOR" UPHOLSTERY CLEANER
½ Gal. **49c**

Effective, easy to use—leaves no odor. Try it—at this special price.

ASBESTOS PAPER
Easy to handle. 18 inch size. **12c** lb.

GLOVES
Complete line of canvas and leather gloves for furnace and other home work.

Fix Your Own Rubbers SO-LO Easy Spreadon
Use it on domes of rubber stems. Save them at low cost. **29c**

Hats! Clothes! Shoes!
Room for Everything in This New Wardrobe!

THE Utilo MAMMOTH HI-HATTER

TOP SHELF FOR HATS
HOLDS UP TO 30 GARMENTS
LOWER SECTION FOR SHOES

Sale \$3.95
MADE TO SELL FOR \$4.98

Size 26" by 66" by 22". IN REALISTIC Wood Tone

OTHER WARDROBES... \$2.19 up

Free Parking Opposite With \$1 Purchase **MAIN 7900**

Weed's
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Free City Delivery No C. O. D.'s on Purchases Under \$1.00

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

470N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTON
KEY ROCHESTER'S MODERN CUT RATE 457 RIDGE RD. NEAR DEWEY
DRUG STORES

KEY COUPON
Patched—100% Oil Tanned
CHAMOIS SKIN
Large 11x14 Inch Size Limit 2 **19c**

KEY COUPON
WAX PAPER HEAVY
CUTTER BOX 100 Feet Limit 2 **10c**

TODAY THROUGH WEDNESDAY
KEY COUPON
Commando CONCENTRATED DOG FOOD
With The Vitamin And Mineral Supplement
MAKES 1 POUND DOG FOOD
Reg. 15c Size Limit 2 **6c**

KEY COUPON
LU DEN'S COUGH DROPS 8c SIZE
2 for **5c** Limit 2

KEY COUPON
ABSORBENT COTTON
2-Oz. Pkg. Reg. 20c Limit 2 **11c**

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**

KEY COUPON
IMITATION
VANILLA
Large 8-oz. Bottle Limit 2 **8c**

BORDEN'S PLAIN MALTED MILK
5 Lb. Can \$2 Value **\$1.29**

NOW HERE...
Curity SULFA-thia-zole HANDI-TAPE
BAUER & BLACK'S Instant Bandage for Minor Cuts, Blisters, Abrasions
IDENTIFIED BY THE BLUE & YELLOW BOX
TO HELP PREVENT INFECTION
23c Box of 27

MOLLE
Shave Cream
50c Size **26c**

SODA MINT TABLETS
Bottle of 100 **6c**

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!
Vimms
REG. SIZE **49c** LARGE SIZE **1.69**

FASTEETH
35c Size **29c**

HEAVY DUTY SHOWER SPRAY
Assorted Colors **\$1.19**

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.
\$1.98 Reg. \$3.00

ANACIN
TABLETS Tin of 12 Reg. 25c **19c**

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Pkg. 5 **23c**

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25c Size **13c**

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50c Size **39c**

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Pkg. 20 **69c**

G-E MAZDA LAMPS
NEW LOW PRICE
40-50-90 Watts **10c**

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25c Size **19c**

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50c Size **39c**

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Soft as old Linen
Save 3 ROLLS **19c**

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Pint Bot. **\$1.69**

CEREVIM BABY FOOD
Large Pound Box **39c**

SQUIBB Dental CREAM
Large Size **37c**

SQUIBB Dental CREAM
Large Size **37c**

Sibley, Lindsay & Curr Co.

Your Bonds back the attack all over the world! Buy an extra War Bond this month. Support the September Third War Loan!

IT'S CHRISTMAS-TIME HERE
FOR THE FORCES

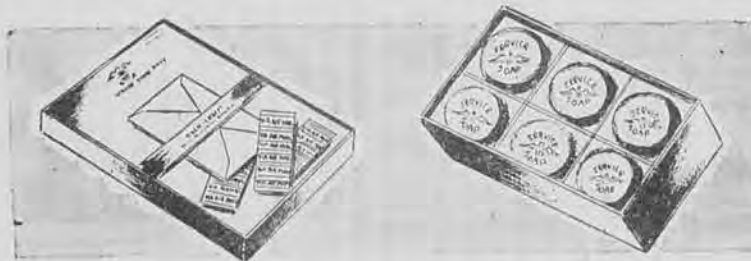
"Over There!"



Sibley's Canteen Has the Gifts They Want!

Get Santa started on his way to Christmas overseas! He'll need plenty of time, and you can do your part by selecting your gifts now, and mailing before the deadline dates set by the government. You'll find Sibley's Service Canteen abounding with presents that rate 1-A with the Armed Forces. Gifts to make life a little easier for those gallant men and women . . . gifts to prove you're thinking of them! Here's a cross-section . . . we've hundreds more . . . come in and choose NOW!

SERVICE CANTEEN, MAIN FLOOR AT THE UP ESCALATOR



Insignia Stationery—popular air mail weight, so they can write more! . . . box 1.00

Service Soap—6 cakes of lather-rich hardwater soap, with Army insignia. Packed for mailing . . . 1.00



From Our Bookshelf of Games—chess, Acey-Ducey, all the favorites, in miniature . . . 1.00 to 1.59

Money Belt—for safekeeping. Army or Navy color, with zipper closing. leather reinforcements . . . 2.00

Insignia Shoe-Shine Kit—Army tan or Navy blue waterproof kit with shoeshine needs . . . 2.00

WAC Toiletries Bag—very good-looking with bottles for lotion, etc. Also in navy . . . 2.25

Pure Wool Scarf—good and long, sure to be appreciated by a soldier in winter climes . . . 2.50



Officer's Diary—saddle leather book for jotting down the highspots. Handy, small size . . . 2.50

Religious Kit—leather case, pocket-size, with prayer book, rosary, Cross and medals . . . 2.50

Wool Sweater—for the Army. Famous McGregor all wool sleeveless. All sizes . . . 3.95

Billfold—handsome saddle leather, with plenty of room, and space for identification cards, etc. . . . 4.00

Furlough Bag—sturdy, collapsible bag of water-repellent twill, in Army tan or Navy blue . . . 5.00



Bolo Knife—perhaps your soldier or marine in the South Seas would welcome this. Rawhide sheath . . . 9.75

Identification Bracelet—Heavy sterling silver. Price includes engraving of name and serial number. . . . 15.00

Gem Travel Kit—seven good-grooming aids from tooth brush to razor. Saddle leather zipper case . . . 3.00

Apronkit—Khaki or navy apron fitted with all kinds of toilet needs. Convenient carryall . . . 3.95

Tobacco Pouch—of leather, to hold his pipe, and a supply of tobacco. Neat zipper closing . . . 5.00

(Allow a week to 10 days for engraving.)

Wesp Worries . . .

(Continued from Page 1)
their pleasure with some kindred soul Saturday night that

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? Never accept substitutes. Demand

St. Joseph ASPIRIN

kindred soul was the aforementioned soldier. He seemed like an affable lad and accepted Mr. Wesp's offer of a glass of beer with apparent appreciation. Further conversation ensued and the trio became chummy by the minute. Finally, the Wesp's, happy that they were bringing happiness to a soldier, offered to take the boy home. He gave a Clay Ave. address and that's right down in the Wesp's neighborhood. But as they neared Clay Ave. the soldier decided he'd rather go to a tourist camp for the night. "You see," he explained, "my

mother doesn't know I drink and I don't want her to find it out now."

But why go to a tourist camp when the Wesp's had a nice clean comfortable bed in the spare bedroom at their own home. After a few protests, on the part of the uniformed boy, that the Wesp's were too kind, it was arranged that he should spend the night at the Wesp manse.

After a hearty breakfast Sunday the soldier announced he had a date with his girl at 11 o'clock and was about to take leave of his more-than-generous friends. But Mrs. Wesp just couldn't resist the longing look in the lad's eyes as he watched her prepare the Wesp Sunday dinner. Chickens, no less, and two of them at that. Because Mrs. Wesp has a brother in the service and knows how much most soldiers enjoy a good home-cooked Sunday dinner, she invited the lad to go get his girl and with her return to share with them their meal of chicken and all the fixings. Again the protests, again the arguments and again the Wesp's won. The soldier finally agreed to the plan. As he was leaving the house Wesp pere from the far reaches of the second floor

suggested to Wesp mere that the soldier take the Wesp vehicle to call for his girl in style. And that, friends, was a big, a very big, mistake.

Yes, you've probably already guessed it, came dinner hour and no soldier. Well, maybe he got his dates mixed and was coming on Monday. Monday, no soldier. Tuesday, no soldier. Inquiry at the Clay Ave. address proved what the Wesp's by this time very much feared. There was no soldier living at that address. There never had been a soldier of the name given the Wesp's, living at that address and, now that he had the car (the same blue Oldsmobile) there wasn't apt to be a soldier living at that address for a long time to come.

What bothers the Wesp's almost more than the loss of their car is the thought that Saturday night's soldier friend is undoubtedly a deserter from the army, in addition to the strong suspicion that he is a thief. Next Saturday night Mr. Wesp is going to walk around to the corner grocery and tote home a couple bottles of beer. Then after carefully locking the door, the Wesp's will drink their brew in silence, sorry for a certain soldier they know by face,

Meat Upside Down Cake



Looking for a meat extender that's new and taste appealing? Or a different way to use leftover cooked meat? Here's our taste-treat-of-the-month, a meat shortcake. We used ground cooked ham, combined with whole kernel corn (any leftover cooked vegetable can be used) moistened with a tomato sauce. We placed our meat and vegetable mixture in the bottom of a baking pan and topped it with a biscuit dough. Bake about 15 minutes in a moderate hot oven (400 degrees F.). Turn out the meat cake upside down and garnish with fruit slices before serving.

but not by name; yet he in the knowledge that, because they are in their own home, they won't be tempted to befriend a service man.

So, if you see a 1940 blue Oldsmobile with license 7M6668 about town with a soldier-un-

Jan Savitt . . .

(Continued from Page 1) publicity chairman. But figures at the theatre box office show that only slightly more than 4,000 tickets have been exchanged for the reserved seats. Patrons are advised that it is necessary to exchange the tickets they bought from the laddies for their reserved seat ticket at the theatre any day between 9 a. m. and 5 p. m. Arthur A. Schuth, general chairman of the affair has had the able assistance of Fire Chief John Slattery, as well as a citizen's committee headed by John F. Uffert and everything is in readiness for a top-

notch show — providing the 8,000 ticketholders don't all show up at the Eastman theatre box office at the same time, wanting the same seat for the same show.

MENDOZA BEAVER
(Dyed Coney) and Premier Bonded **NORTHERN SEAL** (Dyed Coney)
\$105.00 Terms
CLIFFORD FUR CO.
1283 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

Paint Protects Property

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 FLOR **\$18.75**

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 rollers included. Size 4 ft. x 36 inches. WITHOUT ROLLER **39c**

Lucas PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

JINGLES FROM THE JUNGLES
In Ireland it's "Guinness's" —
In England it's "Alsopp's Lager" —
In Africa it's anything you can get —
But back home in Rochester
IT'S GENESEE EVERY TIME!
S. SGT. J. M. C.

GENESEE FOR '43

Dolan's
WHERE YOU BUY THE CUTS OF **CHICKEN** YOU PREFER **DOLAN'S**
600 JEFFERSON AVENUE
Cor. Bartlett
Telephone Genesee 1417

Rheumatism — Arthritis and Neuritis Sufferers
Get Relief This Quick Easy Way
Use Rheumaid's No case too chronic for Rheumaid's. Results guaranteed in 5 bottle \$5.00 treatment. Thousands restored to health by RHEUMOID'S. Why not you? Single bottle \$1.25. Sold at **MAID DRUG CO.**
511 DEWEY AVENUE
Call GLEN 4015

Pete Hagen says

TO INSURE THE THINGS WE HOLD SO DEAR BUY BONDS BACK THE ATTACK

POPPER-MORSON COMPANY, ROCKEFELLER CENTER, NEW YORK
producers of the famous Pete Hagen's liquor products

Grand OPENING
10th WARD
Republican Club Rooms
461 Ridge Road
At Ridge Bowling Hall

Beginning Sat., Oct. 9th
SAT. and SUN. NITES
23 GAMES
★ ★ ★
Jackpot \$50
(55 Numbers)
★ ★ ★
T-Game \$10
★ ★ ★
SAT. ALL GAMES \$5-\$7
★ ★ ★
SUN. ALL GAMES \$7-\$8
Admission 28c Inc. Tax
DOOR PRIZE EACH NITE \$25 War Bond

Where To Play Bingo

DeLuxe BINGO MONDAY NITE
\$1000 In Cash
Jackpot \$100-55 Numbers
• 25 Games • Extra Boards • Ad. \$1 Plus Tax
K of C AUDITORIUM
50 CHESTNUT ST.

WEGMAN HALL
371 E. MAIN ST.
TABLES FOR ALL — COMFORTABLE CHAIRS
EVENING GAMES
SUNDAY - MONDAY 8:15
25 REG. GAMES \$5.00 ea.
EARLY BIRD \$50
SUNDAY AND MONDAY NITES
AFTERNOON GAMES 1:30
WED. \$4.00 **SAT. \$5.00**
FRI.
EARLY BIRD SPECIAL AT EACH GAME

UNION LEAGUE
South Ave. cor. Gregory
SPECIAL GAME
SUNDAY NITE
25 REG. GAMES \$6
MON.-FRI. NITES
30 REG. GAMES \$5 - \$10 - \$15
SAT. AFTERNOONS
1:30 P. M.
25 REG. GAMES \$4
Early Bird Every Game

CAPITOL HALL
85 W. MAIN ST.
Door Special \$25 to \$50
Mon. — Tues. — Thurs. 1:30 P. M. Sun. 2:30 P. M.
Wed. — Fri. — Sat. 8:15 P. M.
4 Games Sun Afternoon
\$4 Mon. 30 Games \$3
5 Games Tues. Aft.
5 Games Thurs. Aft.
Friday and Saturday
25 Games \$5-\$10
On Reg. Boards and **\$15**
Letter 'H', \$15
ADM. 28c INC. TAX

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)
MON. 8:15 P. M. ALL TUES. ROYAL NITES
JEFFERSON BUS
No Wed. Game TH Further Notice
* 23 GAMES *

HOLLYWOOD
TUESDAY NITE ALL GAMES & SPECIALS **\$7**
Wed. & Thur. Reg. Games \$5—Specials \$4-\$5 & \$6
4 and 6 WAYS
FRIDAY NITE ALL REG. GAMES \$5 AND SPECIALS \$5
Ways
SATURDAY SPECIAL
Reg. Games \$10 — Specials \$5 - \$6 - \$7
3 WAYS
SUNDAY REG. GAMES **\$7** SPECIALS **\$7 & \$8**
4 & 5 WAYS
BINGO PLAYED 6 NIGHTS A WEEK

THIS PASS WORTH GOOD WED. THURS. FRI. **50c**
THIS PASS WORTH GOOD SAT. SUN. **25c**

COUPON 45c FOR YOU
SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY All Games SEPT. 21st **\$7**
COUPON 45c FOR A FRIEND

TOWNER-HALL
ANNIVERSARY WEEK
BEGINNING WED. - OCT. 6th
SPECIAL GAME WEDNESDAY NIGHT ONLY OCT. 6th
\$10.00 ON REGULAR BOARD
SPECIALS \$5.00 ea. way
ADM. 53c—TRIPLE BOARD & BOOK OF SPECIALS
Thursday Oct. 7th
23 REGULAR GAMES \$5.00 EACH
ALSO EXTRA PRIZES ON SPECIALS
TOWNER & REXY SATURDAY NIGHT GAME \$10 & \$15 ON REG. BOARDS
Sundays All Reg. Games \$7.00
Specials 4 & 5 Ways \$7 & \$8

PARK HALL INVITATION

To My Many Friends and Bingo Fans . . .

I'm leaving to join our armed forces Oct. 3rd—and proud to do it, too! We've got the snappiest outfit in the world! For old times sake—and by way of saying "so long", please do me the honor of having a Cold Bottle on me. Ask any of the boys—they'll be tickled to serve you. Thanks for everything . . . your patronage—your consideration—your friendship. See you again SOON—these International Madmen are strictly on the run! Your bonds and our bullets will drive 'em into the drink (Ocean). So long.

THIS IS MY FINAL PARTY—SATURDAY, OCTOBER 2nd
Charles (Chuck) Mason
I AM PAYING SATURDAY \$10 & \$12 ON ALL GAMES

THURSDAY
5 GAMES at \$15.00
8 GAMES at \$12.00
9 GAMES at \$10.00
PLUS
1-FULL CARD AT \$20.00
TOTAL 23 GAMES ALL ON REGULAR BOARDS JACKPOT \$50.00
FRIDAY ALL GAMES . . . \$5.00
SUNDAY ALL GAMES \$5.00
ADMISSION THURS. - SAT. - SUN. 25c (Tax 3c) TRIPLE BD. & BOOK SPECIALS 50c FRIDAY 3c INCLUDING TAX

\$1500.00
30 GAMES ★ ★ ★ NO JACKPOTS
EVERY FRIDAY NITE
Columbus Auditorium — 50 CHESTNUT ST.
THE BIGGEST BINGO THE BEST
DOORS OPEN 7:00 P. M. EARLY BIRD SPECIAL BID P. M.
IRONDEQUOIT POST No. 134 AMERICAN LEGION
ADMISSION \$1.00

19th WARD
— CLUB HOUSE —
257 HAWLEY STREET
THURSDAY 8:15
REG. \$7-\$10
GAMES \$15.00
FRIDAY 1:45 P. M.
SATURDAY 8:15
SUNDAY 2:30
25 GAMES
Jefferson Bus to Hawley St. Admission 25c, Tax 3c, Total 28c

SEARS Puts Fine *Quality Within Your Means*

AND AT THE SAME SAVINGS THAT HAS MADE SEARS A "MORE FOR YOUR MONEY" STORE FOR OVER 57 YEARS. MAKE SEARS YOUR ONE STOP STORE FOR ALL OF YOUR FAMILY NEEDS



63x108 LACE CLOTHS
4.19
Both Stores

Combination weave in one of our fastest selling and most popular of lace table cloths. Elaborate detail, picot edges, rich designs.



72x90 LACE CLOTHS
4.98
Both Stores

Lovely enough for an elaborate banquet, yet practical for everyday use. A host of new patterns, richly designed, makes a lovely gift.



68x68 LACE CLOTH
2.49
Both Stores

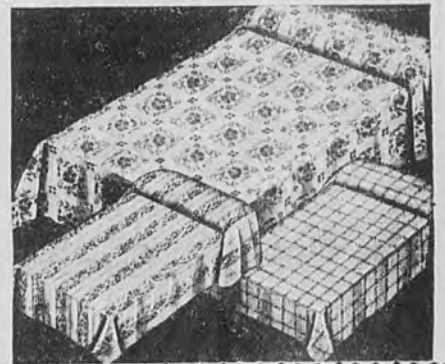
Easy on your budget cloths, you'll find it hard to believe that such intricately designed laces could sell for so little. Light ecru goes beautifully with any color.

Want A Glamorous Bedroom . . . Rich With Color!
These Are The Bedspreads You'll Want!

Striped Cotton BEDSPREADS

1.49
Others at \$1.98
Both Stores

Glamour giving to bedrooms are these colorful striped cotton spreads . . . and so easy to launder, smooth, soft textured, reversible, they may be used on either side. Choose from all of the old favorite patterns and a grand array of new ones. Full and single sizes available.



15,000 Yards of New
Colors and Patterns in

FALL FABRICS

Woolens

1.98
54 Inches Wide

Main Floor, Monroe

You'll find what is in the field of fabrics for fall . . . every imaginable color and pattern is available. Part wools, all wools, aralacs and others. Suitable for skirts, suits and coats.

Choose from the Following

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| Browns | Plaids |
| Greys | Checks |
| Blacks | Tartans |
| Navys | Shepard Plaids |
| Pin Points | Reds |
| Greens | Coverts |
| Plains | Overchecks |
| Scarlets | Kelleys |
| Fancy Weaves | Shetlands |
| Wine | Gabardines |

Rayons

49c

Main Floor, Monroe

Luxurious rayon in 39-inch widths, great new fashion discoveries and perfect fabrics for your wearing needs. Make your own clothes and save with Sears low prices.

Percales 27c yd.

Seersuckers, 45c yd.

36" Shirtings, 39c yd.

17x46 BUFFET SCARFS

89c

Both Stores

Level lace scarfs in stunning new design, all 17x46 size.



QUILTED BRIDGE SET

1.39

Both Stores

New, popular quilted bridge table set in assorted colors and patterns, 31x31 size.



PRINTED TABLE CLOTHS

97c

Both Stores

Gay, colorful prints in assorted floral, sturdy cotton, all hand washable.



BRIDGE TABLE SETS

1.00

Both Stores

Bridge size cloth and 4 napkins to match. Choice of colors and patterns, all hand washable.



SEARS FAMOUS BRAND

SHEETS

All Pre-Laundered Ready For Use

Guest Chamber Sheets

1.69

63 x 99
SIZE

81 x 99 Size 1.89

72 x 108 Size 1.95

81 x 108 Size 2.15

Unbleached Sheeting

28c

Yard

Make your own sheets, 5 1/2 yards make one full bed size sheet. All 81 inches wide, heavy perfect quality.

FANCY STRIPED
PILLOW TICKS

59c

Both Stores

Large size, heavy quality fancy striped pillow ticks, all feather-proof.

MATTRESS AND
SPRING COVER

2.69

Both Stores

Full size spring and mattress cover. Tie on style, helps to protect both of them.



Are You
Knitting!

Sears Has a

Complete Selection of

YARNS

For Sweaters, Skirts, Rugs, Infants' Wear

WORSTED YARN

89c

Both Stores

4-ounce skeins in all colors for sweaters and skirts, 4-ply yarn. Your fingers will just itch to knit when you see this soft all wool yarn.

SPORT YARN

59c

Both Stores

2-ounce skeins for knitting sweaters and casual clothes, 4-ply yarn, 65% virgin wool, 35% rayon. Choose from 12 new colors.

BLENDED FLOSS

29c

Both Stores

1-ounce skeins, light as a feather, warm as toast, 55% virgin wool and 35% blended rayon. Choose from bright new colors.

BABY SOFT

29c

Both Stores

1-ounce skeins, for babies' booties, sweaters, caps, soft, springy 3-ply yarn that works up beautifully. Choose from baby blue, pink, and other popular colors.

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

PAGE 51

Wesp
(Conti
their plea
dred soul.

1ST
of million
headache
St. Joseph
largest ad
do more
Never ad

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LAST CALL To Mail Your Photo To Him Overseas—Deadline Oct. 15th.



"AGELESS"

The Beauty of a Neisner Photo Portrait

A permanent record of pleasant memories... your youth... charm and sparkle CAUGHT in a beautiful photograph—HIS to enjoy always! Neisner photographic artists insure complete satisfaction because of long experience in expert craftsmanship.

Special Offer

4 Photographs of The Better Kind... \$4.00
3-8x10 and 1 Beautiful Miniature... All for Only \$7.00 Value

Neisner's
5c to 10c Stores

STUDIO
200 MAIN ST., E. REAR MAIN FLOOR

ESSENTIALS FOR THE HOME ROYALTY

WOOL **BLANKETS \$5.95**
25% WOOL

GOLDEN-GLO **TABLE LAMPS \$9.95**

1942 CONSOLE MODEL **RADIOS - PHILCO - MOTOROLA \$59.95**
AND MANTOLA

SPECIALS FOR THE FIDDIES
SCOOTERS \$1.98 - WAGONS \$2.39 & \$11.75
KIDDIES WHEEL BARROWS \$4.49
Also Many Other Toys and Playthings

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

Fun Night Planned By No. 38 School PTA

A Community Fun Night has been scheduled for this evening by Members of the No. 38 School PTA. Mrs. Leon Wright, community relations chairman of the Rochester PTA will be the guest speaker. After the regular meeting Mrs. Wright will direct a program of games and dances.

The executive committee will act as hostesses at tonight's affair.

George W. Cooper, principal of the school and honorary vice-president of the PTA entertained the executive committee at his home on Tuesday evening for the first executive meeting of the year. This was followed on Wednesday by a tea held at the school for the grade mothers selected for the year. The tea was given by Mrs. Charles Wohrab, president, assisted by the three vice-presidents.

Talent Scouts—Don't Bother To Watch This One

The Farrells-O'Shannigans will face the Ferns-Sauerkrauts Sunday at Rochester Products field in the rubber match to decide the softball championship of the lower Lexington Ave. section of the 10th Ward.

Last week a pitcher's duel resulted in the score of 30-29 with the Sauerkrauts on top.

The finest group of 4 F's and 4 H's ever assembled will show in the line-up of the F-O's. Herman, Marshall, G. Farrell, and Davis are scheduled for infield berths with Donoghue, J. Farrell and M. Farrell in the outfield. Pat Ryan is rover, Martin will pitch and Meyers will try to catch... that is, if they don't all collapse of old age before Sunday.

The Ferns are keeping their line-up secret, and well they may!

"This Is The Army" Moves To Century Screen Today

Irving Berlin's "This Is The Army," which successfully stormed city after city in its original stage version, moves to the Century Theatre today from the RKO Palace for its second week. The Warner Bros. production for Army Emergency Relief uses all 350 of the original cast plus heavyweight champ Joe Louis in a show on film, the studio was careful not to alter but to augment it. Thus a large cast of motion picture and radio stars was added as were some old and new Irving Berlin songs.

WANT ADS

BEDDING

NEW COTTON mattresses any color like, \$5.00. Cotton felt mattresses, \$5.00. Flat springs \$2.00 up. Coil springs \$3.00 up. Metal Beds \$4.00 up. H. P. Fahrner, 96 State St.

FURNITURE

8-PIECE Dining Room Suite in good condition \$50. Call evenings, 175 Dorchester Rd.

RUGS

FELT-BASE linoleum rug, Room size \$1.75. Heavy weight \$2.25. Well-known brands \$6.25. Standard weight by the yard 30c. Heavy weight 40c. 12-ft. width (floor covered without seam, wall to wall). Standard weight 40c a yard. Heavy weight 50c. H. P. Fahrner, 96 State St.

WANTED TO BUY

BEDS, Spring, Stoves, Rugs, Dining and Bedroom suites. Entire households. Phone Mr. Carter, Main 8926.

Furnished Rooms To Rent

TWO PLEASANT ROOMS, semi-private bath. Near stores, buses and downtown. Apply 225 3rd Street. \$5.00 a week.

PERSONAL

ANYONE having information regarding blue Oldsmobile, 1940 sedan, license 1M7666, call Glenwood 1948 or Stone 2144. Reward.

18th Ward Women Democrats To Meet

Members of the 18th Ward Women's Democratic Club have set next Tuesday evening as the date for their annual fall card party at Beechwood Hall on Main St. E. Mrs. Joseph Wilmot is general chairman.

Here's a Silver Polish That Really Polishes

There's a new metal polish on the market which really works on silverware. That, in itself is quite a feat. But, what is more important, it works without hard rubbing and polishing and it doesn't harm the silver article on bit.

Guaranteed not to scratch, evaporate or dry up. Rougene contains no acids to harm the hands or any surface upon which it is used.

Rougene is made locally by an experienced chemist who has many letters in his files from army camps, ships at sea, department stores and others who have tried this amazing cleaner which is now being introduced to the Rochester market.

A free sample of Rougene will be mailed to anyone writing the Fisher Mfg. Co., 17 Main St. E. or by calling Main 3854.



TERRIBLE CURSE OF HURTING FEET MUST STOP

Whether your feet are feverish or perspiring, whether corns and calluses stab you with pain—or whether your feet are just everlastingly tired, sore and itchy—they don't have to hurt the way they do. Fanning, aches, shooting pains, tender soles that protest every time you take a step can be relieved.

LOCK'S FOOT BALM

AND IN TWO MINUTES YOU'LL THINK YOU HAVE NEW FEET!
First time, this nationally famous remedy is available at the low price of 49c with a 25c bottle of Lock's Corn and Callous Remover FREE for a limited time only.

Special **LOCK'S COMPLETE FOOT KIT**
LOCK'S Foot Balm 5oz. \$1.00 ALL 3 FOR \$2.95
LOCK'S Med. Foot Soap 25¢ FOR \$1.25
LOCK'S Corn Remover 25¢ \$1.25

Get LOCK'S Today at all Drug Counters
LOCK'S LABORATORIES
338 Broadway, N. Y. C.

COLONIAL BAKING MOLASSES

UNIFORM! ECONOMICAL!

2-oz. Glass Jar **31¢**

Look For The Jar With The Red Label

AT ALL **CRITCO STORES**

Phone Main 221 For Nearest Dealer

FREE TO MOTHERS



YOUR CHILD'S PHOTO
with 2 Trig Box Tops

TO INTRODUCE TRIG TO YOU
Babies Laundry is a REAL JOB—yet it's made so much easier with TRIG that once you've tried it you'll use TRIG always! We make this exceptional offer so you'll try TRIG NOW! ... not only for baby's things, but every cleaning job using water.

ALL YOU NEED IS 2 BOX TOPS
The Franklin Chemical Co., makers of Trig, pay the entire cost in the photograph when he turns in your box tops... these top will be accepted FROM you as FULL payment with no further obligation of any kind. Limit 1 photo per family.

PHONE BREWER-HAYES ST. 5819
You MUST make an appointment. This will insure undivided attention to YOUR child and will result in a more natural picture. 4 proofs for your selection. Choice of 3 1/2 or 5 1/2 size. Offer good all through October.

COURTESY OF TRIG



GIVE! 3rd War Loan!

BRING THIS MAN BACK TO HEALTH—GIVE HIM THE EQUIPMENT HE NEEDS — BRING THE NATION CLOSER TO THE FINAL VICTORY

They're not counting the cost out in Guadalcanal, New Guinea, and over the skies of Europe. They're giving everything they've got to smash this thing through... to pay off the Axis once and for all. Is it asking too much, for you to back them up with War Bonds? There are dying men who can't hear your answer to that question. They wouldn't want to doubt you anyway... they are fighting hard and getting wounded. There isn't time to say please. Don't let him down! Buy an extra Bond today. GIVE!

THE 3RD WAR LOAN \$15,000,000,000 GOAL!

20 MULE TEAM BORAX
Famous water softener and cleanser.

1-lb. Box 14c
2-lb. Box 27c
BORAXO... 2 for 23c

Gerber's Baby Foods
Ready to Serve OATMEAL or CEREAL FOOD 14c

15-lb. Box 14c
STRAINED 3 for 19c
or CHOPPED FOODS

FITCH'S DANDRUFF REMOVER SHAMPOO
Dissolves and washes away dandruff in one operation. Cleans the scalp as well as the hair. Leaves hair soft and lustrous.

75c Size **59c**

POWDER for SMOKE SMUDGE
The No. 2-delineate, mint-flavored, heavy-textured, non-toxic powder created by a Dermatologist for dissolving black smoke smudges—has Good Housekeeping Seal.

Box of 24... **49c**

VIMMS VITAMIN TABLETS
6 VITAMINS 3 MINERALS All in One Tablet

Box of 24... **49c**
Box of 96... **\$1.69**
Box of 288... **\$4.79**

Get your daily Vitamins and Minerals this new, easy, economical way. VIMMS contain Vitamins A, B-1, B-2, P-P, C, D and Calcium Phosphorous and Iron.

GILLETTE BLUE BLADES

Pkg. of 5 **25c**
Pkg. of 10 **49c**

V---MAIL STATIONERY
V-Mail is the method officially recommended for correspondence to troops overseas. It is fast and safe... saves precious space.

Pkg. of 20 Sheets **9c**
100 Sheets... **43c**

DAWAS ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. DRUG STORE THEATRE
31 MAIN ST. E. CORNER AQUEDUCT
353 MAIN ST. E. 1 DOOR FROM STILLSON
451 W. RIDGE RD. DENNY DRIVE
880 MAIN ST. W. AT BILLS HEAD
473 WOODMAN JET SET MAN
539 MONROE AVE. REAR GEORIAN

To Help Speed Victory... SAVE ELECTRICITY!

The electric power companies of the country, in cooperation with the U. S. War Production Board, have inaugurated a nation-wide program for the voluntary conservation of electricity. Not because there isn't enough power to supply our war plants and essential civilian needs—but because the production of electricity uses coal, manpower, transportation, tungsten and other vital materials. When you save electricity you help to save all of these war resources.

This conservation program is voluntary and therefore it needs your support and co-operation to be successful. Electricity has been a valuable aid in the promotion of business but we know that business firms will be glad to sacrifice some of its advantages for the benefit of the overall war effort. Electricity has provided countless comforts and conveniences in the home but all of us can find ways to save on its use here and there.

To quote J. W. Krug, Director of the Office of War Utilities: "The desired result will be obtained through the full co-operation of millions of people in the conservation program. With everyone contributing the effect will be tremendous in hastening the day of Victory."

Our representatives will be glad to advise and to help you in connection with methods of saving electricity in your home and in your business.

Rochester Gas and Electric

The Rochester Sun

SHOPPING NEWS

This Week's
\$25 WINNER
MRS. J. SHARP
186 Cottage St.
WINNING CARRIER:
Lew Jones, Jr.
119 Magnolia St.

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave. S. Rochester, (4), N. Y. Distributed 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. By carrier, 10c per month.

SIXTH YEAR—No. 56

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

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

Red Cross Drive For Volunteers Pushed In City

This is Red Cross Recruitment Week in Rochester. Rallying Red Cross personnel to press the campaign to obtain volunteer aides in seven important Red Cross services. Chairman George H. Hawks urged personal contact and solicitation of prospective aides as the mainstay of the drive and the measure by which it would stand or fall.

First and foremost and lacking the proper staffs to keep them operating at complete efficiency, Hawks listed seven of the many services of the Rochester Chapter and their requirements as outlined by their chairmen.

Citing critically understaffed hospitals that are pleading for volunteer dieticians' aides to assist in the emergency caused by the shortage of hospital kitchen workers, Mrs. Dexter Perkins, Dieticians Aide Chairman, appealed for volunteers, who could take the nutrition course that is a prerequisite.

Other volunteers are needed for the Canteen Corps, day-time volunteer drivers for the Motor Corps, first aid trainees, nurses' aides and home nursing workers.

More than 40,000 Rochesterians have been trained in first aid since Pearl Harbor and more than 1,500 who received their certificates three years ago will have to take refresher courses to learn changes in procedure and technique, according to Fremont Chester, chairman of the First Aid Classes.

The hospitals of the nation must have 200,000 Nurses' (Continued on Page 12)

Call for Nurses



JOIN THE
ARMY NURSE CORPS

With a constantly widening war front the Army must draw more upon the civilian supply of trained nurses. Home front volunteers are needed by the Rochester Chapter American Red Cross to fill the places of those who are serving at the front

Legion Auxiliary To Have Rummage Sale

Members of the Burrell R. Kohlmetz Auxiliary, American Legion will hold their annual Rummage Sale tomorrow and Saturday at 216 Main St. W. Mrs. Leon Wright is chairman of the sale, assisted by Mrs. William O'Grady, Mrs. Harry Schirm, Mrs. Fred Huck,

Lodge Group To Meet Tomorrow

Anna Betlem Officer's Club of Germania Chapter will meet tomorrow in the 3rd floor dining room, Masonic Temple. Hostesses for the evening will include Susie Friess, Anna Friess, Regina Senior, Minnie Meyer, Alice Seebach, Bertha Bieber, Lah Paul.

County Food Conference To Be Held Here

Nutrition workers from seven counties will attend a conference of County Nutrition Committees at the Home Bureau office, 150 Plymouth Ave. N. from 10 a. m. to 4 p. m. tomorrow. The meeting will be open to all members of health and welfare organizations and to all who are interested in the improvement of wartime health standards through better use of food.

One of a series of seven regional conferences called by the New York State Emergency Food Commission and the State Nutrition Committee, the Rochester meeting will review the goals set up for nutrition work in the counties and cities of the state.

Rationing and other food shortage problems will be discussed by Dr. F. F. Hill of the Department of Agricultural Economics of the New York State College of Agriculture.

Post-War Planning Council Formed By Civic Leaders

"To mobilize and co-ordinate social and economic forces of the community in maintaining a stable and enduring prosperity after the war" is the announced purpose of a Council on Post-War Problems, recently organized in Rochester.

Called by L. Dudley Field, initial meeting of the group was represented by 25 civic, social, (Continued on Page 11)

Four Juggling Jewels



Marvels of synchronized manipulation are the four lassies pictured here who will be in Rochester with the Shrine Circus at Edgerton Park Arena for six nights and six matinees starting Monday, Oct. 25.

20 Feature Acts Already Booked For Shrine Circus

Among the more than 20 stellar acts already booked for the 1943 Shrine Circus, coming to Edgerton Park Arena for six nights and six matinees starting Monday, Oct. 25, are Clyde Beatty's Jungle Beasts, The Flying Wards, Roberts' Pony Circus, Robinson's Educated Elephants, Van Leer's Trained Stallions, the Juggling Jewels, and Captain Tabor's Trained Seals. This announcement was made last night at a meeting of Damascus Temple of Shriners by Potentate Ralph K. Richardson.

At last night's meeting Dudley DeGroot, U. of R. football coach, told those present of the East-West football game to be played in California on New Year's Day for the benefit of the Shriner's Hospitals for Crippled Children. DeGroot, who will be one of the coaches of the East team in this year's contest, showed motion pictures of last year's game.

Advance sale of tickets for the 1943 Shrine Circus was reported to be considerably ahead of previous years. All seats this year will be reserved and reservations may be secured at Shrine headquarters 103 East Ave. in the Sagamore Hotel building.

Amusements

CENTURY THIRD SENSATIONAL WEEK!
Irving Berlin's "THIS IS THE ARMY" In Technicolor
NOW PLAYING

LOEWS WALLACE BEERY in "SALUTE TO THE MARINES"
NOW PLAYING

PALACE Bob Hope and Betty Hutton in "LET'S FACE IT" Richard Arlen and Wendy Barrie in "SUBMARINE ALERT"
NOW PLAYING

CAPITOL Fred Astaire and Joan Leslie in "THE SKY'S THE LIMIT" Franchot Tone and Anne Baxter in "FIVE GRAVES TO CAIRO"
NOW PLAYING

HUDSON "THEY GOT ME COVERED" with Bob Hope and Dorothy Lamour, "LADIES' DAY" with SUN, AND MON.

LITTLE Bette Davis and Paul Henreid in "NOW VOYAGER"
STARTS SAT.

REGENT Bette Davis and Paul Lukas in "WATCH ON THE RHINE" Johnny Downs and Hale Stoen in "CAMPUS RHYTHM"
NOW PLAYING

REXY "PRIDE OF THE YANKEES" with Gary Cooper and Theresa Wright. Also selected short subjects.
SUN, MON, TUES.

TEMPLE On Stage in person—Three Days Only—Erl. Sal. SUN. TOMMY TUCKER AND ORCHESTRA in "TIC TOC RHYTHM".
NOW PLAYING On the Screen "MYSTERY OF THE 13th GUEST"

WESTERN N. Y.'S MOST COMPLETE STOCK OF RECORDS

HURRY
While We Have 'em
53¢ 2 for \$1.05

TODAY'S BIG 15
People Will Say We're in Love; I Need a Girl in You Me Time (Song of the Way); If You Please...; Per Your Pleading...; How Sweet You Are; I From There...; Johnny Zero; Look at You...; Hear! You Cried Last Night...; There'll Soon Be a Rainbow; Time a Ditch...; I Have Faith; I Don't Love You...; I Don't Want Your Body at All; Every Little Bit Helps; Beautiful Dreamer; Oh, Summertime; Campfire Rave...; My Ideal; With-ness Never Lovelier.

● CLASSICS
● POPULAR
● OLD & NEW
You Name It... We Have It!
We Have It!

COLUMBIA Music Store
53 SO. CLINTON AVE. OPEN EVENS, TILL 9 P. M.
Listen to 1240 Club Daily 5:30—Sat. 1 P. M.

Projansky
GENUINE Silver Fox Jackets \$139

If you know your Silver Fox, you'll realize how low \$139 is for jackets like these! Natural silver fox pelts.

Other Fur Jackets
Practical because they're lovely any hour of the day or evening... a marvelous investment because of their long wear and flattering appearance.

Blended Fox	\$ 75
Dyed Skunk	\$ 95
Natural Wolf	\$100
Beige Caracul	\$107
Black Persian	\$128
Natural Lynx	\$139
Silver Fox	\$179
Persian Paw	\$139
Black Fox	\$139
Grey Kid	\$195
Mink Muskral	\$195
Siberian Squirrel	\$268
Russian Fitch	\$295
Natural Blue Fox	\$295

Fur Scarfs
Kolinsky \$12 to \$ 25 per skin
Mountain Sable \$12 to \$ 15 per skin
Eastern Mink \$25 to \$ 35 per skin
Silver Fox \$50 to \$125 per skin
(Tax Included)

Projansky
39 EAST AVE.
Tailors and Furriers to Gentlemen

Present the **BUY OF THE WEEK**

HELPER'S

2 PAIR for \$1

EXTRA SHEERS
Slight Seconds
SHEDDING TO IMPAIR APPEARANCE OF WEARER'S HAIR

OR
FINE BUSINESS SHEERS
• Outsize • Extra Lengths

HELPER'S HOSIERY SHOP
213 MAIN ST. EAST

Sizes 8 1/2-10 1/2
SHADES:
• SUN GAY
• RICA SUN
• RIO TAN

LAST CALL!!

CHRISTMAS GIFTS FROM CHAMPIONS

FOR MEN IN THE SERVICE

LAST OVERSEAS MAILING DATE FOR ARMY OCTOBER 15TH

LAST OVERSEAS MAILING DATE FOR NAVY NOVEMBER 1st

Navy or Khaki All-Wool Sleeveless Sweaters \$2.98	Navy or Khaki All-Wool SLIP-ON SWEATERS V or Crew Neck \$4.95
Navy or Khaki All-Wool COAT SWEATERS \$5.95	Complete TOILET HANDI KITS \$1.98 and up FOR ARMY OR NAVY
Army or Navy SEWING KITS \$1.29 and up	ARMY OR NAVY COMBINATION TOILET OR SHOE SHINING KITS \$2.29 and up
SWEAT SOX 39¢ and 50¢	Army or Navy MONEY BELTS \$2.29 and up
Navy or Khaki LOCKER SANDALS \$1.98	Navy or Khaki All-Wool GLOVES \$2.49
Khaki All-Wool MUFFLERS \$1.50	Navy All-Wool TOQUES \$1.49
ARMY OR NAVY FURLOUGH or DUFFLE BAGS \$2.49 and up	ARMY OR NAVY FITTED SHAVING KIT APRONS Made of Strong Khaki or Navy Tackle Twill Cloth CONTAINS 9 ARTICLES SPECIAL! ● PLASTIC RAZOR ● SHAVING CREAM ● SOAP CONTAINER ● COMB ● STYPTIC PENCIL ● METAL MIRROR ● TOOTH PASTE ● TOOTH BRUSH HOLDER ● HAIR BRUSH \$2.98
ALL-WOOL MCGREGOR KHAKI SOX Genuine Links & Links Ribbed Sox. \$1.49	HEAVY OR MEDIUM-WEIGHT ALL WOOL NAVY BLUE TURTLENECK SLIPON SWEATERS Medium Weight \$5.25 Heavy Weight \$5.95

Champion
KNITWEAR CO. 171 ST. PAUL ST.
Hour Free Parking for Customers, strand Parking station

PAGE SIX

Wesp V
(Continued from page 5)
their pleased soul.

1ST
of millions
headaches or
St. Joseph's
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You'll be shopping with red and blue ration "money" soon. Plastic tokens the size of a nickel will be used as change for coupons in Ration Book 4.

CONFIDENTIAL LOW COST PERSONAL LOANS

By Comparison You'll Choose CENTRAL TRUST WHERE

\$6.73 ... is the total cost of a 1 year loan which gives you \$100.00 Cash and this includes life insurance protection.

LOANS UP TO \$2,500

CENTRAL TRUST COMPANY
25 E. MAIN ST.

Kay's Comments

There's so much more to any real job than just the ability to do it. Most people who sign pay-checks demand more ... good appearance, good personality, good health. (Sometimes the last one rates above talent, meaning, that you'll be on the job every day). So if, besides your brains and ability you have these three, you can thank your lucky stars ... because wartimes, and after, you've got something to hitch a career wagon to. Hair is so noticeable. Keep yours polished, seductively clean, cut and curled beautifully but simply. Wear clothes suitable for your job, whether in war work or in an office. It's unsmart to be conspicuously dressed smart-like-a-fox to be conspicuously well groomed. Quite a difference too. There's no quality so feminine as fastidious cleanliness. The bosses, the boys, the world—they all love it.

LUZIER'S COSMETICS are made for each other. Their creams, lotions, powders, complement one another and give a really lovely cosmetic effect that is natural looking. A trained consultant will make an appointment to see you in your home or you may drop into 133 CLINTON AVE. SO., Tues. Thurs., 1:30-3:30 or Fri. Eve. Stone 4442 — Evenings call Hillside 1872.

Joels If you want the ultimate in sophisticated o. n. "springs" for one or two Yummy Velvet HAT & BAG SETS at JOELS. Here, my girl is the hat and bag to bring out and ab! from your friends, and approving glances from the male in your life. The colors of "these shades, so elegant with dark clothes. They are lovely worn with a suit or coat. Just as smart in contrast with a frock, or if you hurry, you may be able to "make a match". You'll notice the nice detail in the bags, and the ultra smartness in the fashioning of the hats. Don't delay if you're interested. You may be late for your particular color. JOELS, 215 E. Main St.

Virtuoso



Larry Adler, harmonica virtuoso, will share honors with Paul Draper, classic tap dancer at the Eastman Theatre tomorrow night in a joint recital sponsored by the Civic Music Association.

Work, Hobby Subjects Offered At Madison Evening High School

International Morse Code and Fine Art Classes opened at Madison Evening High School Tuesday. The class in Fine Art includes oil painting, freehand drawing, modeling, etc. In addition to these subjects classes in a variety of vocational and avocational subjects are included in the program this year. Emphasis has been placed on the organization of courses designed to provide recreational activities for war workers. A number of "brush up" and "upgrade" subjects for persons desiring to enter new fields of employment or advance in their present occupations have also been included in the program. Classes are conducted on Tuesday and Thursday evenings from 7:30 to 9:30 and students may register at this time. There is no charge for tuition but a materials fee of 50 cents in book subjects and one dollar in shop subjects is payable upon registration.

SPARS Offers Free Booklet Describing Organization

A new 16 page booklet, "Your Career with the SPARS" is available free to any girl between the ages of 20 and 36 who is interested in joining the SPARS, the Women's Reserve of the Coast Guard. This pamphlet illustrated with photographs of actual scenes of SPARS at school and work, gives complete information as to necessary qualifications for joining the SPARS and an "inside" look into the lives of these women reserves. All patriotic women who are wondering just what they can do for their country's war effort should write immediately to the SPAR Recruiting Office, 1106 Walbridge Bldg., Buffalo, N. Y., for one of these interesting and informative booklets.

thinks all civilians should be doing something useful, provide the basis for the screen's newest tune film, "The Sky's the Limit," opening at the Capitol Theatre today. With Robert Benchley heading the featured cast, the frolic-laden picture is said to be Astaire's most entertaining vehicle to date.



Like Moonlight and Roses They Go Together...

DIAMONDS AND RUBIES

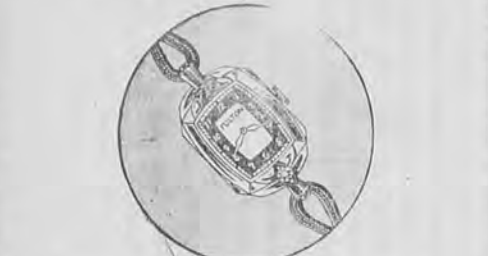
Making the Newest and Smartest Jewelry Fashion



Diamond and Ruby Cocktail Ring
The height of elegance—this modern design 14K yellow gold ring set with fine diamond and brilliant rubies. **89.50** EASY CREDIT



Man's Smart Diamond & Ruby Ring
The well-dressed man will like the smart simplicity of its modern design. Set with fiery diamond and two rubies. **89.50** EASY TERMS



Woman's Diamond and Ruby Watch
Accuracy and fine styling in this lovely watch—set with a diamond and two rubies. **55.00** PAY WEEKLY

Rudolph's
CORNER EAST MAIN at SOUTH AVE.
OPEN MONDAY EVENINGS
In Batavia—109 Main Street

Home Bureau Plans Demonstration Of Meat-Saving Ideas

This week the Rochester Home Bureau has scheduled two meetings of interest to homemakers who are trying to make ration points fit into daily meal planning. Both meetings will be held at Home Bureau headquarters, 150 Plymouth Ave. N., and are open to the public.

This evening at 7:30 p. m., Mrs. J. F. Morris of the Home Bureau staff, assisted by Mrs. Ray Johnson, will demonstrate the canning of chicken. According to Mrs. Morris, farmers are culling their flocks now because of the difficulty of getting feed for winter. Tomorrow afternoon at 1:30 p. m. the Home Bureau has scheduled Mrs. Marie Daugherty of Chicago, Ill. for a demonstration on "Stretching the Meat Points". Mrs. Daugherty represents the meat industry, and will have first hand information on the meat situation as it applies to homemakers.

Recipes and helpful literature on both subjects will be given out.

"Watch On The Rhine" Moves To Regent

"Watch on the Rhine," Warner Brothers' new film based upon Lillian Hellman's famous play of the same name, begins an extended engagement at the Regent Theatre today. Directed by Herman Shumlin, who both produced and directed the successful Broadway production, the picture tells of the selfless heroism of human beings in their fight against the forces of evil.

Starring in the film are Bette Davis, one of Hollywood's foremost dramatic actresses, and Paul Lukas, who scored in the Broadway hit which ran for more than a year.

Get ready for winter. Look over your wardrobe and if the moths have helped themselves—don't fret—drop in to EMPIRE WEAVERS and these people who wield the magic needle will repair—mend or weave your valuables to perfection. 409 BURKE BLDG.

PETTIS is the gal who has handed out more perfect figures than the Treasury department. With the aid of her BATTLE CREEK REDUCING LOUNGE, she'll whittle you down to your right size. Treatments take a mere 35 minutes and cost 10 for \$12.50. 327 BURKE BLDG. Stone 6210.

Days are getting shorter—are you protecting those precious eyes of your family—with the proper lighting in your home. Why not drop into the showrooms of ROCHESTER GAS & ELECTRIC and inspect those beautiful I. N. S. Lamps. One of these lamps will do the work of any two ordinary lamps. Plan to buy one this week. 88 East Ave.

Naturally it's a hat from MARIENF—when you're asked—where did you buy it? This shop enjoys a thriving business, why cause their hats are adorable. Priced \$2.00 up. Bags too—HOTEL SENECA

Saw a darling apron the other day. A sleeveless coverall apron that slips on and ties in back. Nice idea for a gift.

Rheumatism — Arthritis and Neuritis Sufferers

Get Relief This Quick Easy Way

Use Rheumaid's No case too chronic for Rheumaid's. Results guaranteed on 5 bottle course treatment. **\$5.00**

Thousands restored to health by RHEUMOID'S. NEW! 100% relief. Single bottle \$1.25. Sold at MAID DRUG CO., 511 DEWEY AVENUE, Call GLEN 4018

Friday Evening October 8 at 8 P. M.

Special Pre-Season Event ...

PAUL PRAPER—LARRY ADLER

CLASSIC TAP DANCER HARMONICA VIRTUOSO

IN JOINT RECITAL

SEATS NOW \$1.10, \$1.38, \$1.65, \$1.93, \$2.20. (Tax Included)

EASTMAN THEATRE
of the University of Rochester

BUY ANOTHER WAR BOND



Glasses to fit Your Features

The advice of BAUSCH specialists is the best in regard to the type of glasses best suited to you ... just as is their service in billing ocular prescriptions and in eye examinations. Renowned for dependability for 90 years, you can entrust the care of your eyes to BAUSCH with utmost confidence.

Phone Either Store for Time-Saving Appointment

Charge Accounts for Convenience

E. E. Bausch & Son Co.
6 MAIN ST. E. CARL R. BAUSCH 61 EAST AVE. Optometrist

ROY LOGAN
"The Sign of GOOD SHOES FOR MEN"

FEATURING AMERICA'S MOST POPULAR PRICED QUALITY MADE SHOE NOW FEATURED AT LOGAN'S

Roy Logan Shoes Offer These Desirable Features:

- Gen. Leather Soles (And Inner Soles Too)
- Soft, Pliable Uppers
- 20 Lasts Insure Perfect Fit
- 75 Smart Styles!

Your shoe dollar never bought more style or more wear than it buys in Roy Logan shoes. Dozens of new styles for fall. Come in today!

JUST TRY TO MATCH THEM AT ONLY **\$38.5**

ROY LOGAN SHOE STORE
129 MAIN STREET E.
Exclusive Rochester Agent

HOUSEWARES DEPT. SPECIALS

Ward's

Wear-Ever ALUMINUM CLEANSER

THE NEW AND BETTER ALUMINUM CLEANSER by Wear-Ever

Brighten your aluminum utensils in a jiffy with this scientifically prepared powder. Also good for sinks, bathtubs, etc. Just sprinkle it on and rub with wet cloth. Startling results, with little effort. A product of the makers of famed Wear-Ever Aluminum!

2 BIG BOXES 29¢

Put an end to Moths!

PARA NUGGETS

100% Paradichlorobenzine

Safe, positive protection. Stainless. Kills moths and moth larvae or eggs.

1 lb. can 31¢ 5 lb. can \$1.49

ADD A THRILL TO WARTIME MEALS WITH **PYREX WARE**

Today the swing's to casserole cookery! Lots of tasty dishes that use vegetables out of your Victory garden ... use little or no meat. Serve from stove to table in the Pyrex Double Duty Casserole. Cover makes a handy pie plate. Several sizes. 2 quart size, only **75¢**

HANDY PYREX LOAF PAN!

This good looking dish has a dozen uses. Bakes delicious bread, fish, meat, desserts. Can be used to serve them piping hot at your table. 9 1/2" size, only **45¢**

MATCHED MIXING BOWLS

Perfect for mixing, baking, serving, and storing! Grand for baking mound cakes. Attractive for serving salads, desserts. Set of 3, nested together to save space ... only **95¢**

PYREX CAKE DISH

Notice the convenient glass handles! Bakes perfect layer cakes or doubles for meats, vegetables and other baking. Washes easily. A pair makes a lovely gift. Each ... only **35¢**

PYREX UTILITY DISH

Roasts, chops, fish, desserts, hot breads ... all taste better and look better baked in this sparkling Utility Dish. Here's the handiest dish in your kitchen! 12" size ... only **65¢**

PARK FREE OPPOSITE MAIN With \$1 Purchase

Ward's

No C.O.D.'s on Purchases Under \$1

15 EXCHANGE ST.
Free City Delivery

Edwards 111 of PROGRESS

DEDICATED TO THE WORLD WE ARE FIGHTING FOR

From One of New York's
Top Ranking
Fur Makers



Featuring A Beautiful Selection of SAMPLE FURS

Inexpensively Priced

Prices
Begin
at **\$195** Plus
Tax

We don't have to tell you what it means to get Sample Furs. Naturally the manufacturer puts his finest furs, the cream of the fur crop into his sample line. That's why we're proud to present them to you at this time. If this is YOUR year for a new Fur Coat, we'd like to have you come in and see these coats... see if you don't agree that they're coats for this season and years to come... smart, practical and always beautiful.

- Black Persians, \$198 and up.
- Mink and Sable Dyed Muskrats, \$238 and up.
- Marmot Coats, \$195.
- Hudson Seals, \$395 and up.
- Black Persian Paws, \$195 and up.
- Gray Squirrel Coats.
- Dyed Skunk Coats.
- Grey Persian Coats.
- Black Caracul Coats.

Also a large assortment of
Fine Quality Scarfs.

EDWARDS—Third Floor

Because You and You Asked
For Them... More
FUR TRIMMED
DRESS
COATS



\$63 plus
tax

Here's a success story in coats. Rochester women have taken these coats to their hearts. They like the fine quality wools, the fine tailoring, the beautiful fur trim. Fitted and boxy models.

- Skunk Persian Red Fox
- Mt. Sable Kit Fox Blue Fox
- London Dyed Squirrel

Sizes:
11 to 15
12 to 20
31 1/2 to 45 1/2

EDWARDS—Third Floor

A BUDGET PRICE IN NEW FALL BAGS

2.77

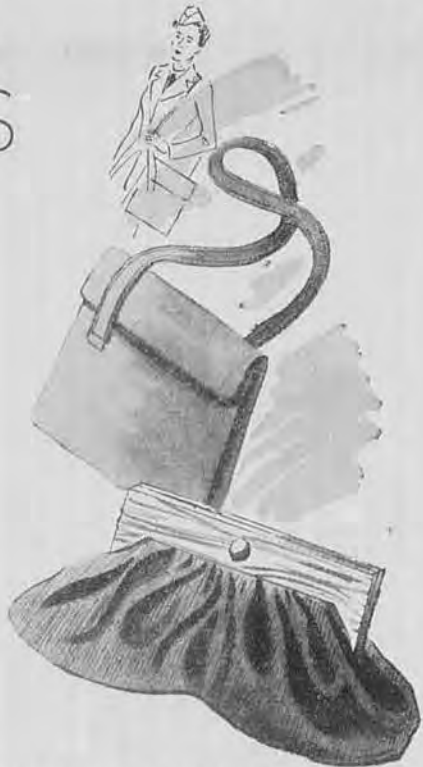
The Shoulder Bag:

An over the shoulder bag... one you put all your belongings in, and then sling it jauntily over your shoulder. Rayon lining, 3 deep sections for tuck-aways. Khaki only.

The Underarm Bag!

A Rayon Faille underarm bag with wood frame. Button in back, rayon lining. A roomy bag that holds everything. Black only.

EDWARDS—Street Floor



HERE'S REAL ECONOMY FOR YOU WHO NEED A SMART Fall DRESS

\$11 each

Misses
Women's and
Half Sizes

You'll like the new animation of the Fall dresses. Dresses with a look of dash... dresses with simple dignity... dresses for work... for daytime wear... for dress up moments. They're endlessly wearable fashions to suit your wartime needs.



A—Two Piece Wool and Rayon

Hat and fdy tells the story of this two-piece pin stripe dress. Skirt has front pleat. Jacket has novelty yoke. Brown, green, white. 18 1/2 to 24 1/2.

B—One Piece Rayon Crepe
For a grand entrance wear this dramatic, one-piece dress with its bodice treatment of silk braid and tiny sequins. Green, brown or blue. Sizes 38 to 44.

C—One Piece Side Drape
Svelte, slim, flattering square neckline, and the graceful beauty of a side drape make this one-piece dress in blue, brown or black an ultra item for your wardrobe. 12 to 20.

D—Wool and Rayon Plastrum
Two-piece effect with a rayon crew-neck with plastrum front of contrasting wool and rayon. Novelty bottom. Black with aqua, rose, violet or white. Sizes 12 to 20.

EDWARDS—Third Floor

ENSEMBLE YOUR OWN Sportswear

Slip on Sweater

Lovely, soft all wool slip-on in a boyish fashion with long sleeves. Nothing trimmer about these sweaters. Here's a close fit. Blue, brown, pink, white, red, green. 34-40.

4.47

Tweed Skirt

Sturdy, tweed in a nipped effect. A good skirt with side pleat front and back. Matches to match your favorite sweaters. 26 to 30.

2.77

Flannel Jacket

Windsor, fine, plain flannel like jacket. Wear it with your Messoway flannel skirt. Two patch pockets and the sleeves are fully lined. 34 to 38.

7.77

EDWARDS—Sportswear, Third Floor



NURSES' AIDES
Daytime Nurses' Aides are needed. You, too, can serve in a hospital. Call Main 6160.

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Edwards 111 of PROGRESS

1832 1943 YEARS

DEDICATED TO THE WORLD WE ARE FIGHTING FOR



1.97 IS SMALL TOLL FOR NEW FALL HANDBAGS

Faille Underarm
Smooth black faille made into a trimly tailored underarm handbag. Mirror and change purse, and good sturdy lining.

Cordette Bag
Top handle bag of silky cordette with a rayon faille lining, mirror and change purse. Black only.

Envelope Bag
Softly draped envelope bag of black faille. A bag to go with your dressier costumes, and one that looks dollars' worth.

EDWARDS—Street Floor

WINTER TOGS FOR TUMBLE BUGS! Children's SNOW SUITS

One Piece Suit 10.77
Made of Strongaid poplin, weather sealed, water resistant and wind resistant. Full zipper front, two pockets, knitted wrist and ankle bands. 100% wool lining. 3 to 6x.
Matching Cap 1.50

Two Piece Suit 11.77
Made of 100% wool with separate jacket and snow pants. Double breasted jacket with clever embroidery on the pockets. Snow pants have reinforced knees for longer wear. Brown, Green and Blue.
Matching Hat 1.25
Sizes 3 to 6x

EDWARDS—Third Floor



"EDWA"

74^c
HIGH TWIST RAYONS

When you buy hosiery today you're particular in your selection. You want hosiery that will look sheer and clear, and at the same time give you long service. "Edwa" hosiery is one of our very best sellers. A business sheer weight that is just right for round the clock activities. Cotton sole for maximum long wear. Fine gauge, clear and even. You have a chance to try them at below ceiling price. Sizes 8 1/2 to 10 1/2.

Rica Sun; A smart fall sun blushed beige
Rio Tan; An autumn tone of gold tinted tan

EDWARDS—Street Floor

WARMTH WITHOUT BULK!



One or
Two of
a Kind

Colors:
Camel
Red
Blue

Sizes:
7 to 16

Girls'
All Wool
COATS
14.87

Not all styles in all sizes, but a fine assortment of smooth casuals for school girls. They're 100% wool that's the colors you like.

EDWARDS—Third Floor

SHALIMAR TWO-TONED RAYON GLOVES



1.54
Pr.

Duple two-tone sueded rayon gloves. Soft, warm and very smart. Shell stitched fingers. The following combinations: Black with red on the inside, black with green, all black, brown with Dutch tan, army russet with green, green with red.

Sizes 6 to 7 1/2

EDWARDS—Street Floor

STYLED FOR ACTION



BOYS' BETTER
SPORT
COATS
12.88

Carefully tailored by master craftsmen. Coats that are warm and smart. Wools and part wool in plaids, herringbones, houndstooth. All full cut, roomy enough to go over suit coats comfortably.

Colors: Light and Dark Tan
Blue Grey Heather

Sizes: 32 to 40

EDWARDS—Street Floor



3.57

MEN'S PART WOOL SWEATERS

A satisfactory size range. A wide assortment of colors and color combinations. An ideal combination of materials... wool, rayon and cotton. Coat and slip-on types, leather and bone type buttons. Two and three pockets.

Colors: Brown, Blue, 2-Tone Effects
Sizes 38 to 46

EDWARDS—Street Floor

If You Need Them . . . Don't Miss These

MEN'S FALL
SHIRTS
1.37

If your stock of shirts is low, this is your chance. Sanitized fine count cloth, some oxford and gabardine. Non-wild, popular design collars. All custom stitched throughout. These are the shirts that fit today's requirements.

Fancy Stripes
Whites

Sizes 14-17

EDWARDS—Street Floor



Edwards 111 of PROGRESS

1832 1943 YEARS

DEDICATED TO THE WORLD WE ARE FIGHTING FOR



4.99

A Not-To-Be-Missed Millinery Event

Smooth! Smart! Are the hats in this collection. They are pace-setters in this season for wearing hats if you want your costume to be remembered. Come in and try them on, see how becoming they can be.

Simple Suits Bravo Berets
Pett Pillboxes Head Hugging Helmets
Coiffure Calots Pompadourables

EDWARDS—Third Floor



5.49

Every Girl Needs a Gabardine Raincoat

The year-round girl of smart girls. A good looking way to protect your health and your clothes. It's water repellent treated gabardine in the popular trench coat style with two pockets and wide belt. It will double for a sport coat when the sun is shining, and keep you snugly dry in Autumn showers. Natural.

Sizes 14 to 18

EDWARDS—Sportswear—Third Floor

One of the Stellar
Features of Our Celebration
Lavishly Fur Trimmed
WINTER COATS

\$53 plus tax

It would take 111 years of Progress to bring you coats like these at \$53. Boxy and fitted styles with not just little dabs of fur, but big, beautiful, luxurious collars. The fabrics are soft and lovely, yet have the sturdiness today's active living demands. Fine fabrics, fine linings, fine fur and fine fashions... everything you look for in YOUR coat.

Trimmed with:
Wolf London Dyed Squirrel Mt. Sable
Kit Fox Skunk Persian

Colors: Blue Sizes
Black Green 11 to 15 12 to 20
Brown 31 1/2 to 45 1/2

EDWARDS—Third Floor



Best Sellers in Fall Jewelry 87c

Our four best sellers. Pearl earrings with sterling screw fastening. Plated pearl pin in white, pink, blue and multi. Long and short spaghetti necklaces. Mexican Rose necklaces and bracelets.

EDWARDS—Street Floor



Bright Hues In Sharkskin Dickey 2 for 97c

Wear them with your suits, your sweaters, with dresses. Not only popular white, but also pink, yellow, blue, brown and fuchsia. Sharkskin is that wonderful fabric that launders beautifully, with practically no effort.

EDWARDS—Street Floor



To Add Spice to Your Autumn Wardrobe One Piece Junior DRESSES

Junior Sizes
9 to 15
\$13

A Wool Jersey

Coat style dress with gold coin buttons all the way down the grosgrain placket. High round neckline, long full sleeves. 9 to 15.

Colors: Aqua, beige, winter white.

B Rayon Crepe

New square neckline dress in black with a splash of white sequins on each side. Smoothly fitted with low waistline and all around full skirt of compressed crepe.

C Paper Taffeta

Crisp taffeta dress in checks with a strip of velvet down the front. Jeweled buttons, inset waist band, three-quarter sleeves.

Colors: Brown and white, black and yellow.

EDWARDS—Young Colony Shop—Third Floor

Glistening Satin Show Off SLIPS 2.67

Lovely to wear to show off beneath your blouses. Wide lace border on the top and bottom of this gleaming rayon satin slip.

Sizes 32 — 38

EDWARDS—Second Floor



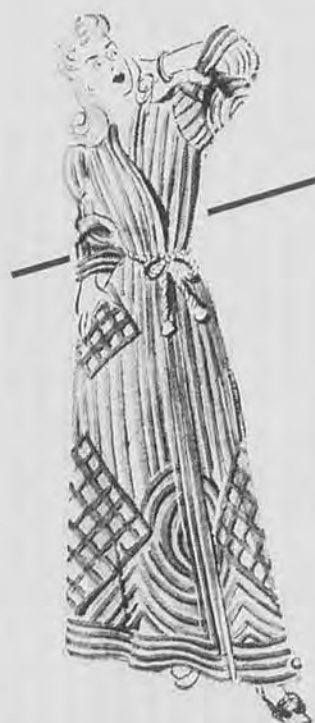
Colors:
Blush Pink
White

La Belle Fluff Candlewick Robes 5.27

Robes of distinction... in popular appeal, stylishly designed by expert workmanship. They're practical because they're absorbent. The finest quality materials are used and the covers are made of American Beauty, French Blue and Ivory Rose.

Size 14 to 20

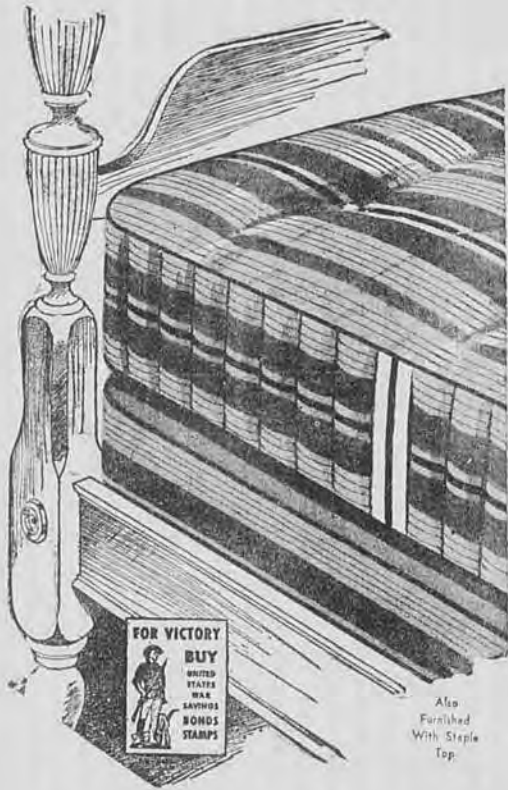
EDWARDS—Second Floor



Edwards 111 of PROGRESS

1832 1943 YEARS

DEDICATED TO THE WORLD WE ARE FIGHTING FOR



**Stearns & Foster
HAIR TOP
MATTRESS
and
Box Spring
49.⁸⁷**

98 Years of mattress making experience go into every Stearns and Foster mattress and box spring. They're custom built, not just "stuffed." There's the famous seat edge construction, French taped edges, pre-built quilted reinforced borders, fine white cotton layer felt upholstered with hair-covered in 8 oz. hair proof woven stripe ticking.

Single and Full Size
EDWARDS—Fifth Floor

Also
Furnished
With Steple
Top.



Light Up with
**Tall Clear Crystal
Vanity Lamps
\$5 pair**

It's 18 inches from the base to the top of the shade. Square base with feather shaped design above and crystal tube, complete with attractive shades. Ivory background with delicate shades of ribbon top and bottom of shade.

EDWARDS—Second Floor



**Brightness for your kitchen
Cottage Sets
1.⁴⁷**

Generously cut cottage sets that allow plenty of billowy fullness at your windows. Made of fine quality voile that is locked with a pleasing pattern. Colorful, washable and very pretty. Fix up your kitchen now.

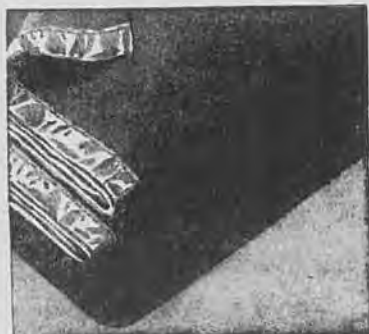
Red — Blue — Green
EDWARDS—Fourth Floor



**Extra Large Size 80% Wool
BLANKETS
9.⁸⁷**

This blanket is 90"x90" . . . the ideal size that allows plenty of tuck-in all around and keeps you snugly warm on bitter cold nights. There are attractive shades of peach, cedar and burgundy. Nicely bound with 6" rayon satin. Blankets of superior warmth and beauty.

EDWARDS—Second Floor



**Fine Custom Built
Lounge Chairs**

When you buy a chair these days you want one that will radiate luxurious comfort, that has smart, unusual styling, and that was made by expert workmen. These chairs have all those qualities. The innerframes are of solid oak, double dowelled and mortised.

Pillow Back Lounge Chair

Just the chair for the man of the house. Loose pillow back lounge chair with deep seat. Reversible seat cushion. Exposed frame finished in Mahogany. Taupe, blue and rose tapestry. **29.⁸⁷**



(Pictured Right)

High Back Wing Chair

High back chair with graceful side wings. Plump, down-filled reversible seat cushions, covered in a high quality taupe tapestry. A distinctive piece for your living room. **39.⁸⁷**

Buy on Edwards Budget Plan
Pay 20% Down, Balance \$5 Monthly
EDWARDS—Fifth Floor

(Pictured Left)

Popular Barrel Chair

The finest workmanship and materials used. Plump reversible seat cushion, exposed frame finished in Mahogany, covered in fine quality tapestry. A chair you'll be proud to own. **49.⁸⁷**



**Heavy Standard Gauge
Inlaid LINOLEUM
1.³⁹ Sq. Yd.**

It's almost unbelievable what these beautiful color effects will do for a drab room. Overnight you can change it into a room full of cheer and brightness. Just the linoleum for kitchen, bedroom, bath, hallway, nursery or sun porch. You can keep it clean with a swish of a mop or broom. It's easy on your feet, too, and will insulate against cold updrafts.

Pay 1/2 Down — Balance \$5 Monthly
EDWARDS—Fourth Floor

**Colorful Printed
TOWELS
29¢ ea.**

Eight floral or fruit designs that cheer up your kitchen. Printed on washable cotton. Hemmed ready to use. Extra large size 17x30.
EDWARDS—Second Floor

**Fruit of the Loom
Springtyde Sheets**

Second selection of "Extra Weight" sheets. Sturdy, slowly woven. 140 thread count. Durable mullin.

Size 72 x 108	Size 81 x 108	Cases 45 x 36
1. ⁶⁷	1. ⁸⁴	44¢ ea.

EDWARDS—Second Floor

**Lovely Jacquard
TOWELS
87¢ ea.**

Add glamour to your bathroom with these soft, extra absorbent towels. Size 24x44. In luscious shades of dusty rose, blue, peacock and green. Slight imperfections.
EDWARDS—Second Floor

**New Liquor Store
Opens In Southwest
Section of City**

The Jefferson Liquor Store at 554 Jefferson Avenue, corner of Frost Avenue, opened for business last Saturday.

This store features a complete line of popular whiskies, gins and wines and is operated by Frank Goodman, former manager of McKesson & Robbins liquor department.

Goodman's many years in the liquor business assure his customers of careful buying to enable him to bring them the finest quality at the lowest prevailing prices.

WPB visualizes paper houses for post-war. Packaged like a soap carton, ready to set up. Needs are new techniques and new resins.

**DON'T ASK FOR
ASPIRIN**

—you can't buy aspirin that will do more for you than genuine, pure St. Joseph Aspirin. There's none faster—none sure—none more dependable. It's the world's largest seller at ten cents. So always ask for it by name—and be sure you get St. Joseph Aspirin.

MENDOZA BEAVER
(Dyed Coney)

Premier Bonded
**NORTHERN
SEAL**
(Dyed Coney)

\$105.00

Terms
CLIFFORD FUR CO.
1283 CLIFFORD AVE.
One Block Off Postland
CLIFFORD FUR SELLS FOR LESS

**Completes Flight
Training at Pensacola**

Joseph T. Sippel, son of Mr. Joseph J. Sippel of 118 Middlesex Rd., was commissioned an Ensign in the Naval Reserve this week following completion of the prescribed flight training course at the Naval Air Training Center, Pensacola, Fla.

INTRIGUE IN ALASKA

The story of a great love which unfolded its beauty and mystery amid dark intrigue that tries to prevent the building of the Alaskan Highway. A complete novel.

LOVE TAKES NO HOLIDAY

He wanted to marry before he went overseas. She wanted to wait and have a big beautiful wedding. Read how fate made the decision for them. Many other stories of love and romance, glamour, homemaking department and color portraits of your favorite movie stars.

15c NOV. ISSUE **Personal ROMANCES** NOW ON SALE 15c

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 \$5.00

3 ATTRACTIVE DINING ROOMS
Breakfast from 30¢-Lunch 70¢
De Luxe Dinner 1.40

**HOTEL
BRISTOL**
129 West 48th St., New York City
Joseph E. Bath
Theodore E. Tolson, Jr. & Alfred B. Tolson

AT RADIO CITY

JINGLES FROM THE JUNGLES

It's Genesee for '43
So, mister, send a case to me,
And if I'm here in '44,
You can always send me more.

SGT. G. S.

GENESEE

IT'S GENESEE FOR '43

*** I'm Buying *
MORE WAR BONDS
with the money I save painting**

with **Kem-Tone**
TRADE MARK Reg. U.S. Pat. Off.
MIRACLE WALL FINISH

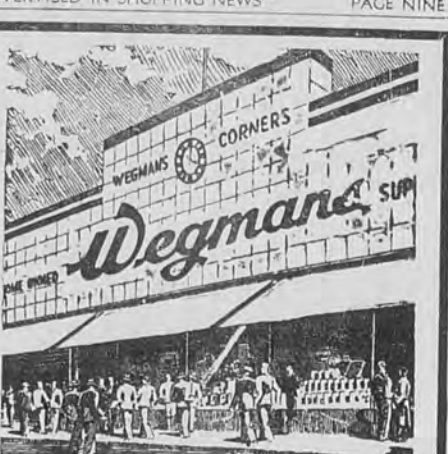
- ONE COAT COVERS MOST WALLPAPERS
- APPLIES EASILY
- DRIES IN ONE HOUR
- MIXES WITH WATER
- WASHABLE

1 Gallon Does the Average Room
only **\$2.98**
GAL. PASTE FORM

ROLL IT ON WITH A SMART BORDERS for PAINTED ROOMS
ROLLER-KOATER 89¢
Kem-Tone TRIMS 15¢ PER ROLL

Lucas PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

Kem-Tone MIRACLE WALL FINISH



Wegmans better quality meats for your points! Plus thrifter cuts for your money!

AA grade, tender, pink boned roasts of Spring Lamb is your best bet for a delicious Sunday Dinner.

**GENUINE SPRING
LEG O' LAMB
39¢ lb.**

Standing Rib Roast O' Beef, AA . . . lb. 32c
Rib Lamb Chops . . . lb. 45c
Fancy Dressed Fowl . . . lb. 50c

- WEGMANS FAVORITE BLEND
- COFFEE** lb. 20c
 - QUART SIZE MASON **FRUIT JARS** doz. 59c
 - LG. PKG. ECONOMICAL **BISQUICK** pkg. 31c
 - 1/4 LB. PKG. **BLACK TEA** pkg. 21c
 - BLUE RIBBON **POTATO CHIPS** pkg. 25c
 - LG. PKG. NOURISHING **MOTHER'S OATS** pkg. 22c



**CHOCOLATE
FUDGE ROLL
29¢ ea.**

Genuine Fried Cakes . . . lb. 49c
Delicious Apple Kuchens . . . ea. 29c
Choco. Fudge Party Cake . . . ea. 79c

- RED BAG COFFEE
- MAXWELL COFFEE** lb. 29c
- BREAKFAST OF CHAMPIONS
- WHEATIES** pkg. 11c
- KREEMEX
- PANCAKE FLOUR** pkg. 9c
- KIRKMAN'S
- BORAX SOAP** bar 5c
- CLEANS WALLS
- SOILAX** pkg. 25c
- 1,000 SHEET ROLL
- SCOTTISSUE** 3 rolls 20c

Wegmans
HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

It'll be serving alcohol. Experiments aims more Vitamin rots, more C than

**WANTED
D TRUNKS
GOOD CONDITION
PRICES**

LEGER'S
5 AVE. S. Stone 2281

Dolan's

**Now I Wear Slacks
And
Look Swell**

Since I Lost That Ugly Fat

You adult fat people must often slim down without starvation diets and look-alikeing exercises when your excess fat is due to thyroid deficiency and you have nothing else the matter with you. Just eat sensibly and take Marmol tablets only according to the recommendations and instructions with the package.

Marmol is not a cure-all. If in doubt at any time about a condition or for further information as to the properties and benefits of the Marmol tablets, consult a physician.

If you need Marmol, why not buy these right now? Marmol is available at all drug stores. Don't delay. Druggists will advise you the best way to purchase during the past thirty years.

**YOU BUY
E CUTS OF
ICKEN
U PREFER
LAN'S
ERSON AVENUE
r. Bartlett
ne Genesee 1417**

**WARTIME
HEALTH
WEEK**

**ALS FOR TODAY
TUGH SATURDAY**

erved To Limit Quantities

IS-TABLETS

- am's Pills . 23c, 45c
- bs 19c, 39c
- ; Pills 1/2 34c
- & Bile 1/2 72c
- n 23c 59c
- 's Liver . . 19c, 57c

THE HAIR

- Shampoo 6oz. Size . . 36c
- on Hair Rinse 2oz. Size . 17c
- For Shampoo 7c
- cap the Hat 7c
- and's Wash 2oz. Size . 39c
- s Shampoo 2oz. Size . 59c
- Compound Size . . 37c

DIGESTION

- l Mints 1/2 39c
- Bicarb. Size 7c
- ums 3 for 25c
- arb & Soda 29c
- Bismol 47c, 89c
- Seltzer 24c, 49c

LAXATIVES

- late ExLax Large Size . 19c
- an Size 46c
- a-mint 19c, 39c
- galar Size 89c
- epatica 25c, 49c
- Svllium Size 89c

FIRST AIDS

- l Iodine 2oz. 4c
- age 1/2oz. 7c
- Colton 1/2oz. 33c
- vide 1oz. 13c
- entine 1oz. Tube . . . 43c
- Aid Kits from 29c

OINTMENTS

- erson's 2oz. 18c
- ura 16c, 31c
- : Acid Large Tube . . 19c
- ho-Sulphur Size . . . 43c
- on Oint. 1oz. 74c
- nel 36c, 74c
- arine 26c, 44c

BABY FOODS

- vim 1oz. 39c
- ri-Maltose 1 1/2lb. . . 63c
- lac 1oz. 77c
- p's Cereal 1/2oz. . . 12c
- A. Powder 1oz. . . . 94c
- d's Pabulum 1oz. . . 39c

**STOP DANDRUFF
WITH SULPHUR**

SULPHUR is recognized by Dermatologists and Skin Specialists as the most outstanding aid for combating dandruff. LAWRENCE'S SULT-O-A-M SHAMPOO is a pure concentrated shampoo fortified with Colloid Sulphur-mixed from natural deposits and purified before use. This makes it more effective than the ordinary sulphur in common use. You'll be amazed the way this new shampoo removes dandruff—leaving your scalp clean and vibrant.

**Gerber's
Baby Foods**

Ready to Serve
**OATMEAL
or CEREAL** 14c
FOOD

**STRAINED
or CHOPPED
FOODS** 19c

**Amazing
LOW COST
VITAMINS**

Box 49c
Bottle of 20
of 90 \$1.17

**ONE-A-DAY
VITAMIN A and D TABLETS**

FOR COLDS

- Vick's Nose Drops . 24c
- 4-Way Cold Tablets . 17c
- Mint-Rub 6oz. 43c
- Baume Ben-Gay 59c
- Mistol Drops 23c
- Menthol Inhaler . . . 6c

MEDICINES

- Pepto-Mangan 12oz. . . 89c
- Kaomagma 12oz. . . . \$1.29
- Swamp-Root 6oz. . . . 43c
- Fellow's Syrup 4oz. . . 97c
- Dr. Pierce's 1oz. . . . 79c

VITAMINS

- Cod Liver Oil 100 Capsules . 74c
- Irradol-A P. D & Co. \$1.25 Size . 99c
- Wampoles 1.25 Size . \$1.04
- One-A-Day 1oz. 87c
- Brewer's Yeast 2oz. . . 69c
- Scott's Emulsion 1oz. . 49c

FOR THE TEETH

- Squibb's Paste . . . 21c, 37c
- Polident Powd. . . . 24c, 49c
- Dr. West Brush . . . 25c
- Lavoris Mouth Wash 3oz. . 39c
- Calox Powder 1oz. . . 39c

Rectal Soreness
Get Relief Now Easy Way
— Sit in Comfort

Propramine Rectal is a mild, dependable, painless relief for the irritation of rectal soreness—symptoms which may also accompany piles and hemorrhoids. Propramine is the cause of discomfort from contact, forms protective film over sore areas, helps soothe and soothe. No ill—no greasy or slimy coating. Hold on money back guarantee. Get this modern relief today . . . ask for Propramine Rectal.

FALSE TEETH
FIT LIKE NEW! At least! One application cushion of Propramine makes false teeth as comfortably for weeks. New plaster—no wax! Lasts much longer. Economical. Lovers enthusiastic. Get Propramine today. Handy size, 3oz. Large size, 1oz. only \$1.29.

DENTUR-EZE

**GOOD BYE
SMOKE SMUDGE**

The No. 2—dissolves, eliminates, heavy, greasy smoke spots or powder smudges from teeth for cleaning. Available for tooth-brush Good Housekeeping Seal.

**JODENT
PASTE POWDER**
37c

NEW!

**WILDROOT
CREAM-OIL
FORMULA
FOR THE HAIR**

NON-ALCOHOLIC
CONTAINS LANOLIN

BROOMS THE HAIR
RELIEVES DRESSING
HEADACHE
LOOSE DANDRUFF

REGULAR 1.25 SIZE
79c

MONEY-BACK GUARANTEE!

Here Now At Low Cost . . .

VIMMS VITAMIN TABLETS

6 VITAMINS
3 MINERALS
All in One Tablet

Box of 24 . . . **49c**

Box of 96 . . . **\$1.69**

Box of 288 . . . **\$4.79**

Get your daily Vitamins and Minerals this new, easy, economical way. VIMMS contains Vitamins A, B-1, B-2, P-P, C, D and Calcium Phosphorous and Iron.

**MORE AND MORE
COLDS THESE DAYS**

So head off head colds' nasal mucus. Just two drops open up those cold-clogged nasal passages. Caution: Use only as directed. Get Penetro Nose Drops.

**Now I Wear Slacks
And
Look Swell**

Since I Lost That Ugly Fat

You adult fat people must often slim down without starvation diets and look-alikeing exercises when your excess fat is due to thyroid deficiency and you have nothing else the matter with you. Just eat sensibly and take Marmol tablets only according to the recommendations and instructions with the package.

Marmol is not a cure-all. If in doubt at any time about a condition or for further information as to the properties and benefits of the Marmol tablets, consult a physician.

If you need Marmol, why not buy these right now? Marmol is available at all drug stores. Don't delay. Druggists will advise you the best way to purchase during the past thirty years.

FOOT SUFFERERS!

**ABSOLUTELY
FREE!**

Full Size 25c Bottle of Famous **LOCK'S CORN and CALLOUS REMOVER** With Every 4oz. Bottle of **LOCK'S FOOT BALM** For a Limited Time Only!

Over 1,000,000 Jars of Lock's Foot Balm Sold At 21¢ and 32¢

49c
74c VALUE!

First time, this nationally famous remedy is available at the low price of 49c with a 25c bottle of Lock's Corn and Callous Remover included at no extra cost.

Whether your feet are feverish or perspiring, whether corns and callouses stab you with pain—or whether your feet are just exasperatingly tired, sore and itchy—they don't have to hurt the way they do. Pounding aches, shooting pains, tender soles that shriek in protest every time you take a step can be relieved.

GET **LOCK'S** AT ANY DRUG COUNTER 49c . . . \$1.25

**DEDICATED TO GOOD HEALTH
ON THE HOME FRONT**

It is the duty of every American to do all in his power to keep fit for his country. Doctors, dentists and nurses have joined the ranks of America's fighters in bringing victory home sooner. This means that the civilian population must take care of its own health to a great extent to keep production schedules, efficient home-front fighters, stay fit—stay on the job—stay in the fight!

FREE

DAWS

ORIGINAL CUT-RATE DRUGS

56 CLINTON RD. OFF. TRIPLE CANTON

31 MAIN ST. E. CORNER RAILROAD

353 MAIN ST. E. 1 DOOR SOUTH STILLMACH

452 W. RIDGE RD. CORNER DUFFY

880 MAIN ST. W. JUST OFF MAIN

473 H. GOODMAN JUST OFF MAIN

539 MONROE AVE. MAIN CORNER

GET YOUR COPY OF **Health RULES**

This booklet, prepared for the entire nation, aims at a healthful life. It is a guide by pointing out to the reader the necessity of following certain rules during wartime. Ask for your copy at any DAW'S store. This booklet is limited.

Alcohol Pint Bottle
Isopropyl for Rubbing . . . **14c**

ASPIRIN 12c
Pkg. of 100 Tablets . . .

ADHESIVE 6c
Tape, 1/2" x 5 yards . . .

SEIDLITZ 16c
Powders, 25c Box of 10

WITH THIS COUPON

Hot Water BOTTLE

\$1.25 Value 77c

2-QUART CAPACITY

Heavy, well-made . . . of real live natural rubber. Holds 2-quart capacity. No more when these are gone.

**STOP DANDRUFF
WITH SULPHUR**

SULPHUR is recognized by Dermatologists and Skin Specialists as the most outstanding aid for combating dandruff. LAWRENCE'S SULT-O-A-M SHAMPOO is a pure concentrated shampoo fortified with Colloid Sulphur-mixed from natural deposits and purified before use. This makes it more effective than the ordinary sulphur in common use. You'll be amazed the way this new shampoo removes dandruff—leaving your scalp clean and vibrant.

**Gerber's
Baby Foods**

Ready to Serve
**OATMEAL
or CEREAL** 14c
FOOD

**STRAINED
or CHOPPED
FOODS** 19c

**Amazing
LOW COST
VITAMINS**

Box 49c
Bottle of 20
of 90 \$1.17

**ONE-A-DAY
VITAMIN A and D TABLETS**

NEW!

**WILDROOT
CREAM-OIL
FORMULA
FOR THE HAIR**

NON-ALCOHOLIC
CONTAINS LANOLIN

BROOMS THE HAIR
RELIEVES DRESSING
HEADACHE
LOOSE DANDRUFF

REGULAR 1.25 SIZE
79c

MONEY-BACK GUARANTEE!

Rectal Soreness
Get Relief Now Easy Way
— Sit in Comfort

Propramine Rectal is a mild, dependable, painless relief for the irritation of rectal soreness—symptoms which may also accompany piles and hemorrhoids. Propramine is the cause of discomfort from contact, forms protective film over sore areas, helps soothe and soothe. No ill—no greasy or slimy coating. Hold on money back guarantee. Get this modern relief today . . . ask for Propramine Rectal.

FALSE TEETH
FIT LIKE NEW! At least! One application cushion of Propramine makes false teeth as comfortably for weeks. New plaster—no wax! Lasts much longer. Economical. Lovers enthusiastic. Get Propramine today. Handy size, 3oz. Large size, 1oz. only \$1.29.

DENTUR-EZE

**GOOD BYE
SMOKE SMUDGE**

The No. 2—dissolves, eliminates, heavy, greasy smoke spots or powder smudges from teeth for cleaning. Available for tooth-brush Good Housekeeping Seal.

**JODENT
PASTE POWDER**
37c

FOR COLDS

- Vick's Nose Drops . 24c
- 4-Way Cold Tablets . 17c
- Mint-Rub 6oz. 43c
- Baume Ben-Gay 59c
- Mistol Drops 23c
- Menthol Inhaler . . . 6c

MEDICINES

- Pepto-Mangan 12oz. . . 89c
- Kaomagma 12oz. . . . \$1.29
- Swamp-Root 6oz. . . . 43c
- Fellow's Syrup 4oz. . . 97c
- Dr. Pierce's 1oz. . . . 79c

VITAMINS

- Cod Liver Oil 100 Capsules . 74c
- Irradol-A P. D & Co. \$1.25 Size . 99c
- Wampoles 1.25 Size . \$1.04
- One-A-Day 1oz. 87c
- Brewer's Yeast 2oz. . . 69c
- Scott's Emulsion 1oz. . 49c

FOR THE TEETH

- Squibb's Paste . . . 21c, 37c
- Polident Powd. . . . 24c, 49c
- Dr. West Brush . . . 25c
- Lavoris Mouth Wash 3oz. . 39c
- Calox Powder 1oz. . . 39c

Rectal Soreness
Get Relief Now Easy Way
— Sit in Comfort

Propramine Rectal is a mild, dependable, painless relief for the irritation of rectal soreness—symptoms which may also accompany piles and hemorrhoids. Propramine is the cause of discomfort from contact, forms protective film over sore areas, helps soothe and soothe. No ill—no greasy or slimy coating. Hold on money back guarantee. Get this modern relief today . . . ask for Propramine Rectal.

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**JODENT
PASTE POWDER**
37c

Here Now At Low Cost . . .

VIMMS VITAMIN TABLETS

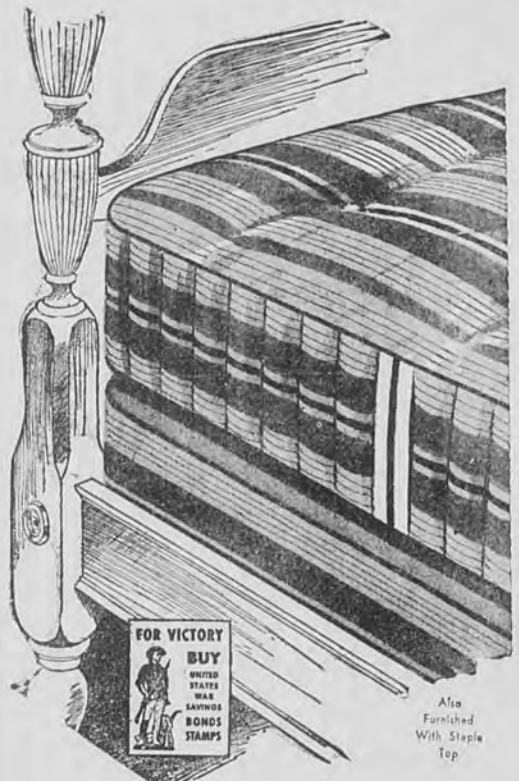
6 VITAMINS
3 MINERALS
All in One Tablet

Box of 24 . . . **49c**

Box of 96 . . . **\$1.69**

Box of 288 . . . **\$4.79**

Get your daily Vitamins and Minerals this new, easy, economical way. VIMMS contains Vitamins A, B-1, B-2, P-P, C, D and Calcium Phosphorous and Iron.



**Stearns & Foster
HAIR TOP
MATTRESS
and
Box Spring**
49.87

98 Years of mattress making experience go into every Stearns and Foster mattress and box spring. They're custom built, not just "stuffed." There's the famous seat edge construction, French taped edges, pre-built quilted reinforced borders, fine white cotton layer felt upholstered with hair-covered in 8 oz. hair proof woven stripe ticking.

Single and Full Size
EDWARDS—Fifth Floor

Who will style chair solid
Pi
Just the cl Loose pillow seat. Rev frame finish and rose t

Light Up with
**Tall Clear Crystal
Vanity Lamps**
\$5 pair

It's 18 inches from the base to the top of the shade. Square base with leather shaped design above and crystal tube, complete with attractive shades. Ivory background with delicate shades of ribbon top and bottom of shade.

EDWARDS—Second Floor



(Picture)
H
High back Plump, do covered i
A distinct

Brightness for your kitchen
Cottage Sets
1.47

Generously cut cottage sets that allow plenty of billowy fullness at your windows. Made of fine quality voile that is flocked with a pleasing pattern. Colorful, washable and very pretty. Fix up your kitchen now.

Red — Blue — Green
EDWARDS—Fourth Floor



Colorful
TOV
29
Bright floral that cheer up Piloted on w Hammed tea tra large size
EDWARDS-

**Extra Large Size 80% Wool
BLANKETS**
9.87

This blanket is 80"x90" . . . the ideal size that allows plenty of tuck-in all around and keeps you snugly warm on bitter cold nights. There are attractive shades of peach, cedar and burgundy. Nicely bound with 6" rayon satin. Blankets of superior warmth and beauty.

EDWARDS—Second Floor

Where To Play Bingo

UNION LEAGUE
South Ave. cor. Gregory
SPECIAL GAME
SUNDAY NITE
25 REG. GAMES \$6
MON.-FRI. NITES
30 REG. GAMES
\$5 - \$10 - \$15
SAT. AFTERNOONS
1:30 P. M.
25 REG. GAMES \$4
Early Bird Every Game

19th WARD
— CLUB HOUSE —
257 HAWLEY STREET
THURSDAY 8:15
REG. \$7-\$10
GAMES \$15.00
FRIDAY 1:45 P. M.
SATURDAY 8:15
SUNDAY 2:30
25 GAMES
Jefferson Bus to Hawley St.
Admission 25c, Tax 3c, Total 28c

DeLuxe BINGO MONDAY NITE
\$1000 In Cash
Jackpot \$120-55 Numbers
25 Games • Extra Boards • Ad. \$1 Plus Tax
K of C AUDITORIUM
50 CHESTNUT ST.

WEGMAN HALL
371 E. MAIN ST.
TABLES FOR ALL — COMFORTABLE CHAIRS
EVENING GAMES
SUNDAY - MONDAY 8:15
25 REG. GAMES \$5.00 ea.
EARLY BIRD \$50
SUNDAY AND MONDAY NITES
AFTERNOON GAMES 1:30
WED. \$4.00 | SAT. \$5.00
FRI.
EARLY BIRD SPECIAL AT EACH GAME

PARK HALL
THURSDAY
5 GAMES at \$15.00
8 GAMES at \$12.00
9 GAMES at \$10.00
PLUS
1-FULL CARD AT \$20.00
TOTAL 23 GAMES
ALL ON REGULAR BOARDS
JACKPOT \$60.00
FRIDAY ALL GAMES... \$5.00
SPECIAL JACKPOT \$25.00
SATURDAY—PAYING
\$10 & \$12 ON ALL GAMES
SATURDAY JACKPOT \$60.00
SUNDAY ALL GAMES \$5.00
SUNDAY JACKPOT \$60.00
ADMISSION THURS. - SAT. - SUN. 25c (Tax 3c)
TRIPLE BD. & BOOK SPECIALS 50c
FRIDAY 5c INCLUDING TAX

BINGO
CAPITOL HALL
85 W. MAIN ST.
Door Special \$25 to \$50
Mon. - Tues. - 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.
5
Friday and Saturday
25 Games \$5-\$10
On Reg. Boards
Letter 'H', \$15 and \$15
ADM. 28c INC. TAX

Beeley's Bingo
SUNDAY AT 8 P. M.
MON., TUES., WED., THURS.,
and
FRI., SAT. at 8:30
EXTRA BOARD FREE
WITH TRIPLE BOARD
142 GENESEE ST. in REAR

STAR BINGO
312 FLINT ST. (rear)
MON. 8:15 P. M.
TUES. ALL BOARD GAMES
WED. 8:15 P. M.
THURS. 8:15 P. M.
FRI. 8:15 P. M.
SAT. 8:15 P. M.
SUN. 8:15 P. M.
No Wed. Game Till Further Notice
* 23 GAMES *
Jefferson Bus

STRAND
EVERY TUES. AND
FRI. AT 8:45 P. M.
\$1000
EACH NITE
NO JACKPOTS
ALL PRIZES GO
BINGO

10th WARD
Republican Club Rooms
461 Ridge Road
At Ridge Bowling Hall
BINGO
STARTS SAT., OCT. 9th
23 GAMES
Jackpot \$50
(55 Numbers)
T-Game \$10
SAT. ALL GAMES \$5-\$7
SUN. ALL GAMES \$7-\$8
DOOR PRIZE EACH NITE
\$25 War Bond

HOLLYWOOD
TUESDAY NITE ALL GAMES & SPECIALS \$7
Wed. & Thur. Reg. Games \$5—Specials \$4-\$5 & \$6
FRIDAY NITE ALL REG. GAMES \$5 AND SPECIALS \$5, 4, 3 and 6 WAYS
SATURDAY SPECIAL
Reg. Games \$10 — Specials \$5 - \$6 - \$7
SUNDAY REG. GAMES \$7 SPECIALS \$7 & \$8
BINGO PLAYED 6 NIGHTS A WEEK
THIS PASS WORTH GOOD WED. THURS. FRI. 50c
THIS PASS WORTH GOOD SAT. SUN. 25c
COUPON If you're having a party... 45c
SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY All Games OCT. 12th \$7
COUPON If you're having a party... 45c

TOWNER-HALL
ANNIVERSARY WEEK
THURSDAY - OCT. 7th
ALL REGULAR GAMES \$5.00
ALSO EXTRA PRIZES ON SPECIALS ADM. 53c
TOWNER & REXY
SATURDAY NIGHT OCTOBER 9th
23 Games on Board \$10 and \$15 ea.
SATURDAY SPECIALS 5 AND 6 WAYS
EXTRA GAMES AND PRIZES
ADM. 75c—TRIPLE BOARD & BOOK OF SPECIALS
SUNDAY - OCT. 10th
DOOR SPECIAL \$55.00 58 Nos.
JACK POT GAME ... \$100.00
JACK POT SPECIAL \$100.00
Sundays All Reg. Games \$7.00
Specials 4 & 5 Ways \$7 & \$8

\$1500.00
30 GAMES *** NO JACKPOTS
EVERY FRIDAY NITE
Columbus Auditorium — 50 CHESTNUT ST.
THE BIGGEST BINGO THE BEST
DOORS OPEN 7:00 P. M. EARLY BIRD SPECIAL 8:10 P. M.
IRONDEQUOIT POST No. 134 AMERICAN LEGION
ADMISSION \$1.00

ber 7, 1943
Daily's income

WUM NOW
Make
re of
tory.
PENN

RES
6747
TILL 7
CHAINS

This Week's
\$25 WINNER
CARL SCHROT
269 Spencer Rd.
WINNING CARRIER:
Richard Linder
34 Colburne Rd.
Please Call at Shopping
News for your award

The Rochester Sun

SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave. S. Rochester, (4), N. Y. Distributed 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. By carrier, 10c per month.

SIXTH YEAR—No. 57

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

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

\$10 Million Play Coming To Auditorium

"Abie's Irish Rose," a stage play whose ideas and words were so arranged that when executed and spoken, lured ten million dollars. In profits from the pocket-books of more than a hundred million theatres in 24 countries, is coming to town, starting Monday evening, Oct. 18, with matinees Wednesday and Saturday.

"Abie" will bring the laughs, thrills and tears that have made it the outstanding theatrical attraction of the world for profits, pleasure and patronage.

Tin Can Collection Set For Saturday

Rochester and Monroe County's next Tin Can collection will be held Saturday. Housewives are asked to place their tin cans at their front curbs tomorrow night, so that they will be ready when the city trucks go through the streets early Saturday morning.

The need for tin is serious! The Japs control 90% of the tin ore resources of the country! And our government is dead serious about collecting it from kitchens everywhere! Our Army, our Air Force, our Navy needs lots of tin, and the humble tin can is an excellent source of tin.

One word of caution on proper preparation of tin cans! Cut off bottom after top has been opened, and tuck both inside the can. Take off paper label. Wash thoroughly, and then flatten the can by stepping on it. Now, the next step is to place flattened cans into a suitable receptacle so that it can be handled easily by men in charge of collection.

Let's make the October 16 tin can pick-up the best ever undertaken by the Rochester Salvage Committee of the Rochester War Council.

Double Lucky

They say lightning doesn't strike twice in the same place, but that certainly is not true of the weekly award given to Shopping News sustaining subscribers and Shopping News carriers.

Each week a five-dollar award is made to the carrier whose customer wins the \$25 award.

Three weeks ago Richard Lindner who lives at 34 Colburne Rd., drew down the five-dollar award.

This week Dick again wins the five dollars as Carl Schrot, 269 Spencer Rd., one of his customers is named winner of the \$25 award.

Shrine Circus Program To Include Aerial, Animal, Novelty Acts

With 23 animal, aerial, equestrian and novelty acts booked for the 1943 Shrine Circus, coming to Edgerton Park for six nights and six matinees starting Monday, Oct. 25, the program looks like one of the best ever offered the public of Rochester and vicinity in this particular line of entertainment.

One of the outstanding aerial acts is that of Miss Winifred Colleano, rated as the world's greatest feminine performer on the trapeze. She comes from a universally famous circus group, and was for two years featured with the Ringling Brothers Show. Miss Colleano specializes in heel and toe catches and one of her stunts is a double somersault in mid-air.

Other aerial acts with the Shrine show include the Flying Wars, the Aerial Rooneys, Louise Bell in her loop-the-loop act and Millie Betty on the single trapeze.

Matinee performances will start at three o'clock, with evening shows at 8:15. Doors to the arena will open at 2 two 7 o'clock. All seats will be reserved and may be secured at the Shrine ticket office, 103 East Avenue, in the Sagamore Hotel building.

Aerialist



Miss Winifred Colleano, reputed to be "tops" of the flying trapeze, is one of the 23 stellar attractions with the 1943 Shrine Circus, coming to Edgerton Park for one week starting Monday, October 25.

'Basic Training' Offered By Home Bureau

A homemaker's "basic training" course for brides and brides-to-be will be offered by the Rochester Home Bureau at headquarters, 150 Plymouth Avenue N., on Thursday evenings, 7:30 to 9:30, October 21 to December 16. The course is planned to appeal especially to younger women who are interested in streamlining their homemaking routine.

The course includes such titles as—Gracious Entertaining, Making Fabric Purses, Choosing Your Linen, Dishes and Silver, How to be Your Own Valet, Making Holiday Table Decorations, The Holiday Hostess, and Making Your Own Christmas Wreaths and Garland.

The subject of the first lesson (Continued on Page 8)

'Navy Night' Opens Sunday Concert Series

Those popular Sunday evening concerts will open in the Eastman Theater on October 24 this season.

The occasion will be devoted to a salute to the United States Navy.

As part of that dedication, the entire Marine and Navy V-12 units at the University of Rochester, as well as a number of men from Sampson Naval Training base near Geneva, have been invited to attend.

It is expected that this will add to the color of what has regularly been an enthusiastic musical event.

Guy Fraser Harrison, regular conductor of the Rochester Civic Orchestra, will be on the podium with a program that will carry out important elements of the dedicatory title.

No. 16 School PTA Seeks New Members In Special Drive

Annual membership drive of the No. 16 School PTA is now in full swing. Every pupil of the school has received letters explaining the aims of the organization and details of its activity, along with application blanks to be signed by their parents.

A reward has been offered the grade producing the most new members. And that reward is a party.

A hearty welcome is extended to all parents of the school's pupils, as well as all other adults in the community interested in the development of the PTA organization.

Mrs. Bernard Fagan has charge of the new-member drive and has asked interested persons to call her at Genesee 3908-M.

Amusements

CENTURY Leslie Howard and David Niven in "SPITTER!" Plus the HOOSIER HOT SHOTS in "HOOSIER HOLIDAY"
NOW PLAYING

LOEWS SECOND BIG WEEK! WALLACE BEERY in "SALUTE TO THE MARINES"
NOW PLAYING

PALACE Jean Arthur and John Wayne in "A LADY TAKES A CHANCE" Plus Victor Jory in "THE UNKNOWN GUEST"
NOW PLAYING

CAPITOL Don Ameche and Gene Tierney in "HEAVEN CAN WAIT" in Technicolor. Plus George Montgomery and Annabella in "BOMBER'S MOON"
NOW PLAYING

HUDSON "HEAR THE WILD WIND" with Ray Milland Paulette Goddard and John Wayne. "THE RAVEN" and other selected shorts.
SUN. AND MON.

LITTLE Bette Davis and Paul Henreid in "NOW VOYAGER!"
2ND BIG WEEK

REGENT Bob Hope and Betty Hutton in "LET'S FACE IT" Plus Richard Arlen and Wendy Barrie in "SUBMARINE ALERT"
NOW PLAYING

REXY "THEY GOT ME COVERED" with Bob Hope and Dorothy Lamour. "GHOSTS ON THE LOOSE" with the Dead End Kids.
SUN. MON. TUES.

TEMPLE On Stage—3 Days Only—Friday, Saturday and Sunday—ANN CORIO—EDDIE FOY, JR.—HERBIE MILLER AND ORCHESTRA. On The Screen—Robert Lowery in "A SCREAM IN THE DARK"
NOW PLAYING

WESTERN N. Y.'S MOST COMPLETE STOCK OF RECORDS

Hurry
While We Have 'em
35c 3 for \$1.05

PICK 'EM YOURSELF
There's a Star Spangled Banner—Waving Somewhere... Buddy Boy—Why Do You Cry Little Darling?... My Head and Cried... Begin The Beguine... (Artie Shaw)... Sunny Boy... (Andrew Sisters)... The Wang Wang Blues... Hot Lips... Bing Crosby's Song of the Diamond... Little Brown Jug... Star Miller... Chautauque Choo-choo... Let's Beat Out Some Love.

BRING THIS AD
Bring this ad and get a free life size picture of the sensational singing star—
FRANK SINATRA

BRING THIS AD
COLUMBIA Music Store
53 SO. CLINTON AVE. OPEN EVENING, TILL 9 P. M.
Listen to 1540 Club Daily 5:30—Sat. 3 P. M.

Plan now for Christmas! Have your Picture Taken During Edwards

FREE PORTRAIT SITTING OFFER



We make this sensational free offer to acquaint you with our superior portrait work. We know we can please you and are willing to prove it at no cost or obligation to you. Stop in any time and let our expert photographer make our regular 12 pose sitting of you. When you see the proofs you may order as many or as few pictures as you want, or none at all.

12 PROOFS Submitted each a different pose made doubly clear by the **Kodatron Speedlamp** Eastman Kodaks Newest Photographic Equipment

Edwards PHOTO STUDIO in the Green Room

No Appointment Required

59c

Smartest Shoes In Town

NOT RATIONED

REALLY BIG NEWS!
15 STYLES
\$2.98 AND \$3.49
SOLES GUARANTEED FOR GOOD WEAR

See them All at our store

BOYS' — GIRLS' — WARM LINED BOOTEE SLIPPERS
89c NOT RATIONED
SIZES TO BIG 3

Neisner's 5c to \$1.00 Stores
200 EAST MAIN STREET

SADDLE OXFORDS

WOMENS' & GIRLS
\$2.98 TWO TONE COLORS
NOT RATIONED



MEN'S ALL-LEATHER HOUSE SLIPPERS

BUY THEM NOW
\$2.98 NOT RATIONED A REAL VALUE AT THIS PRICE



NOT RATIONED

MISSES CHILDS INFANTS FOOTWEAR
NOT RATIONED SYN. SOLES



\$1.49 ONLY AT NEISNER AT THIS LOW PRICE ALL HEAVY SYNTHETIC SOLES SIZES 4 1/2 to 8 8 1/2 to 12 12 1/2 to 13



CAMPUS SPORTS

FOR COLLEGE GIRLS — LOAFERS
With Fine Quality Soles



\$2.98 Coupon No. 18 For These Smart Oxfords

Neisner's 5c to \$1.00 Stores
Shoe Dept.—2nd Floor

BE SMART! — BUY RUBBER — NOW!

COMPLETE STOCK FOR ALL THE FAMILY

Lay Away Sale! STADIUM WARM LINED BOOTS FOR WOMENS — GIRLS
\$1 Deposit Will Hold These Boots Until You Want Them
\$6.50 RATION FREE



KAY'S COMMENTS

Joels Whoever you are, whatever your type, you'll find your HAT at JOELS. If you're the gal who loves sequins, veils, beading, brims, this shop is your dish. If you've been longing for a matching hat and bag set, Joels have these in profusion. Gay adorable models in plaid, yarn, velvets, with detailed bags to match. Casual hats, all kinds in blacks, browns and colors. While JOELS is an outstanding shop when it comes to fashion, there is another appealing thing I particularly like—the quiet efficient friendly service you get. Why don't you plan to shop this store, when you're in the mood for a new hat—JOELS is located at 215 EAST MAIN ST.

So sleek, so simple, so altogether lovely are those WOMEN'S DRESSES waiting for you at RIPTON DRESSES. Bright necklines—some outlined with sequins—all becoming to the women who wear the half-sizes and larger sizes. Priced up to \$22.95. 735 MONROE AVE.

One of our favorite pigeons just flew in with Giro's newest brain-child, Sacker powder. There is a nostalgic revival, these war days of the sacker Mothers made memories of. While cosmetics are still plentiful to we lucky American women, maybe they day dawn, when we'll have to "go easy" on our make-up. So why don't you cultivate the habit of conserving your cosmetics, to prevent shortages later. Our British sisters in clipped and cultivated voices give us these helpful hints. Creams go farther and do more good if used warm. Set the jar on a radiator or in a bowl of hot water. Apply while still warm. You'll be surprised how much farther a few drops of cream will go. Watch those precious bobblepins and hair-pins. Be sure and gather them up and keep them in one spot. Sachets as I said, may supplant perfumes. Lipstick will go farther if applied over a base of cream.

Trust those skirts at BERNSTEIN'S for fabric and fit. All bear the mark of fine man-tailoring. The colors are the best. If you like JUMPERS (and who doesn't) you'll love those well-cut adorable ones at BERNSTEIN'S. Prices are right at 653 PARK AVE.

Have you seen the eyelet embroidery in dicky's. Fresh and washable, they really give you a hoo at the throat. Especially good if you have the Annie Laurie or swan-type neck. About \$3.

LUZIER'S COSMETICS are products of fine quality. They seek your good will through your patronage. Luzier's trained consultants will give you their expert advice on the particular cosmetics suited to your individual requirements. You may call at 131 So. Clinton or an appointment may be made to see you in your home. Tues.-Thurs. 1:30 to 3:30 or Friday evenings. Stone 4442; evenings call Hillside 1872.

School day lunches are with us again. Try this for the youngsters. A few slices of left-over meat will make a nice sandwich when mixed with Pepper or Corn relish. Why don't you drop into RO-CHESTER GAS—89 East Ave.—and ask for their copy of "Food Preservation." You'll find it at the Canning Center located on the main floor.

I do wish someone would tell me where I could buy platform shoes. I love them—they keep my feet dry and are the most comfortable shoes I have ever worn. But the government says No—No.

Good teeth are well fed teeth. Homogenized Vitamin D Milk is rich in the minerals of which teeth are composed and RICH in Vitamin D. Leading doctors say that "Nutritional deficiencies were held to be the major cause of dental disease." Diet does it. Children receiving extra Vitamin D had less than half as many cavities as those who do not receive this essential vitamin. Why don't you call BRIGHTON PLACE DAIRY today. (Glenwood 144) and try this famous healthbuilding milk. Try it for two weeks, no obligation if you're not entirely satisfied, but I'm betting on HOMOGENIZED VITAMIN D MILK delivered by BRIGHTON PLACE DAIRY—45 FULTON AVE.

If you're one of those "They've got to show me," you're just what PETTIS is looking for. Even if you're settled down to the hips, Pettis with the aid of her famous BATTLE CREEK REDUCING LOUNGE will take weight off you like magic. Treatments only take 35 minutes—prices 10 for \$12.50, 327 BURKE BLDG. Stone 6210.

Choose your accessories with care. They cut down your clothes quota. You'll always present a different picture with different accessories. Some women think this extravagant but I don't. What do you think?

Get ready for winter. Have your woollen sox repaired, mended by EMPIRE WEAVERS located at 409 BURKE BLDG. These people are experts in their line. You may trust them with your most precious possessions. Prices are gentle.

When the average woman reduces—the first things she proclaims enthusiastically is her new dress size. This is really the thrill. Mechanical Massage given under the expert hand of VIRGINIA'S REDUCING & BEAUTY SALON will reduce you—give added pep and keener enjoyment in life. 27 CLINTON AVE. SO. Stone 346.

Bob Hope at Regent In "Let's Face It"

Bob Hope and Betty Hutton are teamed for the first time in Paramount's newest musical laughfilm, "Let's Face It," which opens today at the Regent Theatre.

This is a picturization of the Broadway stage hit by Dorothy Fields, Herbert Fields and Cole Porter.

The picture is full of gags and hilarious situations nicely pointed up by a couple of tuneful Cole Porter songs—"Let's Face It" and "Let's Not Talk About Love," plus a new number written by Sammy Cahn and Julie Styne, called "Who Did I Did? Yes, I Did!"

Decrees of Fashion

Tell-Tale Shine on the surface of your favorite worsted and rayons, caused by too much pressing or just plain wear, can now be removed at home. Restorer of original dull splendor is a remarkable product called Shyn-O-Way. It's sold with a special re-napper, and one ounce will cover 100 square inches. The liquid will not affect the fibre strength of the cloth nor change its shade if it has been dyed with a color fast to plain water. Consider it as a recommendation for your Navy friends who are battling with blue serge.

There's global strategy in fashion's fall color picture. Consider the names: shades of gold and coral from China, Hawaiian burnt orange, fiery Mexican red, rich Port au Prince purple, lush Dakar green, steel blue called Wellington, a sandy tan designated as Cairo—to mention but a few. According to one famous beauty authority, this riotous color scene should be viewed with a discriminating eye. Combinations with make-up will give thoroughbred distinction with a flare of daring. With carefully selected make-up almost any color may be worn, but it is more sensible to start with shades which are most flattering. Blonde CBS star Barbara Weeks bases her color scheme on a background of soft grey, the color of heroines. It's a perfect foil for vivid contrasting accessories. Practically every bright color combines with grey, and Barbara is having a field day with the limitless possibilities of gay colors and proper makeup.

Barbara Weeks

Perspiration has the power of destroying much of the bacterial film constantly present on the surface of the skin.

IT'S TIME TO START MAILING...



Rudolph's Can Tell You the Things He Wants!



Identification Bracelet
Heavy gold-filled jacket bracelet with his name and number on top. **9.95** EASY CREDIT



Pen and Pencil Set
Fountain pen with 10K gold point and matching pencil. Handy case with insignia. **7.50** EASY CREDIT



Fitted Utility Apron
Adjustable belt, waterproof lining. Contains ten essentials to good grooming. **4.95** EASY TERMS



Insignia Billfold
Made of heavy leather, with roomy compartments. Choice of insignia. **4.95** EASY TERMS



Ruby or Sapphire Ring
Massive 10K yellow gold ring. Synthetic Ruby for the Army; Sapphire for the Navy. **14.95** EASY TERMS



Picture Frame
Leather picture frame that fits into a leather case. A gift he's sure to use. **1.50** EASY TERMS



Service Man's Bible
Pocket size Bible with engraved gold-plated armor steel covers. **1.95** EASY TERMS



Handsome Signet
Army or Navy style, with his initial. Smart design in 10K yellow gold. **22.50** EASY CREDIT



Rudolph's
CORNER EAST MAIN at SOUTH AVENUE
Open Monday Evenings
IN BATAVIA—109 MAIN STREET

Ward's Brighten Your Home
as natural as daylight with one of these

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As Simple As Installing a New Bulb



SINGLE BULB FIXTURES
15 watt single bulb fixture that screws into any light socket. **\$4.49**



Eight ounce size covered, individual casseroles. Permit smart, individual, piping hot table service. Insure better baking... full retention of all the savory goodness. Guaranteed for two years. 16 pieces, 8 casseroles and covers.



Free Parking Opposite With \$1 Purchase

Ward's
15 EXCHANGE ST.
Free City Deliveries No C. O. D.'s on purchases under \$1.00

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NO COUPON NEEDED!

PLAY SHOES

for LADIES and GIRLS

Ideal Footwear for Work, Walking, School and Street Wear in Wanted Styles and Colors!

\$2.49 AND \$3.15

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FIRST QUALITY... FULL FASHIONED

FINE DENIER RAYON HOSIERY 74c

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First Quality • Full Fashioned • Fine Denier
A fine, sheer hose that combines long wearing qualities with the beauty of the sheerest silks or nylons!

ANKLE SOX 29c - 39c

HELPER'S HOSIERY SHOP
213 MAIN ST. EAST
3 Doors From Clinton South

Full Line of BLACKS & WHITES
The First Quality Full Fashioned RAYON

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Two Operas Offered By Philadelphia Group at Eastman

Eyes and ears of Rochester music lovers are turned toward the Eastman Theater for the weekend of October 22 and 23, when the Philadelphia Opera Company will come here to open the formal concert season.

This famous company will be heard in Johann Strauss' tuneful opera, "The Bat," on the opening night, October 22.

They will then present Bizet's "Carmen" on the following evening, Oct. 23.

Both operas will be sung in English and will be conducted by the company's musical director, Sylvan Levin.

In addition to the fine company already built in the three seasons since its organization, the Philadelphia group will have eighteen new singers who were chosen from nearly 400 applicants from all parts of the country.

They give to opera a youthful enthusiasm and vigor that one does not find in some of the older organizations.

Critics generally have complimented the company on the facts that its performers are not only fine singers, but are good actors and, equally important, look the parts they portray.

Knights St. John To Have Corporate Communion

Third annual corporate communion of the Rochester Regiment, Knights of St. John will be held at Our Lady of Mt. Carmel Church Sunday, Oct. 31, at the 9 a. m. Mass.

The Rev. James E. Kearney, D. D. Bishop of Rochester will be the celebrant of the Mass. Col. Frederick J. Wegman, commander of the Rochester Regiment is issuing invitations this week to all members of the group, uniformed and non-uniformed, to attend and offer their prayers and their communion intentions for the welfare of the members and sons of members in the armed forces of the United States.

In charge of local arrangements at Mt. Carmel are the Rev. Chas. J. Azzì, Pastor and Spiritual Advisor of Commandery No. 308, James D'Amico, president; Joseph Volpe, captain; Joseph Passero, 1st lieutenant; Frank D'Amico, 2nd lieutenant and Anthony Bonafede.

GIVE YOUR COLD THE AIR

Open up that cold-clogged nose. Feel the real prescription-type medication soothe, shrink. Caution: Use only as directed. Be sure you demand Penstro Nose Drops.



ORDER EARLY!

Don't forget to order perm-anized baby shoes early for Christmas delivery! No better gift than your baby's shoes perfectly reproduced for a lasting gift!

Baby Shoe Ashtray, 3.50

**Dependable
WATCH
REPAIRS**
CENTER AISLE A
MAIN FLOOR

Girdle Shortage Need Not Worry Certain Fat Women

You adult fat people may often allow down without starvation diets and backbreaking exercises when your excess fat is due to the water with you. Just eat sensible and take Marmite tablets only according to the recommendations and instructions with the package.

Marmite is not a diuretic. If in doubt at any time about advisability of treatment and for further information as to the properties and effects of the Marmite ingredients, consult a physician.

If you need Marmite, why not lose those extra uncomfortable pounds the Marmite way? Don't delay. Druggists have sold more than twenty million packages during the past thirty years.



October Harvest of DRUGS and TOILETRIES

PHONE STONE 6500. ORDERS TAKEN AS EARLY AS 8 A. M. DAILY

DRUGS AND TOILETRIES, FRONT AISLES K TO M, MAIN FLOOR.



Sutton's Lovely
BATH MITT

69¢

Dainty mitt of silky rayon and fleece! Pat it against your skin for an enveloping cloud of sweet Apple Blossom.



Seventeen Corrective
CLEANSING
CREAM

1.25

Big 14-oz. jumbo jar of pink, fragrant cream that cleanses and softens skin easily, quickly! Especially good for sensitive skins.



Now! Saravel's
MOROCCO
PERFUME

1.95

Smouldering scent a sophisticated will love! In the original unique bottle nestled on luxurious fabric.

CHECK YOUR DRUG NEEDS!

- Squibb's Aspirin Tablets 100 for 49¢, 1000 for 1.65
- Squibb's B Complex Tablets 100 for 2.98
- Squibb's Mineral Oil 4-oz. pint 59¢, quart 89¢
- Parke-Davis Alaphen Pills 100 for 49¢
- Petroyllium Wyeth 4-oz. 39¢, 7-oz. 59¢
- B-Plex 4-oz. 2.49
- Abbott's Yeast Tablets 100 for 76¢
- Anacin Tablets 12 for 19¢, 50 for 59¢
- Annual Suppositories 93¢
- Wyandoid Suppositories 98¢
- Bewon Elixir 4-oz. pt. 1.35
- Mead's Dextral Maltose 1-lb. tin 63¢
- Kirk's Tea 19¢
- Celery King Tea 19¢ and 39¢
- Norwich Aspirin Tablets 100 for 29¢
- Bellans 19¢ and 49¢
- Miles' Nervine 83¢
- Saccharin, 1/2-gr. tablets 1000 for 59¢
- Wildroot Hair Tonic 79¢
- Lucky Tiger Hair Tonic 79¢
- Vaselin's Amphotol 1.29
- Vaselin's Hair Tonic 37¢ and 63¢
- Sol Hepatica 49¢
- Upjohn's Unicap 100 for 3.95
- Empirin Compound 12 for 23¢, 100 for 1.25
- Yodora 29¢ and 49¢
- Beef, Iron and Wine 89¢
- Lederle Vi Delta 1.69
- Lilly's Laxtron 2.72
- Laxone 21¢, 39¢ and 79¢
- Hill's Cold Tablets 16¢
- Canute Water 1.09
- Hemo 59¢
- Ovaltine 1-lb. 61¢
- Asper Gum 21¢
- Mineral Oil 1/2-gallon 1.49
- Witch Hazel 23¢ and 39¢
- Siroter Cold and Cough Mixture 39¢
- Asacol 1-pint 1.09
- Borden's Malted Milk 3-lb. 1.39
- Absorbine, Jr. 79¢
- Alboline Mineral Oil 1-pint 69¢

HAND PREPARATIONS

- Nepte Lotion 34¢
- Hind's Honey and Almond Lotion, 1-lb. 59¢
- Protiek Hand Protector 29¢
- Maynard Hand Cream 1-lb. jar 1.00
- Toushay Lotion 43¢
- Jergen's Lotion 39¢ and 79¢
- Softly Perfumed Lotion 1-lb. jar 1.00
- True American Hand Lotion 25¢

BATH POWDERS AND TALCS

- Mavia Tale 39¢ and 59¢
- Rigaud's Jasmin or Lilac 29¢
- Garne Tale 19¢
- Santal Soul or French Virgin Tale 39¢
- St. Denis Bouquet Bath Powder 1.29, 69¢
- Sutton Bath Powder 1-lb. jar 69¢
- Le Sanier Refillable Bath Mitt 1.25
- Houbigant's "Quelques Fleurs" Bath Powder 1.34
- Evening in Paris Bath Powder and color of soap 1.00
- Pineau's Apple Blossom Bath Powder 79¢
- Kalmur Bath Powder 89¢

PERFUMES AND COLOGNES

- Vanderbilt Perfume 1.9¢
- Spa Cream Cologne 59¢
- Gallia Cream Cologne, Santal Soul or French Virgin 69¢
- Gallia Perfumes, Santal Soul or French Virgin 29¢
- Isabey Perfume 19¢
- Saravali Moroccan Perfume 1.95
- Floret Perfume 39¢
- Floret Perfume 59¢
- Seventeen Perfume 1.9¢
- "Deja le Printemps" Clear Cologne 1.00
- Pineau's Apple Blossom Cologne 89¢
- Suisse-Moi Toilet Water and Perfume, based 1.00

SOAPS

- Lilubury Soap 89¢
- Wandbury Soap 95¢
- Palmolive Soap 89¢
- Lux Toilet Soap 25¢
- 4711 White Rose Soap 1.00
- Roger & Gallet Toilet Soap 1.15
- Pine Bud Soap 50¢

BATH LOVELIES

- Wojley Water Softener 5-lb. bags 59¢
- Silvery Pine Bath Oil 29¢
- Spe Bath Foam, Florida 59¢
- Tub O'Bubbles 3-lb. 89¢
- Sutton's Bubble Bath 1-lb. with soap 59¢
- Bath O'Foam (20 packets) 59¢
- Sul-Ray Mineral Bath 1.00
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METAL COMPACTS

59¢

FINE FACIAL CREAMS

- Daggett & Ramdell Night Cream and Cleansing Cream both for 1.00
- Daggett & Ramdell Florida Cream 1.00
- Barbara Gould Night Cream, 7-1/2-oz. jar 1.25
- Barbara Gould Special Cleansing Cream 8-oz. jar 1.25
- Barbara Gould Velvet of Roses Night Cream 3 1/4 5 oz. jar 1.25
- Pond's Cold Cream 10 1/4 oz. jar 98¢
- Seventeen Cold Cream 14 1/2 oz. jar 1.25
- Amami Almond Cream 1-lb. jar 89¢
- Amami Nutritive Cream 1-lb. jar 98¢
- Kalmur Super-Rich Cream 98¢
- Dorothy Gray "683" Cleansing Cream 1.00
- Woodbury's Cold Cream 1.00
- Woodbury's Cold or Cleansing Cream 59¢
- Lady Eather Cream 39¢, 59¢, 95¢
- Trusty Salve Cleansing Cream 1.00
- Primrose House Dry Skin Mixture 1.50
- Bonne Bell Ten O'Clock Lotion 4.95
- Translucid Cleansing Cream and 1/2 regular sized face powder both for 1.00

DEODORANTS AND DEPILATORIES

- Dorothy Gray Deodorant 50¢
- No Odor Deodorant 21¢
- Zip Wax, large professional size 1.29
- Asid 39¢ and 59¢
- Nettette Deodorant 39¢ and 74¢
- Odoronn 39¢ and 59¢
- Phillip's Deodorant 23¢

MAKE-UP AIDS

- DuBarry Face Powder and Foundation Lotion both for 2.00
- Isabey Face Powder 19¢
- Skyhawk Face Powder and Perfume both for 1.00
- Floret Face Powder 29¢
- Kalmur Face Powder 69¢
- Pineau's Apple Blossom Face Powder with miniature perfume and lipstick 89¢
- Corinthia Lipstick, plastic case 59¢
- Fernal Rouge, metal case 19¢
- Blue Rose Lipsticks 29¢
- Elmo Rouge 50¢
- Translucid Lipstick and Matte Face Powder both for 1.00

HAIR PREPARATIONS

- Blue Rose Opal Shampoo 25¢
- Carot Shampoo 37¢
- Luxation Rinse 21¢
- Admiraxion Shampoo 49¢
- Admiraxion Shampoo 69¢
- Seasope Shampoo 49¢ and 79¢
- Drene Shampoo 49¢ and 79¢
- Palmolive Shampoo 45¢
- Drugg & Ramdell Shampoo 1.50
- Pineau's Eau de Quinine 97¢
- Roux Oil Shampoo Tint 1.25
- Nuhsen Liquid Hair Tint 1.00 and 1.50
- Clairal Hair Crayon 1.00
- Minipon Dry Shampoo 1.00
- Harper Shampoo 85¢

MIRROR TISSUE BOXES

79¢

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- Detoxal Tooth Paste 39¢
- Iodent Tooth Paste 37¢
- Peppermint Tooth Paste 39¢
- Pebron Tooth Paste 39¢
- Squibb's Tooth Paste 37¢ and 49¢
- Squibb's Tooth Powder 37¢
- Dr. West's Tooth Paste 15¢, 2 for 29¢
- Tooth Liquid 23¢ and 39¢

SHAVING NEEDS

- Pal Blades 50 for 1.00
- Colgate's Shaving Cream Lather 39¢
- Colgate's Brushless Shaving Cream 39¢
- Palmolive Shaving Cream 39¢
- Palmolive Shaving Cream 39¢
- William's Gilder 39¢
- Squibb's Shaving Cream 29¢
- Barthol Shaving Cream 31¢
- Tre Jax Shaving Bowl 59¢

SANITARY GOODS

- Velvet Tissues, 5 boxes 98¢
- Kleenex Tissues, 200 sheets, 8 boxes 98¢
- Kleenex Tissues, 440 sheets, 4 boxes 98¢
- Kotex, 34 in box 1.75
- Modess, 36 in box 1.75

FINE TOILET SOAPS

- Du Parc Toilet Soap 12 for 69¢
- 4711 Bath Soap 4 for 1.00
- Wristley Bath Superbath 4 for 1.00
- Wristley Toilet Soap 6 for 50¢
- Cashmere Bouquet Soap 97¢
- Big Bath Soap 65¢
- Charmis Soap 65¢
- Kirk's Handwater Soap 65¢



Lanchere's Fine
BLUE ROSE
SOAP

Box of
6 cakes 49¢

Pillow-shaped cakes of pastel soaps! Wild Rose (pink), Honey-suckle (yellow), Blue Rose (blue), Primrose (rust).



Roi Royale "Quartette"
CREAM
COLOGNE

8-oz. 59¢

Tinted cream colognes that soften and scent the skin. Gardenia, lilac, violet, lily of the valley, royal bouquet.



Quality Isabey
FACE POWDER

19¢

Imagine! Silky-soft, delicately fragrant fine face powder for a pin-money priced Rachel I or Rachel II.



Houbigant's
TRANSLUCID
FACE POWDER

With every purchase of Translucid lipsticks, rouge, creams, lotions, bath aids, receive a half-sized box of Translucid Face Powder! Preparations priced from \$1 to \$2.



Lucretia Vanderbilt
PERFUME

Delightful fragrances in an exquisite octagon bottle! Especially priced to baby your budget! Try any of the delectable scents!



4-Weeks' Supply
DAILY
VITAMINS

1.79

These easy-to-take capsules supply you with the vitamins and minerals you need daily to do a better job, to be a better you!

7-Weeks' Supply, 2.69
14-Weeks' Supply, 4.95



Beauty for Your Lips!

CORINTHIA LIPSTICK 59¢

Soft, creamy lipsticks in four breath-taking shades! A rich, long-lasting lipstick in a smart swivel plastic case that looks far more expensive! Try each of the colors for costume color drama. Or give them for gifts! Light (for blondes), Radiant (vibrant red), Medium (softer red with a blue tone), Raspberry (deep red).



Maynard Beautiful Lady
HAND CREAM

1/2-lb. 1.00

Extra-sized jar of rich, beneficial cream that helps smooth and soften hands and face! Contains olive oil and other rich oils.



Kathleen Mary Quinlan
Special
Formula
EMOLLIENT
CREAM

1.00

A treat for your beauty and budget. Extra rich Emollient Cream helps soothe super-sensitive dry skin! Use it nightly for a lovely skin!

Dorothy Gray
CLEANSING
CREAMS

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Big half-pound jars of famous Dorothy Gray cleansing creams! Cream 683 for dry skin; Salon Cold Cream for medium dry skin; Liquefying Cream for normal or oily skin.



All Toiletries Prices Plus Tax

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We Reserve the Right to Limit Quantities

SAUERKRAUT SUPPER
Germania Chapter will hold its annual sauerkraut supper and bazaar next Monday in Star dining hall, Masonic Temple from five until seven o'clock. Grace Kurzrock is general chairman assisted by a large committee.

"Abundant Health" Topic Discussion At Laurelton PTA
Dr. John White, who recently completed a fellowship at the Mayo Clinic, Rochester, Minn., will be principal speaker before the Laurelton School PTA tonight at 8 o'clock in the School on Hellenale Road.
Dr. White, a graduate of the University of Buffalo Medical School, at present is engaged in the practice of medicine in a local industry. He will speak on "Rheumatic Fever: School Health Problem of the Future." In addition to his industrial work Dr. White also has been engaged in Irondequoit school medical work.

Health," led by Mrs. Millicent Gray, Laurelton School nurse. Miss Louise Seiler, public health nurse will talk on "Tuberculosis" and Dr. Stephen H. Minion, dentist, on "Dental Care."

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Military Expert Tells Story of War Industry

One of America's outstanding military experts, Major George Fielding Eliot in a fact packed statement, appearing on page 4 of today's issue of The Sun, gives Sun readers a true picture of the contribution America's Alcoholic Beverage Industries are making to the war effort. Major Eliot's unquestioned standing as an authority plus the statistics which he quotes, make this amazing statement one of the most interesting messages this paper has been privileged to bring to its readers since the war began. In every phase of warfare, from life-saving medical supplies to synthetic rubber and shatterproof glass, the use of alcohol is an essential ingredient according to Major Eliot's analysis.

Major Eliot's article shows how this industry, which pays over a billion dollars in taxes annually, in addition to turning over its entire production facilities to essential war materials, has made an all-out contribution toward our ultimate victory. Every citizen of Rochester should read it.

NEW TYPE SOLDER
Solders, in which tin is largely replaced by bismuth, are being effectively used in England. Their melting point is lower but there is no decrease in tensile strength.

VITAMINS IN CATSUP
Tomato catsup, as prepared commercially, contains a significant amount of vitamin-C. An average serving of catsup was found to contain from 46.6 to 102 I. U. of this vitamin.

OLD TIES MADE NEW

Cleaned, Pressed, Repaired—Knots Replaced Free!

8 for \$1.00

SPEEDY'S
212 COURT ST.
Park Free at Chimes Station

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

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Joseph L. Roth
Theodore S. Tolson, Jr. & Alfred S. Tolson

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FOR SALE USED

3 - WAYNE OIL BURNERS
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PRACTICALLY NEW—USED 3 MONTHS

MARSHALL COAL & COKE CO. GLEN. 109

AUDITORIUM ONE FULL LAFF WEEK
6 NIGHTS — 2 MATS.
STARTS MON., OCT. 18 SEATS NOW

MAIN ST. E. AT PRINCE

OVER 20,000,000 RADIO LISTENERS

WORLD'S FAMOUS COMEDY

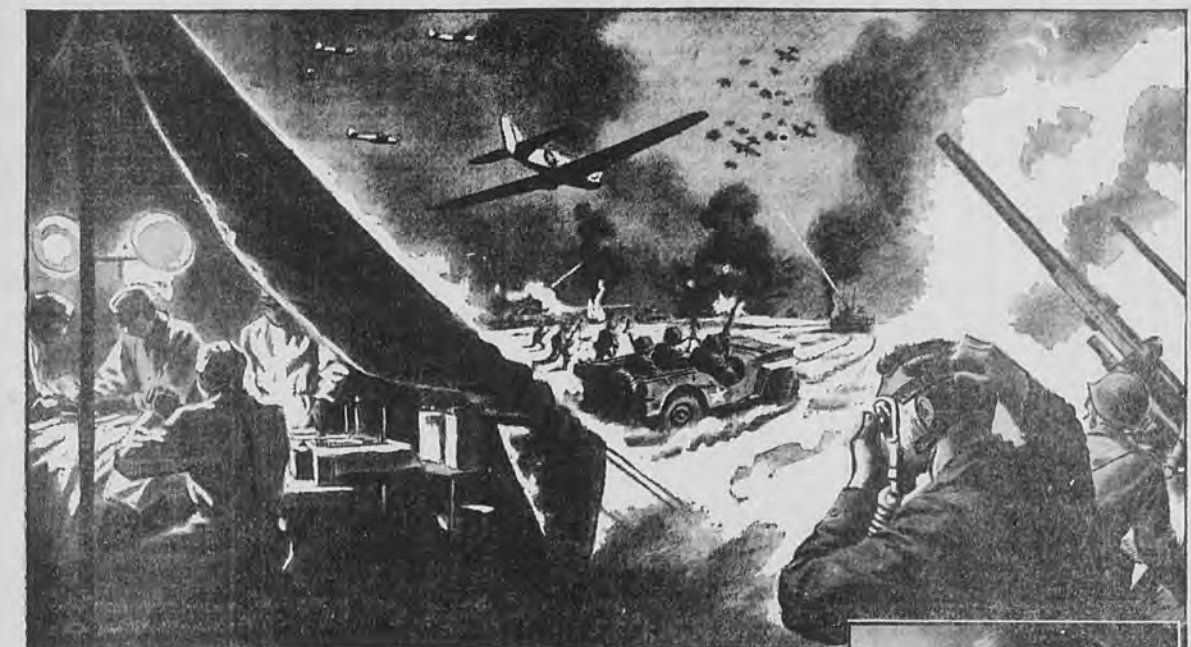
ABIE'S IRISH ROSE

2,327 TIMES NEW YORK RECORD

UNDER PERSONAL SUPERVISION OF ANNE NICHOLS PRE-WAR PEOPLE'S POPULAR PRICES

Seats At Box Office Now: Nights and Sat. Mat. Orch., \$2.20, \$1.65; Loges \$1.65, \$1.10. Wed. Mat. Orch. \$1.10, \$3c. Loges \$3c. Ralcony \$3c. Tax Included.

THIS IS A WILL R. CORRIE PRESENTATION



Major George Fielding Eliot explains

The Military Importance of War-Alcohol

... how the beverage distilling industry is working 24 hours a day, 7 days a week, helping to produce it... why not a drop of whiskey has been made for over a year.



Major George Fielding Eliot... military news analyst on a coast-to-coast radio network... well-known magazine writer... author of daily syndicated column... director of movie "Shorts" on war strategy... author of "The Ramparts We Watch."



TODAY'S HEADLINES clearly reveal the constantly changing tactics and requirements of modern warfare... and the new and tremendous importance of the products with which this war is being waged.

Take war-alcohol, for example. During World War I this vital product found its chief uses in smokeless powder, chemical warfare materials and medical supplies. Today, war-alcohol must do far more... it must provide the base for such indispensable products as synthetic rubber, shatterproof glass, lacquers, plastics, and many other critical requirements. Hundreds of millions of gallons are needed each year, half of which is supplied by the beverage distilling industry.

I discovered that a year before Pearl Harbor the distilling industry voluntarily offered its facilities to the government and began the complicated task of converting its plants to war-alcohol production. More than a year ago all whiskey production ceased, and the distillers—their facilities 100% converted—have been working night and day ever since producing war-alcohol at the rate of 240,000,000 gallons a year. You can see here some of the many ways this product is being used.

From a military standpoint, it was exceedingly fortunate that the distilling industry was in existence and able to begin converting to the production of war-alcohol so quickly. Otherwise, we would have lagged far behind schedule in our constantly increasing requirements for war-alcohol. Had we been without modern, well-equipped distilleries, with the trained personnel to operate them, we would have been forced to build and put them in operation. In that event it is easily conceivable that we might have been seriously handicapped for many months.

George Fielding Eliot

SMOKELESS POWDER—used in virtually all firearms—is one of the greatest consumers of war-alcohol. More than 100 gallons are needed in the making of enough powder to fire a 15-in. naval gun. Alcohol is also necessary as a fuel to propel torpedoes.

IN CHEMICAL WARFARE MATERIALS of all kinds war-alcohol is a basic ingredient. Synthetic rubber from alcohol is also available for use in gas masks.

MEDICAL SUPPLIES—to alleviate pain, combat infection, save human lives—are prepared with war-alcohol. And much else goes into the manufacture of plastics, antiseptics and lacquers for maintenance and camouflage of equipment.

Up to 29% of All the Grain Used in Distilling Alcohol is Returned to the Farm in the Form of Premium-Quality Livestock Feed

THE GRAIN used in distilling war-alcohol is not wasted. 29% of it (16 pounds out of every 56-pound government bushel) is reprocessed in an efficient distillery and comes back to the farms again in the form of distillers' dried grains or dried solubles... vital ingredients for dairy feeds, hog supplements and poultry mash. During the distilling process only the starch is removed from the grain. As a result, the reprocessed grain containing valuable protein, fats and carbohydrates is a highly-priced feed concentrate. It is returned to

the farm areas where this type of feed is needed most. The above facts also apply to the making of whiskey, although not a drop has been made in this country for over a year.

By developing new products from distillery residue, the distilling industry has taken a leading part in solving the vital shortage of animal and poultry feed ingredients having a high potency of riboflavin (vitamin B-2) and thiamin (vitamin B-1). These vitamins are absolutely essential in these feeds to promote satisfactory growth and production.

Other Facts You May Not Know

Over \$1,000,000,000 in Taxes Yearly. Though 100% converted to war production, the industry still supplies the public from stocks made during peacetime, thus providing the federal and state governments with much needed tax revenue.

Wood, Tile, Glass and Porcelain were utilized by the industry's engineers when converting from the production of alcoholic beverages to war-alcohol. This saved much critical steel, copper, and bronze vitally needed in the war effort.

If Sometimes You May Be Unable to Obtain Your Favorite Brand... Please Remember...

1. No one is really to blame. We're in a war... a demanding war.
2. Not a drop of whiskey has been made in this country for more than a year. Every distiller's working might and day producing nothing but war alcohol for the government.
3. As a result, you may sometimes find your favorite brand temporarily out of stock and you may not be able to purchase as much as you did formerly.
4. It is simply an unavoidable wartime inconvenience. We know you will understand.

Distilled Spirits Institute, Inc.
Washington, D.C.
Member of the Conference of Alcoholic Beverage Industries, Inc.

SHRINE CIRCUS

EDGERTON PARK

SIX NITES | SIX MATS.
AT 8:15 P. M. | AT 3:00 P. M.

Commencing MONDAY OCT. 25

23 Animal Aerial Equestrian Novelty

20—Fun-Making Clowns—20

All Seats Reserved—Here Are The Prices:

MATINEES—60c, \$1.10, \$1.25. Children under 12 (lowest priced section 30c (except Saturday when evening prices prevail)).

EVENINGS—60c, \$1.10, \$1.60, \$1.75. Prices Include Tax.

SHRINE TICKET OFFICE
103 EAST AVENUE

WIN GUEST TICKETS!

SEE

"SAHARA"

COMING SOON TO

LOEW'S

WITH

HUMPHREY BOGART

THEN

Answer The Eight Questions Below

Mail your answers in The Contest Editor, Shopping News, 93 Clinton Ave. S., Rochester (4), N. Y.

ANSWER THESE QUESTIONS

- 1.—What do dunes on a desert resemble?
- 2.—Is desert land productive when irrigated with water?
- 3.—What is an oasis?
- 4.—Are all deserts hot?
- 5.—How many square miles of desert are there in the United States?
- 6.—How many people live on the Sahara Desert?
- 7.—Are there any places where rivers run through deserts?
- 8.—What animals are used for journeys in the desert?

First 25 correct answers will be given a guest ticket to Loews.

EDWARDS BASEMENT

111 years of progress dedicated to the world we are fighting for!

Ready For Friday and Saturday!

Well! Will You Just Look Here!

Our Famous Men's **SUITS**

19.94

for Regulars,
Shorts, Stouts, Longs



BUT LET OUR
CUSTOMERS SPEAK—

- ★ Tested For Long Wear!
- ★ Twist, Worsted, and Cashmere Fine Blended Yarns!
- ★ Single and Double Breasted!
- ★ Rayon Lined Coat!
- ★ Perfect Fitting!
- ★ Blue, Brown, Grey, Teal!
- ★ Large Assortment of Mixtures, Stripes, and Others!

Sensational! Wonderful! Outstanding! (pardon our shouts and adjectives.) But these suits are meeting with such response! You men do know the right thing to wear and how to buy quality! Just see what you get . . . and why we have so many, many pleased, satisfied customers!

**EDWARDS
BASEMENT**

The Biggest Surprise
for a Warm Winter is

MACKINAW

at

9.94



Edwards Basement

You'll be busy this Winter! Getting out more, going to work . . . but keep warm! The mackinaw is popular! Why? Not only because it's warm for zero days . . . It's good looking! Cotton plaid lined! Heavy mackinaw cloth! Double breasted, with four deep pockets! And comes in assorted plaids! Sizes 36 to 46!

The Finest Names Go Into Our

TOPCOATS

16.94



That's right! Famous names that mean perfect quality and lasting style! You bet they're warm . . . without bulk over your suit! And they hold their line . . . Why, men! This is your coat! It was made just for smart, thrifty men!

- ★ Lined With Earl-Glo Rayon!
- ★ Overplaids, Herringbones, Tweeds!
- ★ Single Breasted!
- ★ Set In Sleeves!
- ★ Brown, Grey, Tan, Blue, Teal!
- ★ Sizes for Regulars and Shorts!
- ★ Fly Front!

Edwards Basement



PAGE F
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Legion Post Auxiliary Banquet

Members of Burrell R. Kohlmetz Auxiliary of the American Legion will hold their annual banquet at the Powers Hotel next Wednesday in honor of the retiring president Mrs. Harry Belt and her staff of officers.

Mrs. Florence Elston, president of Monroe County American Legion Auxiliary will be guest of honor as will Mrs. J. Dewey Powers, Department Vice-President of the State of New York. Mrs. Powers will

speak on the "High-lights of the National American Legion Convention" which she recently attended in Omaha, Nebraska. General chairman for the banquet is Mrs. William H. O'Grady.

MARRIAGE POSTPONED
The story of a girl who wanted all or nothing. A complete novel.

KATE SMITH SPEAKS
A new True Story Department. The famous radio star, whose program is listened to by more than 14,000,000 women, tells what is closest to her heart.

Many other true stories, novelettes, special features and the True Story Victory Home-maker.

15c NOV. ISSUE **TRUE STORY** NOW ON SALE 15c

IMPROVED RAYON
Rayon fabrics are destined to be improved by treatment with ureaformaldehyde and other synthetic resins, to give permanent reduction of shrinking, slipping, wrinkling and crushing.

Shopping News Pattern



2797
SIZES
12 to 48

On Land or Sea---In the Air, On the Home Front---



YOU NEED
GOOD
VISION

If you feel that your eyes are not up to par, if you are bothered with eyestrain headaches, your condition can probably be improved by wearing modern

**CORRECTIVE
Glasses**

Come In And Talk With
HARRY A. BENEWICK
Optician

Smalls
28 EAST MAIN ST.

We Use Only Bausch & Lomb
And Shuron Lenses

Pay Small Sums Weekly

If you will look at the lines of this smoothly styled two-piece, you will see why it finds such favor with both big and little women. The nice hip-control of the peplum, the becoming shawl collar, and the shapely gored skirt make this a front-ranking candidate for that all-purpose dress. It is well suited, too, to a wide range of fabrics.

Style No. 2797 is designed for sizes 12 to 20, 36 to 48. Size 36 requires 4 1/2 yds. 38-in. fabric. Pattern is hand-cut in United States Standard Measurements and includes chart with step-by-step instructions.

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, 93 Clinton Ave., S. Rochester, N. Y.

DETERMINE TO STAY FREE

Remember 1776 "And for the support of this declaration, with a firm reliance on the protection of Divine Providence, we mutually pledge to each other our lives, our fortunes, and our sacred honor."

Our men and women on the battle front are still fighting that we may stay free. Every day you can feel victory abroad, but at home, bit by bit, we feel a tightening that must not stay a minute after victory is ours.

We must be vigilant—we must show our teeth. The only way is by our vote. Vote Republican so everyone will know our determination to stay free. That is the only way we can make our wishes emphatically known. We will vote Republican. Every pointer on Row A!

We must . . .

STAY FREE!

KEEP IT COLD
Ham, the pre-cooked, tenderized product, must be kept in the refrigerator at low temperatures; otherwise it becomes infested with staphylococcus germs, which cause food poisoning. Since it is impossible, either from the taste or smell of the ham, to detect when this poison is present, proper refrigeration is the only safeguard.

INCREASES VITAMIN D
Butter made from milk of cattle living under conditions of maximum exposure to sunshine may be four times higher in vitamin D than otherwise.

Dolan's

WHERE YOU BUY
THE CUTS OF
CHICKEN
YOU PREFER
DOLAN'S
600 JEFFERSON AVENUE
Cor. Hartlett
Telephone Genesee 1417

To The Housewives of
Rochester and Vicinity

FREE

Take this ad to Weed & Company Household Dept. in Basement or main floor for free sample.



ROUGENE
A SUPREME CLEANER
FOR
PULLS-FOR
SILVERWARE
PRICE \$2.50

Buy it at your neighborhood hardware dealer or department store. Downtown get it at Weed & Co. If they can't supply you send \$1.00 direct to our factory.

We guarantee Rougene will clean and polish silverware quicker, easier and better than any polish you ever used. Rougene will not scratch, dry up or evaporate and contains no acids.

FISHER MANUFACTURING CO.
17 EAST MAIN ST.
ROCHESTER 4, NEW YORK

OIL FROM SEEDS
Oils from the seeds of squash and pumpkin are being utilized in Germany, the oil yield being estimated at from 40 to 50% of the seed weight.

GRANDMA KNEW ABOUT COLDS
She used mutton suet she medicated, to relieve cold-coughing, muscle aches. Mothers today simply rub on Penetro. Modern medicine is based on reliable mutton suet. Relieves such colds distress. 25c. Double supply 35c. Get Penetro.

FOOT SUFFERERS!

ABSOLUTELY FREE!

Full Size 25c Bottle of Famous **LOCK'S CORN and CALLOUS REMOVER** With Every Jar of **LOCK'S FOOT BALM** For A Limited Time Only!

Over 1,000,000 Jars of Lock's Foot Balm Sold At 31 And 32

First time, this nationally famous remedy is available at the low price of 49c with a 25c bottle of Lock's Corn and Callous Remover included at no extra cost.

Whether your feet are feverish or perspiring, whether corns and callouses stab you with pain—or whether your feet are just everlastingly tired, sore and itchy—they don't have to hurt the way they do. Pounding aches, shooting pains, tender soles that shriek in protest every time you take a step can be relieved.

GET **LOCK'S** AT ANY DRUG COUNTER
49c . . . \$1.25

At The End Of The Day, Be The Green
• MY FEET BURN!
• MORE TICKLY!
• MORE SWEAT!
• MORE ACHES ALWAYS THERE!
• MY CORNS ARE GIVING ME PAIN!
• I WONDER IF THOSE CRACKS BETWEEN MY TOES MEAN ATHLETES FOOT!

Use LOCK'S Foot Balm and in two minutes you'll think you have new feet.

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

KEY COUPON
LUDEN'S COUGH DROPS
Reg. 5c Size **2 for 5c**
Limit 2

KEY COUPON
CASTILE SOAP
3 for 11c
Limit 3

BORDEN'S MALTED MILK
Plain 5-Lb. Can Reg. 52 **\$1.29**

RUBBER Refills for KURLASH
Reg. 15c **9c**

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

ELECTRIC IRON CORDS
49c

G. WASHINGTON TOBACCO
Reg. 10c Size **2 for 13c**

CHOCOLATE EXLAX
25c Size **19c**

SODA MINT TABLETS
Bottle of 100 **6c**

GROVES COLD TABLETS
35c Size **27c**

470 N. GOODRIAN NEAR MAIN
KEY
ROCHESTER'S MODERN
CUT RATE 457 RIDGEMAN NEAR DEWEY
1861 MONROE NEAR WINTON
DRUG STORES

TODAY THROUGH WEDNESDAY

New Photographic Overseas Letter Service Now Ready

V...MAIL
GETS THERE QUICKER
IS ANSWERED QUICKER

48 COMBINATION LETTER SHEETS AND ENVELOPES
43c PACKET OF 10 9c

V...MAIL SPEEDS YOUR MAIL
To Soldiers and Sailors Overseas

THIS IS WHAT YOU DO: 1 Use official "V-Mail" form only. Don't mark your regular mail "V-Mail" as it won't get you the service. 2 Seal letter and address in usual manner. 3 Put on some amount of postage as on regular domestic letters. 4 Drop in any mail box or post office.

THIS IS WHAT HAPPENS: 1 "V-Mail" gets preference over all other classes of overseas mail. 2 Government photographs your "V-Mail" letter at their expense. (No one else sees it.) 3 Mail is flown overseas or goes by fastest available means of transportation. 4 Letter is delivered in a fraction of the time usually required.

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!

LOOK YOUR BEST

COLGATE DENTAL CREAM GIANT SIZE **37c**

PALMOLIVE BRUSHLESS GIANT SIZE **39c**

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!

Vimms LARGE SIZE **49c** ~~1.69~~

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

KEY COUPON
BORAXO
Large 15c Size Limit 2 **10c**

KEY COUPON
ADHESIVE TAPE
1/2"x5 Yd. Reg. 10c Limit 2 **6c**

SQUIBB COD LIVER OIL
12-Oz. 24-Oz. **98c** **\$1.69**

WAMPOLE'S TONIC
\$1.25 SIZE **\$1.04**

CONTI CASTILE SHAMPOO
50c Size **37c**

MENNEN Antiseptic Oil
50c Size **43c**

MIDOL TABLETS
40c Size **32c**

KOTEX ECONOMY BOX OF 54 **89c**

Ponds Creams
55c Sizes **39c**

Witch Hazel
Pint Bottle **18c**

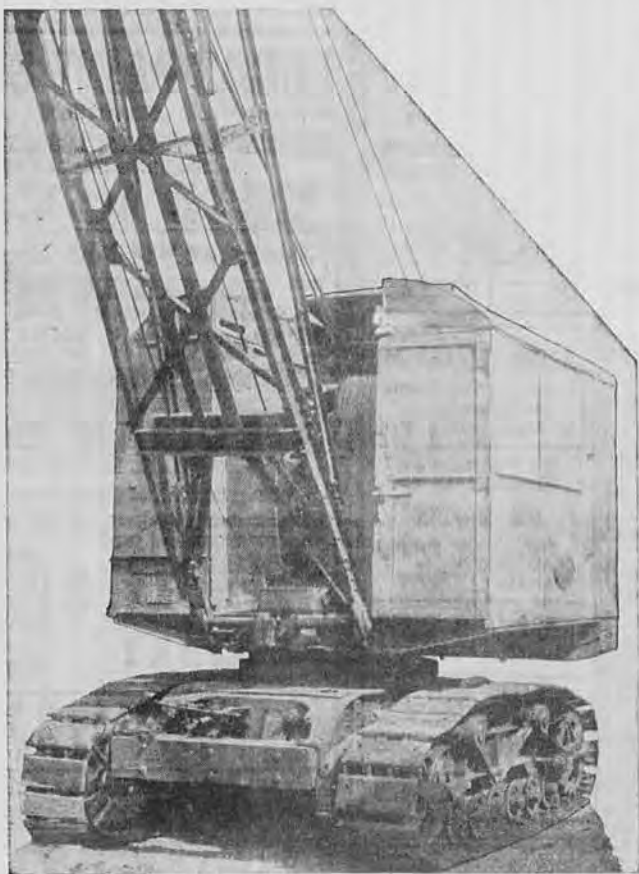
TAXPAYERS

THIS WAS YOURS!

You Paid For This Crane And Bucket With YOUR Tax Money

**WHY DID THE REPUBLICANS SELL IT
AS JUNK FOR ONLY \$200 ?**

The Republican City Purchasing Agent, on advice of the Republican Commissioner of Public Works, sold this valuable city equipment without City Council action, to a local junk dealer for \$200. But it was NOT junk, because on May 4, 1943, shortly after the Republican City Administration sold it,



**THIS EQUIPMENT
WAS RESOLD FOR
\$3,750.00**

to a Niagara Falls firm who stated in a sworn affidavit September 30th, 1943, that THE EQUIPMENT WAS IN FIRST CLASS MECHANICAL CONDITION.

**HOW MANY OTHER PIECES OF VALUABLE CITY
EQUIPMENT HAVE BEEN SOLD AS JUNK BY
THE REPUBLICANS IN THE CITY HALL ?**



**Register Friday Or Saturday This Week
So You Can Vote Democratic And
Stop This Wastage Of Your Tax Money**

THIS IS YOUR LAST CHANCE TO REGISTER! Booths Open Friday, 10 A.M. to 10 P.M. — Saturday, 7 A.M. to 10 P.M.

Democratic County Committee



"Heaven Can Wait"
Opens At Capitol
With Don Ameche

Nothing's sacred when Ernst Lubitsch gives that grand new touch to the gay old nineties! That in a nutshell, is the saucy, sparkling story of Lubitsch's production of "Heaven Can Wait," the Technicolor hit now at the Capitol Theatre.

Gene has an opportunity to really display her ability as an actress.

Stalked by the Gestapo and with certain death facing them at every turn, George Montgomery and lovely French-born Annabella manage to find romance in 20th Century-Fox's suspense-filled second feature, "Bomber's Moon."

Since vitamin A is soluble in fat, fried eggs undergo a greater loss of this vitamin than do boiled, poached or shirred eggs.



JINGLES FROM THE JUNGLES

Cigarettes received, from good of Genesee
Puffing with delight is my daily ecstasy.
Your thoughtfulness appreciated —
My thanks galore —
GENESEEE, I salute you!
You sure know the score!

IT'S
GENESEEE
FOR '43

ESSENTIALS FOR THE HOME

ROYALTY
WOOL BLANKETS \$5.95
25% WOOL

GOLDEN-GLO
TABLE LAMPS \$9.95

1942 CONSOLE MODEL
RADIOS - PHILCO - MOTOROLA \$59.95
AND MANTOLA

SPECIALS FOR THE KIDDIES
SCOOTERS \$1.98 - WAGONS \$2.39 & \$11.75
KIDDIES WHEEL BARROWS \$4.49
Also Many Other Toys and Playthings

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

- WANT ADS -

BEDDING
NEW COTTON mattresses any color tick, \$6.50. Cotton felt mattresses, \$8.50. Matt. springs \$2.50 up. Coil springs \$5.00 up. Metal Bed \$4.00 up. H. P. Fahrner, 94 State St.

RUGS
FELT-BASE linoleum rugs, Room size \$1.75. Heavy weight \$2.12. Well-known brands \$2.25. Standard weight by the yard 30c. Heavy weight 40c. 12-15 ft. width (floor covered without seam wall to wall.) Standard weight 40c a yard. Heavy weight 50c H. P. Fahrner, 94 State St.

WANTED TO BUY
BEDS, Spring, Stoves, Buses, Dining and Bed room suites. Entire households. Phone Mr. Carter, Main 9926.

Furnished Rooms To Rent
TWO PLEASANT ROOMS, semi-private bath. Near stores, buses and downtown. Apply 225 8th Street Stone 4436, 94 weekly.

FURNISHED ROOMS
FURNISHED front room near Gleason, Todd or Stronberg. Reasonably. Use of telephone 45 8th St.

PERSONAL
HAIR, Warts, Moles removed, roots dissolved. Call Stone 5882 after 11 A. M. or write Frances Friedman, 27 Clinton St. Evenings by appointment. Consultation or trial invited.

STAMP
USED STAMPS—Mint, U. S. and foreign; foreign bank notes. We specialize in individually priced space fillers. Both stamps and blocks. 1123 North St.

HOMOGENIZED
Boiled custards made with homogenized milk require from 15 to 20 minutes longer for cooking than those made with regular milk. Baked custards in which homogenized milk is used are firmer and stand up better, and soft custards made with homogenized milk are improved in taste and texture.

BROILING IS BETTER
Broiling liver causes less loss of its valuable vitamins than does pan frying.

Tomorrow She'll Grow Up
DON'T WAIT... TAKE ADVANTAGE OF THIS
BABY PHOTO SPECIAL



Remember how soon that first birthday came around? Today's Children are tomorrow's grown ups. Save one of those childhood smiles in a photograph... a NEISNER Photograph, to be sure of a fine portrait you'll cherish always.

Special \$4
4 Photographs
Of The Better Kind
3—Beautiful 8x10
1—Handsome Miniature
Regular Price \$7.00
You Save \$3.00

Selection of Prints
No Appointment Necessary

Neisner's
5¢ to \$1.00 Stores
200 MAIN ST. E. STUDIO MAIN FLOOR

"Spitfire" Brings Leslie Howard To Century Screen

First and certainly one of the greatest heroes of World War II performed his exploits and died a hero's death before the war even started. He is R. J. Mitchell, whose life story is portrayed on the screen by Leslie Howard in "Spitfire," the new Samuel Goldwyn presentation which opened yesterday at the Century Theatre.

Mitchell was a designer of aircraft, who began his profession in the days of Schneider Trophy international air races. In those times, when the cumbersome bi-planes were considered miraculous if they achieved a speed of 140 miles an hour, Mitchell had visions of planes built like birds—monoplanes with fuselage and wings all of a piece—which would travel with incredible speed. Over a long period and only after a bitter struggle, was he able to make his dream a reality—just in time to design and perfect the fabulous Spitfire fighter plane which saved Britain and perhaps the world from the Nazi menace.

"Spitfire" tells the story of the development of this valiant weapon in glowing human terms, for Mitchell was a sensitive being as well as a genius of aviation. Leslie Howard is perfectly cast as Mitchell, and David Niven contributes greatly with many charms and irrepressible gaiety in the role of a daredevil test pilot. The delicately beautiful Rosamund John plays Mrs. Mitchell, a woman deeply in love who stood by and saw her husband deliberately kill himself through overwork. There is a distinguished supporting cast.

The second feature on this program will be "Hoosier Holiday" starring radio's popular entertainers The Hoosier Hotshots. The Music Makers and featuring Dale Evans.

WOOL SUBSTITUTE
Russia has succeeded in manufacturing a casein fiber that can be tanned so as to resist the deteriorating effects of hot water, and that can be dyed along with wool. This casein fiber has 70% of the strength of wool.

WON'T CROSS LINE
Cockroaches can be kept within certain bounds by a "chalk line" made by a sodium fluoride crayon.

WANTED USED TRUNKS
LUGGAGE, GOOD CONDITION. TOP PRICES...
KRIEGER'S
135 CLINTON AVE. S. Stone 2281

Rheumatism - Arthritis and Neuritis Sufferers
Get Relief This Quick Easy Way
Use Rheumaid's No case iron chronic for Rheumatisms. Results guaranteed on 5 bottle \$2.50 treatment. \$5
Thousands restored to health by RHEUMAID'S. Why not you? Single bottle \$1.25. Sold at **MAID DRUG CO.** 511 DEWEY AVENUE Call GLEN 4816

ABSORBS LIGHT
The use of dark camouflage colors in paints increases by twofold the absorption of the sun's rays by factory equipment, as compared with absorption by white or aluminum finishes.

LOTTA IRON
In the Sierra de Imataca Mountains of Venezuela there are, according to preliminary tests, literally billions of tons of ore containing approximately 45.7% of iron.

Basic Training . . .
(Continued from Page 1)

In the series next Thursday is "Gracious Entertaining," a demonstration showing table appointments, preparation of food suitable for a Tea, and Hostess and Guest etiquette at teas. Mrs. J. F. Morris of the Home Bureau staff will be in charge. Following the lesson tea will be served in the lounge and there will be an exhibit showing the different types of Home Economics projects offered by the Home Bureau during the year. Registration by telephone, Main 3640, is requested for the first meeting on October 21.

WANTED USED TRUNKS
LUGGAGE, GOOD CONDITION. TOP PRICES...
KRIEGER'S
135 CLINTON AVE. S. Stone 2281

Rheumatism - Arthritis and Neuritis Sufferers
Get Relief This Quick Easy Way
Use Rheumaid's No case iron chronic for Rheumatisms. Results guaranteed on 5 bottle \$2.50 treatment. \$5
Thousands restored to health by RHEUMAID'S. Why not you? Single bottle \$1.25. Sold at **MAID DRUG CO.** 511 DEWEY AVENUE Call GLEN 4816

Beeley's Bingo
SUNDAY AT 8 P. M.
MON., TUES., WED., THURS.
FRI., SAT. at 8:30
EXTRA BOARD FEE WITH TRIPLE BOARD
142 GENESEE ST. in REAR

10th WARD
Republican Club Rooms
461 Ridge Road
At Ridge Bowling Hall

BINGO
23 GAMES
SAT. ALL GAMES \$5.00
SUN. ALL GAMES \$6.00
T-GAME \$10.00
JACKPOT \$5 NOS. \$55
Door Prize \$25 BOND

ATTENTION, KIDS!
While spinach is comparatively rich in iron, it does not contain iron in a form most readily assimilable by the human body. Liver, molasses, lima beans and egg yolk are better sources of this element.

WOMEN WRITE THE PEACE
A fortnight telling why women voters must be sure the men they elect to high offices make every effort to stop World War III.

CAREER IN POLITICS
Eve Garrette tells why women must enter politics following the war. Plenty of good reading of interest to all women in this handling sized magazine.

15c NOV. ISSUE **THE WOMAN** SALE NOW ON 15c WITH WOMAN'S DIGEST

Paint Protects Property

Special LINOLEUM OFFER

From our large selection of patterns, all color through to black. Its still possible to modernize that kitchen floor with

ANY ROOM SIZE UP TO 9x12
COMPLETE WITH LABOR AND MATERIALS

ARMSTRONG INLAID LINO FLOOR \$18.75

WASHABLE WINDOW SHADES
Selection of colors. New roller included. Sizes 6 ft. x 36 inches.
WITHOUT ROLLER 29c 39c

LUCAS PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

Where to play BINGO

19th WARD
CLUB HOUSE
257 HAWLEY STREET
THURSDAY 8:15
REG. \$7-\$10
GAMES \$15.00
FRIDAY 1:45 P. M.
SATURDAY 8:15
SUNDAY 2:30
25 GAMES

STRAND
EVERY TUES. AND FRI. AT 8:45 P. M.
\$1000
EACH NITE
NO JACKPOTS
ALL PRIZES GO
BINGO

STAR BINGO
372 FLINT ST. (rear)
MON. 8:15 P. M. ALL TUES. BOARD NITES
No Wed. Game Till Further Notice * 23 GAMES *
Jefferson

UNION LEAGUE
South Ave. cor. Gregory
SPECIAL GAME
SUNDAY NITE
25 REG. GAMES \$6
MON.-FRI. NITES
30 REG. GAMES \$5 - \$10 - \$15
SAT. AFTERNOONS 1:30 P. M.
25 REG. GAMES \$4
Early Bird Every Game

\$BINGOS
GRAND OPENING
SAT. OCT. 16th—8:30 P. M.
Every Saturday Thereafter
C. Y. M. A.
51 FRANKLIN SQUARE
Near Greyhound Bus Terminal
COMFORTABLE Tables For All
ADMISSION 31c Plus Fed. Tax—4c

BINGO
CAPITOL HALL
85 W. MAIN ST.
Door Special \$25 to \$50
Mon. - Tues. - 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.
Wed. 30 Games \$5
\$5 Games Thurs. Aft.
Friday and Saturday
25 Games \$5-\$10
On Reg. Boards Letter H. \$15 and \$15
ADM. 28c INC. TAX

DeLUXE BINGO MONDAY NITE
\$1000 In Cash
Jackpot \$140-55 Numbers
GOLD AWARD \$100—FREE GAME
25 Games Extra Boards Ad. \$1 Plus Tax
K of C AUDITORIUM
50 CHESTNUT ST.

WEGMAN HALL
371 E. MAIN ST.
TABLES FOR ALL — COMFORTABLE CHAIRS
EVENING GAMES
OCTOBER 17TH and 18TH
SPECIAL GAMES
SUNDAY \$6.00
and
MONDAY \$6.00 REG. GAMES
EARLY BIRD
AFTERNOON GAMES 1:30
WED. \$4.00 FRI. \$5.00 SAT. \$5.00
EARLY BIRD SPECIAL AT EACH GAME

HOLLYWOOD
TUESDAY NITE ALL GAMES & SPECIALS \$7
Wed. & Thur. Reg. Games \$5—Specials \$4-\$5 & \$6
FRIDAY NITE ALL REG. GAMES \$5 AND SPECIALS \$5
SATURDAY SPECIAL
Reg. Games \$10 — Specials \$5 - \$6 - \$7
SUNDAY REG. GAMES \$7 SPECIALS \$7 & \$8
BINGO PLAYED 6 NIGHTS A WEEK
THIS PASS WORTH GOOD WED. THURS. FRI. 50c
THIS PASS WORTH GOOD SAT. SUN. 25c
COUPON SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY All Games OCT. 19th 45c FOR YOU \$7 45c FOR A FRIEND

TOWNER-HALL
WEDNESDAY \$250 GIVEN
TOWNER & REXY
SATURDAY, OCT. 16th ONLY!
ALL GAMES DOOR SPECIAL \$60-60 Nos. \$10-\$12
SUNDAY, OCT. 17th
Reg. Games \$7.00 Specials \$7 & \$8
JACKPOT GAME \$110
JACKPOT SPECIAL \$110
THURSDAY 23 Reg. Games \$5.00
- TOWNER HALL DOOR PASS -
710 UNIVERSITY AVE.
THIS DOOR PASS WORTH
EVERY WED., THUR. 45c SAT. SUN. 25c
With Purchase Of Triple Board And Book Of Specials
Save This Pass, Show at Box Office
Coupon Expires December 31st, 1943

PARK HALL
THURSDAY and SATURDAY
By Popular Request
CHICKEN NIGHTS
DRESSED CHICKENS GIVEN ON 5c SPECIAL
THURSDAY
ALL GAMES \$10.00
PLUS 1 FULL CARD \$20.00
JACKPOT \$65.00
FRIDAY ALL GAMES \$5.00
SPECIAL JACKPOT \$25.00
SATURDAY—PAYING
\$10.00 ON ALL GAMES
PLUS CHICKENS
SATURDAY JACKPOT \$70.00
SUNDAY ALL GAMES \$5.00
SUNDAY JACKPOT \$65.00
ADMISSION THURS. - SAT. - SUN. 25c (Tax 3c) TRIPLE BOARD SPECIALS 50c FRIDAY 5c INCLUDING TAX

IMMACULATE AUDITORIUM
SOUTH PLYMOUTH AT CIRCLE
Two Entrances — Edinburg & Glasgow
DE LUXE BINGO
CASH \$600.00 CASH
TO BE PAID IN CASH
This Coming Wednesday,
OCTOBER 20th
GOLD AWARD NIGHT
\$100 Game Absolutely Free
No Specials, No Jackpots, No Trick Games
3 BUS LINES STOP AT Edinburg Street
1 Plymouth 2 Jefferson 3 Exchange
Our EXTRA BOARDS Are Only 25c
One Admission Covers ALL Games
\$1.10 Inc. Tax 8:30 P. M.

Wegmans
HOME OWNED SUPER MARKETS

THE LOWEST OPA CEILING PRICES IN THIS COMMUNITY

AA GRADE STANDING
RIB ROAST BEEF
32^c lb.
TENDER SIRLOIN STEAK 43c LB.

UNRATIONED

- SALAD DRESSING **GREEN GABLES, pt. jr. 19^c**
- PILLSBURY'S GOLDEN **BAKE MIX pkg. 13^c**
- BISC-O-BITS **CRACKERS pkg. 8^c**
- IDEAL DEHYDRATED **DOG FOOD pkg. 8^c**
- MINUTE MAN **SOUP MIX pkg. 8^c**
- MASON (WITH CAPS) **FRUIT JARS doz. 59^c**
- DUFF'S **WAFFLE MIX. pkg. 20^c**
- BEEF EXTRACT **WILSON'S B-V jar 25^c**

WEGMAN'S OVEN FRESH DELICIOUS
CHOCOLATE FUDGE ROLLS
33^c ea.

RATIONED

USE C, D, E	Brown Points	Price
TALL CAN		
RED SALMON	12 can	40^c
TALL CAN		
PINK SALMON	12 can	22^c
LUNCHEON MEAT		
BRUNCH	5 can	35^c
LB. JAR SPRY. OR		
CRISCO	4 jar	24^c

Wegmans
HOME OWNED SUPER MARKETS

FREE PARKING FOR CUSTOMERS

Consumer News

ARE YOU A "LUNCH CHAIR STRATEGIST"?

You are if you are changing your food buying and eating habits as food supplies change on the home front. One food may be scarce at one time, plentiful at another. It is good strategy to know what to eat in place of a food that is scarce, and to be ready to make full use of it when it is plentiful. This fall it will be good strategy to buy, eat, and store (if you have the proper storage place) sweet potatoes. It looks as though there would be a plentiful supply throughout the country. Sweet potatoes are an especially good source of Vitamin A, which is frequently lacking in the diet. They also supply B1 and C and iron, in addition to which they furnish energy. They are especially popular when combined with pork, which is now more plentiful than beef, and which is an excellent source of Vitamin B1.

Sweet potatoes keep best in a dry warm place, around 60 degrees F. The furnace room in the cellar is a good place to store a bushel, if you are forehanded enough to lay in a supply. Decay sets in if the sweets get too cold — which is a decided contrast to white potatoes which shrivel, sprout, or decay in too warm a place, but keep well where it is cool.

"T'WAS THE NIGHT BEFORE CHRISTMAS"

and your particular soldier boy hadn't received his package. Could it be because you didn't mail it on time or didn't follow post office instructions? Don't let that happen, for NOW is the moment to do your Christmas shopping, and your Christmas mailing. Christmas gifts for soldiers overseas must be mailed between September 15 and October 15. September 15 is the deadline for parcels for India and China. A soldier's package should not exceed 5 lbs. in weight, 15 inches in length, 36 inches in length and girth combined. It should be packed in a strong box (wood, metal, or corrugated), should be tied securely, and addressed clearly and legibly. Only one package may be sent in any one week by the same person to the same addressee. No perishable matter may be sent, and intoxicants, inflammable matter, and poisons are prohibited. Here are some suggestions which the government considers suitable gifts: automatic pencils, pocket-size books, cigarettes, cigarette cases and lighters; cigars, fountain pens, small games, dried fruits, handkerchiefs, magazine subscriptions, pocket note books, soap, money orders, hard candy, pipes, playing cards, flashlights, puzzles, razor blades, tan socks, stationery, tobacco and pouches, wallets, wrist watches.

Liver and Bacon Patties



Here's a meal that has appetite appeal, high nutritive value and is a taste tempter. Liver patties wrapped in bacon before broiling, (we used ground lamb liver so we could afford ration points for the bacon strips, too), served with parsley-sprinkled carrots and fresh tomato quarters. To make the liver patties, cover one pound of liver with hot water and bring to a boil. Then grind liver, combine with 1 cup thick white sauce and 2 tablespoons bread crumbs and season with salt, pepper, paprika, and onion juice. Chill and shape into patties. Wrap in a strip of bacon and broil.

Apple Sauce Nut Cookies

well. Sift flour, all-phosphate baking powder, salt and spices together and add to creamed mixture alternately with the apple sauce. Fold in raisins and nuts. Drop by teaspoon on greased cookie sheet about 2 inches apart. Bake in moderate oven (350° F.) 15 to 20 mins. 5 and fluffy. Add egg and beat doz. cookies.

BEAUTIFULLY REBUILT
HOOVER
FULLY GUARANTEED
Some Length of Time as New Hoover

\$20.75 FULL CASH PRICE

EASY TERMS
Complete With Attachments

Rebuilt by Penn Craftsmen with Guaranteed Penn Parts.

Liberal Trade-In Allowance
10-DAY TRIAL PLAN

Full G.P.A. Allowance On Your Old Cleaner — Sorry No Cleaner Can Be Sold By Us Unless You Have An Old Cleaner To Trade In. Subject To Our Acceptance.

OTHER REBUILT VACUUM CLEANERS MOST MAKES AND MODELS UP TO \$53

PENN VACUUM STORES

WE PAY HIGHEST PRICES FOR USED CLEANERS
30 SOUTH AVENUE • STONE 6747
OPEN EYES. TILL 7 P. M.—MON. and THURS. TILL 9 P. M.

BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

You Women Who Suffer From SIMPLE ANEMIA

And Are Pale, Listless, Weak, "Dragged Out" Because You Lack BLOOD-IRON

Here's One Of Best Ways To BUILD UP PRECIOUS RED BLOOD!

You girls and women who suffer from simple anemia or who lose so much during monthly periods that you feel tired, weak, listless, "dragged out," no get-up-and-go—because you lack blood-iron—

Start at once—try Lydia Pinkham's TABLETS. Pinkham's TABLETS are one of the greatest blood-iron tonics you can buy to help build up red blood corpuscles to give more strength and energy and promote a more vigorous bloodstream—where there is blood-iron deficiency.

Don't Put It Off—Start Today!

Taken as directed—Pinkham's TABLETS are one of the very best and quickest home ways to get precious iron into the blood. Just start taking Pinkham's TABLETS today and take them faithfully for at least 30 days. THEN YOU BE THE JUDGE! Just



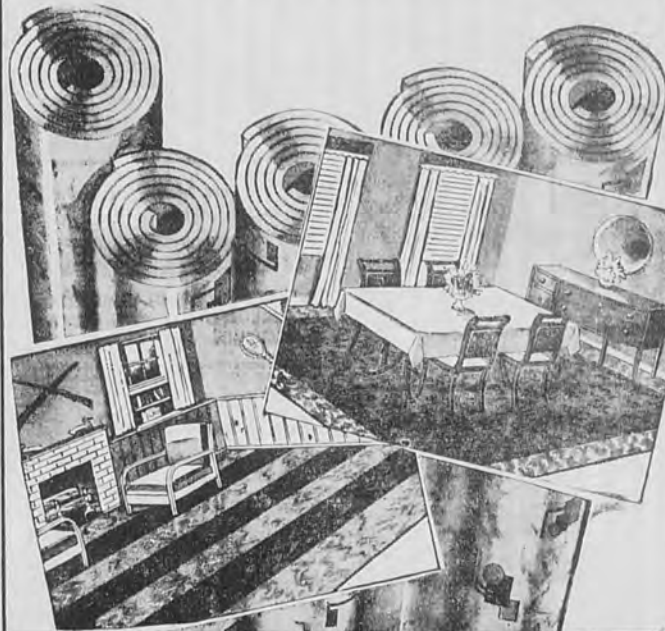
This diagram shows how blood goes to all parts of the body. See if you don't begin to feel much better—see if you're not delighted with results! Follow label directions. Worth trying!

Lydia Pinkham's TABLETS

SEARS BRINGS YOU ANOTHER SENSATIONAL NEW DEVELOPMENT IN LOW COST HOME IMPROVEMENT



An Amazingly Simple Idea That Gives Your Floors Customized Beauty At a Fraction Of The Cost Of Individualized Installations!



As Low As **17.88** Both Stores

For 9x12 Room in Standard Gauge

Floor Design "A"
Patterned center, with contrasting or matched border. Especially adaptable for halls, bathrooms, kitchens.

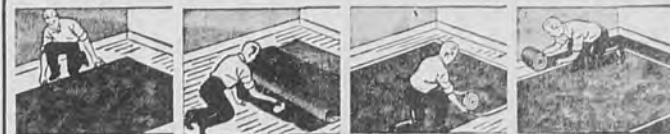
Floor Design "B"
Marbled center, in a choice of colors, with contrast border strip and accenting feature strips. For dining room, bedroom and living room.

Floor Design "C"
Vari-patterned design in strips of contrasting colors. Can be used in nurseries, recreation rooms, laundries, attics.

You've seen installations of this type pictured and described in Home-makers publications! Nationally famed architects design and build them into new remodeled homes. Richly decorative, long enduring, these Servistan patterns are available for any room, regardless of size, at hardly more than the cost of the usual wall-to-wall inlaid linoleum installation without decorative features. Four easy steps make your steps more colorful!

1. Measure your room carefully; bring measurements with you.
2. Choose your color, pattern combination from our complete selection of new Servistan designs.
3. Install it yourself, or we can arrange installation for you.
4. Easy to buy too, on Time Payment or on approved F. H. A. plan.

Anyone Can Do These 4 Simple Steps:



Installation Book With Detailed Instructions Given Without Charge

Sears Stores Have Posted or Marked Ceiling Prices in Compliance With Government Regulations

Sears, Roebuck and Co.

Monroe Avenue at South Union

PAGE EIGHT

"Heaven
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SAVING on Every Purchase or Your Money Back
ROCHESTER'S LARGEST VARIETY OF
OUT-DOOR WEARING APPAREL
AT LOW JOBBING HOUSE PRICES!

Open Every Evening 'Til 9
Except Wednesday, Open 'Til 6



Even in these times of scarcities and shortages, Rochester Jobbing House (as always) brings you almost unheard of selections. Come in and SEE these tremendous stocks. You'll forget there is such a thing as "scarcity"... you'll see plenty of pre-war garments too. Best of all—PRICES ARE STILL AMAZINGLY LOW!

MEN'S EXTRA HEAVY Sheeplined Coats
For best out-door protection during cold weather. Heavy sheep felt 1 1/2 in. High Lambkin collar, moleskin top.
14.95
SIZES 38 TO 48

BOYS' ALL WEATHER FINGER-TIP COATS
INCLUDING REVERSIBLES
Warm, fleecy coats in button or zipper models; water repellent for wet weather. Practical for school or play... for cool or really COLD weather.
\$9.98 to \$15.98
Sizes 6 To 22

Rochesters Most Complete Stock of Men's Fine **JACKETS**
● LEATHER ● WOOL ● MELTON ● SUED ● POPLIN ● WHIPCORD ● BUCKSKIN ● GABARDINE



We can't begin to tell you of the various styles and colors you'll find in this tremendous assortment. We can tell you this—IT'S BEING MADE, WE HAVE IT!
Size 36 To 54
2.98 to 21.98



MEN'S WARM Plaid Mackinaws
Warm, fleecy wools by the makers of famous "Buckskin" garments.
Size 36 To 46
7.98

OTHER MACKINAWS & SHEEPLINED COATS TO \$22.50 — SIZES TO 52.
Men's 100% Pure Wool COAT SWEATERS
● Navy ● Brown ● Oxford ● Sizes 36-46
2.98

Famous 'Red Head BRAND' **Hunting Clothes**
Red Head Waterproof Duck **HUNTING COATS** 4.98
Red Head Waterproof Duck **HUNTING BREECHES** 2.98
Red Head Waterproof Duck **HUNTING CAPS** 89c
All Wool, Red **PLAID SHIRTS** 4.48
All Wool, Red **PLAID COATS** 11.95
All Wool, Red **PLAID BREECHES** 6.48
Leather-Top; Rubber-Foot **HUNTING PACS** 8.48 (Not Rationed)
Heavy, Fleece Lined **UNION SUITS** 1.55
Hi-Cut, Heavy **BOOT SOX** 69c



Ladies 100% Wool **Sweaters**
Popular colors and styles to choose from. Smart novelties and classic models.
Sizes 34-46
2.98 to 5.98

LADIES' CORDUROY SLACKS
Fine quality corduroy for lasting wear and smartness.
● NAVY ● BROWN ● GREEN
Sizes 12 To 20
3.98

Childrens SNOW SUITS

1-2-3 PIECE
Keep 'em warm throughout the winter in snug, sturdy snow suits from Rochester Jobbing House. Warmly lined jackets with matching or contrasting Ski Pants. Long wearing fabrics treated to resist water and cold.
5.98 to 14.95
Sizes 3 To 14



ROCHESTER JOBBING HOUSE SPORTSWEAR
STONE 2260
159-161 JOSEPH AVE. COR. NASSAU ST.

GAS THE POTATOES
Potato experiments indicate that yields can be increased from 20 to 100% by treating the seed potatoes with illuminating gas.
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? Always be sure to get
St. Joseph ASPIRIN

for a period of 24 hours just before planting.
MENDOZA BEAVER (Dyed Coney) and Premier Bonded **NORTHERN SEAL** (Dyed Coney)
\$105.00
CLIFFORD FUR CO.
1283 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

TABLE PADS
\$1.98 OUTSTANDING SALE
3 DAY SPECIAL
Made to Measure, Fit Any Shape Table
Phone or write, our representative will call at your home for measurements. No charge for this service.
ASK TO SEE OUR BETTER GRADE OF PADS
ROYAL TABLE PAD CO.
74 PARK AVE. PHONE MONROE 8536
CALL ANY TIME—EVENING APPOINTMENTS MADE

It's Easy to Select a Good **PICTURE** when you have
12 PROOFS from which to choose
10 Different Poses Made with our Popular Polyfoto Camera — Made clear and sharp with the aid of our...
Kodatron SPEED LAMP
Eastman Kodak's Newest Contribution to Photography
OCTOBER STUDIO SPECIALS
A Lovely MINIATURE \$3.00
Perfect for Members of the Armed Forces—or
3 Beautiful 5x7 VIGNETTES \$5.95
LINCOLN'S NO APPOINTMENT NECESSARY PHOTO STUDIO MAIN ST. E. AT ST. PAUL

LOW PRICES Everyday
DAW'S
ORIGINAL CUT-RATE DRUGS
56 CLINTON ST. 31 MAIN ST. 353 MAIN ST. 452 RIDGE RD. 880 MAIN ST. W. 473 HOGGDONIAN 539 MONROE AVE.
COP. TEMPLE THEATRE CONKOR MARKET 1 DOOR FROM STILLSON CORNER DEWEY BULLS HEAD JUDY OF WASH. NEAR GOODMAN

CITRATE of 13c MAGNESIA, 25c Size
LIFEBUOY 27c SHAVE CREAM, Large Tube
PHILLIP'S 12c TOOTH PASTE, 25c Size
AMMONIA 9c FOR CLEANING, Full Quart
MAGNESIA 16c TABLETS, Pkg. of 100

COUGH and COLD REMEDIES
Analgesic Balm 21c
Pertussin 49c
Vick's Nose Drops 24c
Benzedrine 49c
Grove's Cold 27c
Buckley's Syrup 49c
Minit-Rub 43c

DAW'S COUPON WAXED PAPER
Large 125-Foot Rolls
In Cutter Box Extra Heavy
13c (Limit 2 Rolls)

DAW'S COUPON TOILET TISSUE
Hytex Quality
1,000 SHEETS IN EACH ROLL
5c (Limit of 6 Rolls)

SHAVING NEEDS
Bay Rum After-Shave 26c
Palmolive Shave Cream 27c
Burma-Shave Jar 39c
Shaving Soap Cakes 2 for 7c
Shaving Brush 33c
Fitch's Talcum 11c
Lilac Lotion 29c

TRY THIS No. 2 POWDER for SMOKE SMUDGE
Use No. 2—delicious, minty-flavored, heavy cream makeup or powder created by a chemist for cleaning and polishing hard-to-brush teeth—has good, housekeeping base.

VITAMINS
Scott's Emulsion 49c
Yeast Tablets 69c
One-A-Day 49c
A-B-D Capsules 98c
Grove's B-Complex 98c
Irradol-A 99c

HOUSECLEANING PREPARATIONS
Dish Cloths 4 for 11c
Bab-O Cleanser 2 for 21c
Glass Cleaner 18c
20-Mule Borax 11c
Saddle Soap 21c
Wash Cloths 2 for 13c
Paper Towels 2 for 15c

Razor Blades
Gillette Blue Blades 49c
Pal Blades Double Edge 10 for 25c
Gem Blades Pack 23c
Marlin Double Edge 18 for 25c
Schick Injector 39c
Treet Blades Pack 10c
Durham Duplex 36c

JODENT PASTE POWDER
37c

FIRST AID
Peroxide 12c
Mercurochrome 6c
Unguentine 43c
Tinct. Iodine 4c
Bandage 7c
J&J Cotton 33c

INSECTICIDES
Larvex Moth Spray 79c
Black Flag 16c
Flit Spray 32c
Moth Balls 2 for 23c
Ant Buttons 21c
Dichloride 1-Lb. Size 49c
Flea Powder 23c

Baby Needs
Similac Food 1-Lb. 77c
Pyrex Nurers 20c
Dextri-Maltose 63c
Mennen's Oil Large 89c
Mead's Pabum, 19c, 39c
Hygeia Nipples 11c
Z.B.T. Powder 21c

Rectal Soreness
Get Relief Now Easy Way — Sit in Comfort
Prolarmon Rectal is a quick, dependable relief of itching, painful rectal sores — symptoms which may also accompany piles and hemorrhoids. Brings soothing relief and comfort upon contact, forms a protective film over sore area, helps destroy infectious germs, and Nature's own repair mechanism. No oil — no grease to stain clothing. Sold in many sizes guaranteed. Prolarmon Rectal is now available in handy tube 2 1/2" — or with applicator 2 1/2" — Get this modern relief today — ask for **PROLARMON RECTAL**

TOILET GOODS
Toushay Lotion 43c
Mum Deodorant 49c
Hind's Lotion Large 59c
Woodbury's 39c
Yodora Deod'ant, 29c, 49c

Pills, Tablets
Anacin Tablets 59c
Alophen Pills 49c
Bland's Iron 18c
Carter's Liver 19c, 57c
Marmola For Rheumatism 64c
Veracolate 76c
Midol Tablets 32c

OINTMENTS
Cuticura 16c, 31c
Iodex Oint. 38c
Muslarine 26c, 44c
Nupercainol 59c
Pazo Ointment 48c
Red Pepper Rub 46c
Zinc Oxide 12c

GIANT---Family Size VIMMS
--6 VITAMINS --3 MINERALS
ALL IN ONE TASTY TABLET
BOX OF 288 TABLETS
\$4.79
Don't let food shortages deprive your family of precious vitamins and minerals. The giant, family size Vimms will give them the vitamins and minerals they may need—at a real saving—less than 2c a tablet in the family size. Each Vimms tablet contains all 6 essential vitamins (A, C, D, and the 3 essential B-complex factors), together with the vital minerals Calcium, Phosphorus and Iron. Get the Vimms family size package today!
BOX OF 24 49c BOX OF 96 \$1.69

Dro-phy-lac-tic NYLON BRISTLE BRUSH
23c FOR 43c DOUBLE PACKAGE

Name of This Week's \$25 Winner
Will Be Found On Page 3

The Rochester Sun

SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave. S. Rochester, (4), N. Y. Distributed 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. By carrier, 10c per month.

SIXTH YEAR—No. 58

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

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



DAMASCUS TEMPLE PROUDLY PRESENTS THE

1943 SHRINE CIRCUS

6 NIGHTS **EDGERTON PARK ARENA** **6**
8:15 **Starting NEXT MONDAY** **Matinees**
OCTOBER, 25th **3:00**

Rochester's Outstanding Amusement Event!

★ THE STAR SPANGLED SHOW OF SHOWS

Everything New But The Name

ALL SEATS RESERVED

Get Your Tickets Now At
SHRINE TICKET OFFICE
103 EAST AVENUE — Sagamore Hotel Bldg.
MAIN 4404

HERE ARE THE PRICES:

MATINEES— 60c, \$1.10, \$1.25, Children Under 12 (in lowest priced section) 30c. (Except Saturday When Evening Prices Prevail.)
EVENINGS— 60c, \$1.10, \$1.50, \$1.75. Prices Include All Tax.



SOME OF OUR STARS

- DR. BERNARD VAN LEER and his 16 — LIBERTY STALLIONS — 16 Eight White—Eight Black
- WINIFRED COLLEANO Premier Acrobats
- CLYDE BEATTY'S EIGHT FIGHTING LIONS
- THREE FALUDYS Teeter Board Artists
- MAJOR PROSKY'S JUNGLE TIGERS ROBINSON'S TRAINED ELEPHANTS
- THREE RIDING ROONEY'S Equestrian Act
- CAPT. ROLAND TIEBOR'S EDUCATED SEALS
- COL. BOB MORTON Favorite Ringmaster
- 20 — FUNMAKING CLOWNS — 20
- TORELLI SISTERS Dog, Pony & Monkey Circus
- M'LE. BETTY Looping-the-Loop
- RICE-DAVIDSON TRIO Comedy Acrobats
- JOE BASILE'S BAND Bubbles Record, Vocalist

Amusements

CENTURY NOW PLAYING: Walt Disney Presents Major De Seversky's "VICTORY THROUGH AIR POWER" Plus Cecil Kellaway in "THE GOOD FELLOWS"

LOEWS NOW PLAYING: Humphrey Bogart in "SAHARA" Plus "CHANCE OF A LIFETIME" with Chester Morris

PALACE NOW PLAYING: Humphrey Bogart, Bette Davis, Errol Flynn, Ann Sheridan and all the Warner Stars in "THANK YOUR LUCKY STARS" Plus "MURDER ON THE WATERFRONT" with John Leder

CAPITOL NOW PLAYING: Bette Davis and Paul Lukas in "WATCH ON THE RHINE" Plus July Canova in "SLEEPY LAGOON"

HUDSON SUN. AND MON.: "CHINA" with Alan Ladd, Loretta Young and William Bendix. Plus "SALUTE FOR THREE" with MacDonald Carey and Betty Rhodes

LITTLE 2ND BIG WEEK: "KINGS ROW" with Ann Sheridan, Ronald Reagan, Robert Cummings, Betty Field

REGENT NOW PLAYING: Bob Hope and Betty Hutton in "LET'S FACE IT" Plus Victor Jory in "THE UNKNOWN GUEST"

REXY SUN. MON. TUES.: "BOMBARDIER" with Pat O'Brien, Ann Shirley and Randolph Scott. "HENRY ALDRIDGE SWINGS IT" with Jimmie Lydon

TEMPLE NOW PLAYING: On the Stage—One Week Beginning Friday DANTE the Magician and Company of 40 On the Screen—Allan Jones in "LARCENY WITH MUSIC"

WESTERN N. Y.'S MOST COMPLETE STOCK OF RECORDS

Hurry While We Have 'em **37c** 3 for \$1.05

PICK 'EM YOURSELF

PISTOL-PACKING MAMA... HERE I GO TO TOKIO... BACK IN THE SADDLE AGAIN... FIRE HALL MILL... HIGHWAY... NIGHT TRAIN TO MEMPHIS... LOW AND LONELY... THERE'S A STAR SPANGLED BANNER... WAVING SOMEWHERE... SMOKE I LOVE... CAN'T WE BE FRIENDS... STAR DUST... MY MELANCHOLY HARRY... ROSE ANN OF SOLDIERS... TEN LITTLE OF GOLD... LITTLE OLD MAN OF THE STRAW... 1941 TURKEY IN

BRING THIS AD Bring this ad and get a free life size picture of the sensational singing star—**FRANK SINATRA**

BRING THIS AD **COLUMBIA Music Store** 52 SO. CLINTON AVE. OPEN EVEN. TILL 9 P. M. Listen to 1240 Club Daily 5:30—Sat. 1 P. M.

SPECIAL PURCHASE!

HEAVY, WARM Plaid SHIRTS

89c

Long Sleeves, Sizes 32 to 40. Multi-colored plaids in grays, browns, blues, greens and reds.

Darling Shop
190 MAIN ST. EAST

Special Notice...

for Shopping News Readers

Sustaining subscribers to Shopping News share in generous awards distributed by this paper each week. Sustaining subscribers also know they are helping their Shopping News Carrier to increase his earnings.

\$25 Is Awarded Each Week to Some Sustaining Subscriber

You may become a sustaining subscriber by paying your Shopping News Carrier 10c a month.

If your carrier does not call at your home regularly each month fill out this coupon and mail today. Your carrier will stop and fully explain the award plan to you.

Shopping News, Circulation Dept.
93 Clinton Ave. S.
Rochester, N. Y.

Please have the Shopping News Carrier in my neighborhood stop at my home and explain how I can become a sustaining subscriber and share in the awards distributed by Shopping News.

Name _____
Address _____

SEE OUR COMPLETE LINE OF CHILDREN'S SNOW SUITS AND MACKINAWs REASONABLY PRICED

CHAMPION KNITWEAR CO., INC.

71 ST. PAUL ST. (Across From Strand Theatre)

HEADQUARTERS FOR WARM HEAVY FALL AND WINTER OUTDOOR CLOTHING

FOR SPORTSMAN, FACTORY WORKERS AND FOR ALL PERSONS REQUIRING WARM CLOTHING WARM REVERSIBLE CORDUROY AND GABARDINE BUTTON FRONT

JACKETS \$6.95

MEN'S HEAVY NAVY BLUE MACKINAWs \$12.95

Real Heavy All Wool COAT SWEATERS \$7.50

Heavy Waterproof RAINCOATS Army Reject \$6.69

GABARDINE TRENCH COATS \$11.95 & \$12.95

MEN'S ALL-WOOL ZIPPER FRONT COAT SWEATERS Navy \$5.95 Dark Brown \$5.95 Sizes 36 to 46

LADIES COAT SWEATERS 40% WOOL — 60% COTTON Navy Black Royal \$2.95

Champion KNITWEAR CO. 71 ST. PAUL ST.

Guaranteed to Keep You Warm! Hour Free Parking for Customers, Strand Parking Station

KAY'S COMMENTS

There's been a good deal of figurative dancing in the streets lately due, we think, to the treasures with which the cosmetic world has been "giving." At the risk of sounding the same note again and again, I would like to tell you 'bout some new cosmetic items. Princess Gourielli's Sulfo-Collodion Cream is a lovely greaseless cream, whose main virtue, as you might surmise, rest on the colloidal sulphur content. This makes it helpful in the care of oily skins, and the ones which occasionally take to breaking out. A thin film at bedtime absorbs so quickly that even a hawk-eyed husband wouldn't suspect. Also may be used as a protective daytime foundation. Try it won't you? Then there is a new deodorant called Ever-Dry. This product, born on the coast has withstood the grueling test of many a fluffy number in the movie world. And that is trial by fire, I say. Ever-Dry comes in cream and liquid form. Sells for about 50c. A new find swam into my kennel called hair-locquer pads. Keeps your pate smooth and gleaming as chrome. A particular blessing if you have a thick too-wavy mane and have always longed to look like the soignée creatures, every hair in place. A 60c jar holds about fifty pads. Try these new finds before you throw your weight 'round in the glittery spots.

Devotedly—Kay

Did you know that MILDRED HAUPENTHAL has opened her own shop located at 323 BURKE BLDG. AS A SPECIAL offering, Mildred is giving a \$7.50 permanent for \$5.00. Why don't you call her and extend your congratulations on her new venture. Main 7671. OPEN EVENINGS.

Heaven - sent chapeaux that will huff 'n puff you into the right mood are to be found at MARLENE HAT SHOP. This shop is teeming with the kind of hats you see and wonder where "she" bought it. Bag and hats sets in gay giddy colors. Hotel Seneca.

The special thing about PETTIS is that her famous BATTLE CREEK REDUCING LOUNGE beautifies every inch of you. Treatments take only 35 minutes and cost the small sum of ten for \$12.50. Why not try a series? Permanent results in loss of inches and weight, plus renewed health and pep. 307 BURKE BLDG. Stone 6210.

Good News for harassed housewives. R. G. & E. are offering a new series of lessons on "Wartime Cooking." The lessons will be given in series of four. If you care to attend would you be kind enough to register. Drop in to 89 East Ave. or call Main 7070. HOME SERVICE will give you the schedule.

War workers who wear their hair tied-up all day should take particular care of their tresses. A shampoo every five days or so is prescribed. Or use a daily antiseptic lotion.

You reap as they sew—who those magicians at EMPIRE WEAVERS, located at 409 BURKE BLDG. Anything mended under the sun. Even an eagle eye is unable to detect the mend after the garment is finished. Prices are right. Remember EMPIRE WEAVERS.

Has modern living improved our chances of getting enough "Sunshine Vitamin D." No... a thousand times No. Nowadays we live and work indoors and too often forget that houses, even windows, shut out needed "sunshine." Here is one way to "get" your sunshine Vitamin. Drink HOMOGENIZED VITAMIN D MILK delivered by BRIGHTON PLACE DAIRY. It is a delicious milk, loved by the old and young. It helps prevent rickets in children, improves teeth and prevents decay. Expectant and Nursing Mothers get along better on HOMOGENIZED VITAMIN D MILK. They have less expense tooth trouble. What we are trying to tell you is... drink HOMOGENIZED VITAMIN D MILK... order it from BRIGHTON PLACE DAIRY TODAY. Call Glenwood 144-45 FULTON AVE.

Would you like a full drink of rayon taffeta to rustle excitingly under a velveteen facked cuffed with the taffeta. Wear a small catot with it.

War Industries Training Program - To Exhibit Work

Forty operative exhibits demonstrating vocational training for war production have been scheduled for the Civic Exhibits Building November 15 to 20. The building will be open daily from 10 a. m. to 9 p. m. and will be supervised by the cadets of the Aero Reserve Training Corps of the Gannett Newspapers Squadron. In addition to the operative exhibits and demonstrations more than 200 varied machine parts manufactured in the war training schools will be on display. One of the highlights throughout the week will be band concerts by different high school bands each night. The new part time 4-6 hour training plans will be explained along with "earn-while-you-learn" training program.

Bette Davis Starred In "Watch On The Rhine" At Capitol

"Watch on the Rhine," Warner Bros. new film based upon Lillian Hellman's famous play of the same name, begins a one week engagement at the Capitol Theatre today. Directed by Herman Shumlin, who both produced and directed the successful Broadway production, the picture tells of the selfless heroism of human beings in their fight against the forces of evil. Starred in the film are Bette Davis, one of Hollywood's foremost dramatic actresses, and Paul Lukas, who scored in the Broadway hit which ran over a year.

RKO Comedy Hit "Lady Takes a Chance" Comes To Regent

A gay romantic comedy, set against the colorful background of the modern West, is told in "A Lady Takes a Chance," RKO Radio's latest laugh hit, co-starring Jean Arthur and John Wayne, which came to the Regent screen today. A working girl from Manhattan on a bus excursion to the Pacific Coast and back, and a rodeo rider who is tossed from a pitching broncho into the girl's lap, are the principal characters of the sparkling film. The impromptu meeting bursts into romance at once, for Mollie has never met anyone like Duke before, and Duke is intrigued with the Eastern girl and her "different" ways. The affair progresses swiftly through quarrel and reconciliation to a definite attempt by Mollie to snare Duke in the toils of matrimony. Duke, a maverick by preference, fights shy, and the contest leads to some of the picture's funniest happenings and its riotous climax. Charles Winninger as Wayne's pal, Phil Silvers as the tour guide, Mary Field as a bus passenger and Grant Withers, Grady Sutton and Hans Conried as Miss Arthur's New York boy friends have the chief supporting roles of the Frank Ross production, which was directed by William A. Seiter.

USE OVEN REGULATOR

Cook by the oven regulator to save heat and to avoid burning food. Instead of wasting heat by looking at the food, use time and temperature chart and open the oven only to put in or to remove food.

Each week some sustaining subscriber to Shopping News wins 25 dollars in cash. You too can become a sustaining subscriber for only ten cents a month. See your Shopping News carrier.

SAVES ORANGE CROP
The liberal use of fertilizers containing available zinc, copper, manganese and magnesium as gasoline are generally high in value in minimizing the er when a certain amount of damaging effects of low temperatures in citrus fruit groves. The mixture is perfectly dry.

HOT STUFF
Flame temperatures produced by burning hydrocarbons (such as gasoline) are generally high in value in minimizing the er when a certain amount of damaging effects of low temperatures in citrus fruit groves. The mixture is perfectly dry.

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WARM FLEECE Coats

USE OUR CONVENIENT LAYAWAY PLAN Or Charge It If You Wish

\$19.99

- Heavy, Shaggy
- Fleeces That
- Defy Wintry
- Blasts

Coats you'll really enjoy wearing all winter long... the year's favorites... all are expertly tailored... all are lined and inter-lined for extra warmth... all glorious, new youthful styles.

Whitney's
267 MAIN ST. East

PUZZLE PICTURE

WHY DOES THIS EMPTY ROOM POSTPONE THE AXIS' DOOM?

BECAUSE the radio's going, lights are on, a heater is glowing—when there's no one there. It's a room of waste—and waste won't win wars!

ELECTRICITY hasn't been rationed, you say. That's right, it hasn't. But when you help save electricity, you help save the manpower, fuel, transportation and materials by which electricity is made. You help shorten the war.

NO one expects you to gamble good eyesight against bad light, or lock up your appliances, or silence your radio. Use what electricity you need but *only* what you need. *Save all you can!*

ROCHESTER GAS AND ELECTRIC

PAGE EIGHT
"Heaven Ca Opens At C With Don A
Nothing's su Lubitsch gives touch to the That, in a nuts sparkling stor production of Wait, "the Tec at the Capitol"
It has Don top honors w
GE
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You Borrow	Charge For Year	*Life Insurance Premium	You Receive	12 Monthly Payments
\$108	\$ 6.48	\$.36	\$101.16	\$ 9.00
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216	12.96	.72	202.32	18.00
240	14.40	.80	224.80	20.00
300	18.00	1.00	281.00	25.00
360	21.60	1.20	337.20	30.00
480	28.80	1.60	449.60	40.00

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Ceiling Price \$99 \$79.50

"Attested Perfect" Diamond Engagement Rings and Bridal Sets — \$39.50 to \$1,500.

Use Your CREDIT
Easy Weekly Payments Up To A Year To Pay After Down Payment.

Smalls

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JEWELERS - - - OPTICIANS

**Two Rochesterians
Receive Ensign Stripes
At Pensacola**

Two Rochester men were commissioned Ensigns in the Naval Reserve this week follow-

ing completion of their training courses at the Naval Air Training Center at Pensacola, Fla.

William P. Bannister, 60 Thurston Rd. and Robert W. Doyle, 1076 Plymouth Ave. S. are the men so honored.

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**RENEW YOUR SUIT
TOP COAT or OVERCOAT**

Speedy's tailors will inspect them carefully and do the work while you wait. Send in your clothes or bring them in.

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REPAIRED • BUTTONS AND
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Free Parking - Across the Street

SPEEDY'S

Open Monday, Noon to 9 P. M.

Last Mailing Date for Christmas Gifts
to Navy, Marines, Coast Guards **Nov. 1**

LIKLY'S
CHRISTMAS **Gift** WINTER

Full of Gifts
Certain to please
Attraction and Practical

Money Belts	\$1 to \$3
Assorted Games	\$1 to \$40
Cigarette Cases	\$1 to \$7.50
Tobacco Pouches	\$1 to \$5.95
Comb, File Cases	\$1 to \$7.50
Shaving Kits	\$2.50 to \$8.95
Picture Frames	\$1 to \$7.50
Leather Billfolds	\$1 to \$3.95
Military Sewing Kits	\$1 to \$3.95
Fitted Apron	\$3.95
Fitted Toilet Cases	\$3.95 to \$35
Shower Sandals	\$1 up
Furlough Bags	\$3.25 to \$17.95
Writing Kits	\$2 to \$15
Duffle Bags	\$1 to \$5.95
Leather Back Clothes Brushes	\$1 up

—Street Floor

Furlough Bags in Luggage Dept.—Second Floor

Since 1844 **LIKLY'S** 271 MAIN E.

**This Week's
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Please Call at Shopping
News for your award

**Fun Programs
For Owl Workers
Arranged by Y. W.**

Late shift workers in Rochester's industrial plants may again have a share of normal recreation and relaxation in the Owl Club program starting after midnight every Friday at the YWCA in Franklin St.

Midnight on Friday is the signal for shift workers to leave their benches, wash up and go to the YWCA in their work clothes for fun and good company in a program continuing until 3:30 a. m. on Saturday.

The program includes square and round dancing, roller skating, swimming and refreshments.

Beginning tomorrow, Jim Cameron and his four-piece orchestra will play for square and round dancing. Young men are asked to bring their swim suits. Suits will be available for the young women workers.

The program is a project of Young Adult and Health Education Departments of the YWCA and is supervised by the "Y" staff.

**10th Ward Republican
Women To Have
Card Party Monday**

Republican Women of the Tenth Ward Upper Club will hold their annual card party next Monday in the Tenth Ward Republican headquarters, 461 Ridge Rd. W. at 8 p. m. There will be a table prize for each table, door prizes and refreshments.

Mrs. Norbert Baglin, club president, has appointed Mrs. William T. Reynell chairman, assisted by a large committee.



The Turrell Sisters' Dog, Pony, Monkey and Mule Act will be one of the animal acts with the 1943 Shrine Circus opening for one week starting next Monday in Edgerton Park Arena.

**Shriners Add Tiger Act
To Circus Coming Monday**

Another animal act has been added to the program for the 1943 Shrine Circus, coming to Edgerton Park Arena for six nights and six matinees starting next Monday. The addition is Major Ivar Prosky and his jungle tigers, said to be one of the best wild animal acts in America. Of all the feline kingdom there is none more ferocious and treacherous as the tiger and Prosky's "cats" are rated as plenty wild.

Other animal acts in the Shrine show include Clyde Beatty's Eight Fighting Lions; Dr. Bernard Van Leer and his 16 Liberty Stallions, Captain Roland Tibor and his troupe of trained seals; Alf Loyal and his French poodles; Robinson's Educated Elephants, and the Torelli Sisters with their dog, pony, monkey and mule circus.

Among the aerial acts with the show are those of Winifred Colleano, rated the world's greatest feminine trapeze artist; the Flying Wards, Millie Betty, Rana Bell and the Aerial Rooneys. Equestrian acts will be provided by the Three Riding Rooneys, and acrobatic performances by the Rice-Davidson

**Season To Open
Friday at Eastman
With "The Bat"**

One of the most brilliant opening nights in many music seasons is expected at the Eastman Theater next Friday evening, when the Philadelphia Opera Company appears in Johann Strauss' "Die Fledermaus" ("The Bat").

The company will also be presented on the following evening, October 23, in Bizet's "Carmen." Both operas are sung in English. And it has been pointed out that the ordinarily stuffy libretti have been revised to show these operas off in contemporary, understandable English.

This young company is the only important one of its size to be taking a nationwide tour this season. It boasts a brilliant ensemble of all-American artists. It carries its own symphony orchestra under direction of Sylvan Levin.

This comic opera is enjoyable not only for its witty book but has one of the most completely melodious scores in the entire repertoire.

**School Musicians
To Offer Program
At PTA Card Party**

A card party and entertainment sponsored by the No. 16 School PTA will be held tomorrow evening at 8 o'clock in the school auditorium.

Henry F. Osborne, director of instrumental music at West High School, will conduct a program in which pupils from both West High and No. 16 School will participate. Miss Peggy Lager, No. 16 School music teacher, will be accompanist.

There will be a prize for each table and refreshments. Tickets may be obtained through any member of the PTA Board, from the school office, or by calling Mrs. Julius Benne, 189 Rodney St., Gen. 3230-J.

LODGE GROUT MEETING
Kathryn Trott Noble and Vice Grand's Club of Monroe District No. 2 will meet at the home of Adelaide DeFries, 570 Blossom Rd., on Friday, October 29th. The newly installed Vice Grand's will be initiated into the club.

**Coal Company
Changes Hands**

Acquisition of the West End Fuel Co. was announced this week by Frank Marshall, for 15 years a coal dealer in Rochester.

Marshall assures customers of the West End Fuel Co. he will provide them with the same high service continually enjoyed by his customers.

The telephone number will remain Glenwood 745.

**HOW TO CAN
CRANBERRIES**

WHOLE FRUIT CRANBERRY SAUCE
(makes 2 pints)

1. Boil 2 cups of sugar and 2 cups of water together in a saucepan for 5 minutes.
2. Fill 2 clean pint jars with Eatmor Cranberries; put on rubber rings; then pour over syrup to 1/4 inch of top.
3. Seal each jar partially or completely (according to the type used); then process in a hot water bath for 20 minutes. Complete seal. Cool and store jars.

Eatmor Cranberries

ROY LOGAN'S
for
WORK SHOES

- High Shoes
- Oxfords
- Leather Soles
- Cord Soles

\$3.85
PAIR
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129 MAIN STREET E.

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Save without Sacrificing Style or Quality

- THOUSANDS to CHOOSE FROM
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- ALL COLORS - ALL SIZES

Group 1 Reduced To **200**

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Darling Shop

**FASHION CENTER
DOWNSTAIRS**

190 MAIN STREET, E.

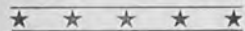
Salami Goulash

Yield: 4 servings
1 pound salami
2 cups sliced potatoes
2 cups shredded red cabbage
1 green pepper
2 tablespoons vinegar
2 tablespoons sugar
Boiling water

Cut salami into thin slices. Brown lightly in a heavy skillet. Add potatoes and boiling water to cover. Cook 10 minutes. Add cabbage and sliced green pepper. Add more water if necessary. Add vinegar and sugar. Boil 7 minutes.

DON'T ASK FOR ASPIRIN

—you can't buy aspirin that will do more for you than genuine, pure St. Joseph Aspirin. There's none faster—none surer—none more dependable. It's the world's largest seller at ten cents. So always ask for it by name—and be sure you get St. Joseph Aspirin.



Choice Seats For
"CARMEN"
Sat. Eve. Oct. 23, 8 P. M.
By
The Philadelphia Opera Company
Company of 76-Symphony Orch.
Opera in English—Entirely Aired
Equivalently Sung
'Youth, Beauty and a Good Show'
—BOSTON GLOBE—
\$1.10, \$1.38, \$1.65, \$2.20
\$2.75. (Tax Incl.)
Also "The Hat" Fri. Eve.
Oct. 22, Seats remaining
\$1.65, \$2.20, 2.75. Tax In.

EASTMAN THEATER
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I haven't felt so good in ages

Look at the Fat I've Lost
You adult fat people may not know it, but you are losing weight without starvation diets and back-breaking exercises when your excess fat is due to thyroid deficiency and you have nothing else to eat. Just eat sensibly and take Marmola tablets only according to the recommendations and instructions with the package.
Marmola is not a cure-all. If in doubt at any time about advisability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician.
If you need Marmola, why not use those safe, comfortable, painless Marmola way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

Sunday Supper Novelty—Peas in Cheese Sauce

Gratifying to both hostess and guest is a gracious, last-minute invitation these food-rationed days. Food economist Mary Lee Taylor offers a palatable, easily prepared Sunday night supper snack, "Vegetable Cheese Shortcake," which may be temptingly served from a buffet table, each cake being made individually.

For four servings prepare shortcake by mixing 1 1/3 cups prepared biscuit flour with 1/4 cup irradiated evaporated milk and 1/4 cup of water. Roll the mixture on a floured board to the thickness of 1/4 inch. Cut into rounds with a floured 2 1/4 inch cutter. Cut one-inch holes in half of the rounds. Place on a baking sheet, each round being topped with one having a cut center. Bake 12 minutes until browned.

Split the shortcake and put together with peas in cheese sauce, made by blending 1 3/4 cups (or 1 1/3 pound) of grated American Cheese, 2/3 cup irradiated evaporated milk, 1/2 tsp. salt and a few grains of pepper. Stir and cook over boiling water until mixture is smooth. Add 2 cups drained, freshly cooked or canned peas. Serve piping hot, garnished with parsley or slices of tomatoes.

The dish is a perfect meat substitute and adds protein and calcium to a vegetable dish.

For Workers' Sake -- Stop The Racket

The last war produced a number of rackets that were finally subdued by our officers of law. This war is producing rackets of a different nature, which all of us have to exterminate by ourselves. It's the racket of automatic tools in defense plants and the racket of radios and alley cats at home. Conservation of energy is as important as conservation of materials. A war worker can't stay up all night and expect to be efficient morning; neither can he be expected to keep production rolling if the roar of pneumatic hammers and drivets wracks his nerves.

"Where noise has its definitely harmful effects," says the Safety Engineering Magazine, "the reduction of noise has its equally beneficial effects." Many war workers have found relief by using anti-noise ear stoppers. The flent type are small plastic balls of hygienically prepared wax and cotton scientifically designed to shut out noise. They are equally effective in the plant as well as at home.

Stuffed Cabbage Rolls

1 lb. ground beef 1/2 cup milk
1 1/2 cups cereal 2 tbsps. lard or drippings
1 tbsps. minced onion 8 large cabbage leaves
1/2 tbsps. salt 1 cup tomato juice
1/2 cup green pepper 1/2 cup sour cream

Combine beef, cereal flakes, onion, salt, pepper and milk. Shape into 8 rolls; brown in lard or drippings. Wrap each roll in cabbage leaf; fasten with toothpicks or string. Place in pan in which rolls were browned. Mix tomato juice and sour cream; pour over rolls. Cover, simmer 20 to 30 mins. Serves 4 to 6.

Meat and Macaroni Muffins

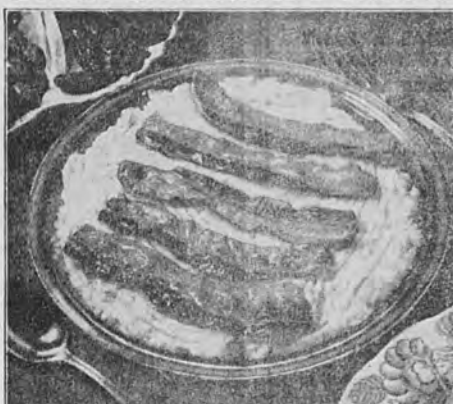
1/2 pound ground smoked ham
1/2 pound ground pork
1/2 cup cooked macaroni
2 cups medium cream sauce
1 egg
4 tablespoons drippings
4 tablespoons flour
2 cups milk

Combine all ingredients thoroughly. Bake in greased muffin pans in moderate oven (350° F.) for 45 minutes. Yield: (10-12 small or 6-8 large muffins).

Baked PORK FEET

Barely cover the pork feet with cold salted water. Heat to boiling point and simmer until tender. Arrange on a greased baking sheet and bake in a hot oven (450° F.) until browned.

Bacon and Sweet Potatoes



The sweet-smoked flavor of good quality bacon, done to a turn, and the goodness of whipped sweet potatoes, are combined here for a fall supper dish that's both time-saving and ration point sparing.

If you like, the potatoes can be topped with the cooked strips of bacon just before serving, but here's our trick: Whip the potatoes and place in greased baking dish. Lay uncooked strips of bacon on top. Place in a hot oven and bake until bacon is crisped, turning once to brown evenly. This way the bacon drippings season the sweet potatoes and you'll find it saves on table spread.

A tip for those whose meal preparation time is limited—cook the sweet potatoes the night before in their jackets, then peel and mash with hot milk before baking to reheat.

Spanish Green Beans

Yields: 4 servings
1 small onion
2 tablespoons drippings
1 cup tomato soup
1/2 cup cooked, diamond-cut string beans

Dice the onion. Brown the beef and onions in drippings. Add tomato soup and water. Cover and simmer 30 minutes. Add the cooked beans. Heat thoroughly. Season to taste. *Or 1 cup well-seasoned tomato sauce.

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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
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Thick, warm robes in handsome dark plaids (blue or brown predominating) to take with you to the game, and to have in the car or at home. 54x76", woven of 30% wool, 50% reused wool, 15% rayon, 5% cotton.

Other Warm Rugs from \$6.98 to \$18.98

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Each BAUSCH service is carefully executed by experts . . . Scientific Eye Examinations, Prescription Ground Lenses and Eyeglass Adjustment . . . so that one is hardly aware he is wearing glasses, when he has entrusted the care of his eyes to BAUSCH.

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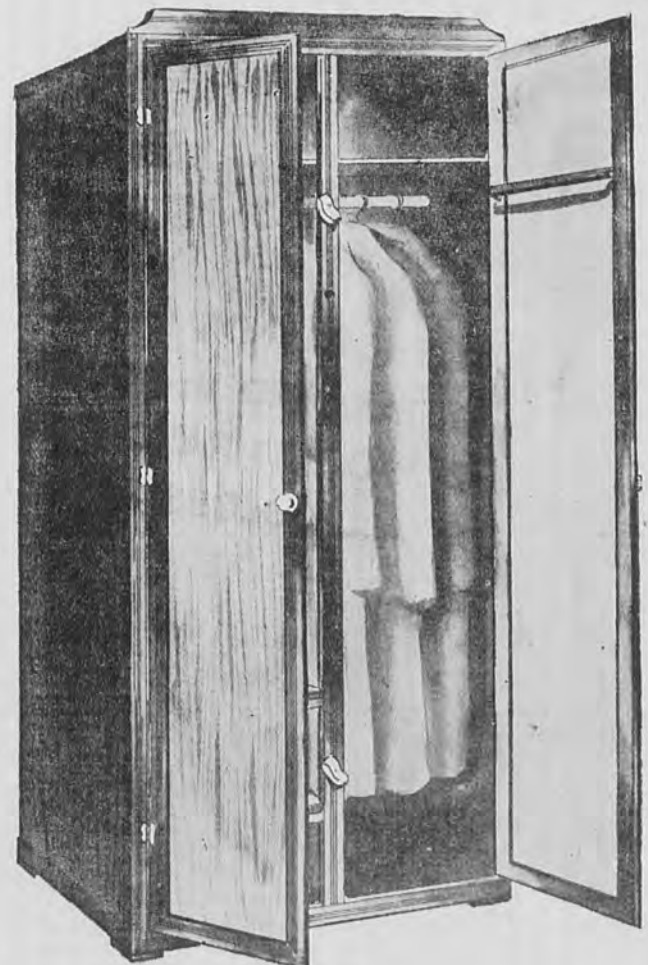
Sibley's

LISTEN FRIDAY AT 3!
McCall Sewing Corps of the Air
WHEC at 3 p.m.

Here's the radio version of our popular streamlined sewing course! Tune in each Friday for six successive weeks, from 3 to 3:30 p.m. Hear Ann Oliver and Edna Gifford broadcast sewing short-cuts! Come to our Fourth Floor Auditorium, or tune in WHEC.

Write now for your six printed lessons

SAVE with STOR-AID WARDROBES!



Sturdy, Big Closets for Moth-Resistant Storage and for Everyday Use

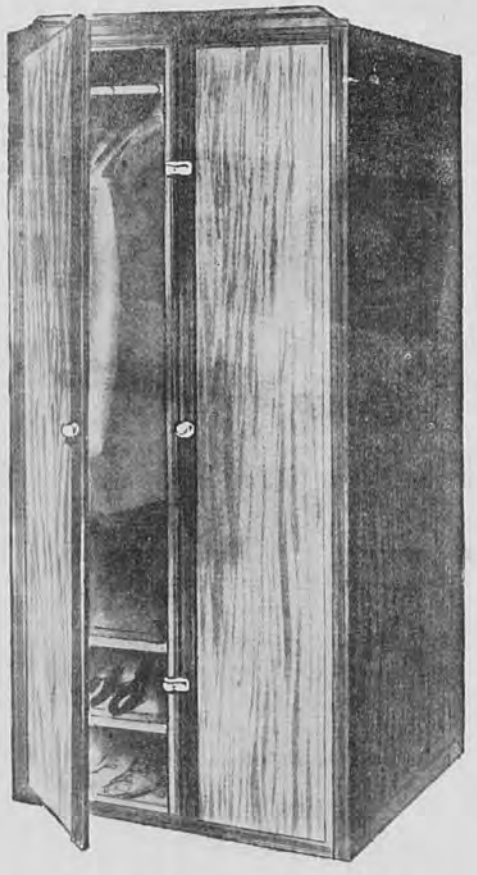
The "SHELF-KING"
(Left) **5.93**

69" high, 29" wide, 21" deep. Deluxe cabinet with top and bottom shelves, and even tie racks! Ruggedly built, with wood reinforcements, plastic trim, Cedar-treated throughout.

The "STOR-MASTER"
(Right) **3.93**

62" high, 29" wide, 21" deep, treated with cedar compound, wood-reinforced for longer wear. Handsomely styled, with plastic locking devices, and convenient removable shelves.

- Others in Our Big Selection of Stor-Aid Conservation Helps:**
- "STOR-RITE" CHEST for blankets, linens, etc. 32" long, 18" wide **1.29**
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 - GIANT "STOR-MASTER" WARDROBE, 68" high, 29" wide, 21" deep **4.98**
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Pictures and stories of the glorious history of the U. S. Navy from 1776 to 1943.
NOTE: Supply limited — Buy early to avoid disappointment.
Also 16 Pages of Comics, Magazine and News Sections
GET THE HABIT
Read the New York **SUNDAY MIRROR**

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 timidity 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 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.

Free Booklet Tells Intimate Facts Every Young Wife Should Know

FREE: Frankly written booklet, "Intimate Facts Every Young Wife Should Know," mailed postpaid in plain envelope, send coupon to LING ZONITE PRODUCTS CORPORATION, 270 Lexington Ave., New York, N. Y.

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Wonderful! Wonderful! Wonderful! And Now Ready
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\$79 Plus 10%
Federal Tax



It's amazing! It's startling! It's unbelievable! Oh, but ladies! . . . it's true! The most original and sparkling collection of fur coats you ever did see! All sample, one-of-a-kind-coats! Figure-flattering styles! Our coat buyer has done great things to bring such opportunity to and for you! For juniors, misses, and women we have the sizes!

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These Beautiful Furs — and More!

- ★ Sable-dyed Opposum
- ★ Seal-dyed Coney
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- ★ Skunk-dyed Opposum
- ★ Beaver-dyed Coney
- ★ Raccoon-dyed Opposum
- ★ Sable-dyed Coney

It's up to you! There are so, so, so many different distinctive styles, materials, and fur trims to choose from, you'd like them all for your own! But . . . it's up to you! Materials of Needlepoint, Commodore Boucle, and 100% Crepe! And colors . . . green, blue, brown, black, red! See with your own eyes the lovely beauty and value here for your taking!

FUR TRIM SELECTIONS

- ★ American Grey Fox
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- ★ Norwegian-dyed Fox

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Price—Here Are

FUR TRIMMED COATS 39.94

Use Our Lay-Away-Plan!

Edwards Basement



New Training Added To War Production Courses

Two new civilian pre-induction training programs have been added to the curriculum of the Vocational Training for War Production program operating in nine high schools here, according to a release by Verne A. Bird, assistant superintendent of schools and director of the War Production training program.

The programs added are pre-induction training to prepare specialists for Army needs and to prepare women for enlistment in the Women's Army Corps (WACS).

VFW Plans Smoker To Raise Funds For Xmas Benefit

Annual Smoker sponsored by the Monroe County Council, Veterans of Foreign Wars will be held at Eagles Hall on Washington St. Friday evening, October 29.

Proceeds of the affair will be used for the council's Christmas parties annually staged at Veterans hospitals in Batavia, Bath and Canandaigua. Each hospital patient is given a package of food and sweets and entertained at a vaudeville show during the Christmas season.

All veterans of the area have been urged to attend Friday's smoker, which will get underway at 8:30 p. m.

Last year the council spent in excess of \$400 on their Christmas parties and are making a strong effort to raise even more money this year. Officials of the group estimate that an extra \$150 will be needed this year to take care of the greater number of veterans hospital patients.

Refreshments and a lunch will be offered at Friday's smoker as well as a long list of entertainment features.

6th Ward Republican To Fete Candidates At Card Party

Annual Candidate's card party sponsored by the Sixth Ward Republican organization will be held at Masonic Temple next Thursday at 8 p. m. Table and door prizes will be given and refreshments served.

William E. Kelly and Mrs. Edward Bassett are co-chairmen and have appointed the following committee chairman:

Mrs. Earl Roos, Wilson Silver, Harold Gaffney, Mrs. Louis Hawley, Dr. W. Bruce Large, Miss Anne M. Ahearn, Mrs. Charles Blodgett, Mrs. Lois Chadsey, Mrs. Harold Knitter, George Wing and William H. Dildine.

MacSweeney Honored By State Health Group

Joseph P. MacSweeney, president of the Rochester and Monroe County Tuberculosis and Health Association was this week reappointed a member of the Executive Committee of the State Tuberculosis and Health Unit. His appointment was announced by Judge Peter Can-

man, at a meeting of the group in Newburg, state chair-

ESSENTIALS FOR THE HOME

ROYALTY
WOOL BLANKETS \$5.95
25% WOOL

GOLDEN-GLO TABLE LAMPS \$9.95

1942 CONSOLE MODEL RADIOS - PHILCO - MOTOROLA \$59.95
AND MANTOLA

SPECIALS FOR THE KIDDIES
SCOOTERS \$1.98 - WAGONS \$2.39 & \$11.75
KIDDIES WHEEL BARROWS \$4.49
Also Many Other Toys and Playthings

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

Weed's HOUSEWARES SPECIALS

HEAVY PLATE GLASS MIRRORS

Over 50 Styles in Venetian and Gold Frame Mirrors



Mirrors of your hall, for over a sofa—to reflect the shining silver on your dining room buffet... for bedrooms. Great frozen pools of crystal-clear, heavy plate glass. Every one of them perfect. Every one below usual price. Rectangles, oblongs, some precious ovals.

\$1.50 to \$9.95

STEPLADDER STOOLS \$2.25



Three step ladder and combination stool. Folds flat when not in use. Very strongly made with steel braces. Varnished finish with red step trim. 22 1/2" m. high overall.

I SAVED ENOUGH TO BUY MORE WAR BONDS BY PAINTING WITH KEM-TONE



\$2.98 PER GALLON

Paint a room for only \$3.98 with Kem-Tone and buy War Bonds with the "difference"! Kem-Tone goes on right over wallpaper, and dries in one hour.

PYREX FLAMWARE GIFT SET \$2.45

Complete Set

For top of stove and oven cooking. Consists of quart saucepan, 1 1/2 quart saucepan, 7 in. skillet and one snap handle which is interchangeable to all dishes. Cook, serve, store in the same dish.

CLEANING? MAKE IT EASY!



Your scrubbing days are "done and gone" when you start using Soilax! It's the new-type "super-cleaner" that does its own work of cleaning... loosens dirt, dissolves grease - even rinses itself!

It's versatile, too! Soilax cleans walls, woodwork, dishes, sinks, bathtubs, detarnishes silver - all with amazing ease, speed.

Use SOILAX

25¢

Here's the New GLAZING COMPOUND

You've read about it—replaces putty. Stays in a semi-plastic condition indefinitely. Will not skin over, become hard or crack, but sets firmly forming permanent bond between glass and sash.

lb. **20¢**
4 lbs. **60¢**

Free Parking Opposite With \$1 Purchase

MAIN 7900

Weed's 15 EXCHANGE ST.

Area City Deliveries No C. O. D.'s on purchases under \$1.00

Dances For Teen Aged Offered By PTA Of No. 11 and No. 33 School

Dances for teen-aged children of the No. 11 and No. 33 School community will be sponsored by the PTA of the two schools.

First dance in the program will be held tomorrow starting at 8 p. m. in No. 33 School on Grand Ave.

Music will be furnished by an orchestra from East High School.

All young people in the areas served by these schools are invited to attend, according to PTA officials.

Venus Rebekah Lodge To Install New Officers Next Week

Venus Rebekah Lodge will meet next Thursday at the I. O. O. F. Temple, 11 Clinton Ave. N. District Deputy President Isabelle Lewis and staff of Monroe District No. 2, will install the following officers:

Noble Grand, Florence Finlayson; Vice Grand, Violet Pearson; Recording Secretary, June Townsend; Financial Secretary, Lois Wahl; Treasurer, Margaret Townsend; Warden, Mary Hess, Conductor; Gwendolyn Greenberg, Chaplain; Jessie Howie, Right Support of the Noble Grand; Alberta Cray, Left Support of the Noble Grand; Hazel Pisk, Right Support of the Vice Grand; Pearl Ferrin, Left Support of the Vice Grand; Mary Babcock, Inside Guard; Marjorie Nulton, Outside Guard; Ada Doktor, Flag Bearer; Francis Kentfield, Flag Escorts; Mabel Ireland and Marge Slack, Sitting Past Noble Grand; Edie Finn, Trustees are Florence Palmer, Olive Currier, Marge Slack.

Refreshments will be served after the meeting under the direction of P. N. G. Winnie Walrath.

Junior Moose To Install Officers At Hallowe'en Party

Three new officers will be installed next Sunday afternoon at 3 p. m. by the Rochester Junior Moose, Chapter 43, at the Moose Temple in East Ave.

A combined birthday and Halloween party will follow in the Rathskeller to which all members of the Moose are invited.

Walt Disney Air Power Film At Century

Walt Disney's Technicolor picturization of "Victory Through Air Power" which opened yesterday at the Century Theatre is a combination live-action and animated cartoon feature of full picture length, adapted from Alexander P. de Seversky's bestseller.

This is a fascinating, informative and exciting film which will serve to add new laurels to Walt Disney's crown of fame.

Disney is not concerned with any political or jurisdictional squabbles on the subject, nor does his interpretation of "Victory Through Air Power" demand revolutionary changes. He simply brings home to the American people the potentialities of air power. Land and sea operations will always have their place in war strategy, and neither Disney or de Seversky attempt to disapprove this axiom.

The live action sequences depict Major de Seversky's expounding his theories to the audience while moving freely through his office and drafting rooms. Equipped as it is with high illustrative maps, these scenes are very effective.

Comedy, and plenty of it, is the theme of "The Good Fellows", a good laugh on fraternal organizations and their members which is the second feature on this program.

LUMINOUS

Chemical substances classed as "aetoamidophthalic hydrazides" remain luminous for hundreds of hours after once being activated.

JINGLES FROM THE JUNGLES

You can travel the wide world over. On either side of the sea, But you'll never find a better beer Than Rochester's **GENESEE!**



IT'S GENESEE FOR 43

\$/SGT. Z.

GREATER SAVINGS on Quality DRUGS

DAW'S ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. ONE HOUR TRAFFIC	31 MAIN ST. E. CENTRAL AVENUE	353 MAIN ST. E. 1000 PUGH STILLSON	452 W. RIDGE RD. CREEK DRIVE	880 MAIN ST. W. BULL'S HEAD	473 H. GOODMAN JUST OFF MAIN	539 MONROE AVE. REAR GOODMAN
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HILL'S COLD TABLETS, 30c SIZE 12c

PHILLIP'S MILK OF MAGNESIA, 50c SIZE 19c

HINKLE PILLS LAXATIVE, Bottle of 100 6c

50c BARBASOL SHAVE CREAM, Tube or Jar 19c

5c LUDENS COUGH DROPS 2 boxes for 5c

Baby Needs Pills, Tablets

Baby Bottles 8-oz. 3 for 5c	Sodamint Pkts. of 100 4c
Similac Food 1-lb. 77c	Bayer Aspirin Bottle of 30 19c
Dextri-Maltose 1-lb. 63c	Cartier's Liver 19c, 57c
Hygeia Nipples Reg. 9c	Grove's Cold 35c, 27c
Z.B.T. Powder 25c 21c	Blaud's Iron Bottle of 100 18c
Stork Castile Soap 1-lb. 11c	Pape Diapessin 38c
Cerevim Food 1-lb. 39c	Alophen Pills Bottle of 100 49c

VITAMINS SHAVING NEEDS

Irradol-A 1/2 lb. 99c	Palmolive Brushless 1/2-lb. Jar 49c
Father John's Large 79c	Shaving Brush 40c Value 33c
A-B-D Capsules of 100 98c	Fitch's Talcum 11c
Scott's Emulsion 49c	Bay Rum After-Shave 26c
Wampole's Tonic 1.04	Lifebuoy Large Tube 27c
One-A-Day Pkg. of 30 49c	Schick Blades Pkg. of 25 69c
Bexel Caps. Pkg. of 40 98c	Shaving Soap Cakes 3c

NO DULL DRAB HAIR

When You Use This Amazing 4 Purpose Rinse

In one, simple, quick operation, LOVALON will do all of these 4 important things for your hair:

1. Gives lustrous highlights.
2. Rinses away shampoo film.
3. Tints the hair as it rinses.
4. Helps keep hair neatly in place.

LOVALON does not permanently dye or bleach. It is pure, odorless hair rinse, in 12 different shades. Try LOVALON.



AT ALL DAW'S STORES

HOUSECLEANING PREPARATIONS

Bab-O Cleanser 2 for 21c	Saddle Soap 25c 21c
Moth Balls 1-lb. 2 for 25c	Wash Cloths 10c Val. 2 for 13c
Glass Cleaner Pine 18c	Scot Tissue 1,000 sheets 3 for 17c
Ammonia Quart 9c	

HEADACHE REMEDIES

Bromo-Seltzer 25c, 49c
Capudine 49c
Aspergum 19c
Squibb Aspirin 69c
B. C. Powders 18c
Alka-Seltzer 24c

FOOT SUFFERERS! ABSOLUTELY FREE!

Full Size 25c Bottle of Famous **LOCK'S CORN and CALLOUS REMOVER** With Every Jar of **LOCK'S FOOT BALM**

49c (74c VALUE!)

Over 1,000,000 Jars Of Lock's Foot Balm Sold In 31 And 32

First time, this nationally famous remedy is available at the low price of 49c with a 25c bottle of Lock's Corn and Callous Remover included at no extra cost.

Whether your feet are feverish or perspiring, whether corns and callouses stab you with pain—or whether your feet are just everlastingly tired, sore and itchy—they don't have to hurt the way they do. Pounding aches, shooting pains, tender soles that shriek in protest every time you take a step can be relieved.

GET **LOCK'S** AT ANY DRUG COUNTER 49c...\$1.25

DAW'S COUPON

IVORY SOAP MEDIUM SIZE 3 bars for 14c (Limit of 3)

DAW'S COUPON

LINEN FABRIC STATIONERY 24 Double Sheets 24 Envelopes 35c BOX **19c** (Limit 2 Boxes)

Specials For Today Thru Saturday (Right Reserved To Limit Quantities)

Rectal Soreness Pure Drugs

Get Relief Now Easy Way - Sit in Comfort

Prolarmon Rectal is a quick, dependable reliever of itching, painful rectal soreness - eruptions which may also accompany piles and hemorrhoids. Brings soothing sense of comfort upon contact. Forms protective film over sore areas, helps destroy infectious strains, and Nature heal up raw, broken tissues. No oil - no grease to stain clothing. Sold on money back guarantee.

Prolarmon Rectal is now available in handy tube - or with special applicator. Get this modern relief today. Each tube contains 100% relief.

PROLARMON RECTAL

Camphorated Oil 2-oz. 13c
Epsom Salts 1-lb. 6c
Bicarbonate of Soda 3-lb. 29c
Castor Oil 4-oz. 13c
Wintergreen 4-oz. 29c
Benedict's Sol. 7c 44c
Flaxseed 1-lb. 19c

TOILET GOODS

Pond's Cream 3oz. 39c
Mercorized Wax 1.00 77c
Bathasweel 45c, 89c
Revlon Polish 60c
Woodbury Cream 39c
Powder Puffs 2 for 5c
Mum Deodorant 49c

LODENT PASTE POWDER 37c

FALSE TEETH

FIT LIKE NEW! At least One application cushion plastic makes loose plates fit comfortably for weeks. No a plaster-and-a-paste. Lasts much longer. Economical! Very comfortable. Get Denture for today. Hand made. Large size only 50c. Hand made. Large size only 50c.

DENTUR-EZE

GET HEALTH, VIM AND VIGOR... VIMMS

--6 VITAMINS --3 MINERALS

ALL IN ONE TASTY TABLET

Nutritional Experts Say 3 Out of 4 Need More Vitamins and Minerals

BOX of 24 Vimms 49c Family Size of 288 Tablets \$2.79

VIMMS contain Vitamin A, B1, B2, P-P, C, D and Calcium Iron.

A scientifically balanced food supplement containing fish liver oil concentrate, Thiamine, Riboflavin, Nicotinamide, Ascorbic Acid, activated Ergosterol, Calcium Pyrophosphate Saccharin (for sweetening) and natural and artificial flavors.

Want Ads

Want Ads

Want Ads

Want Ads

BEDDING

NEW COTTON mattresses any color tick, \$5.50. Cotton tick mattresses, \$5.35. Flat springs \$2.00 up. Coil springs \$3.00 up. Metal Beds \$5.00 up. St. F. Fahrner, 96 State St.

INNERSPRING mattresses and upholstered cushions rebuilt. Call Gopese 2307.

RUGS

FELT-BARE linoleum rugs. Room size \$1.75. Heavy weight 9x12. Well-known brands \$6.25. Standard weight by the yard 20c. Heavy weight 40c. 12x14. Wools (floor covered without seam wall to wall). Standard weight 49c. 7'x9'. Heavy weight 56c. St. F. Fahrner, 96 State St.

WANTED TO BUY

BEDS, Spring, Stoves, Rugs, Dining and Bedroom suites. Entire households. Phone Mr. Carter, Main 8526.

Furnished Rooms To Rent

TWO PLEASANT ROOMS, semi-private bath. Near stores, buses and downtown. Apply 225 Sco Street, Suite 4426, 86 weeks.

STAMP

USED STAMPS—Mint, U. S. and foreign; foreign bank notes. We specialize in individually priced, scarce filters both single and blocks. 1123 North St.

PERSONAL

HAIR, Warts, Moles removed, roots dissolved. Call Stone 5898 after 11 A. M. or write Frances Friedman, 27 Clinton St. Examinations by appointment. Consultation or trial invited.

HELP WANTED FEMALE

EARN \$3 TO \$7 A DAY in your own neighborhood, among your own friends, full or part time. Attractive proposition. Get full details. Write Box 37, Shopping News.

FOR SALE

OIL BURNERS—3 slightly used Wayne burners. Marshall Coal & Coke Co. (546) 109.

HAYWARD OIL BURNER—used only 3 months. Marshall Coal & Coke Co. (546) 109.

FURNISHED ROOMS

FURNISHED front room near Gleason, Todd or Stronbers. Reasonable. Use of telephone. 45 Elm St.

WILL GOATS LIKE 'EM

"Tin cans" made without tin is an accomplishment in Germany. The steel can is given a phosphate treatment and then lacquered so that it is as trustworthy as a real tin can.

LOWER HEAT

When syrup, honey or molasses replace white sugar in a baked dish, a lower temperature should be used than that called for by a recipe containing sugar.

ARCTIC FUR



STURDY BEAUTY, WEARABLE NIGHT AND DAY, the longhaired, collarless wolf coat combines luxury and service. Practically a newcomer among popular pelts, the skins are matched and fashioned to vie with the most extravagant furs. The natural cream-beige, flattering to most complexions, tops the gayest or most sombre costume color with sincere accord.

Paint Protects Property

Special
LINOLEUM OFFER

From our large selection of patterns, all color through to black. It's still possible to modernize that kitchen floor with

ANY ROOM SIZE UP TO 9x12
COMPLETE WITH LABOR AND MATERIALS

ARMSTRONG INLAID LINO FLOOR \$18.75

WASHABLE WINDOW SHADES

Selection of colors. New roller included. Sizes 6 ft. x 36 inches.

WITHOUT ROLLER 29c **39c**

LUCAS PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

Rayon Hosiery SHEERS

- First Quality
- Full Fashioned
- Fine Denier

Fine Sheer Hosiery that combines long wear with the beauty of finest Silks or Nylon! 8½ to 11 in the new fall shade "Rio-Tan."

92c

FRI. & SAT. ONLY Clearance!
Slight Seconds of Better Sheer—Full Fashioned

Celanese RAYON
Don't judge them by price alone!

3 Pair \$1

Sizes 8½ to 10½. Shades—Ries Sun, Rio Tan, Sky Glo. Extra lengths and styles included. 9 to 11.

HELPER'S HOSIERY SHOP
213 MAIN ST. EAST
1 Door from Clinton South

Helpful Hints To Reduce Gas Bill

Do not leave a burner lighted merely because you mean to use it again in a minute or two.

Turn off the gas before you remove the pot or kettle—not afterwards.

When water boils, turn down the flame or set the utensil over a small burner—do not keep a full flame under it.

It is wasteful to use a large burner for everything or to cook over a flame that is larger than the utensil used. Use the simmer burner when it will do.

Adjust the gas flame so that the tip just touches the bottom of the utensil. Don't use a higher flame than necessary.

Don't heat a quart of water when a pint will do.

Shopping News Pattern



3026
SIZES
2 - 8

Style No. 3026 is designed for sizes 2 to 8. Size 4 requires 1½ yds. 35-40" fabric with ¾ yd. for the sailor collar and ½ yd. contrasting for outer vest. Pattern is hand-cut to United States Standard Measurements and includes chart with step-by-step instructions.
Send 15c plus 1c to cover cost of mailing for Pattern. Write your Name, Address and Style Number. Be sure to state size and weight.
Address: PATTERN DEPARTMENT, Shopping News, 93 Clinton Ave. S., Rochester 4, N. Y.

TOM BRODERICK WRITES YOU A LETTER



Dear Voter:

We are at War. Nothing should in any way interfere or interrupt its speedy victorious prosecution, to the end that Peace will soon bring our fighting men and women back home.

Your Republican County Committee will follow that prescription, but there is an election - an important election - to be held on November 2nd.

A Lieutenant Governor is to be elected and Joe R. Hanley, our Republican Candidate, should be given an overwhelming majority, not only because of his own excellent qualifications, but as an interim approval of the splendid administration of Governor Thomas E. Dewey.

Our local candidates are too well known for their proven abilities and good records to need extensive publicity.

This, then, is a request that our citizens without further delay from us, go to their polling place on election day and vote.

In this orderly manner we can easily take care of our civic duties with no interference to our war effort. We can maintain our American way of life and safeguard the Constitutional Government which we cherish so much and has made these United States of ours the greatest government in all the world.

You will join me in all of this, I am sure. Thank you.

Faithfully yours,
Thomas E. Broderick
Thomas E. Broderick
Chairman



JOIN HIM IN HIS EFFORT TOWARD SAVING CONSTITUTIONAL GOVERNMENT

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New Training Added To War Production Course

Two new civilian pre-induction training programs have been added to the curriculum of the Vocational Training for War Production program operating in nine high schools here, according to a release by Verne A. Bird, assistant superintendent of schools and director of the War Production program.

The programs add induction training to specialists for Army to prepare women in the Women's Army Corps (WACS).

ESSENTIALS FOR THE HOME
ROYALTY
WOOL BLANKETS \$5.95
25% WOOL

GOLDEN-GLO TABLE LAMPS \$9.95
1942 CONSOLE MODEL
RADIOS - PHILCO - MOTOROLA \$5.95
AND MANTOLA

SPECIALS FOR THE KIDDIES
SCOOTERS \$1.98 - WAGONS \$2.39 & \$3.99
KIDDIES WHEEL BARROWS \$4.95
Also Many Other Toys and Playthings

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

Ward's HOUSE SPECIALS

HEAVY PLATE GLASS MIRRORS

Over 50 Styles in Venetian and Gold Frame Mirrors



Mirrors of you for over a sofa-fact the shinin on your dining buffet... for be Great frozen p crystal-clear, plate glass. Ev of them perfect one below usua Rectangles, some precious

\$1.50 to \$9.95

STEPLADDER STOOLS \$2.25

PYREX FLAMWARE GIFT SET \$2.45

Complete Set... For top of stove and oven cooking. Consists of quart saucepan, 1 1/2 quart saucepan, 7 in. skillet and one snap handle which is interchangeable to all dishes. Cook, serve, store in the same dish.

Here's the New GLAZING COMPOUND

You've read about it—replaces putty. Stays in a semi-plastic condition indefinitely. Will not skin over, become hard or crack, but sets firmly forming permanent bond between glass and sash.

lb. 20c
4 lbs. 60c

Wegmans HOME OWNED SUPER MARKETS

THE LOWEST OPA CEILING PRICES IN THIS COMMUNITY

FANCY SPRING
LEG-O' LAMB . . . Lb. 39c

BREAKFAST OF CHAMPIONS
WHEATIES . . . pkg. 11c

EDUCATOR
COD FISH . 1/2 lb. pkg. 20c

DISSOLVES GREASE
SOILAX pkg. 25c

25 LB. BAG FLOUR
GOLD MEDAL . bag \$1.30

TEMPTING
Chocolate FUDGE ROLLS

33c EA.

WITH 2 PIECE CAPS
FRUIT JARS . . . doz. 59c

MORGAN'S
FRUIT PECTIN . . bot. 13c

TEM-TEE CRISPY
PRETZELS . . . lb. pkg. 29c

DIAMOND
PANCAKE SYRUP qt. jar 28c

Fancy Emperor
GRAPES

2 lbs. **29c**

Wegmans HOME OWNED SUPER MARKETS

FREE PARKING FOR CUSTOMERS

PHOTO INTENSIFIER
Photographic images may be intensified from 5 to 10 times by a new German method involving chemical treatment of the original film or plate.

Where to play Bingo

STAR BINGO
372 FLINT ST. (rear)
MON. 8:15 P. M. and TUES. BOARD GAMES
No Wed. Game Till Further Notice
* 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

19th WARD CLUB HOUSE
257 HAWLEY STREET
THURSDAY 8:15
REG. \$7-\$10
GAMES \$15.00
FRIDAY 1:45 P. M.
SATURDAY 8:15
SUNDAY 2:30
25 GAMES

CAPITOL HALL
85 W. MAIN ST.
Door Special \$25 to \$50
Mon. - Tues. - 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 \$5
Games Thurs. Aft.
Friday and Saturday
25 Games \$5-\$10
On Reg. Boards
Letter 'H', \$15 and \$15
ADM. 28c INC. TAX

IMMACULATE AUDITORIUM
50, PLYMOUTH at CIRCLE
2 Entrances - Edinburgh and Glasgow
EVERY WEDNESDAY
DE LUXE BINGO
CASH \$500.00 CASH
TO BE PAID IN CASH EVERY NIGHT
NO SPECIALS—NO JACKPOTS—NO TRICK GAMES
ENTIRE NEW AND IMPROVED LIGHTING SYSTEM
Admission \$1.10 8:30 P. M. Admission \$1.10

DeLuxe BINGO MONDAY NITE
\$1000 In Cash
Jackpot \$100-55 Numbers
GRAND AWARD \$300.00
25 Games Extra Boards Ad. \$1 Plus Tax
K of C AUDITORIUM
50 CHESTNUT ST.

WEGMAN HALL
371 E. MAIN ST.
TABLES FOR ALL - COMFORTABLE CHAIRS
EVENING GAMES
OCTOBER 24TH and 25TH
SPECIAL GAMES
SUNDAY \$6.00
and
MONDAY REG. GAMES
EARLY BIRD
AFTERNOON GAMES 1:30
WED. \$4.00 SAT. \$5.00
EARLY BIRD SPECIAL AT EACH GAME

TOWNER-HALL
THURSDAY 23 Reg. Games \$5.00
TOWNER & REXY
SATURDAY, OCT. 23rd ONLY!
ALL GAMES \$10-\$12
SUNDAY, OCT. 24th
Reg. Games \$7.00 Specials \$7 & \$8
JACKPOT GAME \$120
JACKPOT SPECIAL \$120
WEDNESDAY \$250 GIVEN
- TOWNER HALL DOOR PASS -
710 UNIVERSITY AVE.
THIS DOOR PASS WORTH
EVERY WED., THUR. 45c SAT. SUN. 25c
With Purchase Of Triple Board And Book Of Specials
Save This Pass, Show at Box Office
Coupon Expires December 31st, 1943
WATCH FOR HALLOWEEN PARTY—TOWNER-REXY

HOLLYWOOD
PULLMAN AVE. LAKE AVE. BUS
TUESDAY NITE ALL GAMES & SPECIALS \$7
Wed. & Thur. Reg. Games \$5—Specials \$4-\$5 & \$6
FRIDAY NITE ALL REG. GAMES \$5 AND SPECIALS \$5, 5 and 6 WAYS
SATURDAY SPECIAL
Reg. Games \$10—Specials \$5 - \$6 - \$7
5 WAYS
SUNDAY NIGHT
REGULAR GAMES \$7.00-\$8.00
SPECIALS PLAYED 4 and 5 WAYS \$7.00
BINGO PLAYED 6 NIGHTS A WEEK
THIS PASS WORTH GOOD WED. THURS. FRI. 50c
THIS PASS WORTH GOOD SAT. SUN. 25c
COUPON
Who's having triple board and book of specials Oct. 26th, Hol. (Wed.)-Hudson FOR YOU 45c
SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY All Games \$7 OCT. 26th
COUPON
Who's having triple board and book of specials Oct. 26th, Hol. (Wed.)-Hudson FOR A FRIEND 45c

Artificial Spice Oils
Artificial spice oils which closely resemble the natural oils in odor, taste and strength, are now available as substitutes for cassia, nutmeg, anise, and Ceylon cinnamon.

ENRICHED BREAD
"Whole wheat" bread and enriched white bread retain about four times as much thiamin after toasting than does non-enriched white bread.

WANTED USED TRUNKS
LUGGAGE, GOOD CONDITION
TOP PRICES
KRIEGER'S
135 CLINTON AVE. S. STONE 2281

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 31c \$ Plus Fed. Tax—4c

UNION LEAGUE
South Ave. cor. Gregory
SPECIAL GAME
SUNDAY NITE
25 REG. GAMES \$6
MON.-FRI. NITES
30 REG. GAMES
\$5 - \$10 - \$15
SAT. AFTERNOONS
1:30 P. M.
25 REG. GAMES \$4
Early Bird Every Game

10th WARD
Republican Club Rooms
461 Ridge Road
At Ridge Bowling Hall
BINGO
23 GAMES
SAT. ALL GAMES \$5.00
All Specials 5 and 6 Ways
SUN. ALL GAMES \$5.00
All Specials 5 and 6 Ways
T-GAME \$10.00
EARLY BIRD SPECIAL
Door Prize—Armour Ham

STRAND
EVERY TUES. AND FRI. AT 8:45 P. M.
\$1000
EACH NITE
NO JACKPOTS
ALL PRIZES GO
BINGO

PARK HALL
THURSDAY
ALL GAMES \$10.00
Plus 1 Full Card \$20.00
JACKPOT \$75.00
FRIDAY ALL GAMES \$5.00
SPECIAL JACKPOT \$25.00
SATURDAY—PAYING
\$10.00 ON ALL GAMES
SATURDAY JACKPOT \$80.00
SUNDAY ALL GAMES \$5.00
SUNDAY JACKPOT \$70.00
ADMISSION THURS. - SAT. - SUN. 25c (Tax 3c)
TRIPLE BD. & BOOK SPECIALS 50c
FRIDAY 5c INCLUDING TAX

HOLLYWOOD
PULLMAN AVE. LAKE AVE. BUS
TUESDAY NITE ALL GAMES & SPECIALS \$7
Wed. & Thur. Reg. Games \$5—Specials \$4-\$5 & \$6
FRIDAY NITE ALL REG. GAMES \$5 AND SPECIALS \$5, 5 and 6 WAYS
SATURDAY SPECIAL
Reg. Games \$10—Specials \$5 - \$6 - \$7
5 WAYS
SUNDAY NIGHT
REGULAR GAMES \$7.00-\$8.00
SPECIALS PLAYED 4 and 5 WAYS \$7.00
BINGO PLAYED 6 NIGHTS A WEEK
THIS PASS WORTH GOOD WED. THURS. FRI. 50c
THIS PASS WORTH GOOD SAT. SUN. 25c
COUPON
Who's having triple board and book of specials Oct. 26th, Hol. (Wed.)-Hudson FOR YOU 45c
SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY All Games \$7 OCT. 26th
COUPON
Who's having triple board and book of specials Oct. 26th, Hol. (Wed.)-Hudson FOR A FRIEND 45c

★ ★ ★
TAXPAYERS!

\$79,125 SALARY

(YOUR HARD-EARNED TAX MONEY)

HAS BEEN GIVEN THE PRESENT

Republican DISTRICT ATTORNEY

WHO IS SEEKING RE-ELECTION!

FOR WHAT?

(The Courts of the State of New York hold that the District Attorney is wholly responsible for the investigation and prosecution of all crimes and offenses occurring within his county.)



During his nearly 9 years in office, the Republican District Attorney has tried only four (4) cases himself. Ask him why!



Why all the unsolved and unpunished murders and homicides during the regime of the present Republican District Attorney? Remember, the murders of Walter Leake, Harold Sands, Robert Forman, Charles Cassaretti, Harry Koenig and others! Why aren't the murderers in jail and being punished?



Remember how the Republican District Attorney's Office recently bungled the Lomonaco Burglary case, the La Placa murder case and last week's Jenman Liquor Theft case? Why wasn't the Republican District Attorney ON THE JOB — handling these cases properly?



Why were there 15,627 unsolved larceny and burglary cases in Monroe County from 1937 through 1942 — an average of 2,604 of these unsolved crimes each year? (Department of Correction Bureau of Statistics of New York State). What's the present Republican District Attorney been doing? What is he being paid \$9,000 a year for?

★ ★ ★ **WHY SHOULD YOU RE-ELECT THIS REPUBLICAN DISTRICT ATTORNEY** ★

WHEN HE HAS FAILED YOU IN HIS DUTY?

It's Time To Clean Crime From Monroe County!

ELECT WILLIAM L. CLAY

DEMOCRATIC CANDIDATE FOR DISTRICT ATTORNEY

★ ★ ★ **VOTE ROW "B" AND "B" RIGHT!** ★ ★ ★

The American Labor Party has also endorsed William L. Clay for District Attorney
MONROE COUNTY DEMOCRATIC COMMITTEE





She Remembers... Do You?

Once You Promised Your Wife a Bigger Diamond Ring as Soon as You Could Afford It!

Years ago when you were just getting started, your budget was small and she told you to forget about the engagement ring. And you did just that, or got her a ring with a tiny diamond. Remember how swell she was about the whole thing... remember how her eyes lit up when you told her that as soon as you were straightened around you'd get her the most gorgeous Diamond Ring that money could buy? So why don't you surprise and thrill her now with a beautiful diamond chosen from Rudolph's large selection.



Top Sergeant Pair
Dramatically beautiful full pavé set with ten fine diamonds. **\$225**



Major's Lady
Large, brilliant diamond set off beautifully in its own leaf design. **\$89.50**



Miss Liberty
Five quality diamonds in a mounting of rich simplicity. **\$500**

A diamond, regardless of size, is valued for its perfection in cut, color, in purity. These diamonds are of the finest quality and bear Rudolph's Perfect guarantee—your assurance of a wise diamond investment. Many other beautiful styles—a wide range of prices.

Rudolph's

CORNER EAST MAIN at SOUTH AVENUE
Open Monday Evenings
IN BATAVIA—109 MAIN STREET

Here's one of the best ways to BUILD UP PRECIOUS RED BLOOD

To Get More Strength and Energy—
To Promote a More Vigorous Bloodstream
For You Who Need More BLOOD-IRON!

You girls and women who suffer from simple anemia or who lose so much during monthly periods that you feel tired, weak, listless, "dragged out," no get-up-and-go—because you need more blood-iron—you should start at once to help build up those precious red blood cells.

Don't Put It Off—
Start Today!

Start today—try Lydia Pinkham's TABLETS. Pinkham's TABLETS are one of the very best and quickest home ways to get precious iron into the blood.

Taken as directed—Pinkham's TABLETS are one of the very best and quickest home ways to get precious iron into the blood.

Just start taking Pinkham's TABLETS today and take them faithfully for at least



This diagram shows how blood goes to all parts of the body.

30 days. THEN YOU BE THE JUDGE! Just see if you don't begin to feel much better—see if you're not delighted with results. Follow label directions. Worth trying!

Lydia Pinkham's TABLETS

LISTEN TO THIS

By TOM FIZDALE
Because John Charles Thomas has been assigned 21 singing roles at the Metro politan Opera House, he and his all-musical program, heard over WHAM Sundays at 2:30 p. m., will move to New York for the winter. Mark Warnow's orchestra will replace Victor Young's, and the Lynn Murray chorus will replace the Ken Darby chorus. "Thomas' mother, often called "the most famous mother in the world," because for years her boy hid her good-night at the end of his air programs—will come east with him.

Changes are in the air for the "Here's to Romance" show, starring Dick Haymes. Change No. 1—the program moves to Hollywood this month so that Dick can begin on his first film for 20th Century-Fox, opposite Carole Landis. Change No. 2—A new orchestra leader to replace David Broekman and a new emcee to replace Jim Ameche will have to be found for Dick while the show is on the West Coast.

Judy Canova, youthful star of "The Judy Canova Show," heard Tuesdays at 8:30 p. m., over WHEC, always wears large, man-sized shoes at all her programs. The reason is this: once she had to slip into a pair of her brother's shoes in order to make a broadcast. The howling laughter that greeted her appearance convinced her that the clod-hoppers must be a part of her regular comedy repertoire.

Bill Siera's "Sport Newswire" is different from other sports programs because Bill consistently introduces big-time scoops into his Friday night sessions over WBEA, at 10:30 p. m. In recent weeks, Bill exclusively revealed: 1. That an all-star baseball team would go to North Africa to play for the boys; 2. That the U. S. learned of Jap plans to dictate peace in the White House through movie actress Wendy Barrie; 3. That Marlene Dietrich once trimmed Mussolini at tennis and that Il Duce broke her wrist because of it.

Rip Van Ronkel, co-author of the Anne Nichols radio series, Abie's Irish Rose, Saturdays, 8:00 p. m., over WBEA, is putting the finishing touches on a new play, "Horses Are Like That." After its Toronto opening in November, Van Ronkel will bring it to Manhattan for a Broadway run.

Members of the FBI are avid radio fans, following the adventures of their favorites like ordinary citizens. One of the men, Cecil Underwood, producer of the Great Gildersleeve program, Sundays, 8:30 p. m., WHAM found when he was east recently, visiting several friends who are members of the FBI. In the midst of the conversation, one of the G-men turned to Underwood and asked how the Gildersleeve program came out with "the widow?" he asked. "Missed that show," Underwood supplied him with the details.

More Waste-Savers

Not the garbage can but the kitchen drain is the guilty receiver of lots of food waste. Save the juices from your canned fruit for sauces, vitamin cocktails, or salad dressings. Set aside the liquids from canned vegetables to pep up soups or make nourishing soups. The liquids that come with certain canned fish such as shrimp make excellent chowders extended with milk. The same good protein, Vitamins A and D, and minerals found in canned shrimp are in the liquid, too, so never throw it away!

SALE
Sturdy Sable Dred
Lone Wearing
CONY
THEY LAST \$69.00
Finest Musical and Silver Haccorns at guaranteed savings.
CLIFFORD FUR CO.
1282 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

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Get Relief This Quick Easy Way
Use Rheumaid's No. 100 chronic for Rheumatoid. Results guaranteed on 3 bottle \$5 treatment.
Thousands restored to health by RHEUMOID'S. Why not you?
Single bottle \$1.25. Sold at
MAID DRUG CO.
511 DEWEY AVENUE
Call GLEN 4016

SHERLOCK HOLMES
Analysis of the leaves of plants grown in any area is a practical guide to the chemical composition of the soil.

LEAVE 'EM ALONE
Berries, to retain their vitamin -C, should not be hulled, crushed, sliced or juiced until just before serving.

COLDS COUGHING
To relieve these miseries, grandma used mutton suet medicated at home. Mothers today simply rub on Penetro—modern medication in a base containing old fashioned mutton suet. Double action. 25c. Double supply 35c. Get Penetro.

24 TIPS ON FOOD-SAVING
Timely tips on one of today's most pressing problems. Profusely illustrated.
WATCH OUT FOR WAR NERVES!
Helpful suggestions that will enable you to throw off strain and stress of everyday problems.
Many other features including home management, furnishings and decoration, gardening and recipes.
1c NOV. ISSUE **Better Homes & Gardens** NOW ON SALE 15c

IF YOU WANT TO KEEP WARM NEXT WINTER ERNST COKE
STOVE — CHESTNUT
ORDER NOW
It is most important that you order your coke now for future delivery if you want assurance that your home will be comfortably warm this winter.
WEST END FUEL CO.
8 CANARY STREET GLEN. 745

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ROCHESTER'S MODERN CUT RATE DRUG STORES
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Regular 10c Per Roll
3 FOR 17c
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QUININE COLD TABLETS
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75c Value Both For
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35c Size
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50c Size
39c

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NEW SHEAFFER SKRIPVOYAGER
Every person in the services has use for this stationery.
98c

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35c Size
29c

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PHILLIP'S Milk of Magnesia
Reg. 25c Size
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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!

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OPEN MON. and THURS. TILL 9-SATURDAY TILL 7
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KITCHEN CHARM WAX PAPER
125 Ft. Reg. 25c
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25c Size
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CUT RATE DRUG STORES
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TODAY THROUGH WEDNESDAY
SEND CHESTERFIELDS TO THE BOYS IN THE SERVICE
NAVY-MARINES AND COASTGUARD OVERSEAS
Per Carton of 200 Cigarettes
80c
ARMY OVERSEAS
Per Carton
\$1.20
ANYWHERE IN THE UNITED STATES
Per Carton
\$1.35
WRAPPING AND POSTAGE FREE!

BEAMS
8 VITAMINS
EXTRA-POTENCY B COMPLEX
(Above Minimum Daily Requirements) plus A, D and C
49c SIZE FREE
WHEN YOU BUY THIS 49c SIZE
\$1.29 SIZE FREE WITH \$3.49 SIZE

WILDROOT CREAM-OIL FORMULA FOR THE HAIR
NEW! NON-ALCOHOLIC
CONTAINS LANOLIN
GROOMS THE HAIR
RELIEVES DRYNESS
REMOVES LOCAL BANGOLLET
\$7.00 SIZE ONLY **79c**

drene Shampoo
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JUST ONE EXTRA MINUTE A WEEK
THE SAFE NEW TEEL WAY TO BRIGHTEN TEETH
Teel LIQUID DENTIFRICE
50c size **39c**

BENEFAX MULTI-VITAMINS
Fortified with extra vitamin units... supplies all six most important vitamins
2 WEEKS SUPPLY (59c)

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!
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REG. SIZE **49c** LARGE SIZE **1.69**

October 21, 1943

The Rochester Sun

SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave. S. Rochester, (4), N. Y. Distributed 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. By carrier, 10c per month.

SIXTH YEAR—No. 59

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

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

Amusements

AUDITORIUM SEATS NOW BLOSSOM TIME MATINEE WED. \$1.10 & \$2.75

CENTURY "WE'VE NEVER BEEN LICKED" with Noah Berry, Jr., Anne Greyson and Martha O'Driscoll. NOW PLAYING "ALWAYS A BRIDESMAID"

LOEWS Red Skelton and Eleanor Powell in "I DOOD IT" NOW PLAYING "THE PHANTOM OF THE OPERA" in Technicolor with Nelson Eddy and Susanna Foster. Plus Lum and Abner in "SO THIS IS WASHINGTON"

PALACE "STORMY WEATHER" with Lena Horne, Bill Robinson and Cab Calloway's Orchestra. NOW PLAYING "PRIDE OF THE YANKEES" with Gary Cooper and Teresa Wright. Plus "FALL IN" with William Tracy and Jean Rogers

CAPITOL "KING'S ROW" with Ann Sheridan, Ronald Reagan, Robert Cummings and Betty Field

HUDSON "THANK YOUR LUCKY STARS" with Humphrey Bogart, Betty Davis, Eddie Cantor and Errol Flynn. Plus John Loder in "MURDER ON THE WATERFRONT"

LITTLE "BEHIND THE RISING SUN" with Margo and Tom Neal. Plus "MEXICAN SPITFIRE" with Lupe Velez.

REGENT "THE GOOD OLD DAYS WITH '40 NIGHTS IN A BARROOM' Plus 'THE GREAT TRAIN ROBBERY' and 'DIMPSEY-WILLARD FIGHT'"

REXY "THE GOOD OLD DAYS WITH '40 NIGHTS IN A BARROOM' Plus 'THE GREAT TRAIN ROBBERY' and 'DIMPSEY-WILLARD FIGHT'"

TEMPLE "THE GOOD OLD DAYS WITH '40 NIGHTS IN A BARROOM' Plus 'THE GREAT TRAIN ROBBERY' and 'DIMPSEY-WILLARD FIGHT'"

Consumer News

SISTER SUSIE'S SEWING SHIRTS FOR SOLDIERS

... but how can she sew if her machine won't work and whom can she get to make it work? ... Every woman is her own mechanic these days. Here are a few pointers for the care of this valuable piece of home equipment:

Don't store your machine on the porch, in a damp place, or by an open window. Parts rust before you know it. Keep your machine well oiled and free from dirt, lint, and dust. Never leave it open overnight for all the dust of the day comes home to roost when the family quiets down. If you examine your machine after a sewing orgy, you will realize that the dust and the lint collected warrants the twice-a-year cleaning that Cornell engineers recommend. And for smooth running, oil it after every concentrated sewing session or at least once a month.

The Rochester Home Bureau and the Monroe County Home Bureau offer "sewing machine schools," one day sessions once a year when you learn to clean and oil your own machine and get acquainted with the tension and stitch regulator. The day spent under the direction of a Cornell University engineer is a boon to sewing machine owners because when they leave they are on friendly terms with the sewing machine mechanism, and will have less need for a sewing machine service man in the future.

In the meantime you can help yourself by writing to the Office of Publications, College of Agriculture, Ithaca, N. Y., for bulletin No. 565 on "Care and Adjustment of the Sewing Machine."

Save Paper! -Scrap Drive Nov. 6

Rochester and Monroe County is staging a Waste Paper Pick-up on Saturday, November 6. On that day city and commercial trucks will go to public and parochial schools in Rochester and collect the waste paper gathered there by school children and Boy Scouts.

House-to-house collections will be made by the children next Thursday and Friday, according to Harry C. Stevenson, chairman of the Waste Paper Committee. It is hoped that not one scrap of paper will be left uncollected on the day of the drive. The need for paper is acute for paper mills throughout the country face the prospect of getting more waste paper or closing down from lack of paper. And if that happens war needs will suffer because paper is being made into innumerable weapons of war.

Among the paper products sought are: corrugated boxes, the kind grocers use. These must be flattened and tied up. Also newspapers and magazines. Separate these, and tie in neat bundles for easier handling. Loose papers from baskets should be packed solidly in cartons and then tied together to conserve space and handling time. Brown paper bags, known as kraft paper, are urgently needed, also brown wrapping paper.

Everyone is urged to help the life-saving supply lines of food, medical and military equipment flowing to our fighting forces. Remember, waste paper is being converted into actual combat weapons such as shell containers, bomb hands, ammunition chests, aircraft signals, parachute flares, fuel tank linings, and camouflage materials.

Style Formula



Chalked up by style-conscious women as a wardrobe essential is the trimly tailored suit. Ever compatible with the face and place, this navy worsted modeled by Joan Alexander promises season after season wear. Quality of workmanship and fabric should be the buy-words of every woman selecting suits when stamina as well as good looks are so easily combined.

IT ISN'T A PROP
That diamond and ruby necklace that Contance Worth is wearing on the set of Columbia's "Klondike Kate" is a gift from her Texas admirer, multimillionaire oilman, David Hartley.

Democrats Extoll Record of Lt.-Governor Candidate

"A record of state and national service which has peculiarly fitted him for the post of New York State's Lieutenant Governor," is the boast of local Democratic leaders of their candidate for that office, Gen. William N. Haskell.

Haskell, who resigned as Director of Field Operations, Foreign Relief and Rehabilitation Operations of the State Department in Washington to run for the office, has served in state and national capacities from 1915 to the present day.

It was Haskell who took the New York National Guard into Federal Service in 1940. He headed the 27th Division at Ft. McClellan, Ala., in training and field maneuvers.

First appointed Major General, commanding the New York National Guard, by Gov. Alfred E. Smith in 1926, Haskell already had performed many special tasks, both military and post war relief.

After the first world war in which Gen. Haskell played an active part as Assistant Chief of Operations of the Second Corps and later as Chief of Operations for the Fourth Corps, he was assigned to head the American Relief Administration in Rumania. Later the Allied Supreme Council of Peace Conference appointed Haskell Allied High Commissioner for Armenia.

In 1932 he served New York City as chairman of the Mayor's Committee for the Unemployed and Needy. He also organized the NRA Code Authority for the Rayon and Silk Dyeing and Printing Industry.

Party leaders also point to Gen. Haskell's record as organizer of the Army Emergency Relief in 1942; and as Director

WESTERN N. Y.'S MOST COMPLETE STOCK OF RECORDS

HIT TUNES . . . Just Received

- Kinda, Monday and Always
- People Will Say We're in Love
- Hitchhike
- Wild-Willie Women
- How Sweet You Are
- Star Spangled Banner Waving
- Rose Ann on Charing Cross
- Star Dust
- Nevada
- I Heard You Cried Last Night
- Sonny Boy
- I Hung My Head and Cried
- 1942 Turkey in the Straw
- Helena Polka
- Week of the Highway
- Back in the Saddle Again
- Your Socks Don't Match
- The Bow Song

37c.3 for \$1.05 And 53c.2 for \$1.05

WE DELIVER 3 OR MORE RECORDS, CHECK AND MAIL TO:

COLUMBIA Music Store

51 SO. CLINTON AVE. OPEN EVES. 'TIL 9 P. M.
Listen to 1240 Club Daily 5:30—Sat. 1 P. M.

BOYS' ALL WEATHER FINGER-TIP COATS INCLUDING REVERSIBLES

Warm, fleecy coats in button or zipper models water repellent for wet weather. Practical for school or play . . . for cool or really COLD weather.

\$9.98 to \$15.98

Sizes 6 to 22

OPEN EVERY EVE. 'TIL 9 EXCEPT WED. WED. OPEN 'TIL 6 P. M.

Look Ahead

PREPARE FOR WINTER

Even in these times of scarcities and shortages, Rochester Jobbing House (as always) brings you almost unheard of selections. Come in and SEE these tremendous stocks. You'll forget there is such a thing as "scarcity" . . . you'll see plenty of pre-war garments, too. Best of all—PRICES ARE STILL AMAZINGLY LOW!

ROCHESTER'S MOST COMPLETE STOCK OF MEN'S FINE JACKET

- LEATHER • WOOL • MELTON
- SUEDE • POPLIN • WHIPCORD
- BUCKSKIN • GABARDINE
- ZIPPER AND BOTTOM

We don't begin to tell you of the various styles and colors you'll find in this tremendous assortment. We can tell you this—if it's being made, WE HAVE IT!

\$2.98 to \$21.98

Sizes 36 to 54

ROCHESTER'S MOST COMPLETE STOCK OF Leather WELDERS' CLOTHES

ALL LEATHER WELDER'S COAT	Arms Double Reinforced	9.98
ALL LEATHER WELDER'S PANTS		11.95
ALL LEATHER WELDER'S OVERALLS		12.95
ALL LEATHER WELDER'S CAPE and BIB		5.98
ALL LEATHER WELDER'S APRON		2.98
ALL LEATHER WELDER'S SLEEVES		2.69

BOYS' DRESSY Coat & Legging Sets

A double duty set that's both dressy and practical. Popular herringbone patterns of blue, tan grey. Hats to match.

Sizes 4 to 8 **\$11.95**

CHILDREN'S 1-PIECE SNO SUITS PART WOOL GABARDINE

A most practical suit for little tots, water repellent, gabardine with warm quilted lining. Colors: navy, green and brown.

Sizes 3 to 6 **\$9.98**

ROCHESTER JOBBING HOUSE SPORTSWEAR

STONE 2260

159-161 JOSEPH AVE. COR. NASSAU ST.

Ladies Wool Sweaters

MANY 100% WOOL

Popular colors and styles to choose from. Smart novelties and classic models and conservative coat styles.

\$1.98 to \$5.98

Sizes 34 to 50

MEN'S Rubbers

For Work and Dress

Sizes 6 to 12. Buy them NOW!

\$1.39 to \$1.79

MEN'S 100% PURE WOOL COAT SWEATERS **\$2.98**

Warm, 100% wool Sweaters, coat style, in colors of Navy, Brown, and Oxford. Sizes 35-46. To 6.48

Extra Large Coat Sweaters **\$3.98-\$7.29**

SIZES 48-54

MEN'S WARM WOOL AND FLANNEL SHIRTS **\$1.59**

Heavy Buffalo Plaid, Red, Blue and Green • Wool Pin Checks • Cotton Flannel, Plain and Plaid To 5.98

MEN'S Arctic

For Work and Dress

Both heavy and medium weights for every occasion.

\$3.39

MEN'S WARM PLAID MACKINAW

Warm, fleecy wools by the makers of famous Buckskein garments.

\$7.98 TO \$15.95

Sizes 36 to 52

Make are of factory. PENN.

CUUM NOW

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PAPER 13c

dbury mpoo Oil, Tar or 21c

MADES 11c

TUSSIN COUGHS 49c

UNICAPS 95

UBB CREAM 37c

DELTA ULSION \$1.69

SAL PATICA 49c

no-Seltzer 49c

CKS E DROPS 39c

JE JAY N PLASTERS 23c

KAY'S COMMENTS

Those CASUALS at RIPTON DRESS add to your style and multiply your charm — yet subtract little from your pocketbook at a general sale of fall shades — in sizes 14 to 20 also 16½ to 24½. 739 MONROE AVE.

"War-time Cooking" — It's quite a problem isn't it? HOME SERVICE at ROCH-ESTER GAS & ELECTRIC have prepared a series of lessons, entitled War-time Cooking. The series will be given in four lessons. Would you be kind enough to register by phone or drop into 89 East Ave.



SALE— At BERNSTEIN'S of smart fall frocks. One group formerly \$10.95 now \$8.95. Another group \$8.95 now \$6.95. Every dress in this sale is typical Bernstein's quality and style. Hurry while the selection is at its best. 654 PARK AVE.

When you catch a glimpse of yourself in a mirror — are you reminded of the unpleasant fact that you're taking on a settled mature look. Here's what to do — take a series of treatments at VIRGINIA'S REDUCING & BEAUTY SALON. Your reward will be a reduction of weight — inches — new vitality — and self-confidence. 27 CLINTON AVE. So. Stone 346.

You're due for a pleasant surprise when you use LUZIER'S COSMETICS. Only the finest ingredients are used in the manufacturing of these famous cosmetics. A trained consultant will advise you on just what you should use. You may drop into 133 Clinton Ave. So. or make an appointment to be seen in the privacy of your own home. Office Hours: Tues. Thurs. 1:30 - 3:30, Fri. Eve. — Stone 4442. Eve. Call Hillside 1872.

Black on black is best. A mousseline de soie jabot in black on a black blouse with a black sash is the nuts.

It's a rare privilege these days to be able to take advantage of a BARGAIN. But here's one for you. MILDREN HAUPENTHAL in celebration of the opening of her brand new Beauty Shop — will give a permanent — regularly \$7.50 for \$5. Call today — cause this SPECIAL is for a limited time only. 323 BURKE BLDG. — Open Eve.

Steady nerves — magic needles — the patience of Job — all go into the repairing, mending, weaving of your garments left at EMPIRE WEAVERS. When your needs are those mentioned drop into 409 BURKE BLDG. — You'll find prices gentle — service as fast as "times" permit.

Treatments with PETTIS take only 35 minutes. Prices are ten treatments for \$12.50. The BATTLE CREEK REDUCING LOUNGE will whittle you down to your correct size — make you fit and fair. Why don't you call Stone 6210 NOW and make an appointment. 327 BURKE BLDG.

Try this... Shredded Wheat with peach halves stuffed with cottage cheese. Don't let the cottage cheese throw you — that's what makes this so different and so good. Honest.

Joels Hifalutin FUR HATS to press — to accent your entrance. Where — at JOELS of course. They're simply gorgeous. To my feeble mind there is nothing so flattering as a fur-trimmed hat. If you want to "go" elegant, buy one of those MUFF-BAGS to match. Your choice is easy at JOELS. They have beaver, silver fox, squirrel, persian lamb, black and gray. As for style — you know JOELS. If it's new they have it. Now about quality — the fur in these hats are of FIRST QUALITY. This not only adds to their beauty — but in a fur hat — you must buy wearing qualities. All this is to be found in this very fetching large assortment of FUR HATS at JOELS. 215 EAST MAIN ST.

I bought some new perfume the other day. It is called Worth's "Imprudence". It is very strong like all Worth perfumes. You actually only need a drop. It is a haunting fragrance. Different you'll agree. It sells for \$1.50 per dram.

A never forgotten thrill is yours, whenever you're fashion minded quality minded or value minded, if you "decide" on one of those lovely coats at EDWARDS, priced at a gentle \$88. You're going to be awfully surprised at these coats, as I was. They are really elegant. Every single one of them is 100% wool. Every Interlining 100% wool filled.

All have the warmth and comfort you'll need in any weather — wherever you may happen to go. In the group 12 to 20 you'll find Red Fox collars of generous size combined with a well-styled black fabric. London Dye & Squirrel — Skunk — some combined with color — some with black. One in particular I thought was very smart — dyed squirrel tied in a saffron bow at the neck-line. Tabs of squirrel smartly outline the hem in front. One coat with a generous Blue Fox collar was very nice too. Another group at \$68 in specialized sizes boast Persian collars, Persian trim, some with both. Mountain Sable is to be found among this group. Remember these coats are fashioned for those hard-to-fit women who are five feet six and under. Sizes range from 33 to 43. These coats are a mixture of charm and durability tied in a saffron bow. Your thrift and love for glamour too. Why don't you drop into EDWARDS on the Third Floor and ask to see the coats priced \$88.

Grape-Nut with steamed jumbo prunes, stirred with cream cheese. Set a cup of hot chocolate "longside" this one and lead me to it.

HOMOGENIZED VITAMIN D MILK is not only a nourishing food — it is also the best food for protecting health. Scientists say "A quart of milk for every child at least is a good rule. Why not follow this good advice and order HOMOGENIZED VITAMIN D MILK from BRIGHTON PLACE DAIRY today. All you have to do is call Glenwood 144 and Brighton Place will deliver your milk promptly. If you're not entirely satisfied after a trial of two weeks — all you have to do is say so. But I'm betting after a trial your family will DEMAND HOMOGENIZED VITAMIN D MILK. No more coaxing Johnnie to drink his milk. Children like it. You'll find they will drink it more eagerly. Use it on cereals for cooking. It adds that smooth richness that improves every drink or dish for which you use it. WHY NOT TRY IT. Those who have PREFERRED IT, BRIGHTON PLACE DAIRY 44 Fulton Ave. Glenwood 144.

When you're applying rouge — try to remember this — rouge acts as a shadow. Blend your rouge in light feathery strokes, not in wide digging motion. Use a mite to begin with or you've a strawberry parrot. I'm sure you wouldn't want that. So be careful.

SHORTAGE OF DOCTORS
makes this PROTECTIVE FOOD a DAILY NECESSITY!
It's swell to be well, and here's Nature's own super-rich source of Vitamin B₁ and other body building vitamins, minerals and protein. Serve a tablespoonful of delicious, nut-like, flaky, toasted GOLDEN CENTER WHEAT GERM with hot or cold cereals... every day... and see how much better you will feel. Great for growing children, too. Ask your Grocer for GOLDEN CENTER WHEAT GERM.



WOMEN WANTED!

BEECH-NUT PACKING CO.
NEEDS WOMEN FOR ESSENTIAL WAR WORK
Full days or half days, to prepare vegetables for dehydrated foods for army use.
APPLY 8 A. M. TO 5 P. M. AT PALMER ST. OFFICE
BEECH-NUT PACKING CO.
1237 East Main St.
(Do Not Apply If Already Employed In War Work)

W. T. Grant Co.

The Question before the house is —
how to keep WARM this Winter
Toasty-warm Robes

This whole family's found the answer in Grants warm-as-toast blanket cloth robes. Mighty comfortable in the house when the temperature takes a drop... just as our budget prices are welcome when you're s-t-r-e-t-c-h-i-n-g your dollars for War Bonds.

W. T. Grant Co.
293 MAIN ST. E.
at East Ave.

Sibley, Lindsay & Currie

BRIGHTEN YOUR WATCH

Add years of wear and lots of smartness to your watch with a new band! Choose from our large selection of leather and precious metals bands.

Dependable WATCH REPAIRS
CENTER AISLE A MAIN FLOOR

Darling Shop

COAT VALUE EVENT

- HUNDREDS TO CHOOSE FROM
- ONE OF ROCHESTER'S LARGEST & SMARTEST COLLECTIONS
- THRILL AT THE STYLES
- ADMIRE THE QUALITY!

Chesterfields

- BLACKS • BROWNS • GRAYS • BEIGE • REDS

Velvet Collars - Single & Double Breasted

\$22.99 AND HIGHER

- SOME WITH FLY FRONT
- SOME FUR LINED!

Camel Shades

- SOME WITH ZIP-IN LININGS
- SOME WITH VELVET COLLARS
- SOME FUR LINED

\$19.99 AND HIGHER

SIZES FOR JUNIORS—MISSES—WOMEN

Second Floor

Darling Shop

190 MAIN STREET E.

EDWARDS BASEMENT

Look Ahead to Christmas — Shop for Gifts Now at EDWARDS!

WE'VE MADE THIS A FAMILY AFFAIR!

Children's Leather or Patent



SHOES 2.29

We "shoe the feet of tomorrow"! Growing children's shoes of perfect fit! Styles that little son and daughter wear with pride! Sturdy shoes! Practical shoes!

- ★ Black and tan oxfords!
- ★ Tip or moccasin toe!
- ★ Sewed soles!
- ★ Sizes 9 to 3!

Edwards Basement

Active Boys Shoes

OXFORDS
3.49

Shoes that take the lead! Boys pick Bal or Blucher styles! Black or brown! Leather or corded soles, welted sewed soles! Rubber or leather heels!

Edwards Basement



Women's "Tenderfoot"

ARCH SHOES
3.94

Walk into style! And walk in healthy foot comfort! Smart shoes in gabardine, black kid, and tan leather! Distinctive trims . . . scientific arch support!

OXFORDS AND PUMPS!
SIZES 4 to 10; A to E!

Edwards Basement



For the Wise Young

GIRL---SHOES
3.49

Your young daughter wants to be up with things! Good-looking shoes with youthful design! In soft brown leathers! Chrome leather or rubber soles!

Edwards Basement



Men's Heavy Soled

WORK SHOES
3.97

Keep your feet on the ground! Durable! Protective! Well-built work shoes! Leather or corded welted soles, rubber heels, plain or tip toes! Black leather! And sizes up to 12!

Edwards Basement



An Ultimate In Comfort---

SLIPPERS

Buffalo Leather **OPERAS**
2.99

Listen to this! Fully lined with warm, soft sheep wool! Heavy, flexible, leather soles! Rubber heels! Brown only!



MEN'S FELTS

Choose blue or brown! Thick felt slippers, trimmed with cuff! **1.29**

WOMEN'S FELTS

Perfect house slippers! Leather heels! Brown or blue! Flexible soles! **1.44**

Edwards Basement

The Famous "Townway"

MENS SHOES
4.40

Easy on the feet! Easy on the eyes! Easy on the purse! Variety of lasts! Black or brown! Complete range of sizes!

Edwards Basement



Military Service Group Benefitted By Card Party

Military Service Center at the New York Central Station was enriched this week by the proceeds of a card party and entertainment held at Masonic Temple ballroom Monday evening.

More than 600 persons played cards at the affair. James Corbit acted as master of ceremonies for the entertainment features of the evening. Patrons also heard welcoming remarks by Mrs. Wesley Kuebel, general chairman, and a short talk by Mrs. George Schlegel, founder and leader of the group.

Children's Play . . .
(Continued from Page 1)

unforgettable story "Little Men," in which just such a world is depicted.

The play made from that young people's classic by Clare Tree Major will be performed on the stage of the Eastman Theater on Saturday afternoon, Nov. 6, at 2:30 p. m., under sponsorship of the women's Educational Committee of the Rochester Civic Music Association.

In "Little Men" is shown a world of few bath tubs, little electricity, going to bed by candlelight and riding side saddle to church.

Yet in those days, young people had a pretty good time, ac-

COUPON

This Coupon is Worth

10c

Towards Price of Admission To See

'LITTLE MEN'

EASTMAN THEATER

Saturday, Nov. 6, 1943

2:30 O'Clock

Seats: 30c, 40c, 55c, 83c

(Including Tax)

Present this coupon at theatre box office, before 6 p. m. Friday, Nov. 5. Good for 10c reduction on any priced seat in the theatre for the performance herein specified.

Name

Address

Age

According to Louisa May Alcott Children found pleasures in their homes. They had concerts and sewed and they took momentous rides by stage coach to then distant places.

But especially they had time to dream. Long hours of exploring the magic realm of imagination.

In these days, there isn't much time to dream. That's why it is a pleasant experience to see a story unfold from a more leisurely day, such as in the case of the play, "Little Men."

Special GROUP COLORFUL PLAID SKIRTS

ALL STYLES

—Including Pleated All-Around . . .

\$3.99



Some 100% Wool Also Half Pint Types Sizes 24-30

WHITNEY'S
267 MAIN STREET E.

GERMANIA CHAPTER

Germania Chapter will meet next Monday in Room A, Masonic Temple with Worthy Master Anna Betlem and Worthy Patron Richard Betlem Sr., presiding.

Master Masons' night will be observed. Dorothy Wagner will have charge of entertainment and refreshments. Officers will please wear formal dresses.

ESSENTIALS FOR THE HOME

ROYALTY

WOOL **BLANKETS \$5.95**
25% WOOL

GOLDEN-GLO **TABLE LAMPS \$9.95**

1942 CONSOLE MODEL **RADIOS - PHILCO - MOTOROLA \$59.95**
AND MANTOLA

SPECIALS FOR THE KIDDIES
SCOOTERS \$1.98 - WAGONS \$2.39 & \$11.75
KIDDIES WHEEL BARROWS \$4.49
Also Many Other Toys and Playthings

UNIT PARTS
ROCHESTER CORPORATION

1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD

Deal With Vacuum Cleaner Specialists—We Sell Nothing Else!

Look What You Get For \$6.95

Repair Your Vacuum Cleaner NOW

Our expert mechanics will fix your cleaner as good as new. Co-operate for victory. Fix 'em, make 'em do. Check the Penn special.

FULL YEAR GUARANTEE!
All This For One Low Price **\$6.95**

* NEW CORD * NEW BRUSH * NEW BAG * NEW MOTOR BRUSHES

* Cleaning of Motor * Alignment of Fan * Complete Oiling * Complete Greasing * General Tightening

PENN VACUUM STORES

30 SOUTH AVENUE - STONE 6747

OPEN MONDAY and THURSDAY from 8 to 9—Other Days, 10 to 1

WE STOCK PARTS FOR ALL MAKES OF VACUUM CLEANERS

One of America's Leading Vacuum Cleaner Chains



Christmas Tributes to Valor

Small Tokens of Affection—But They'll Mean a Lot to Your MEN-IN-THE-SERVICE

3-IN-1 MEDAL 3.95
EASY TERMS
Sterling silver medal. Identification plate.

FITTED BAG 5.95
EASY CREDIT
Toiletries, sewing needs and shoe shine equipment—neatly packed in this bag.

KIT AND BELT 6.95
PAY WEEKLY
Handy apron kit to hold his toiletries. Matching money belt.

KOINIFE 5.00
EASY TERMS
Novel pocket piece with knife and file blades. St. Christopher design.

LOCKET RING 17.95
EASY TERMS
Modern design with choice of insignia. Space for his favorite picture.

2-DIAMOND OXYX 55.00
EASY CREDIT
Stunning style with choice of insignia on any two side diamonds.

Use Your Credits at...

Rudolph's
Corner East Main at South Ave.
Open Monday Evenings
In Batavia — 109 Main Street

Paint Protects Property

Special LINOLEUM OFFER

From our large selection of patterns, all color through to black. It's still possible to modernize that kitchen floor with

ANY ROOM SIZE UP TO 9x12
COMPLETE WITH LABOR AND MATERIALS

ARMSTRONG
INLAID LINO FLOOR **\$18.75**

WASHABLE WINDOW SHADES

Selection of colors. New roller included. Sizes 6 ft. x 36, inches.

WITHOUT ROLLER **39c**

LUCAS PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

ARE YOU LISTED

in the 1944 Rochester CITY DIRECTORY?

ROCHESTER SUBURBAN DIRECTORY?

The canvass for the 1944 Rochester City Directory and ROCHESTER SUBURBAN DIRECTORY is completed and copy will shortly go to the printers. If your name has not been reported, or if you have made any change of home or business address since the enumerator called, please report the address BY MAIL to the

PUBLISHERS
729 POWERS BLDG.

16 MAIN ST. W.
Phone Calls Not Accepted

The fact that a name appeared in the DIRECTORY last issue does not assure its reappearance. All names not reported on the late canvass are omitted.

MR. BUSINESS MAN, you should be listed prominently in the BUYERS GUIDE, ALPHABETICAL and CLASSIFIED DIRECTORY, where prospective clients can easily find your name. The ads are CLASSIFIED and you can't afford to be left out. Have you ordered your 1944 Rochester City and Rochester Suburban Directories?

Subscription price Rochester City Directory \$12.00. Subscription price Rochester Suburban Directory \$13.00.

SUBSCRIPTION PRICE CLOSING NOVEMBER 1st. Mail your order today. No orders taken by phone. Price after above date: Rochester Directory \$20.00. Rochester Suburban Directory \$18.00.

R. L. POLK & CO.

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

KEY COUPON
HILL'S COLD TABS
30c Size Limit 1 **11c**

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

ELECTRIC IRON **CORDS**
49c

NUJOL **Mineral Oil**
Gallon **\$2.36**

HAIR PINS
Box of 75 **10c**

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

BENZEDRINE INHALER
60c Size **49c**

G. WASHINGTON TOBACCO
2 for **13c**
Regular 10c Size

SQUIBB ASPIRIN TABS.
Bottle 200 **69c**

GROVES COLD TABLETS
35c Size **27c**

470N. GOODMAN NEAR MAIN
KEY
ROCHESTER'S MODERN
CUT RATE 457 RIDGE ROAD NEAR NEWY
1861 MONROE NEAR WINTERS

TODAY THROUGH WEDNESDAY

POTENCY GUARANTEED
STAMMS
MULTI-VITAMIN AND MINERAL TABLETS

8-VITAMINS 9-MINERALS
PKG. 24 49c

EVER TRY A LANOLIN SHAVE?

Lanolin closely resembles the skin's natural oil. It has long been prescribed by doctors in healing soves. Now added to Williams Shaving Cream, Lanolin lets you enjoy close shaves in comfort. Leaves your skin feeling soothed and softer . . . plant, refreshed. Try it!

SPECIAL 39c 50c
SIZE JAR

BLADES
Pkg. of 20 **67c**

JERGENS LOTION
23c Size **23c**
50c Size **39c**
\$1.00 Size **79c**

LADY ESTHER 4-PURPOSE CREAM
55c Size **39c**

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!
Vimms
REG. SIZE **49c** LARGE SIZE **1.69**

KEY COUPON
BETENE
Plain or Choc. 12-oz. Size Regular 12c Limit 2 **89c**

KEY COUPON
ABSORBENT COTTON
2-oz. Pkg. Reg. 20c Limit 2 **11c**

KEY COUPON
SODA MINT TABLETS
Bot. (16) Limit 2 **6c**

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

PARKE-DAVIS IRRADOL-A
New Low Price 16-oz. Size **99c**

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

MIDOL TABLETS
40c Size **32c**

VIDELTA EMULSION
Fint. Bottle **\$1.69**

HINDS HONEY and ALMOND LOTION
\$1.00 Size **59c**

SQUIBB COD LIVER OIL
12-OZ. 24-OZ. **98c \$1.69**

MENNEN Antiseptic Oil
56c Size **43c**

DECR of FASH
Quaint and wool shawl fa ful adoption i icated on cont ing and colder est looking or look most loosely knitt or c o c h e t square, 32 b 6 3 i n c h e s which may b folded into a triangle and draped aroun the shoulder is an outstain ing favorit They're easil a n d , e c o n omically mad with four o two-ply varr cheted with You'll find t ing Helen singer adding applying a se corners, or t plive thread edges.
Now's the wef warm it cold winter a new pett feather, that to wearers o when the ch blow, it's m meta in four p plain and th of quilted a tically no b warmth of a
Clothes g wear out lo of usefulness if given no become lau continuous resiliency a shape only v Brush a gau you take it uly, while a body, wrink and require metal hange are tabou. ers or those ders, are be adds to th them on tr still warm creased line before the r
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BUSY Co-operatio
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NEW QUICK
BETTER THAN EVER
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Fairy S
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95
Free
Call
and
Delivery

6747
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89c

BENT
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11c

MINT
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6c

CIN
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59c

DAVIS
COOL-A
99c

VER'S
VER PILLS
19c

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32c

LTA
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\$1.69

D S
ALMOND
ON
59c

IBB
ER OIL
24-OZ.
\$1.69

NEN
tic Oil
43c

**DECLARED
of
FASHION**

Quaint and feminine is the wool shawl fashion, the successful adoption of which is predicated on continued fuel rationing and colder homes. The newest looking ones are those that look most old-fashioned. A loosely knitted or crocheted square, 32 by 64 inches, which may be folded into a triangle and draped around the shoulders, is an outstanding favorite. They're easily and economically made with four one-ounce balls of two-ply yarn, knitted or crocheted with large needles. You'll find them most gratifying Christmas gifts, says CBS singer Helen Forrest, who suggests adding a holiday air by applying a sequin design in the corners, or running a gold or silver thread design around the edges.



Now's the time to learn a few warm tricks for that long, cold winter we're facing. There's a new petticoat, light as a feather, that will give comfort to wearers of short fur jackets when the chilly blasts begin to blow. It's made of crepe or taffeta in four gores, the side ones plain and the fore and aft gores of quilted aralia. With practically no bulk, it affords the warmth of a full length coat.

Clothes get tired, too, and wear out long before their life of usefulness has been spent. If given no rest, fibers either become taut or packed from continuous use. They regain resiliency and fall back into shape only when in retirement. Brush a garment the moment you take it off. If hung properly, while still warm from the body, wrinkles tend to fall out and require less pressing. The metal hangers of pre-war days are taboo. Wide wooden hangers or those with padded shoulders, are best. The same care adds to the life of shoes. Put them on trees while they are still warm and moist, and the creased lines may be removed before the next wearing.

When you feel like complaining about shopping difficulties today, you might give a thought to the improvisations of Army Nurses as revealed on a recent "Vox Pop" broadcast. In foreign stations they've found their GI helmets serve a multitude of purposes when not in actual use. The girls use them for foot baths, cooking utensils, rain hats, waste baskets, lamp shades and laundry baskets.

Sibley's

IT'S ECONOMICAL TO BUY STURDY, STANDARD
Inlaid Linoleum
IN A TREMENDOUS COLOR AND STYLE RANGE

1.47 Sq. Yd.

When you buy linoleum, you expect it to last a good long time, and to add to a room's beauty as well. When you buy Sibley's quality standard inlaid linoleum, you get that durability and good looks . . . and you get it at a surprisingly low price . . . just \$1.47 a square yard! Come see our great selection . . . marbled effects, colorful patterns, embossed designs. Small charge for installation.

FOUR EIGHTS TENTH FLOOR

BUSY BEE STORES
Co-operating With B. K. Co., Inc.

Spry
1 LB. JAR
3 LB. JAR

THE FLAVOR SAVER
1 lb. 4 pts. 24c, 3 lb. 12 pts. 68c

SWAN
NEW WHITE FLOATING SOAP
Size 10c Reg. 2 for 13c

RINSO
Large 23c Regular 2 for 19c

LUX TOILET SOAP
Large 23c Regular 2 for 19c

LUX
NEW QUICK
3 for 20c

BETTER THAN EVER LIFEBOUY
3 for 20c

Gold Dust Powder . . . 17c
Fairy Soap 5c
Gold Dust Cleanser . . 5c

SMART AND SIMPLE WAYS TO Hang Curtains

Extension Rod 50c
Extends to fit your windows perfectly. Rod and brackets of unfinished wood . . . paint them to match your wood-work.
Single rod for single window . . . 50c
Double rod for single window . . . 79c
Single rod for double window . . . 70c
Double rod for double window . . \$1.05

Pestoon Rings 35c
Fasten the rings to window frame and pull the fabric through. You need only hem the material! Crystal-clear glass inset with hardware.

MADE IN U.S.A. PATENTED THIRD EDITION

MAGICOLOR
On Cost Magic
APC
ALL PURPOSE COATING
OIL BASE
EXTERIOR FINISH

FROM ATTIC TO BASEMENT, USE
**Magicolor
A. P. C.**
THE ALL-PURPOSE ONE COAT,
OIL-BASE PAINT

2.98 Gallon

It's the genuine oil base of A.P.C. that makes it such a wonderful finish for kitchens, bathrooms, any room in the house. ONE COAT covers every surface: wallpaper, wood, plaster, lath. It's easy to use, needs no under-coat, dries in one hour. The oil base also makes A.P.C. really washable! Exclusive at Sibley's in Rochester.

85 NEW SOUTH FORTY FIFTH

CONSTRUCTION SETS

98c each

Guns that shoot! Planes that drop bombs! Ships that move! There's excitement aplenty in these "E-Z" construction sets to keep a boy happily occupied for hours. Army set: jeeps, guns, tanks, trucks, planes. Navy set: ships, planes, submarine, guns.

FOUR EIGHTS TENTH FLOOR

JUST 3 MORE DAYS TO ENTER OUR
"Make Your Own Christmas Gifts" CONTEST

Only three more days to bring or send your entries to our Advertising Department! Just four more days to finish that Christmas gift and compete for a \$25.00 War Bond, as well as nine other valuable prizes! Get your entry blank, then bring that gift here by 9 p. m. Monday, November 1!

Entry Blanks Available in Our
ART COUNTER, THIRD FLOOR

57 YEARS OF LEADERSHIP

Save On Home Fix-Up Needs At Sears

Sears LIGHT MASTER FIXTURES

Dining Room FIXTURES

Both Stores **11.98**

Beautiful, new, scientifically designed light fixture that will bring charm to your dining room... and more light too. Bowl gives equal light distribution. Dawn glass with crystal trim.



LIVING ROOM LIGHT FIXTURES

Tan glass shade with crystal stem decoration. Look well on any type of ceiling — with any period furnishings. Nice for dining rooms as well!

Both Stores **9.98**



Bedroom Lite Fixture

Both Stores **1.98**

Ivory metal base with rose, blue or white tinted shades, makes a soft lovely glow.



Kitchen Lite Fixture

Both Stores **1.19**

White enameled holder with 4-inch metal base, same-white shade — guarantees a striking light.



Bath Lite Bracket

Both Stores **1.19**

White metal holder, pull-chain type with same-white shade. Decorative — guarantees a strong light.



Hall Lite Fixture

Both Stores **2.29**

Bronze or Colonial brass base with rich ivory shade. Throws just the right light.



2 Note Door Chime

Both Stores **8.88**

Somebody pushes the brass door bell and two musical chimes peal throughout the house! Smart to look at! Makes an unusual gift!



Romex Cable

250-Ft. **7.95**

14-gauge 2-wire Tinsley-writer's standard Romex Cable. Handy to have in the house in case you have to do a little light connecting

EASY AS FALLING OFF A LOG!



Shopping Through Sears

CATALOG ORDER DEPARTMENT

If you can't find what you're looking for in either of our stores, drop in at our Catalogue Desk. Trained salespeople will help you locate the merchandise in the catalogue.

Phone: MAIN 7000 or GLENWOOD 556

Ask for the "Catalogue Desk"

Sero-Tone

Both Stores **2.27**

Paint it yourself and save—have that smug, inner satisfaction of doing something well, all by yourself! Easy-to-apply... gives your walls a soft tone that does not reflect light glares. Pastels or white to be thinned with water. Covers wood, plaster, wallpaper, cement and brick with ONE COAT.



ALL-PURPOSE VARNISH

Both Stores **2.98** Gal.

Here is a varnish made for every purpose around the home. Woodwork, doors, stairs, floors and cabinets. Resistant to water and soap. Quick drying—long-lasting.



Sears Sale

NATION-WIDE

MASTER-MIXED WHITE HOUSE PAINT

In Handy 2-Gal. Steel Container

Both Stores **2.98**

Per Gallon In 2 Gallon Lots

HIGH COVERAGE. LONG LASTING

Sears Master-Mixed house paint—put up in 2-gallon cans. A perfect balanced house paint to give long lasting protection. Easy flowing with wide covering and hiding quality. Will not powder or crack. The easy, economical way to paint and save money. White only!



CASEIN PAINT

Both Stores gal. **1.49**

Ideal paint for painting pantry, basement stairways, walls, cabinets, etc. Just mix with water (2 quarts) and you have 6 QUARTS OF PAINT!



SEMI-GLOSS

Both Stores gal. **3.29**

One of the most durable and easy to clean finishes you can buy. For walls, ceilings and woodwork. Heavily mixed, a quality paint.



Interior Gloss

Both Stores gal. **3.29**

Master-Mixed high gloss in beautiful pastel shades... for kitchen and bathroom decorating. Covers wall and woodwork and is easy to apply.



TURPENTINE

Both Stores qt. **24c**

It goes to buy Turpentine in bulk when Sears sell it to you at this ridiculously low price. Highest quality—but bring your own container please!



- Paint and Varnish Remover **1.19**
- Asbestos Fibre Roof Coating, 5 gal. **3.25**
- Kemtone Paint Goes Over Wallpaper. **2.98**
- Kemtone Roller for smooth application. **.89c**
- Lustrous White Glo Interior Enamel **1.55**
- 2" Varnish Brush **69c**
- 3 1/2" Wall Brush **1.89**

ALL ITEMS SHOWN ON SALE AT BOTH STORES

5 Section Hot Water Boiler

BOTH STORES **99.50**

Efficient, dependable, durable. New, improved, economical boiler for hot water heat. Heavy uniform perfect-fitting cast sections give exceptional durability. Room fireless burns all gases, cuts operating costs! Install now and save!



30-Gallon Range Boiler

Both Stores **27.50**

Extremely sturdy glass-lined range boiler tested for 300 lbs. Fully insulated, with Tally air-cell jacket around it, the glass lining assures pure water... absolutely no rust. Coal or oil heaters can be attached to this boiler.



30-Gallon Range Boiler

BOTH STORES **13.95**

Galvanized steel, 30-gallon range boiler, rust resisting interior. Installs easily to present heating system. Buy on our Easy Pay Budget Plan.



SEARS HAVE MOST OF THE POPULAR SIZES RADIO TUBES

Bring in your old tubes when they're really defective. Sears have most of the popular radio tubes in stock. Listed below are a few numbers of tubes on hand:

NUMBER	NUMBER	NUMBER
IV 69c	6H6 69c	46 1.05
2A7 69c	6P5GI 59c	6U7G 95c
5U4G 70c	6R7G 1.05	6X5GT 69c
5Y4G 70c	6GJ7GT 79c	48 2.80
6A7 95c	6SK7GT 69c	26 39c
6A8GT 59c	6US6G5 1.25	78 85c
6D6 95c	2525 95c	77 59c



Both Stores

SEARS—HEADQUARTERS FOR HEATING ACCESSORIES

HEATING EQUIPMENT:

BOTH STORES

- Furnace Coil, 3/4" **1.09**
- Air Cell Pipe Covering 1/2" **27c**
- Asbestos Paper 18"x20 Yds. **98c**
- Asbestos Furnace Cement, 2 lbs. **23c**
- Soot Remover **43c**
- Boiler Stop Leak, Quart **79c**
- Humidifier **4.95**
- Galvanized Smoke Pipe 7" and Ells ... **49c**
- Hot Water Radiator Ells 1/2" **55c**
- Hot Water Radiator Valve 1/2" **1.15**
- Hot Water Boiler 5-Section **99.50**

PLUMBING EQUIPMENT:

BOTH STORES

- Closet Tank **11.95**
- Closet Bowl 14" Rough **7.75**
- Shower Head **1.09**
- Closet Seat **2.75**
- Plastic Lavatory Replacement Handle, Pr. **98c**
- Tank Float, Frosted Glass **39c**
- Ballcock **2.15**
- Closet Seat Hinge **98c**
- Sink Mixing Faucet **4.95**
- Pipe Repair Clamp, 1/2-inch **25c**
- Sears Drain Solvent **23c**



Both Stores Open Friday and Saturday til 9 P.M.

SHOP AT SEARS AND SAVE

Fashion Tailored Clothes

- Expertly Tailored by Master Craftsmen
- Fully Cut, Free From Fabric Tension
- Shape is Tailored-In, Not Pressed-In
- Endless Selection of Patterns, Fabrics, Styles



TOP QUALITY SEARS
MEN'S SUITS
28⁵⁰

Others 21.75 to 32.50

Now's the time to get that suit you'll wear the year around—at a great saving to you! We're expert fitters in case you're not standard measurements.

FASHION TAILORED
OVERCOATS
19⁹⁵

Others 32.50

Single or double-breasted models in easy-fitting tans, blues or grays. Fully lined with lustrous rayon. (Extra long coats for the tall man!)

FASHION TAILORED
TOPCOATS
19⁹⁵

Others to 32.50

Fashion Tailored . . . the finest your money can buy. Styled right, priced right. Lightweight, but warm. Fully lined. Camel tan, teal blue, briar brown, dark grey.



Let Sears Help You Get Ready for... WINTER

Jackets, Coats, Mackinaws...

Suede or Capeskin **Leather Jacket 10⁹⁵** Both Stores
Cusack style warm top line leather jacket with deep down mull pockets. Adjustable tabs make for smooth fit at the waistline.

Plaid Mackinaw **13⁹⁵** Both Stores
Fully cut, boss, warm mackinaw in bright hunter plaid. 100% wool—and designed for hard winter wear. Others From 8.45

Wool **Pile-Lined Coat 20⁷⁵** Both Stores
Tailored-for-sportswear 40" pile-lined coat. Warm, wind-repellent—defense workers will revel in this knock-about topper.

Sheeplined Coat **24⁹⁵** Both Stores
Waterproof outside—snug sheeplined inside. Closely knitted wristlets and wide shawl collar make for added protection against blustery weather.

Plaid Jacket **5⁴⁹** Both Stores
All-wool bright plaid jacket for men or boys. Just as warm sking as it is logging a gun. Another most-for-your-money Sears value!

Poplin Jacket **6⁹⁵** Both Stores
Army Field-type jacket made of Zelap-treated poplin (that means it's both wind and water repellent). Roomy, tailored, smart-looking—it has a part-wool lining.

Any Purchase TOTALING 10 OR MORE CAN BE MADE ON SEARS Easy Payment Plan

MEN'S SPORT COATS

13⁹⁵ Main Floor Monroe
All wool or corduroy sport coats in assorted colors, choose from shorts, longs, regulars and stouts.

CORDUROY Sport COATS 13⁹⁵ Main Floor Monroe

Fingertip Coat **15⁹⁵** Both Stores
Hunter's like it—student's ask for it—and we've sold (we've lost count) literally hundreds to busy factory workers.

Reversi'le Coat **6⁴⁵ TO 9⁷⁵** Both Stores
The right coat for rain or shine—to wear showing natural gabardine side . . . or other side showing wool or corduroy.

Zip or Button Lining MEN'S 2 WAY TOPCOATS 19⁷⁵ Main Floor Monroe

- Button and zip-out lining.
- Choice of colors.
- Complete range of sizes.

Reversible **RAINCOAT 5⁷⁵** Both Stores
Extra-long, raglan-sleeved rain coat in water repellent, wind proofed, long-wearing fabric. Reversible! Others to 19.75

Work or Dress **PANTS 4⁹⁸** Both Stores
Pleated or conservative trousers for men. Closely woven—they retain their shape well between dressings. Others 2.98 up.

Sears Aids for WAR WORKERS

Carhart Waist Band Overalls

LACE BACK **1⁹⁸** Both Stores
Farmers, mechanics and defense workers always ask for these roomy, lace-back overalls. Practically no wear out to 'em.
Drum Major Bib-type Overalls—1.59
Hercules O'alls 1.89

Work Apron 59c Both Stores
Heavy quality blue denim and white shop aprons for general factory and home wear. Deep pockets—complete range of sizes.

Hunting Breeches 5⁷⁷ Both Stores
Wool, plaid, check breeches in a wide range of sizes. Generously cut for the active man.

Black Raincoat 3⁹⁸ Both Stores
Strong, rain-proof black rubber raincoat with pull-down hat to match (89c). Cut for long, hard wear and many a downpour.

Bib-Type O'alls 1⁵⁹ Both Stores
Drum Major bib-type overall especially wearable for mechanics and bench-workers. Stout as a hickory limb and a lot more comfortable. Hercules 1.89.

WELDER'S ALL LEATHER Protective Clothing 1.19 to 13.95

SHOP CAPS 35c

WORK SUSPENDERS 59c Both Stores

**Knights of St. John
Auxiliary Schedule
Annual Fall Dinner**

Annual fall dinner of the Holy Apostles Ladies' Auxiliary, Knights of St. John will be held at 1239 Lake Ave. next Thursday at 6:30 p. m. Guests of honor will include the Rev. George V. Predmore, spiritual advisor for the group; the Rev. F. Walz and the Rev. G. Connell, General chairman is Mrs. Cecelia Kates.

GUIDING STAR

Guiding Star Rebekahs will meet next Tuesday in the lodge rooms with Blanche Mercer presiding. After the meeting a picnic social will be held with Margaret Steele in charge.



JINGLES FROM THE JUNGLES

I've tasted beer in many a land,
But GENESEE is still my brand!

CPL. N. L. J.

GENESEE
IT'S GENESEE FOR '43

OLD DUTCH CLEANSER 8c
ELSCO STORES QUALITY FOODS
GOLD MEDAL FLOUR 25 lb. 1.39

JOIN THE PARADE TO OUR STORE FOR WARTIME VALUES
LIFEBUOY
3 for 20c

RINSO
REG. SIZE 2 for 19c
LG. SIZE 23c

USE **SPRY** The FLAVOR SAVER
3-lb. JAR 68c
1-lb. JAR 24c

LUX reg 2 for 19c large 23c
LUX TOILET SOAP 3 for 20c
SWAN reg. 2 for 13c large 10c
GOLD DUST POWDER large 17c
FAIRY SOAP 3 for 15c
GOLD DUST CLEANSER 5c

Octagon Products
Laundry Soap .5c
Powder .5c
Toilet Soap .5c
Cleanser .5c
Granulated Soap .24c

White House COFFEE 29c Pound
KIRKMAN'S Borax Soap 5c
Soap Flak. 24c
Grn. Soap 24c
Complexion Soap .5c
Cleanser .5c
SUPER SUDS .lg. 24c

PILLSBURY'S
BEST FLOUR 5 lbs. 33c — 25 lbs. \$1.35
SNO-SHEEN CAKE FLOUR29c



Bring Your TENDERONI COUPONS To Wegmans!

(See Tenderoni Advertisement in This Paper for Free Coupon)



C, D, E, F BROWN STAMPS EXPIRE SATURDAY

Use C, D, E, F, G	Brown Points	Price
LUNCHEON MEAT BRUNCH	5 can	35c
TALL CAN RED SALMON	12 can	40c
TALL CAN PINK SALMON	12 can	22c
WILSON'S DEVEILED HAM	1 can	12c
PINT BOTTLE WESSON OIL	4 bot.	27c
TALL CAN EVAP. MILK	1 3 CNS.	25c

GENUINE SPRING AA GRADE

LEG O' LAMB
Lb. 39c

Use X, Y, Z	Blue Points	Price
No. 2 CAN MANCHESTER CORN	13 can	11c
No. 2 CAN PHILLIPS CUT GREEN BEANS	8 can	12c
CAMPBELL'S TOMATO SOUP	3 can	9c
LIDO CLUB Spaghetti DINNERS	2 can	18c
No. 2 can Vegetable Juice V-8 COCKTAIL	2 can	14c



★ **HOW WOULD YOU LIKE TO MAKE A \$3,500 PROFIT? ON A \$200 INVESTMENT?**

YOUR EQUIPMENT JUNK FOR \$200

(ON ADVICE OF REPUBLICAN COMMISSIONER OF PUBLIC WORKS, WITHOUT CITY COUNCIL ACTION)

RESOLD FOR \$3,750.00

Firm That Paid \$3,750 (See Affidavit Below)
FIRST CLASS MECHANICAL CONDITION

THIS EXCUSE MADE BY THE REPUBLICANS IS FALSE AS PROVED BELOW

The can be South ram, ap- entation red that it not be fits and sourceful presenta- e, laxity of sound- e. the city t a used ead by Niagara incident e, laxity of sound- e. It was in quarel ruled t of Plab and been its were level of purchase re sold reported

Rochester t. 14, 1943

is, from the manufacturer of bucket to the City of Rochester, sent—WITHOUT CHANGES—is firm. JUST COMPARE the affidavit!

'Y EQUIPMENT EPUBLICANS?

our Tax Money!

Management!

fficials and Favorites!

Mt. Hope Cemetery!

y Cases While The REPUBLICAN t Personally Tried Only 4 Cases

R TAX MONEY! CLEAN HOUSE!

ATIC GHT!

WESTERN UNION
PA116 17715 COLLECT WUX MILWAUKEE WIS B 1043A
ROY F BUSH*
AM ANS 7TH ROCHESTER NY*
RETEL PURCHASER P&H MODEL 204 SERIAL 2440 IN 1926 CITY OF ROCHESTER, ROCHESTER NEWYORK*
HARNISCHFEGER CORP M B SOUTHWAYD.
204 2440 1926.

WESTERN UNION
RHM62 14/13 COLLECT WUX MILWAUKEE WIS OCT 11 203P
ROY F BUSH*
HOTEL SENECA
RETEL MODEL 204 SERIAL 2440. WAUKESHA ENLINE SERIAL NUMBER 84596 MODEL EU202A*
HARNISCHFEGER CORP M B SOUTHWAYD.
257P.
204 2440 84596 EU202A.

State of New York
County of Seneca
City of Seneca Falls

George Maloney, being duly sworn, deposes and states that he is the president of South Ave. Coal Co., in the City of Seneca Falls, N. Y. That on the 4th day of May 1943 he purchased at C. F. Ward Inc. auction in the City of Rochester the following equipment: one model P.H. 204 Gasoline Driven Crane, Elevator, and Bucket for the sum of \$3750.00 which I paid to the auctioneer. This crane is identified by the following numbers: #2640, and S.O. 76100. The motor number is R.U.2025-5126 and #66596, Date Feb. 1926.

Two days before the 1926 auction I inspected all the machinery in his yard which was to be sold at public auction and the above machine was listed in the auctioneer's catalogue showing the articles to be sold at the auction.

This machinery has since been used at my place of business and I find it in first class mechanical condition.

Sworn to before me
this 27th day of Sept., 1943

Lucie Beebler
Notary Public

George Maloney

FOOT SUFFERERS!

ABSOLUTELY FREE!

Full Size 25c Bottle of Famous **LOCK'S CORN AND CALLOUS REMOVER** With Every Jar of **LOCK'S FOOT BALM**

Now Both 49c 74c VALUE!

First time, this nationally famous remedy is available at the low price of 49c with a 25c bottle of Lock's Corn and Callous Remover included at no extra cost.

Whether your feet are feverish or perspiring, whether corns and callouses stab you with pain—or whether your feet are just everlastingly tired, sore and itchy—they don't have to hurt the way they do. Peeling, itching, shooting pains, tender soles that shriek in protest every time you take a step can be relieved.

GET **LOCK'S** AT ANY DRUG COUNTER 49c... \$1.25

GASSING THE FRUIT

In Europe, preservation of fruit juices is being accomplished by impregnation with carbon dioxide gas.

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, no why pay more? Never accept substitutes. Demand

St. Joseph ASPIRIN

Want Ads

BEDDING

NEW COTTON mattresses any color tick, \$5.00 Cotton felt mattresses, \$3.50 Flat springs \$2.00 up. Coil springs \$5.00 up. Metal Beds \$4.00 up. H. P. Furniture, 36 State St.

WANTED TO BUY

BEDS, Spring, Stoves, Rugs, Dining and Bedroom suites. Fully furnished. Phone Mr. Carter, Main 8926.

Furnished Rooms to Rent

TWO PLEASANT ROOMS, semi-private bath. Near stores, buses and downtown. Apply 225 8th Street, Stone 4436. No week-ends.

HAIR, We advise you to write 1 No. 10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-1228-1229-1230-1231-1232-1233-1234-1235-1236-1237-1238-1239-1240-1241-1242-1243-1244-1245-1246-1247-1248-1249-1250-1251-1252-1253-1254-1255-1256-1257-1258-1259-1260-1261-1262-1263-1264-1265-1266-1267-1268-1269-1270-1271-1272-1273-1274-1275-1276-1277-1278-1279-1280-1281-1282-1283-1284-1285-1286-1287-1288-1289-1290-1291-1292-1293-1294-1295-1296-1297-1298-1299-1300-1301-1302-1303-1304-1305-1306-1307-1308-1309-1310-1311-1312-1313-1314-1315-1316-1317-1318-1319-1320-1321-1322-1323-1324-1325-1326-1327-1328-1329-1330-1331-1332-1333-1334-1335-1336-1337-1338-1339-1340-1341-1342-1343-1344-1345-1346-1347-1348-1349-1350-1351-1352-1353-1354-1355-1356-1357-1358-1359-1360-1361-1362-1363-1364-1365-1366-1367-1368-1369-1370-1371-1372-1373-1374-1375-1376-1377-1378-1379-1380-1381-1382-1383-1384-1385-1386-1387-1388-1389-1390-1391-1392-1393-1394-1395-1396-1397-1398-1399-1400-1401-1402-1403-1404-1405-1406-1407-1408-1409-1410-1411-1412-1413-1414-1415-1416-1417-1418-1419-1420-1421-1422-1423-1424-1425-1426-1427-1428-1429-1430-1431-1432-1433-1434-1435-1436-1437-1438-1439-1440-1441-1442-1443-1444-1445-1446-1447-1448-1449-1450-1451-1452-1453-1454-1455-1456-1457-1458-1459-1460-1461-1462-1463-1464-1465-1466-1467-1468-1469-1470-1471-1472-1473-1474-1475-1476-1477-1478-1479-1480-1481-1482-1483-1484-1485-1486-1487-1488-1489-1490-1491-1492-1493-1494-1495-1496-1497-1498-1499-1500-1501-1502-1503-1504-1505-1506-1507-1508-1509-1510-1511-1512-1513-1514-1515-1516-1517-1518-1519-1520-1521-1522-1523-1524-1525-1526-1527-1528-1529-1530-1531-1532-1533-1534-1535-1536-1537-1538-1539-1540-1541-1542-1543-1544-1545-1546-1547-1548-1549-1550-1551-1552-1553-1554-1555-1556-1557-1558-1559-1560-1561-1562-1563-1564-1565-1566-1567-1568-1569-1570-1571-1572-1573-1574-1575-1576-1577-1578-1579-1580-1581-1582-1583-1584-1585-1586-1587-1588-1589-1590-1591-1592-1593-1594-1595-1596-1597-1598-1599-1600-1601-1602-1603-1604-1605-1606-1607-1608-1609-1610-1611-1612-1613-1614-1615-1616-1617-1618-1619-1620-1621-1622-1623-1624-1625-1626-1627-1628-1629-1630-1631-1632-1633-1634-1635-1636-1637-1638-1639-1640-1641-1642-1643-1644-1645-1646-1647-1648-1649-1650-1651-1652-1653-1654-1655-1656-1657-1658-1659-1660-1661-1662-1663-1664-1665-1666-1667-1668-1669-1670-1671-1672-1673-1674-1675-1676-1677-1678-1679-1680-1681-1682-1683-1684-1685-1686-1687-1688-1689-1690-1691-1692-1693-1694-1695-1696-1697-1698-1699-1700-1701-1702-1703-1704-1705-1706-1707-1708-1709-1710-1711-1712-1713-1714-1715-1716-1717-1718-1719-1720-1721-1722-1723-1724-1725-1726-1727-1728-1729-1730-1731-1732-1733-1734-1735-1736-1737-1738-1739-1740-1741-1742-1743-1744-1745-1746-1747-1748-1749-1750-1751-1752-1753-1754-1755-1756-1757-1758-1759-1760-1761-1762-1763-1764-1765-1766-1767-1768-1769-1770-1771-1772-1773-1774-1775-1776-1777-1778-1779-1780-1781-1782-1783-1784-1785-1786-1787-1788-1789-1790-1791-1792-1793-1794-1795-1796-1797-1798-1799-1800-1801-1802-1803-1804-1805-1806-1807-1808-1809-1810-1811-1812-1813-1814-1815-1816-1817-1818-1819-1820-1821-1822-1823-1824-1825-1826-1827-1828-1829-1830-1831-1832-1833-1834-1835-1836-1837-1838-1839-1840-1841-1842-1843-1844-1845-1846-1847-1848-1849-1850-1851-1852-1853-1854-1855-1856-1857-1858-1859-1860-1861-1862-1863-1864-1865-1866-1867-1868-1869-1870-1871-1872-1873-1874-1875-1876-1877-1878-1879-1880-1881-1882-1883-1884-1885-1886-1887-1888-1889-1890-1891-1892-1893-1894-1895-1896-1897-1898-1899-1900-1901-1902-1903-1904-1905-1906-1907-1908-1909-1910-1911-1912-1913-1914-1915-1916-1917-1918-1919-1920-1921-1922-1923-1924-1925-1926-1927-1928-1929-1930-1931-1932-1933-1934-1935-1936-1937-1938-1939-1940-1941-1942-1943-1944-1945-1946-1947-1948-1949-1950-1951-1952-1953-1954-1955-1956-1957-1958-1959-1960-1961-1962-1963-1964-1965-1966-1967-1968-1969-1970-1971-1972-1973-1974-1975-1976-1977-1978-1979-1980-1981-1982-1983-1984-1985-1986-1987-1988-1989-1990-1991-1992-1993-1994-1995-1996-1997-1998-1999-2000-2001-2002-2003-2004-2005-2006-2007-2008-2009-2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024-2025-2026-2027-2028-2029-2030-2031-2032-2033-2034-2035-2036-2037-2038-2039-2040-2041-2042-2043-2044-2045-2046-2047-2048-2049-2050-2051-2052-2053-2054-2055-2056-2057-2058-2059-2060-2061-2062-2063-2064-2065-2066-2067-2068-2069-2070-2071-2072-2073-2074-2075-2076-2077-2078-2079-2080-2081-2082-2083-2084-2085-2086-2087-2088-2089-2090-2091-2092-2093-2094-2095-2096-2097-2098-2099-2100-2101-2102-2103-2104-2105-2106-2107-2108-2109-2110-2111-2112-2113-2114-2115-2116-2117-2118-2119-2120-2121-2122-2123-2124-2125-2126-2127-2128-2129-2130-2131-2132-2133-2134-2135-2136-2137-2138-2139-2140-2141-2142-2143-2144-2145-2146-2147-2148-2149-2150-2151-2152-2153-2154-2155-2156-2157-2158-2159-2160-2161-2162-2163-2164-2165-2166-2167-2168-2169-2170-2171-2172-2173-2174-2175-2176-2177-2178-2179-2180-2181-2182-2183-2184-2185-2186-2187-2188-2189-2190-2191-2192-2193-2194-2195-2196-2197-2198-2199-2200-2201-2202-2203-2204-2205-2206-2207-2208-2209-2210-2211-2212-2213-2214-2215-2216-2217-2218-2219-2220-2221-2222-2223-2224-2225-2226-2227-2228-2229-2230-2231-2232-2233-2234-2235-2236-2237-2238-2239-2240-2241-2242-2243-2244-2245-2246-2247-2248-2249-2250-2251-2252-2253-2254-2255-2256-2257-2258-2259-2260-2261-2262-2263-2264-2265-2266-2267-2268-2269-2270-2271-2272-2273-2274-2275-2276-2277-2278-2279-2280-2281-2282-2283-2284-2285-2286-2287-2288-2289-2290-2291-2292-2293-2294-2295-2296-2297-2298-2299-2300-2301-2302-2303-2304-2305-2306-2307-2308-2309-2310-2311-2312-2313-2314-2315-2316-2317-2318-2319-2320-2321-2322-2323-2324-2325-2326-2327-2328-2329-2330-2331-2332-2333-2334-2335-2336-2337-2338-2339-2340-2341-2342-2343-2344-2345-2346-2347-2348-2349-2350-2351-2352-2353-2354-2355-2356-2357-2358-2359-2360-2361-2362-2363-2364-2365-2366-2367-2368-2369-2370-2371-2372-2373-2374-2375-2376-2377-2378-2379-2380-2381-2382-2383-2384-2385-2386-2387-2388-2389-2390-2391-2392-2393-2394-2395-2396-2397-2398-2399-2400-2401-2402-2403-2404-2405-2406-2407-2408-2409-2410-2411-2412-2413-2414-2415-2416-2417-2418-2419-2420-2421-2422-2423-2424-2425-2426-2427-2428-2429-2430-2431-2432-2433-2434-2435-2436-2437-2438-2439-2440-2441-2442-2443-2444-2445-2446-2447-2448-2449-2450-2451-2452-2453-2454-2455-2456-2457-2458-2459-2460-2461-2462-2463-2464-2465-2466-2467-2468-2469-2470-2471-2472-2473-2474-2475-2476-2477-2478-2479-2480-2481-2482-2483-2484-2485-2486-2487-2488-2489-2490-2491-2492-2493-2494-2495-2496-2497-2498-2499-2500-2501-2502-2503-2504-2505-2506-2507-2508-2509-2510-2511-2512-2513-25

TAXPAYERS!

HOW WOULD YOU LIKE TO
MAKE A \$3,500 PROFIT?
ON A \$200 INVESTMENT?

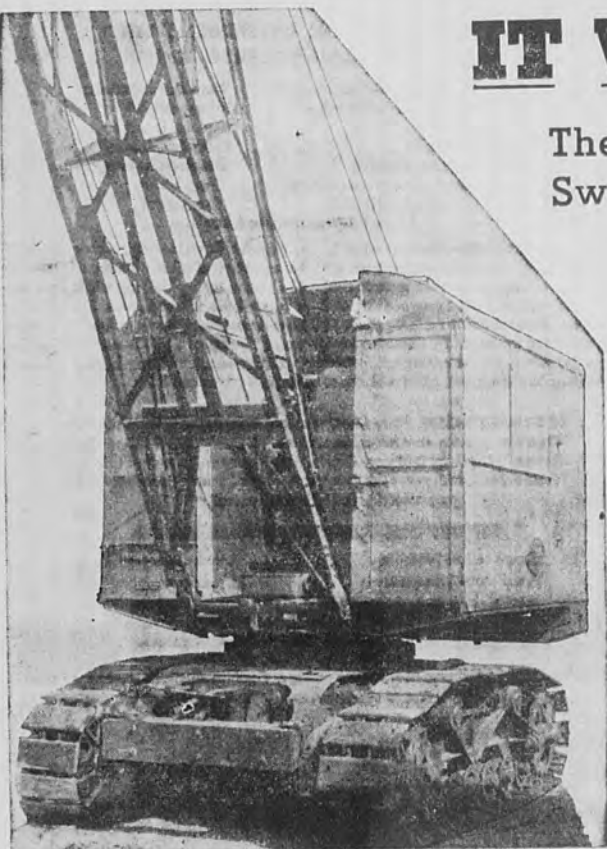
REPUBLICANS SOLD YOUR EQUIPMENT

This City Crane And Bucket— **AS JUNK FOR \$200**

IT WAS SOLD TO A LOCAL JUNK DEALER BY THE REPUBLICAN CITY PURCHASING AGENT, ON ADVICE OF REPUBLICAN COMMISSIONER OF PUBLIC WORKS, WITHOUT CITY COUNCIL ACTION!

IT WAS RESOLD FOR \$3,750.00

The Niagara Falls Firm That Paid \$3,750 (See Affidavit Below)
Swears **IT WAS IN FIRST CLASS MECHANICAL CONDITION**



Lloyd Storaadt, Democratic candidate for councilman in the South District, on the same program, appealed for minority representation on City Council and declared that Rochester "cannot and must not be governed without the benefits and advantages of rational, resourceful and watchful minority representation."

Charges Shovel Sale
Storaadt charged that the city has sold as junk for \$200 a used gasoline shovel that was resold by the buyer for \$3,750 to a Niagara Falls firm, claiming the incident was evidence of "negligence, laxity, inefficiency and a want of sound business-like practices."

In City Hall yesterday, it was reported that the equipment in question was an 18-year-old shovel, ruled obsolete by the Department of Public Works, and that it had been sold for parts. The parts were combined with another shovel of the same make, by the purchaser, and the second shovel was resold at the higher price, it was reported there.

From News Article in The Rochester Democrat & Chronicle, Oct. 14, 1943

The two reproduced telegrams, from the manufacturer who originally sold this crane and bucket to the City of Rochester, prove that the same equipment—WITHOUT CHANGES—was sold to the Niagara Falls firm. JUST COMPARE the Serial and Motor numbers with affidavit!

**THIS EXCUSE MADE BY
THE REPUBLICANS
IS FALSE**

AS PROVED BELOW

WESTERN UNION

PA116 17/15 COLLECT WUX MILWAUKEE WIS 8 1045A
ROY F BUSH
AM ANS 7TH ROCHESTER NY
RETEL PURCHASER P&H MODEL 204 SERIAL 2440 IN 1926 CITY OF ROCHESTER, ROCHESTER NEWYORK
HARNISCHFEGER CORP M B SOUTHWAYD.
204 2440 1926.

WESTERN UNION

RH462 14/15 COLLECT WUX MILWAUKEE WIS OCT 11 203P
ROY F BUSH
HOTEL SENECA
RETEL MODEL 204 SERIAL 2440, WAUKESHA ENLINE SERIAL NUMBER 64596 MODEL EU202A
HARNISCHFEGER CORP M B SOUTHWAYD.
357P.
204 2440 64596 EU202A.

State of New York
County of Niagara
City of Niagara Falls

George Maloney, being duly sworn, deposes and states that he is the president of South Ave. Coal Co. in the City of Niagara Falls, N. Y. That on the 4th day of May 1943 he purchased at C. P. Ward Inc. auction in the City of Rochester the following equipment: one model P.H. 204 Gasoline Driven Crane, Skimmer, and Bucket for the sum of \$290.00 which I paid to the auctioneer. This crane is identified by the following numbers: #0440, and S.O. 76400. The motor number is P.O. 2025-5246 and #64096, Date Feb. 1926.

Two days before the Ward auction I inspected all the machinery in the yard which was to be sold at public auction and the above machine was not listed in the auctioneer's catalogue showing the article to be sold at the auction.

This machinery has since been used at my place of business and I find it in first class mechanical condition.

Sworn to before me
this 27th day of Sept. 1943
Lester Beebler
Notary Public

George Maloney

HOW MANY OTHER PIECES OF VALUABLE CITY EQUIPMENT HAVE BEEN SOLD AS JUNK BY CITY HALL REPUBLICANS?

- REMEMBER, The FREE Driveways The REPUBLICANS Gave Their Leaders, Paid For With Your Tax Money!
- REMEMBER, The Contamination of the City's Water Supply Caused By REPUBLICAN Careless Management!
- REMEMBER, The Failure of the REPUBLICANS To Collect Your Ashes and Garbage!
- REMEMBER, The Reduced Property Assessments The REPUBLICANS Put Through For Their Officials and Favorites!
- REMEMBER, The REPUBLICANS Irresponsible Management And Carelessness of The Graves In Mt. Hope Cemetery!
- REMEMBER, The Unsolved and Unpunished Murders and 15,627 Unsolved Larceny and Burglary Cases While The REPUBLICAN District Attorney Has Been In Office! Why Did You Pay Him \$79,125 Salary When He Has Personally Tried Only 4 Cases In 9 Years?

STOP THIS INEFFICIENCY AND WASTAGE OF YOUR TAX MONEY!
REMEMBER, ELECTION DAY IS YOUR DAY TO CLEAN HOUSE!

VOTE DEMOCRATIC ROW "B" AND "B" RIGHT!

Monroe County Democratic Committee

This 5¢ Coupon

**HELPS TO INTRODUCE
YOU TO
Van Camp's
TENDERONI**

the new, different, delicious treat
for all lovers of Macaroni and Spaghetti

USE IT BEFORE YOU LOSE IT.. TAKE IT TO YOUR GROCER NOW



LOOK... EASY-TO-FIX RECIPES TOO!

Van Camp's Tenderoni is already a favorite with thousands of housewives who enjoy its delicate, delicious flavor . . . its tenderness . . . its quick and easy cooking . . . its natural and ready combination with a great variety of good foods and sauces.

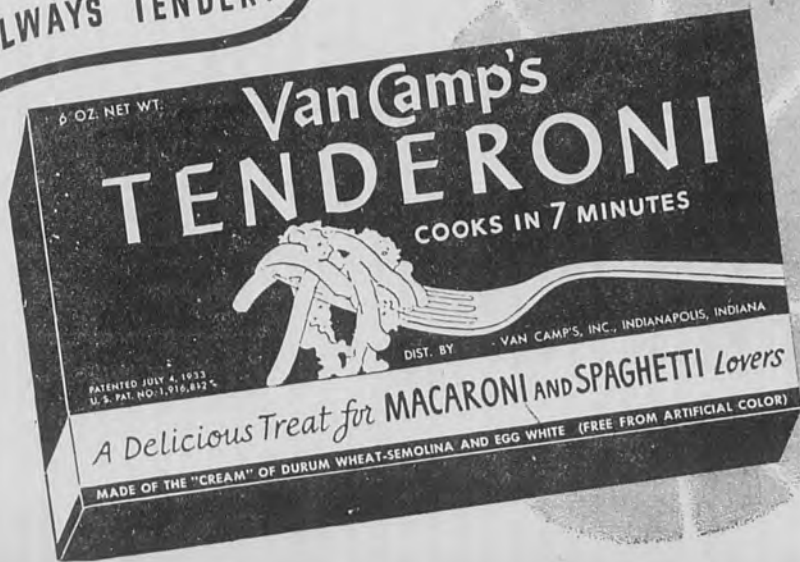
To make Tenderoni your favorite . . . we give you this coupon—worth 5c when you purchase

two packages of Tenderoni at regular price—to use today at your grocer's. Put this coupon in your purse now . . . so that when you go to your grocer's you may apply it toward this purchase.

Once you try Tenderoni . . . treat your family to Tenderoni . . . no other macaroni or spaghetti will ever appeal to you . . . for Tenderoni is as different from ordinary products of this kind . . .

as angel-food cake is different from bread. **Different** . . . because it is processed with egg-white by a patented method. **Different** because it is always tender . . . never dough-y. **Different** . . . because it cooks quickly—only 7 minutes—saving time and fuel. Tenderoni . . . a delicious dish in itself . . . helps make meat and vegetables—both canned and fresh—go further.

ALWAYS TENDER!



**NO RATION POINTS NEEDED
to buy and enjoy TENDERONI**

NEVER DOUGH-Y

**TENDERONI RECIPES
YOU'LL WANT TO TRY**
Appetite Appealing . . . Easy on Ration Points

MISS ZOLA VINCENT, Foods Editor, New York Journal-American, says: "This recipe is indeed a splendid one and we are very enthusiastic about it."

**BAKED TENDERONI CASSEROLE WITH
MEAT BALLS AND TOMATO SAUCE**

- | | |
|-------------------------------------|-----------------------|
| 1 (6 oz.) package Tenderoni | 1 cup chopped carrots |
| 2 tablespoons butter or margarine | 1 1/2 teaspoons salt |
| 2 tablespoons flour | 3/4 pound ground beef |
| 1 1/2 cups tomato juice | 1/2 cup breadcrumbs |
| 1/4 cup finely chopped onion | 2 tablespoons catsup |
| 1/2 cup finely chopped green pepper | 1 egg, beaten |
| 2 tablespoons chopped parsley | dash pepper |
| 1 teaspoon Worcestershire Sauce | |

Cook Tenderoni according to directions on package. Melt butter or margarine over low heat; stir in flour, and continue stirring until smooth. Add tomato juice, vegetables and 1 teaspoon salt, and continue cooking until liquid thickens, about 10 minutes, stirring occasionally. Combine beef, breadcrumbs, catsup, egg, remaining salt, pepper and Worcestershire Sauce, and blend well. Form into 6 to 8 balls, and brown in a hot greased skillet. Place one layer of cooked Tenderoni in the bottom of a greased baking dish; top with a layer of vegetables and sauce. Repeat process until all are used. Place meat balls at intervals, and bake in a moderate oven (350 degrees F.) 30 minutes. Makes 6 servings. (Canned tomatoes may be used, and decrease flour to 1 tablespoon.)

MISS NANCY SASSER, "Buy Lines," Famous Newspaper Columnist, says: "Here's a gem for any housekeeper's crown . . . a salad recipe that's absolutely New! Try it in your family, their instant enjoyment of this new Tenderoni treat will prove that you've discovered a new taste-tempter for your most discriminating party guests!"

TENDERONI AND VEGETABLE SALAD

- | | |
|---|---------------------------|
| 2 cups cooked Tenderoni | 1 tablespoon grated onion |
| 1/2 cup cooked, diced carrots | 1/2 teaspoon salt |
| 3 tablespoons finely chopped celery | dash pepper |
| 2 tablespoons finely chopped green pepper | 1/4 cup mayonnaise |
| | Lettuce leaves |

Cook Tenderoni according to directions on package. Combine all ingredients except lettuce. Chill, and serve on lettuce leaves. Makes 6 servings.



TENDERONI is a product of Van Camp's . . . makers of the famous Van Camp's Pork and Beans and packers of fine foods for 82 years.

This Week
\$25 WIN
Mrs. M. J. E
544 Conkey
WINNING CAR
Robt. Winte
260 Ave.
Please Call at
News for your

SEVENTH YEAR
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Sunday

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**This Week's
\$25 WINNER**
Mrs. M. J. Barclay,
544 Conkey Ave.
WINNING CARRIER:
Robt. Winterkorn
260 Ave. D
Please Call at Shopping
News for your award

The Rochester Sun SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave. S. Rochester, (4), N. Y. Distributed 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. By carrier, 10c per month.

SEVENTH YEAR—No. 1 ROCHESTER, N. Y., THURSDAY, NOVEMBER 4, 1943

City-Wide Safety Drive To Be Launched Sunday By Jaycees

"Smash the Seventh Column," will be the aim of the Junior Chamber of Commerce in a week's campaign starting Sunday, according to announcements this week by Franklin Doughty, campaign co-chairman.

Churches, schools, industries, merchants and moving picture theatres will all cooperate in the campaign to make Rochester conscious of the carelessness and indifference which causes accidents.

CHURCHES CO-OPERATE
Churches throughout the city are expected to provide the first day impetus on Sunday with Seventh column sermons and announcements.

Monday will be "Traffic Day." School children, selected by Police Safety Officer Henry H. Jensen, will direct traffic between 6:30 and 9:30 p. m. at downtown intersections.

In addition members of the Police Department, stationed in the downtown area, will pass out "tickets" to persons showing good pedestrian habits. The "tickets" will be good for admittance to Loew's Rochester Theater, where "Seventh Column," a movie short, will be shown all week.

On Tuesday, which has been designated as "Industry Day," upwards of 100,000 booklets and payroll inserts, describing Seventh Column activities, will be distributed in all the industrial plants of the city.

SHOPS COVERED
Arrangements have been completed for Maj. Gen. Thomas A. Terry, commanding general of the Second Service Command, to speak on "Civic Day" at a Wednesday noon forum con-

(Continued on Page 6)

Minstrel Show To Highlight No. 16 School PTA "Fathers' Night"

School 16 PTA fathers will be in the limelight at the next meeting of the association which will be held Tuesday, Nov. 16, at 7:45 p. m.

Dads will give full vent to their humorous capacities in a presentation of "The Plantation Minstrels," an original show, produced and directed by James O. Horne Jr. The show is a modern version of the old time minstrels, which "exposes" the talents of the fathers of School 16 pupils.

After the entertainment, dancing will take place and refreshments served.

Laurelton PTA To Have Carnival

Laurelton School P.T.A. will hold its annual entertainment and carnival at the school on Hellenale Rd., tomorrow evening, Nov. 5, at 8 o'clock.

Mr. and Mrs. Donald M. McKay are chairman assisted by Mr. and Mrs. Charles B. Jones, Mr. and Mrs. Albert D. Stewart, Mr. and Mrs. Lloyd H. Downing, Mr. and Mrs. Leon C. Whitlock and Mr. and Mrs. Martin A. Putnam.

Ass'l District Attorney To Speak At PTA Meet

The importance of checking child delinquency will be discussed at a meeting of No. 8 School P. T. A. tonight at 8:15 o'clock. Miss Charlotte Sennett, child protection committee, City War Council, and Harry Rosenthal, assistant district attorney, will speak of "Delinquents, They Need Not Be."

Refreshments after the program will be served by Miss M. Rausch's sixth grade mothers.

Arrive In Australia



Two Rochesterians now serving with the Red Cross in the war zones are Miss Jean E. Parkes of 479 Flower City Pk. and William R. Stow, 169 Thorncliffe Dr. They recently arrived in Australia to undertake their Red Cross activities. Miss Parkes, formerly of Eastman Kodak Co., is a camp secretary and Stow, with Travelers' Insurance Co. here before joining the Red Cross, is an assistant field director.

No. 24 School PTA To Hear S. P. C. C. Official Monday

"Juvenile Delinquency" will be the subject of a meeting of the Parent-Teachers Association of Ellwanger and Barry School No. 24. The meeting will be held next Monday at 8 p. m.

Guy Harris, supervisor of the Protective Department of the Society for the Prevention of Cruelty to Children will be the speaker.

The social part of the evening will consist of square dancing. Refreshments will be served with Mrs. Norman C. Schlegal and Mrs. Charles B. Phelps as hostesses assisted by the Sixth Grade Mothers.

Sen. Jas. M. Mead Praises War Effort In Radio Address

Denying that he is an isolationist or an "America firster," according to the curbstone definition of that word, Senator James M. Mead took to the air last Tuesday night to report reactions to his recent tour of the war fronts.

Mead was one of a group of U. S. Senators who recently returned from an inspection trip of both European and Pacific war fronts.

Tells Of Tom
In his address, which was broadcast over station WHN in New York City Mead gave high praise to President Roosevelt and his military advisors, as well as to Prime Minister Churchill, and the Russian and Chinese people.

Mead said that he returned from the trip even more convinced that "it is necessary for us to participate in an international effort to preserve the peace of the world."

Advocates Cooperation
He denied that he had made a previous statement that "the establishment of Russian bases would save a million lives."

Mead pointed out the many difficulties which would have to be overcome to establish such bases, as well as equip, supply and defend them. He said the establishment of such bases at this time would imperil the war in Europe, and, therefore, was told by military leaders that Russian bases were out of the question "at this time."

Mead cited China's willing-

(Continued on Page 6)

Amusements

CENTURY Continuous Performance of "FOR WHOM THE BELL TOLLS" in technicolor with Gary Cooper and Ingrid Bergman
NOW PLAYING

LOEWS Donald O'Connor in "TOPMAN" Plus "PASSPORT TO SUEZ" with Warren Williams
NOW PLAYING

PALACE Sonia Henie, Woods Herman and Orchestra and Jack Oakie in "WINTERTIME" Plus Chester Morris in "TORNADO"
NOW PLAYING

CAPITOL First time at regular Capitol prices Irving Berlin's "THIS IS THE ARMY" in Technicolor
NOW PLAYING

HUDSON "ACTION IN THE NORTH ATLANTIC" with Humphrey Bogart and Julie Bishop "RED-HEAD FROM MANHATTAN" with Lupe Veler
SUN. AND MON.

LITTLE George Arliss in "DR. SYN" With Margaret Lockwood And Don Loder
STARTS SATURDAY

REGENT "PHANTOM OF THE OPERA" in Technicolor with Nelson Eddy, Susanna Foster and Claude Rains. Plus Lums and Abner in "SO THIS IS WASHINGTON"
NOW PLAYING

REXY "BACKGROUND TO DANGER" with George Raft and Brenda Marshall Plus "LUCKY LEGS" with Jinx Falkenburg
SUN. MON. TUES.

TEMPLE 3 Days Only—Fri., Sat., Sun. On Stage in Person LAWRENCE WELK AND HIS ORCHESTRA! EXTRA! RUBINOFF AND HIS VIOLINS! On the screen "GIRL FROM MONTEREY"
STARTS FRI.

Sustaining subscribers to scriber for only ten cents a Shopping News win cash You month Ask your Shopping can become a sustaining sub- News carrier for details.

WESTERN N. Y.'S MOST COMPLETE STOCK OF RECORDS

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WE DELIVER 3 OR MORE RECORDS, CHECK AND MAIL TO:
COLUMBIA Music Store
54 SO. CLINTON AVE. OPEN EVENING 7 P. M.
Listen to 1240 Club Daily 5:30-Sat. 1 P. M. Over WSAV

DO YOUR XMAS SHOPPING EARLY AT CHAMPION'S

COMPLETE LINE OF GIFTS FOR MEN IN THE SERVICE

WARM WOOL SWEATERS
For The Entire Family
\$2.98 AND UP
ALL WOOL COAT SWEATERS \$2.98

ALFRED JOHNSON HOCKEY SKATES
FOR MEN, WOMEN AND CHILDREN

COMPLETE LINE OF NORTHLAND SKI'S - TOBOGGANS AND EQUIPMENT FOR MEN, WOMEN AND CHILDREN

LADIES GABARDINE REVERSIBLE ZIPPER FRONT SKI SUITS \$18.95

MEN'S FIRST QUALITY CAPEKIN LEATHER Sport Jacket
WITH ZIPPER FRONT
\$12.95
SIZES 36 TO 46
Heavy Plaid, All Wool HUNTING SHIRTS \$4.50

BOYS' GENUINE LEATHER JACKETS
ZIPPER FRONT
\$9.95 and \$12.95
FULLY LINED

BOYS' HIGH QUALITY CORDUROY LONG PANTS
All Colors \$3.98 Sizes 10 to 22

Champion
KNITWEAR CO., 171 ST. PAUL ST.

HARRIS NUSBAUM

STYLES AND VALUES THAT ONLY HARRIS NUSBAUM CAN OFFER!

Masterpiece of Perfect Blending and Styling

MUSKRAT COATS \$159.00

If you need a fur coat . . . and this year that should be your only reason for buying one . . . make sure you get the best! Here's Blended quality skins, perfectly worked into lasting styles to keep you warm and fashion-right this winter and many to come. And because we're fur specialists from "away back," you'll be wise to shop our excellent collection now . . . while assortments are complete.

Thrilling Values In 100% Wool FUR-TRIMMED COATS \$42.50

All Season Coat With Removable Lining BUTTON-IN COATS \$26.50

100% wool fabrics . . . purchased in advance of the season—these are thrifty all-time values. Choose from our big collection of dateless smart coats—each richly furred—expertly tailored of long-wearing quality wools. See Nusbäum's many styles, each an investment in beauty, warmth, wear. Sizes 12 to 44.

Tailored Smartness In Fine 100% Wool CHESTERFIELD COATS \$29.50

100% all wool fabrics, impeccably tailored in several styles! Choose at Nusbäum's from a vast selection, with or without velvet collars. Some have the popular fly-front and vent back, others are plain. All the wanted colors including the season's best seller, BLACK. Junior sizes 9 to 17, Missy 13 to 20, woman's 38 to 44 and stout's 35 1/2 to 43 1/2.

STORE HOURS
Open Daily 9 A.M. to 9 P.M.
Friday 9 A.M. to 6 P.M.
Sat. Eve. 7 P.M. to 10 P.M.

HARRIS NUSBAUM
221-229 JOSEPH AVE.

Kay's Comments

There—there, little chicken, take it easy. Put your little hot hand in mine while I tell you some soothing things about relaxing. Because if you really are going to make the most of it, distill the last ounce of satisfaction from work, love or a jaunt on the town—it's senseless to think you can do it when you're tied up in nervous knots. Tired and tense and frayed looking. And gathering no rosebuds. Remember when you're confronting anything—a job—a new man, learn to clear your noggin of cloudy non-essential clutter. The mental acrobatics most of us go through can cause plenty of wear and tear on our nervous system—to say nothing of those sultriacs that appear under your peepers. The nipping undercurrents of "I can't do it"—"I must hurry"—"I look awful"—"He doesn't like me".
Devotedly—Kay.

Grab your hat—hop a bus—to MARLENE HAT SHOP for their SALE. Plenty of fall and winter hats for just \$1.—Values to \$5. Hurry... to HOTEL SENECA.

The name BATTLE CREEK has always been associated with the "best". So it's no wonder the BATTLE CREEK REDUCING CLOUNGE owned by PETERIS does the efficient work it does. A 35 minute treatment with prices 10 for \$12.50 will do "things" for you. Why don't you try it? — 327 BURKE BLDG. Stone 6210.

Here's something quite different in the Christmas Card line—more in the old fashioned category. Make your own personal Christmas Greetings at H. H. SULLIVAN, Block Print Paper in oatmeal finish comes in gay Christmas colors. You may use black print ink, linoleum block type. Small sets of tools for 45c—separate tools 70c and 85c. Rollers for 65c, some for 30c and 50c. It's fun to make your own "Hello's" this Christmas and listen to the pleasant comments from your friends—while you take the bows on your ingenuity. Remember, H. H. SULLIVAN when your needs are DRAFTING SUPPLIES, Drawing Boards—all sizes, T-Squares, anything and everything you need in the drawing line. H. H. SULLIVAN, 65-67 SOUTH AVE.

If Winter Chutney, Tomato Conserve or Corn Relish sound like good ideas to you, then why not call for your copy of "Food Preservation" at the Ginning Center on the main floor at the ROCHESTER GAS & ELECTRIC CO., 89 East Ave. Watch this space for help from HOME SERVICE at the Gas & Electric Co. You'll get many a helpful hint.

Sibley, Lindsay & Currier



BRIGHTEN YOUR WATCH

Add years of wear and lots of smartness to your watch with a new band! Choose from our large selection of leather, precious metals, cordette and steel-etch bands.

Dependable WATCH REPAIRS

CENTER AISLE A MAIN FLOOR

LIKLY'S
—Famous for Fine Leather and Travel Goods Since 1844



ZIPPER UTILITY BAGS
\$2.95

Talon zippers, rubber lined, waterproof, tackle-will bag in olive, brown, navy blue. Suitable for Servicemen as general utility use. Size 16-inch.

LIKLY'S Luggage Dept., Second Floor

Mail Orders **LIKLY'S** 271 MAIN E.

Children's Theatre Opens Saturday With 'Little Men'

Opening of the Children's Theatre season will take place Saturday afternoon when the immortal child classic "Little Men" will be portrayed on the

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

The discount coupon printed in this issue 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.

stage of the Eastman Theater by the Clare Tree Major Children's Theatre Company. The cast, all professional stage actors, are enthusiastic in their

COUPON
This Coupon Is Worth
10c
Towards Price of Admissions To See
'LITTLE MEN'
EASTMAN THEATER
Saturday, Nov. 6, 1943
2:30 O'Clock

Seats: 30c, 40c, 55c, 83c (Including Tax)
Present this coupon at theatre box office, before 6 p. m. Friday, Nov. 5. Good for one reduction on any priced seat in the theatre for the performance herein specified.

Name
Address
Age

portrayal of this Louisa May Alcott story, so universal in its appeal to youngsters and adults alike. The story, written as a sequel to the more famous tale of "Little Women" gives a complete picture of everyday life during the later part of the last century.

Without modern conveniences, children of Louis May Alcott's immortal child classic "Little Men" will be portrayed on the

Veterans Auxiliary To Have Card Party

Members of the Betsy Ross Auxiliary No. 6, United Spanish War Veterans will have a benefit dance and card party next Tuesday evening in Blessed Sacrament Hall on Oxford St. Ray Fagan's orchestra will furnish music for modern and old dances.

Rebekahs To Meet Next Thursday

Venus Rebekah Lodge will meet next Thursday at 7:45 p. m. in the I. O. O. F. Temple, 11 Clinton Ave. N. with Noble Grand Florence Finlayson, presiding.

EASTERN STAR
Germania Chapter Officers' Club, O. E. S., will meet on Friday, Nov. 12th, in the third floor dining room, Masonic Temple with Worthy Matron Anna Beltem, presiding.

TOWNSEND MEETING
Townsend Prosperity Club No. 19 will meet in the club rooms, 386 Main St. E., tonight at 8 o'clock.

CLEARANCE

TAKEN FROM REGULAR STOCK!

Regular \$2.99 and \$3.99

BLOUSES

REDUCED TO

\$1.69

PLENTY OF WHITES AND ALL POPULAR COLORS IN LONG AND SHORT SLEEVE STYLES!



All Sizes In Tailored And Dressy Styles

Darling Shop

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DARLING SHOP VALUE THRILL!

Lucky For You

We Made A Lucky Purchase!

1000 BRAND NEW FALL AND WINTER

DRESSES

At PRICES Which PROVE Our LUCK- & Yours

GROUP NO. 1

\$3.69

Made To Sell For Ceiling Price \$5.99

These are not out-moded or shop-worn dresses but brand new, fresh merchandise brought to you at these special low prices.

GROUP NO. 2

\$5.69

Made To Sell For Ceiling Price \$8.99

You won't want to miss this, so be here tomorrow early, to select from our tremendous stock of all the wanted colors and materials.



Fully Collapsible Folding

BABY CARRIAGE

\$14.95

Here is value galore in a top notch collapsible baby carriage that Lauer's have placed on sale at a very low price. You get every one of the features listed below plus loads of style and attraction!

- Quilted Body
- Rubberized Fabric
- Waterproof Lining
- 3-Bow Hood
- 7" Rubber Tired Wire Wheels
- Adjusts to Stroller Position
- Extended Front Bumper Edge
- Foot Brake

Before You Buy Furniture

BUY BONDS

Lauer's

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Sibley's

FASHION VALUES for Winter Wearing!



YOU'RE WEARING WARMTH IN THESE

All-Wool SWEATERS!

5.00 and 5.95

You'll take to sweaters when Rochester really turns cold! Here are sweaters to sing about, cardigans and pull-overs that wrap you in a glow of warmth from frosty mornings to fuel-less evenings. Chill chasers, for sure, and quality all-wool classics, too! Sizes 34 to 40.

SPORTSWEAR, SECOND FLOOR

Pull-over. Blue, maize, pink, or cherry... **5.00**

Cardigan. Cherry, green, blue, or navy... **5.95**

FITTED DRESSY COATS

Sumptuously
FUR-TRIMMED

49.95

Coats with fluid, slimming lines and topped with magnificent fur collars that bring attention to your face. All-wool fabrics warmly interlined with wool. You'll wear these smart coats for many winters. Women's unusual coat values, fine investments in Sibley quality.

COAT-RISE, SECOND FLOOR



Soft flustering ripple collar of sable-blended squirrel. Black only. Sizes 32 to 42. **49.95**

Luxurious fur shawl collar of sable-blended squirrel. Black or blue. Sizes 32 to 42. **49.95**

Shawl collar, wide trim of sable-blended squirrel. Black or blue. Sizes 32 to 42. **49.95**

SMART RAYON CREPE CLASSIC DRESSES

Anne Sutton FASHION FAVORITES

Here's a name that spells smartness at budget prices! You'll love these slim-lined casual dresses that come in such lovely fall and winter shades. They'll fill your wardrobe needs and still leave funds for your Christmas shopping! Misses' or women's sizes in young styles.

THREE DRESS SHOW, SECOND FLOOR



Scalloped edged collar. Green, Brown, green, blue, turquoise or black. Sizes 16 1/2 to 24. **8.95**

Dickie dress. Lined. Slacks. Light piping. Blue, green, brown, black. (16 1/2 to 24) **8.95**

Suit dress with self applique. Front button. Gold, blue, or green. 12-20. **10.95**

SIBLEY, LINDSAY & CURR CO.

Long Live the Jumper

The jumper dress, while keeping the simplicity and freshness of line that made it a favorite in the first place, is beginning to have more of a "cos-

tume" look. Perhaps that's because its wearers are beginning to pay more attention to the blouses they wear with jumper dresses, coordinating them with the color of the dress. For example you might choose a striped blouse, the

stripe to match the solid color of the jumper. Or, if you choose one of the trimmed jumpers, make the blouse match the trimming. That "got-together" look is important in any type of costume.

"Phantom Of The Open" Moves To Regent Screen

Splendor, terror and musical drama are said to be merged sensationally in Universal's "Phantom of the Opera" opening at the Regent today. The lavish thrill production, starring Nelson Eddy, Susanna Foster and Claude Rains, heralded as one of the most spectacular screen shockers of all time. Filmed in Technicolor, the story of the madman composer who sends terror and destruction crashing down into the Paris Opera, is regarded as the year's most potent entertainment.

Edgar Barrier, Leo Carrillo, Jane Farrar, J. Edward Bromberg, Fritz Feld and Hume Cronyn are other celebrities in the film's extraordinary cast. Arthur Lubin directed. Lum and Abner set up shop on a park bench, in RKO Radio's hilarious new picture, "So This Is Washington," the second feature, which offers the Joe-Em-Down Store proprietors in a story of the nation's capital in war time.

"This Is The Army" At Capitol

Irving Berlin's "This Is The Army," which successfully stormed city after city in its original stage version, came to the screen of the Capitol Theatre today. The picture will be a happy invasion of the hearts of America by its stalwart and talented sons in the service.

The Warner Bros. production for Army Emergency Relief uses all three hundred and fifty of the original cast plus heavy-weight Joe Louis. In putting the great show on film, the studio was careful not to alter but to augment it. Thus a large cast of motion picture and radio stars was added as were some old and new Irving Berlin songs. Hollywood is richly represented by, among others, George Murphy, Joan Leslie, Lieutenant Ronald Reagan, George Tobias, Alan Hale, Charles Butterworth and Una Merkel.

Rita's "Rusty Red" Newest Hair Shade

Hollywood.—The beauty shops of America had better be prepared for another fashion boom.

Preview of the "rushes" of Columbia's Technicolor production, "Cover Girl," starring Rita Hayworth, revealed that a new improvement on the Technicolor camera had resulted in photographing the titan hair of Rita Hayworth a soft, lustrous "rusty-red." The new improvement, a gauze filter over the camera lens, is being used experimentally for the first time on this Columbia color film. Helen Hunt, head of Columbia's hairdress department, says Rita Hayworth's cinematic "rusty-red" hair promises "to be as much a vogue as was Jean Harlow's platinum blonde coloration a few years ago."

MARK OF HONEST TOIL. The farm labor shortage is leaving its mark in film circles, where a lot of our best actors are farmers in their spare time. Brian Aherne, appearing sunburned on the set of Columbia's "Ten Percent Woman," explained he had been helping the crew on his Indio, California, ranch' bale alfalfa over the week-end.

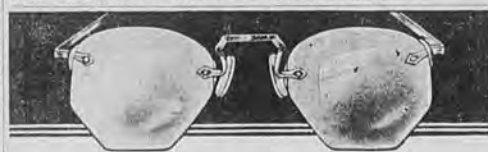
DON'T ASK FOR ASPIRIN

—you can't buy aspirin that will do more for you than genuine, pure St. Joseph Aspirin. There's none faster—none surer—none more dependable. It's the world's largest seller at 10¢, 30 tablets 20¢, 100 tablets only 85¢—so be sure you get St. Joseph Aspirin.

Now I Wear Slacks And Look Swell

Since I Lost That Ugly Fat You admit fat people may often seem down without relaxation and backbreaking exercises when you exercise fat is due to thyroid deficiency and you have nothing else the matter with you. Cut out all greasy and fatty foods and take Marmola's Tablets only according to the recommendations and instructions with the package. Marmola's is not a cream! If in doubt as to the reliability of treatment and for further information as to the properties and effects of the Marmola's ingredients, consult a physician. If you need Marmola, why not take those light, comfortable, portable Marmola's Tablets? They're the only Marmola's Tablets which contain the active ingredients during the past thirty years.

Scientists are on the verge of being able to announce that the effectiveness of the sulfa drugs in the treatment of tuberculosis and leprosy may be substantially increased by incorporating some of the "fat acid groups" in the sulfa molecule.



GLASSES To Correct Your Vision... Aid Your Appearance

No need to penalize your appearance with unbecoming glasses. Have our experts advise you as to the style of frame which will be truly becoming to your individuality. And have your vision safeguarded by a periodic BAUSCH Eye Checkup.

Phone Either Store for Time-Saving Appointment. Charge Accounts for Convenience. **E. E. Bausch & Son Co.** 6 MAIN ST. E. CARL R. BAUSCH Optometrist 61 EAST AVE.

SPECIAL! LADIES' PLAIN DRESSES
DRY CLEANED AND HAND FINISHED
85c
SPEEDY'S
212 Court Street
Park Free at Chimes Station Across the Street

FOR COLDS' NASAL MISERIES
1-2 and it's gone
—gone right straight to the sneeze, sniffly misery zone in your nose. Just 2 drops Penetro Nose Drops in each nostril let you breathe free almost instantly. Prescription type medication with real ephedrine soothes, cools, and shrinks as it acts. Gives head cold the air. Caution: Use only as directed. Get **PENETRO NOSE DROPS**

SAVE SOAP
TRIG is a wonderful water softener as well as a cleaner. Trigg's mild softening action insures deep, rich studs with half the soap you usually use—making wash waters kinder to your hands. Try Trigg Today!
TRIG AT ALL GROCERS 25c

WHITNEY'S 267 MAIN ST. E.
DEFY WINTER BLASTS IN **WARM FLEECES**
New!
Chesterfields Boy Coats \$19.99
THE YEARS FAVORITE STYLES
All expertly tailored... all lined and interlined for extra warmth!
Whitney's 267 MAIN ST. East
SAVE! BUY WAR BONDS

Here's one of the best ways to BUILD UP PRECIOUS RED BLOOD

To Get More Strength and Energy—To Promote a More Vigorous Bloodstream For You Who Need More BLOOD-IRON!
You girls and women who suffer from simple anemia or who lose so much during monthly periods that you feel tired, weak, listless, "dragged out," no get-up-and-go—because you need more blood-iron—you should start at once to help build up those precious red blood cells.
Don't Put It Off—Start Today!
Start today—try Lydia Pinkham's TABLETS. Pinkham's TABLETS are one of the greatest blood-iron tonics you can buy to help build up red blood to give more strength and energy and to promote a more refreshed and vigorous bloodstream, where there is blood-iron deficiency.
Taken as directed—Pinkham's TABLETS are one of the very best and quickest home ways to get precious iron into the blood.
Just start taking Pinkham's TABLETS today and take them faithfully for at least 30 days. THEN YOU BE THE JUDGE! Just see if you don't begin to feel much better—see if you're not delighted with results. Follow label directions. Worth trying!
Lydia Pinkham's TABLETS

NOVEMBER DRUG SPECIALS
DAW'S ORIGINAL CUT-RATE DRUGS
56 CLINTON ST. OFF. TRIPLE THAYER
81 MAIN ST. E. EDWARDS ADJUTANT
353 MAIN ST. E. 1 DOOR FROM STILLSON
452 RIDGE RD. RIDGE DRIVE
880 MAIN ST. W. AT BULLS HEAD
473 HOGWOODMAN JET OFF MAIN
539 HOWARD AVE. NEAR OGDUNAN

WITH THIS COUPON CHIMNEY CLEANER SOOT KILLER
SAVE FUEL! SAVE MONEY!
PROLONG THE LIFE OF YOUR HEATING EQUIPMENT.
An Entire Year's Supply **69c** Reg. \$1.00 Value
Easy to use! Just sprinkle a cupful on red hot coals or heated surfaces. Cleans and removes soot from chimney, furnace and flues.

COUGH and COLD REMEDIES
Analgesic Balm 30c 24c
Pertussin For Coughs 49c
Vick's Nose Drops 30c 24c
Benzedrine Inhaler 49c
Grove's Cold TABLETS 27c
Buckley's Syrup 43c
Minit-Rub 69c 43c

SHAVING NEEDS
Bay Rum After-Shave 26c
Palmolive Shave Cream 27c
Burma-Shave 39c
Shaving Soap 2 for 7c
Shaving Brush 33c
Fitch's Talcum 11c
Lilac Lotion 29c

Razor Blades
Gillette BLUE BLADES 49c
Pal Blades Double Edge 10 for 25c
Gem Blades Pack of 5 23c
Marlin Double Edge 18 for 25c
Schick Injector 69c
Star Blades Pack of 4 10c
Durham Duplex 36c

Baby Needs
Similac Food 1-lb. 77c
Pyrex Nursery 20c
Dextrin-Maltose 63c
Mennen's Oil 89c
Mead's Pabulum 19c, 39c
Hygeia Nipples 11c
Z.B.T. Powder 21c

ointments
Cuticura 16c, 31c
Iodex Oint. 38c
Mustarine 26c, 44c
Nupercainol 59c
Pazo Ointment 48c
Red Pepper Rub 46c
Zinc Oxide 12c

ASPIRIN TABS 12c
PACKAGE OF 100
NAPKINS 2 Boxes 11c
PAPER, 10c BOXES OF 80's
FITCH'S SHAVE 12c
CREAM, Large 25c Tube

RAZOR BLADES 6c
DOUBLE-EDGE, Pkgs. of 5
FIRST AID
Peroxide 12c
Mercurchrome 6c
Unguentine 43c
Tinct. Iodine 4c
Adhesive 7c
J&J Cotton 33c

VITAMINS
Scott's Emulsion 49c
Yeast Tablets 69c
One-A-Day 49c
A-B-D Capsules 98c
Grove's B-Complex 98c

Gerber's Baby Foods
Ready to Serve OATMEAL 14c
or CEREAL FOOD 14c
STRAINED 3 For or CHOPPED FOODS 19c

Here Now At Low Cost... VIMMS VITAMIN TABLETS
6 VITAMINS 3 MINERALS
All In One Tablet
Nutritional experts say 3 out of 4 need more Vitamins and Minerals.
VIMMS contain Vitamin A, B-1, B-2, P-P, C, D and Calcium Phosphorus and Iron.
BOX OF 96 \$1.69
BOX OF 288 \$4.79

WILDROOT CREAM-OIL FORMULA FOR THE HAIR
NEW! NON-ALCOHOLIC
RELIEVES DRYNESS
REMOVES LOOSE DANDRUFF
60¢ SIZE only 47¢

WE

EDWARDS BASEMENT

Look Ahead to Christmas — Shop for Gifts Now at Edwards!

WE HAVE JUST WHAT THE OUT-OF-DOOR AND WORKING MAN WANTS!

Here Are Denim

OVERALLS



1.47

(Others to \$1.87)

- ★ Protective bib style!
- ★ Handy pockets!
- ★ Barlacked at all points of strain!
- ★ Cone, Deeptone denim, The Great Heavy Duty!
- ★ Blue denim only!
- ★ Sizes 36 to 50!

Edwards Basement

The 100% Wool
Melton Fabric

MACKINAWS



9.94

Cold weather chasers! Yes, sir! This heavy 100% wool Melton fabric is tops for cold resistance! Just can't be beat! It has quality, plus fine tailoring! (On that we pride ourselves!) Double breasted style! 4 pockets! In navy blue and grey. Sizes 38 to 46!

Edwards Basement

A REAL "WINTER WARMER"

Is A Plaid Sport

JACKET



5.97

- ★ Smart Cossack style!
- ★ Sport back!
- ★ 2 pockets!
- ★ Fabric of quality blended yarns!
- ★ Many plaid patterns!
- ★ Sizes 38 to 46!

Edwards Basement

Soft Capeskin Leather

JACKETS



9.94

- ★ Cotton Casha lined! That's extra warmth!
- ★ Cossack style!
- ★ Action sport back!
- ★ Button front!
- ★ 3 pockets!
- ★ Cocoa color!
- ★ Sizes 38 to 46!

Edwards Basement

Fine Quality Suede

JACKETS



8.94

- ★ All cotton casha lined!
- ★ Button style!
- ★ Freedom sport back!
- ★ Knit bottom!
- ★ Cocoa shade only!
- ★ Sizes 38 to 46!

Edwards Basement

4, 1943
it's gone
to the sneez
your nose. Jus
Drops in each
be free almost i
type medication
ooties, cools, and
ves head cold the
y as directed. Can
RO NOSE
DROPS
DAP
softener as
id softening
is with half
aking wash
s. Try Tris
25c
VE
MOLIVE
VE Limit
2 Bars
ZE
GE
yards
15c
12c
11c
12c
6c
ANING
IONS
ed 4 for 11c
Lge. 2 for 21c
nt. Value 18c
1.46
Box 11c
21c
Val. 2 for 13c
MEDIES
23c
ive 27c
For Foot 47c
ase 27c
o-Pads 21c
18c
19c
blets
Bottle of 50 59c
Bottle of 100 49c
18c
19c, 57c
Bottle of 100 69c
76c
IVES
ax 19c
25c, 49c
89c
19c, 39c
21c, 39c
21c
ROOT
FORMULA
HAIR
ALCOHOLIC
NS LANOLIN

JINGLES FROM THE JUNGLES



In Ireland it's "Guinness" —
In England it's "Alsopp's Lager" —
In Africa it's anything you can get —
But back home in Rochester
IT'S GENESEE EVERY TIME!

S. SGT. J. M. C.

GENESEE

IT'S GENESEE FOR '43

WANTED TO BUY
BEDS, Spring, Stoves, Rugs, Dining and
Bedroom suites, Rugs, household
Phillips St. Carver, Main 824.

Furnished Rooms To Rent
TWO PLEASANT ROOMS, semi-private
bath. Near stores, buses and downtown.
Apply 223 Bolo Street, Stone 4438. No
weekly.

ESSENTIALS FOR THE HOME
ROYALTY
WOOL
BLANKETS \$5.95
25% WOOL

GOLDEN-GLO
TABLE LAMPS \$9.95

1942 CONSOLE MODEL
RADIOS - PHILCO - MOTOROLA \$59.95
AND MANTOLA

SPECIALS FOR THE KIDDIES
SCOOTERS \$1.98 - WAGONS \$2.39 & \$11.75
KIDDIES WHEEL BARROWS \$4.49
Also Many Other Toys and Playthings

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

Want Ads

BEDDING
NEW COTTON mattresses any color
firm, \$6.50. Cotton felt mattresses,
\$9.95. Flat springs \$2.00 up. Coil springs
\$3.00 up. Metal beds \$4.00 up. H. P.
Fahner, 96 State St.

RUGS
FELT-BASE (Inexpensive rugs, Room size
\$1.75. Heavy weight 2x12. Well-known
brands \$2.25. Standard weight by the
yard 30c. Heavy weight 40c. 12-ft. width
(floor covered without seam wall to
wall). Standard weight 49c a yard.
Heavy weight 30c. H. P. Fahner, 96
State St.

STAMP
USED STAMPS—Mint, U. S. and for-
eign; foreign bank notes. We specialize
in individually priced space fillers both
single and blocks. 1123 North St.

PERSONAL
HAIR, Warts, Moles removed, roots dis-
solved. Call Stone 580 after 11 A. M.
or write Frances Friedman, 21 Clinton
St. Evenings by appointment. Con-
sultation or trial invited.

HELP WANTED FEMALE
EARN \$5 TO \$7 A DAY in your own
neighborhood, among your own friends.
Full or part time. Attractive proposition.
Get full details! Write Box 37, Shopping
News.

FOR SALE
GAS RANGE—white enamel with gray
enamel trim. Side oven style. In
operating condition. \$20. 88 Jostyn Pl.
(off Sco near University). Stone 2586.

OIL BURNERS—3 slightly used Wayne
burners. Marshall Coal & Coke Co.
Glen, 100.

HAYWARD OIL BURNER—used only
3 months. Marshall Coal & Coke Co.
Glen, 100.

Safety Campaign

(Continued from Page 1)
ducted at the Chamber of Com-
merce under the sponsorship of
the Jaycees.

On Thursday, which will be
"Home Safety Day," the Ladies
Auxiliary of the Junior Cham-
ber of Commerce will deliver
Seventh Column literature to
Rochester housewives through-
out the city. In addition, they
will visit women's club meet-
ings and deliver a brief safety
message.

TO DISTRIBUTE BOOKLETS
"School Day" will be on Fri-
day. Efforts will be made to
get school children to become
monitors in cleaning up homes
and making them free of
accident hazards. Forty thou-
sand "Smash the Seven Column"
booklets are expected to be dis-
tributed to the children during
school hours.

WANTED
USED TRUNKS
LUGGAGE, GOOD CONDITION
TOP PRICES
KRIEGER'S
135 CLINTON AVE. S. Stone 281

Head Colds
Catarrh
and Sinus Sufferers



Get Relief This
Quick Easy Way

Use Rheumoid's
No case too chronic.
Results guaranteed
on 3 bottle \$5.00
treatment. \$5.00

Thousands restored to health by
RHEUMOID'S. Why not you?
Single bottle \$1.25. Sold at
MAID DRUG CO.
511 DEWEY AVENUE
Call GLEN 4016.

Paint Protects Property

Special
LINOLEUM
OFFER



From our large selection of
patterns, all color through to
black. It's still possible to mod-
ernize that kitchen floor with

ARMSTRONG
INLaid LINO FLOOR \$18.75

ANY ROOM SIZE
UP TO 9x12
COMPLETE WITH LABOR
AND MATERIALS

WASHABLE WINDOW SHADES



Selection of colors
New roller
included
Size 6 ft. x
36 inches

WITHOUT ROLLER 39c
29c

LUCAS PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

MENDOZA BEAVER
(Dyed Coney)
Premier Bonded
NORTHERN SEAL \$105.00
Term
Finest Mink and Silver Beavers
of guaranteed quality.

CLIFFORD FUR CO.
1281 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

They've Got To Be Good

Freedom Is Worth Any Price



All they're asking of YOU is MORE of the things
they need to win. You can't let them down be-
cause of poor eyesight—impaired vision will slow
you up. If you're not doing a 100% job because
of this deficiency, get wise... Wear Dependable

CORRECTIVE GLASSES

Come In And Talk It
Over Now—With...

HARRY A. BENEWICK
Optician

Smalls

PAY SMALL SUMS WEEKLY 28 EAST MAIN ST.

Dolan's



WHERE YOU BUY
THE CUTS OF
CHICKEN
YOU PREFER
DOLAN'S
600 JEFFERSON AVENUE
Cor. Bartlett
Telephone Genesee 1417

Neisner's

Famous For Fine PORTRAITS

Christmas Special!

Your
PHOTO

- NATURAL
- CHARMING
- UNUSUALLY POSED
- ARTISTICALLY FINISHED BY NEISNER EXPERTS

ORDER YOUR
CHRISTMAS PHOTO
NOW AND SAVE!

Special Offer

4 PHOTOGRAPHS \$4

OF THE BETTER KIND
3-8x10 and 1 Beautiful
Miniature... All for Only
REGULAR PRICE \$7.00 YOU SAVE \$3.00

4 Proofs to Choose From
No Appointment Necessary

Neisner's
5c to \$1.00 Stores

200 MAIN ST. E. STUDIO
REAR MAIN FLOOR

Where To Play BINGO

19th WARD
— CLUB HOUSE —
257 HAWLEY STREET

THURSDAY 8:15
REG. \$7-\$10
GAMES \$15.00

FRIDAY 1:45 P. M.
SATURDAY 8:15
SUNDAY 2:30
25 GAMES

Jefferson Bus In Hawley St.
Admission 25c. Tax 2c. Total 27c

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
South Ave. cor. Gregory

SPECIAL GAME
SUNDAY NITE
25 REG. GAMES \$6

MON.-FRI. NITES
30 REG. GAMES
\$5 - \$10 - \$15

SAT. AFTERNOONS
1:30 P. M.
25 REG. GAMES \$4
Early Bird Every Game

KEEP ON BUYING WAR
BONDS AND STAMPS

BINGO
CAPITOL HALL
85 W. MAIN ST.

Door Special \$25 to \$50

Mon. - Tues. - 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 \$5
Games Thurs. Aft.

Friday and Saturday
25 Games \$5-\$10
On Reg. Boards
Letter \$1. \$15 and \$15
ADM. 28c INC. TAX

★ **STAR BINGO** ★
312 FLINT ST. (rear) \$3
MON. 8:15 P. M.
TUE. 8:15 P. M.
WED. 8:15 P. M.
THURS. 8:15 P. M.
FRI. 8:15 P. M.
SAT. 8:15 P. M.
SUN. 8:15 P. M.

ALL
GAMES
BOARD
NITES
JEFFERSON
BUS
No Wed. Game Till Further Notice
* 23 GAMES *

\$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 31c \$
Plus Fed. Tax—4c

KEEP ON BUYING WAR
BONDS AND STAMPS

WEGMAN HALL
371 E. MAIN ST.

TABLES FOR ALL — COMFORTABLE CHAIRS

EVENING GAMES
NOV. 7th and NOV. 8th
SPECIAL GAMES
SUNDAY \$6.00
and
MONDAY \$6.00 REG. GAMES
EARLY BIRD

AFTERNOON GAMES 1:30
WED. \$4.00
FRI. \$4.00 SAT. \$5.00

EARLY BIRD SPECIAL AT EACH GAME

PARK HALL

THURSDAY
ALL GAMES
Plus 1 Full Card \$20.00 **\$10.00**
JACKPOT \$95.00

FRIDAY ALL GAMES \$5.00
SPECIAL JACKPOT \$30.00

SATURDAY — PAYING
ON ALL
GAMES **\$10.00**
SATURDAY JACKPOT \$100.00

SUNDAY ALL GAMES \$5.00
SUNDAY JACKPOT \$75.00

ADMISSION THURS. - SAT. - SUN. 25c (Tax 2c)
TRIPLE BD. & BOOK SPECIALS 30c
FRIDAY 5c INCLUDING TAX

10th WARD
Republican Club Rooms
461 Ridge Road
At Ridge Bowling Hall

BINGO
23 GAMES
SAT. ALL GAMES \$5.00
All Specials 5 and 6 Ways

SUN. ALL GAMES \$5.00
All Specials 5 and 6 Ways

Door Prize Special

FOR YOUR COMFORT
CHAIRS AND TABLES

TAKE DEWEY AVE. BUS
TO THE END OF LINE

STRAND

EVERY TUES. AND
FRI. AT 8:45 P. M.

\$1000
EACH NITE
NO JACKPOTS
ALL PRIZES GO
BINGO

HOLLYWOOD

PULLMAN AVE. LAKE AVE. BUS

TUESDAY NITE ALL GAMES & SPECIALS \$7

Wed. & Thur. Reg. Games \$5—Specials \$4-\$5 & \$6
1 and 5 WAYS

FRIDAY NITE ALL REG. \$5 AND SPECIALS \$5, 4, 5 and 6
GAMES 5 WAYS

SATURDAY SPECIAL
Reg. Games \$10 — Specials \$5 - \$6 - \$7
5 WAYS

SUNDAY NIGHT
REGULAR GAMES \$7.00

SPECIALS PLAYED
4 and 5 WAYS \$7.00 - \$8.00

BINGO PLAYED 6 NIGHTS A WEEK

THIS PASS WORTH
GOOD WED. THURS. **50c**
FRI.

THIS PASS WORTH
GOOD SAT. SUN. **25c**

COUPON
\$3.00 - \$4.00
apple, head and
back of special
Nov. 9th
FOR YOU **45c**

SPECIAL PARTY
HOLLYWOOD-HUDSON
TUESDAY
All Games
NOV. 9th **\$7**

COUPON
\$3.00 - \$4.00
apple, head and
back of special
Nov. 9th
FOR A FRIEND **45c**

Deluxe Bingo

EVERY MONDAY NITE
\$1000 In CASH
GRAND AWARD \$300.00

EXTRA BOARDS 25c Play All Games
25 Games • Min. Prize \$20 • Adm. \$1 Plus Tax
Special Thanksgiving Party — November 22nd
Chickens — Turkeys — Baskets of Fruit, Etc.

K of C BINGO AUDITORIUM
50 CHESTNUT ST.

3 BUS LINES
STOP AT
Edinburgh
Street

1 Plymouth
2 Jefferson
3 Exchange

IMMACULATE AUDITORIUM
50, PLYMOUTH at CIRCLE
2 Entrances — Edinburgh
and Glasgow

EVERY WEDNESDAY

DE LUXE BINGO
CASH \$500.00 CASH
TO BE PAID IN CASH EVERY NIGHT
NO SPECIALS—NO JACKPOTS—NO TRICK GAMES
ENTIRE NEW AND IMPROVED LIGHTING SYSTEM
Admission \$1.10 8:30 P. M. Admission \$1.10

TOWNER-HALL

THURSDAY 23 Reg. Games \$5.00

TOWNER & REXY
SATURDAY
ALL GAMES **\$10-\$12**
SPECIALS 5 AND 6 WAY

SUNDAY, OCT. 31st
Reg. Games \$7.00 Specials 4 & 5 Ways \$7 & \$8
JACKPOT GAME \$140
JACKPOT SPECIAL \$140

WEDNESDAY \$250 GIVEN

- TOWNER HALL DOOR PASS -
710 UNIVERSITY AVE.
THIS DOOR PASS WORTH
EVERY WED. THUR. **45c** SAT. SUN. **25c**
With Purchase Of Triple Board
And Book Of Specials

Save This Pass, Show at Box Office
Coupon Expires December 31st, 1943

Barbecued Pork Loaf With Corn
Yield: 4 servings
2 cups whole kernel corn
4 1/2 inch slices of pork loaf (Prem)

1 cup barbecue sauce
Place corn in a glass baking dish or a table skillet. Top with slices of meat. Pour sauce over meat and corn. Cover and simmer 30 minutes, basting meat with sauce occasionally.

Baked Souffle On Spinach

Yield: 6 servings
1 1/2 cups milk
2 tablespoons fat
4 tablespoons salt
1/2 teaspoon Worcestershire sauce
1 cup cooked chopped spinach
4 eggs
Make a white sauce of the milk, fat, flour, salt, and Worcestershire sauce. Combine 1 cup of sauce with the spinach. Pour into a 1 1/2 quart casserole. Separate the eggs. Beat egg whites stiff and beat egg yolks. Combine with egg whites and pour over spinach. Bake in a moderate oven (350 F.) 45 minutes.

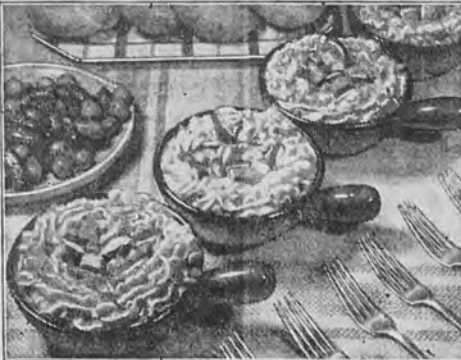
FUEL SAVER

By increasing the steam pressures and temperatures under which modern steam turbines operate, the United States Navy is now able to reduce its fuel consumption by from 25 to 40% below that required by the same types of vessels in the first World War.

WHEN COLDS STRIKE CUT OUT WAITING

Act promptly, just as Grandma did. Grandma used mutton suet she medicated herself to relieve colds' tightness and muscle ache. Today mothers just rub on Penetro. Modern medication in a base containing old-fashioned mutton suet. Penetro works 2 ways (1) Vapors soothe colds' congestion in nose, throat. (2) Stimulates circulation at spot where applied. White, stainless. 25c, double supply 35c. Get Penetro.

Pork Loaf - Fruit Dressing



Six generous servings of browned sugar-cured pork loaf - a top a fruity bread dressing—all this for only five ration points!
Of course your dealer may carry this good ham-flavored meat in an oblong container rather than in a round one, but no matter what the shape of the slices, a good sugar-cured pork loaf is fine eating and wise buying. We say wise buying because a 12-ounce can is "all meat" and will serve four to six.
To your standard bread dressing recipe add diced red-skinned apples, diced oranges, and raisins if you have them. Top with slices of pork loaf, right from the can. Sprinkle with brown sugar or drizzle with honey for a brown glaze. Bake in a moderate oven (350 F) about 30 minutes. If you prefer to brown the meat a bit more, slip the baking dish under the broiler for a few minutes, just before serving.

Apples Scarce; Use Carefully Says Economist

The short apple crop this year, only about two-thirds of what it was last year, makes effective use of the entire crop essential, Dr. D. B. Ferguson, extension economist of the New York State College of Agriculture at Cornell University, declared this week in a report released through the New York State Emergency Food Commission.

"Consumers should buy whatever apples they can obtain now, carefully storing the best apples and canning the rest," Dr. Ferguson said. "At this time of the year there are a lot of drop and cull apples that will be wasted if not used up immediately. These apples are good enough for canning, but they cannot be successfully stored for later use."

The quality of the 1943 apple crop is satisfactory, according to Dr. Ferguson's report, but weather conditions have prevented the fruit from growing as large as usual, adding to the over-all shortage. However, the report reveals, the small apples are better, chemically, than larger ones for good winter storage.

Dr. Ferguson declared that commercial storage on October first of apples for retail sale later was running well behind what it was a year ago, and is expected to continue to lag, since ceiling prices do not encourage storage.

BARBECUE SAUCE

Yield: 2 Cups

- 1 onion
- 1/4 cup vinegar
- 2 tablespoons Worcestershire sauce
- 1 cup tomato juice
- 1/2 cup water
- 1/2 cup catsup
- 2 tablespoons brown sugar
- 1 teaspoon salt
- 1 teaspoon dry mustard
- 1/4 teaspoon chili powder
- 1/2 teaspoon paprika
- 1/4 teaspoon cayenne pepper

Dice onion. Combine ingredients in a heavy skillet. Cover and simmer about 40 minutes.

MUSHROOM VITAMINS

Commercially cultivated mushrooms possess definite food values and are, therefore, not purely a luxury food. They contain protein, iron, copper, and vitamins -B1, -C, and -K as well as the rare enzyme, tyrosinase, the substance which aids in maintaining natural color of hair.



30-DAY SUPPLY OF NATURAL VITAMIN B1
FOR LESS THAN 1¢ PER DAY PER PERSON

Here are Nature's Own Vitamins. They're BEST and cost LESS than 1¢ per day per person—and they're all in nut-like, maltized, delicious, flaky, roasted GOLDEN CENTER WHEAT GERM—nature's super-rich source of body-building Vitamins, minerals and protein. Serve a tablespoonful of GOLDEN CENTER WHEAT GERM on hot or cold cereals every day and see how much better you'll feel. Fine for growing children, too. Ask your Grocer for GOLDEN CENTER, the WHEAT GERM for good health. It's swell to be well.



Golden Center TOASTED WHEAT GERM

Molded, Strained Cranberry Sauce

4 cups fresh cranberries
2 cups water
2 cups sugar
Cook cranberries in water until all the skins pop open. Strain through fine sieve, add sugar and blend. Boil rapidly for about 3 minutes. Skim and pour

into one large mold or individual molds. Chill until firm. Makes 1 quart molded sauce.
*If you are serving wine, Reduce water to 1 1/4 cups and substitute one of these:
1 cup sugar and 1 cup corn syrup (dark or white) or 1 cup sugar and 1 cup maple syrup or 1 cup sugar and 1/2 cup honey.

I AM MARTHA SCOTT

The life story of one of Hollywood's most glamorous stars. How her desire to be an actress overcame all obstacles.

WASHINGTON WONDER GIRL

A complete book-length novel by Grace Perkins. A dramatic story of life behind the scenes in our Nation's Capitol.

Crammed full of interesting reading, this issue contains 2 complete novels, 11 best life stories and 14 features.

NOV. ISSUE LIFE STORY MAGAZINE NOW ON SALE 25c

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Many a mother herself, reared in an atmosphere of false modesty, dreads 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 douches 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. Desodorizes—by actually destroying odors, leaving no tell-tale odor of its own. Protects personal neatness. 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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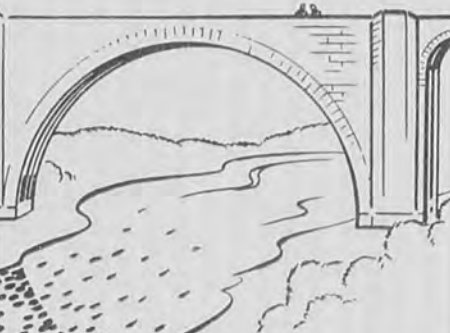
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These cute and clever models—hand decorated China—add charm to any kitchen shelf.

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Is 21 Inches high, has 12 in. diameter seat. Rubber tipped legs. Finished in white enamel.

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14x11 1/2x11 1/2

Shallow depth tray, just the right size for defrosting tray. \$1.00

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Use trays together as shown in illustration and you have vitalizer for fruits and vegetables.

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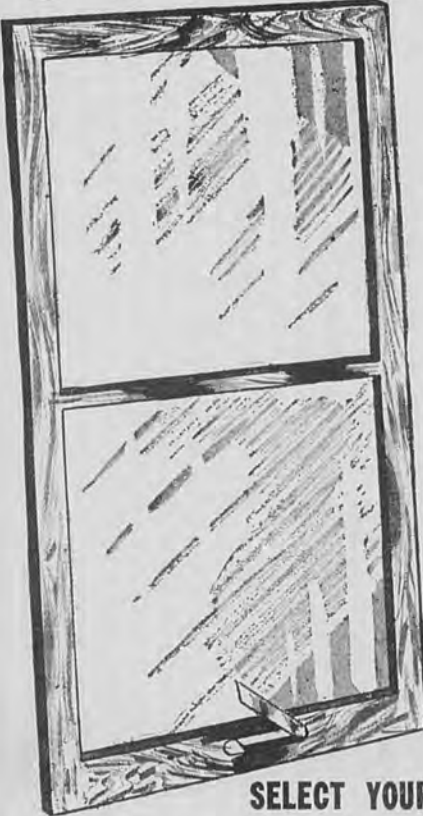
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Keep Your Home Warm! Install Now and Save!

STORM SASH



COMPLETE SELECTION OF THE MOST POPULAR SIZES... IMMEDIATE DELIVERY... AT BOTH STORES.

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2-0x2-7 1/2 Size

Keep your house warm this winter and save fuel. Install storm sash now while our stock is complete. It's an investment that will pay dividends year after year. Some are the new improved wood bead type and some are glazed with putty. We reserve the right to fill your order with either type available. Wood beads are embedded in putty and prevent glass from jarring loose. Hangers 10c each per sash. Ventilators 20c each per sash.

No orders taken for special sizes or irregular sizes at this time... No phone, or C. O. D. orders, Please.

SELECT YOUR SIZES FROM LIST NOW

SIZE	PRICE	SIZE	PRICE	SIZE	PRICE
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1-4x4-7 1/2	2.01	2-2x5-3 1/2	2.81	3-4x3-1 1/2	3.57
1-4x4-1 1/2	2.21	2-4x2-7 1/2	2.12	3-4x4-3 1/2	4.09
1-6x3-1 1/2	1.85	2-4x2-1 1/2	2.12	3-4x4-7 1/2	4.09
1-6x4-7 1/2	2.37	2-4x3-1 1/2	2.15	3-4x4-1 1/2	4.39
1-6x5-3 1/2	2.47	2-4x3-3 1/2	2.15	3-4x5-3 1/2	5.73
1-8x3-1 1/2	2.05	2-4x3-7 1/2	2.33	3-4x5-7 1/2	5.09
1-8x4-1 1/2	2.49	2-4x3-1 1/2	2.49	3-8x4-7 1/2	4.80
1-8x5-3 1/2	2.56	2-4x3-3 1/2	2.49	3-8x5-3 1/2	5.69
1-8x5-1 1/2	3.04	2-4x4-3 1/2	2.59	4-0x4-7 1/2	7.03
1-10x3-1 1/2	2.17	2-4x5-7 1/2	3.20	4-0x4-1 1/2	7.40
1-10x4-3 1/2	2.59	2-6x2-1 1/2	2.21	4-0x5-3 1/2	8.14
1-10x4-7 1/2	2.49	2-6x3-1 1/2	2.49		
1-10x4-1 1/2	2.65	2-6x3-3 1/2	2.49		
1-10x5-3 1/2	2.75	2-6x3-7 1/2	2.65		
1-10x5-1 1/2	3.07	2-6x3-1 1/2	2.75		
2-0x2-7 1/2	1.76	2-6x4-3 1/2	2.88		
2-0x2-1 1/2	1.76	2-6x4-7 1/2	2.81		
2-0x3-1 1/2	1.95	2-6x5-3 1/2	3.27		
2-0x3-3 1/2	1.95	2-6x5-7 1/2	3.71		
2-0x3-1 1/2	2.27	2-6x5-1 1/2	3.84		
2-0x4-3 1/2	2.53	2-8x3-1 1/2	2.88		
2-0x4-7 1/2	2.49	2-8x4-1 1/2	3.49		
2-0x4-1 1/2	2.59	2-8x5-1 1/2	4.35		
2-0x5-3 1/2	2.69	2-10x3-7 1/2	2.88		
2-0x5-7 1/2	3.23	2-10x4-3 1/2	3.23		
2-0x5-1 1/2	3.52	2-10x4-7 1/2	3.20		
2-2x3-1 1/2	2.53	2-10x4-1 1/2	3.71		
2-2x4-3 1/2	2.65	3-0x4-1 1/2	3.81		
2-2x4-7 1/2	2.59	3-0x5-3 1/2	4.35		

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Hex Shingles Roll Roofing

2.29
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Both Stores

Choice of 4 colors in hex shingles and three colors in roll. Both guaranteed 17 years. Buy on our Budget Plan.

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Carton Insulates 40 Square Feet



3 Inch Rock Wool Batts

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Carton

Insulate now and save fuel this winter. Carton of three inch paper backed batts insulates 40 square feet, ideal for floors, etc. Buy on Budget Plan.

On Sale Both Stores

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The pin-up queen in an exclusive story by herself, reveals what it feels like to have her face on a thousand barrack-room walls.

"No Oublie" the Determined Durbin"

Inside story of the honeymoon that cost two million dollars and almost broke a great film company.

—and a host of fascinating features, sparkling colorphotos, famous writers.

16-Page COLOR COMIC SECTION

- Joe Palooka
- Li'l Abner
- Superman
- Barney Baxter
- Red Ryder
- Alley Oop
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- Off the Record
- Henry
- Mickey Finn

- Batman & Robin
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An early edition of the SUNDAY MIRROR containing all features is on sale throughout the week at all newsdealers.

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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!

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50c Size **39¢**

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1861 MONROE NEAR WINTON
KEY ROCHESTER'S MODERN
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TODAY THROUGH WEDNESDAY

COUPON
SAVE FUEL
DR. ACRES
CHIMNEY CLEANER
SOOT KILLER
SAFE AND SIMPLE TO USE. Merely sprinkle a cupfull on fire. No flare-up, no explosion, just a soot removing chemical reaction which is harmless to heating plant and yourself. **69¢**
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1 1/4 oz. Size **25¢** 50c Size **39¢**
In Six Shades

Amazing LOW PRICES ON VITAMINS A and D
ONE A DAY IS ALL YOU NEED
ONE A DAY IS ALL YOU TAKE
COMPARE THE COST
90 DAY SUPPLY **\$1.17**

6 VITAMINS and 3 MINERALS
ALL IN ONE TABLET!
Vimms
REG. SIZE **49¢** LARGE SIZE **1.69**

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WALDORF TOILET TISSUE
3 FOR **11¢**
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JERGENS FACIAL SOAP
3 FOR **13¢**
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CUTTER BOX 125 Ft. Limit 2 **13¢**

PERTUSSIN FOR COUGHS
60c Size **49¢**

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60c Size **49¢**

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Bottle 100 5 Grain Ea. **11¢**

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Reg. 25c Bottle **17¢**

TUMS FOR INDIGESTION
REG. 10c SIZE
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BURMA SHAVE
50c Size **39¢**

ANY F UP COMPLET AND? YOU CA A WHO THE Y LUC O St. Pe W To BI 19th CI 257 THU REG. GAMES \$ FRID SA7 S 25 affects Admission 10¢ Repub 4 At R B 2 SA AI GA/ All Sp SU AI GA/ All Sp Doo FOR CHA TAK TO

This Week's
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Mrs. Edwin Eldredge
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News for your award

The Rochester Sun SHOPPING NEWS

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SEVENTH YEAR—No. 2

ROCHESTER, N. Y., THURSDAY, NOVEMBER 11, 1943

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

Ballet Theatre Brings Dance Stars To Eastman

Six spectacular dance productions will be given by the Ballet Theatre in its two-evening festival at the Eastman Theatre, November 19 and 20.

A different program will be offered on each of the two nights.

Friday's program is expected to include: Princess Aurora, Dim Lustré, Fair at Sorochinsk.

On Saturday evening the Ballet Theatre will present: Swan Lake, Lilac Garden, Helen of Troy.

These ballets are in the tradition of the Russian school and danced by the finest ensemble of artists extant.

Such choreographers as Anton Dolin, Fokine, Antony Tudor, Agnes DeMille, David Lichine and Leonide Massine have streamlined the ballet. This company and its productions are the result.

Among the dancers in the company are Alicia Markova, whose name has now become synonymous with the classic dance in its best and truest form.

Among the male dancers are Dolin himself, Andre Eglevsky, Hugh Laing, Jerome Robbins, Antony Tudor, Simon Semenov and several others.

All productions are surrounded by beautiful decor and costumes, fashioned by the best designers of the theater.

They were originally booked for a single performance, but the tremendous demand for seats brought on a second night with opportunity to see more of the work of this famous company.

DESIGNED FOR ROMANCE



Interpreting The Romantic Mood of the "Merry Widow" operetta, designer Walter Florell created this Maxim model especially for Jessica Dragonette who first introduced the romantic music to radio listeners years ago. Delicate Chantilly lace, fastened to the crown of the hat by La France (pink) roses, forms a back veil which is caught at the nape of the neck with another rose to hold the misty halo in flattering line.

14th Warders To Have Armistice Service

An Armistice Day memorial service will be held next Sunday at 3 p. m. at Honor Park, Linden St. corner Goodman St.

S. under the joint sponsorship of the 14th Ward Citizens Committee and the Veterans Memorial and Executive Council.

Commander William A. Topley of the Memorial unit has appointed a large committee to handle arrangements.

New Gun Turret To Be Shown At War Training Expo

Forty operative exhibits and demonstrations were being set up this week in the Civic Exhibits Bldg. preparatory to the grand opening Monday of an all-war training exhibition sponsored by the Board of Education's Vocational Training for War Production program.

The exhibition, entitled "See For Yourself" will have demonstrations and displays depicting the work being done in vocational training classes of the city school. They will include exhibits ranging from aircraft fabrication to radio communication and from machine shop to the function of a bomber gun turret.

One of the highlights of the show will be the bomber gun turret made here by Sampson United Corp. This will be the first public exhibit of the device. Its display has been arranged by D. D. Gillespie, president of Sampson United and the Navy Department.

Co-operating with the sponsors of the show are the Gannett Newspapers squadron of the Aero Reserve Training Corps, the Army Air Forces, Women's Army Corps, the Navy department and local war plants.

Admission is free and the show will be open daily all next week from 11 a. m. to 11 p. m. Orchestra and band music will be furnished daily by various high school musical groups.

GUIDING STAR

Guiding Star Rebekah Lodge, No. 44 will meet next Tuesday at Masonic Temple with P. N. G. Mabel Benedict in charge. A bingo party will follow the meeting. Luncheon will be served.

Mail In November For Delivery By Christmas Warns Postmaster General

Warning that complete delivery of Christmas mail will be impossible this year unless a large majority of the mailings are made during November, Postmaster General Frank C. Walker this week urged post office patrons to "Mail Early".

Overseas Greetings Must Go First Class

Christmas greeting cards for soldiers overseas must be sent in sealed envelopes and prepaid at the first-class rate according to a ruling of the War Department, announced this week.

Officials urge that mailings be started at once in order to insure delivery by Christmas.

"Christmas mailing is always a serious problem," says Walker, "but this year it will be an actual impossibility unless people mail in November."

Walker cited overburdened transportation facilities and an acute shortage of postal workers as reasons for the expected tangle in late December deliveries. More than 31,000 experienced post office employees throughout the country are in the armed services and the extra Christmas help, which usually augments regular staffs will have to be recruited largely from among women and high school students.

Postal officials also point out that the volume of regular mail now is far above any previous records, with less help to handle the load.

The Postmaster General added that his warning is not an attempt to tell the public what to do; he is only acquainting them with the facts. The post office will take mail for handling right through the Christmas season and will deliver it as rapidly as it can be handled.

Information contained in this revealing article has been certified by the War Department and passed by United States Army censors in London and Washington.

Nazis Reported Treating Yank Captives Well

Our boys who are prisoners of war in Nazi Germany are generally well treated and are actually enjoying better living conditions than the German civilian population. Evidence to this effect is contained in an authentic article in the December Cosmopolitan Magazine entitled "Behind Barbed Wire".

One of the factors behind the Nazi's treatment of war prisoners is the fact that the number of Axis prisoners held captive by the United Nations is growing daily and the Germans hope for the same treatment of

their captured soldiers as they accord the Allied prisoners.

Information contained in this revealing article has been certified by the War Department and passed by United States Army censors in London and Washington.

A SAVING on Every Purchase or Your Money Back

BOYS' ALL WEATHER Finger-Tip COATS
8⁹⁵ to 15⁹⁵
Sizes 6 to 22
Warm, fleecy coats in button or zipper models water repellent for wet weather. Practical for school or play... for cool or really COLD weather.



Christmas Gifts FROM Jobbing House

Low Prices on Gift Apparel For All The Family At Rochester Jobbing House

Join the regular Jobbing House Customers in real Christmas Savings this Year! You'll find better values, larger selections and more shopping conveniences than ever before. Practical, useful gifts for all the family at low Jobbing House prices. Shop NOW while stocks are still complete. Many items now on hand are irreplaceable.

ROCHESTER'S MOST COMPLETE STOCK OF

LEATHER WELDER'S CLOTHES

- Coal Arms Double 9.98
- Pants . . . 11.95
- Overalls . . . 12.95
- Cape and Bib, 5.98
- Apron . . . 2.98
- Sleeves . . . 2.69

LADIES' AND GIRLS' **SKI SUITS**

A fine selection of smartly styled ski suits that will catch the eye of those desiring distinction of style and quality. Choice of all wools or reversible poplins and gabardines. Many zipper models.

\$7⁹⁸ to \$19⁹⁵

SIZES 12-20

MEN'S 100% PURE WOOL

COAT SWEATERS

Warm, 100% wool sweaters, coat style, in colors of Navy, Brown and Oxford. Sizes 36-54.

\$2⁹⁸ - \$7⁷⁹

SHIRTS

- Heavy Buffalo Plaids Red, Blue and Green
- Wool Pin Checks
- Cotton, Flannel, Plain and Plaids.

\$1⁵⁹ - \$5⁹⁸

Open Every Eve. 'Til 9 P. M. Except Wednesday 'Til 6 P. M.

CHILDREN'S REVERSIBLE **Snow Suits**

Hood attached. Warm wool plaid on one side, water-repellent poplin on the other.



ZIPPER FRONT AND HOOD

12⁹⁵
SIZES 4-12

ROCHESTER'S MOST COMPLETE STOCK OF MEN'S FINE

JACKETS

- Leather • Wool • Melton
- Suede • Poplin • Whipcord
- Buckskin • Gabardine
- Zipper and Button

We can't begin to tell you of the various styles and colors you'll find in this tremendous assortment. We can tell you though—"If it's being made, WE HAVE IT."

\$2⁹⁸ to \$22⁹⁵

SIZES 36 TO 54



Always The No. 1 Gift For Boys!
Sport Sweaters
1⁵⁹ to 3⁹⁸
• Slipon • Button • Zipper
A choice of sweaters such as you've never seen before. Many 100% wool; some part wool, many novelty patterns and plain colors.
SIZES 30-38

LADIES' **Wool SWEATERS**
MANY 100% WOOL
1⁹⁸ to 6⁹⁸
Popular colors and styles to choose from. Smart novelties and classic models and conservative coat styles.
SIZES 34-54

ROCHESTER JOBBING HOUSE SPORTSWEAR
STONE 2260
159-161 JOSEPH AVE. COR. NASSAU ST.

MEN'S WARM PLAID **MACKINAW**
Warm, fleecy wools by the makers of famous Buckskein garments. . . . Plaid and plain colors.
\$7⁹⁸ to \$16⁹⁵
SIZES 36-52



Amusements

AUDITORIUM BORIS KARLOFF in "ARSENIC AND OLD LACE" Nov. 18, 19, 20. Seats at Box Office Tomorrow. Prices \$2.20-1.65-1.10—Matinee Saturday

CENTURY Held Over For Second Week! "FOR WHOM THE BELL TOLLS" with Gary Cooper and Ingrid Bergman

LOEWS Merle Oberon and Brian Aherne in "FIRST COMES COURAGE" Plus Charles Coburn in "MY KINGDOM FOR A COOK"

PALACE Pat O'Brien in "THE IRON MAJOR" Plus "THE FALCON AND THE CO-ED"

CAPITOL Bob Hope and Betty Hutton in "LET'S FACE IT". Plus Leslie Howard and David Niven in "SPITEFUL"

HUDSON "BOMBARDIER" with Pat O'Brien and Randolph Scott. Plus "MELODY PARADE" with Mary Beth Hughes and Jerry Cooper

LITTLE George Arliss in "DR. SYN" with Margaret Lockwood and John Loder

2ND BIG WEEK

REGENT Sonja Henie in "WINTERTIME" Plus Chester Morris in "TORNADO"

REXY "DIXIE" with Bing Crosby and Dorothy Lamour Plus "THE WRECKING CREW" with Richard Arlen

TEMPLE "RAVAGED EARTH" Plus Al Pierce in "HERE COMES ELMER"

Southern furniture owner in stalled equipment so customers ironing must be done at home.

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Full Fashioned—Extra Sheer

51 GAUGE
(SHEEREST OBTAINABLE)



FINE
RAYON
HOSE

NEW FALL
SHADES
SIZES FOR
ALL

95¢ IRREGULARS
74¢ SECONDS



190 MAIN ST. EAST

KAY'S COMMENTS

For every little do-re-mi you can now be the pleased owner of one of those gorgeous HAT sets and B A G sets at JOELS. They are marked HALF-PRICE. Studied casualness in the pared, uncluttered lines of these lovely sets, will "do things" for that winter costume of yours. A plaid hat and bag in a lovely green, trimmed with matching yarn is yours for exactly half price. There is one set in a brown fabric trimmed with matching brown velvet. Others in red and blue velvet; also a striking purple hat with bag to match. Artistic JOELS quality—now priced a mere \$3 to \$10, formerly \$6 to \$20. Hurry while the selection is at its best. JOELS—215 E. MAIN ST.—Remember—Half-Price includes hat and bag.

What to pack in that lunch box? It's a problem isn't it? HOME SERVICE at ROCHESTER GAS has published a few hints called "Lunch Box Meals." Drop into 89 East Ave. and ask for these menus. They will lighten that everyday burden of packing lunches—a job which becomes such a bugaboo in every household.

LUZIER'S COSMETICS offer you the finest in cosmetics, compounded from choice raw materials. They give you assistance in your selection to suit individual cosmetic requirements and preferences. You're given suggestions concerning the application of Luzier products. You may make an appointment to be seen in your home or you may call at 133 CLINTON AVE. SO. Tues.-Thurs. 1:30-3:30 P.M. Eve. Stone 4442—Eve Call Hillside 1872.

Designed to turn you into a slim wand was the dinner dress of vivid red rayon crepe. Bugle beads of the same fiery shade were embroidered over red chiffon bodice and sleeves. It was lovely.

The next few weeks hold the season's big evenings—occasions with a capital O. What to wear—is the thought that flashes in a woman's mind—the minute an invitation to "go somewhere" is given. Wearing long skirts is no longer a necessity, but, on the other hand the shift from practical daytime clothes is just as exciting as it used to be. Dressing up is definitely not unpatriotic either. It's sort of silly to allow evening clothes to hang in your closet—and not wear them. While the "dressed" short dress is nice—it's a thrill to "dress" once in a while. Evening clothes do something for the average woman—so don't hesitate to wear them if you have them.

Have you been up to see MILDRED HAUPENTHAL yet? If you hurry you'll be able to take advantage of the opening SPECIAL at \$7.50 permanent for just \$3. This bargain is in celebration of the opening of her new shop located 323 BURKE BLDG. Well, what are you waiting for call Main 7671. Right now. Open Evenings.

A determination to keep the spirit of Christmas in a part of the American calendar is being renewed. EDWARDS have renewed their efforts to make the Christmas Bells of this year—the Victory Bells—ring clear. EDWARDS is teeming with Christmas cheer. Their GIFT SHOP on the Second Floor is ready for your inspection. The MEXICAN CORNER greets you as you step off the elevator. Book-ends—ashtrays—shopping bags—hats and those hand-made Mexican chairs are very new and very colorful. Sturdy enough for usefulness—like a Baby-Grand Piano would be an adequate gift for some one on your list. SUEDE-O-ANIMALS comes in book-ends—a family of elephants—Stainless wooden bowls with china-bases added a gay and practical note to this well-arranged shop. Remember SYROCO WOOD—yes EDWARDS have a good selection of these also. Book-ends—What-Nots with mirrors. EDWARDS urges you to shop early to this well-arranged shop. EDWARDS—GIFT SHOP—on the SECOND FLOOR.

Gone are towering pompadours—gone are flowing manes—the new way to look is, above all, neat—small-headed—natural. Wear your hair up or down—but keep the outline close to the head in soft flat easy waves.

Your doctor will tell you a "over-weight" creates a real health menace. So why look terrible and feel worse with excess weight. Take a series of treatments with PETTIS. Ten for \$12.50. Thirty-five minutes for each treatment. Call Stone 9210 today—and make an appointment. PETTIS REDUCING, 327 BURKE BLDG.

Dramatically quiet—but elegant—was the cool black crepe dress I saw the other day. Covering arms from shoulders to wrists—with low cut neck that looked deeper than it was because of black lace bands across flesh—marquise. Wear black lace gloves with it.

Typical RIPTON'S are those adorable dresses in JUNIOR SIZES. Quality is "always there", tailoring excellent. Bright wools, two-piece — bodice necklines. Juniors in black with sequins trim. Smart crepes with ruffles cascading to the waistline—spotted with jeweled buttons. Prices range in these JUNIOR sizes \$9 to \$15; \$8.95 to \$16.50 RIPTON DRESSES, 739 MONROE AVE.

For a friend you can count on—remember EMPIRE WEAVERS when you burn or tear your precious possessions. Even if you're in the depth of despair—take heart—Empire Weavers with their magic needles will repair the damage like nothing you've ever seen. Prices are right, too—409 BURKE BLDG.

How would you like to make your own Christmas Cards? It's really fun and you'll be individual. H. H. SULLIVAN have everything you'll need. Block Print paper in nice oatmeal finish in gay Christmas colors. Black print ink with an oil base. Small sets of tools selling at 45c. Separate tools 70c and 85c. Rollers 65c and some for 30c and 50c. Some blotting type also. A little ingenuity and a little time will bring oh! and ah! from your friends when they open your Christmas Greetings on Christmas morning. If you need Drafting Supplies, H. H. Sullivan have these aplenty. Drawing Boards all sizes. Drafting sets, T-Squares. If you're looking for Photo Oil Sets they are available \$1 to \$4.90. H. H. SULLIVAN, 65-67 SOUTH AVE.

Christmas parties run rings round your furniture so why not crackle a dozen coozlers for a holiday gift—for that friend who rates more than a card.

Decrees of Fashion

Fur coat practically enters the style scene. Wool fabric is being used for pockets, cuffs and lapels, the points at which a coat takes the hardest wear. This permits easy replacement which adds a novel decorative

We're learning that talented fashion designers are no longer considering "versatility" a catchword; to them it's a vital necessity. Color combination is the key to personality in the narrowed patterns of this season's dresses. At the Arnold Constable show- ing before a luncheon at the fashionable Waldorf Astoria, one model wore a neon purple and grass green combination. It was introduced by the commentator with the remark that many combinations are like discords in music; once accustomed to them, they finally "click."

Weed's HOUSEWARES "HANDIES" SHOE RACKS



Three tier racks, well made of hard wood in natural finish. Will hold 12 pairs of ladies' or 9 pairs of men's shoes.
\$1.00

Hi-Lo Folding CLOTHES BASKET

For your clothes or as a handy crib for baby. The legs fold under quickly and easily. Size 17 in. by 30 in. by 27 in. high.
\$2.95



OTHER CLOTHES BASKETS FROM 79c

PREVENT GARBAGE PAIL NUISANCE

Keep Dogs Away
50c Spray with LIQUID CHAPERONE

SAVE HEAT

Use this soot destroyer regularly.
\$1.00 WINTER SUPPLY

SWEET the Easy Way! PUSH BROOMS



Select a black fibre complete with smooth, removable handle.
12" \$1.19
14" \$1.29

Aluminum Cleaner

2 BOXES **29c**

WILL REMOVE dirt, grease, stains and restore lustre

Drives in thirty minutes and leaves no odor. Safe, non-inflammable.
Qt. 65c
1/2 gal. \$1
1 Gal. \$1.49

GAINES DRY DOG FOOD

Just add water—nothing else.
Sold in 2-lb., 5-lb., 10-lb., 25-lb. bags.

Weed's 15 EXCHANGE ST
Free City Delivery
Free Parking Opposite With \$1 Purchase
MAIN 7900

ADORABLE WEARABLES
Tots to Teens



LEGGIN' SET 12.99
Plaids — Solids — Velvet
Collars — Sizes 3-8

Pile Fabric
TEDDY BEAR COATS 16.99
Sizes 1-4

CHILDREN'S COZY REVERSIBLE
RAINCOATS 2.99 to 6.99
NICE SELECTIONS. SIZES 3 TO 6 AND 7 TO 16.

COTTON DRESSES 1.39
Sizes 1 to 6X

SANTA'S No. 1 GIFT IDEA!
CUDDLY, QUILTED
House Coats 3.99
ALSO WOOLS & CORDUROY
3.99 to 5.99
ALL SIZES FOR CHILDREN.

DRESSES FOR TODDLERS 1.99
• SPUN RAYON
• COTTONS
• VELVETS
• CORDUROY
• SIZES 1 TO 6X
Others To 6.99



190 MAIN ST. EAST

3 WAYS to better news and feature reading

- SUNDAY MIRROR MAGAZINE**
A fascinating human interest story in word and picture, many of them in full natural color.
- SUNDAY MIRROR COMICS**
A long list that includes some producing in full color.
Superman, Krazy Kat, Batman & Robin, Mickey, Joe Palooka, Barney Buster, Captain Easy, Little Nipper, Mickey Finn, Red Ryder, Alvy Doo, Frickles, Betsy, Our Sporting News, Tonawanda Falls.
- MAIN NEWS SECTION**
The L. P. F. R. and staff reporting A. P. Wirephoto, International News-pictures, Mirror photos, a front row seat at world events.

NEW YORK SUNDAY MIRROR
On Sale Now **10c**

An early edition of the SUNDAY MIRROR containing all features is on sale throughout the week at all newsdealers.
MANSON NEWS AGENCY
Distributors Rochester and vicinity

ARE YOU PLANNING TO PURCHASE A **Diamond Ring?**
YOU CAN BUY WITH CONFIDENCE AT **Smalls**

Reduced 20% to 40% below present market values

Special Sale Group!

CHOOSE DEPENDABLE "Attested Perfect" **DIAMONDS** 59.50 to 995.00

No other article will give such a thrill, so much happiness, and so much satisfaction. Remember—Smalls stock is complete... a diamond for every purse.

USE OUR X-MAS LAY-AWAY PLAN

Use Your Credit:
Easy Weekly Payments — Up To A Year To Pay After Down Payment

Smalls 28 EAST MAIN ST. JEWELERS OPTICIANS

GUARANTEED NO FLAWS NO CRACKS NO CARBON SPOTS

Are You Keep Yo
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Rochester Sun, Thursday, November 11, 1943

JUST SAY "AS ADVERTISED IN SHOPPING NEWS"

EDWARDS BASEMENT

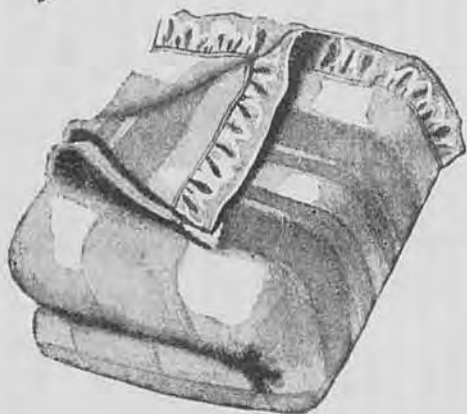
Look Ahead to Christmas — Shop for Gifts Now at Edwards!

On Zero Nights —
When You Pull the Covers
About Your Head — Make
Sure It's A Warm

PART WOOL NASHUA BLANKET

3.97

size 72" x 84"



We know it's going to be cold! We know about the fuel shortage! We know we should have warm, good quality blankets! And have you done all the things you know should be done? Like making sure you have a supply of those famous name NASHUA blankets! Block plaids in rose, blues, green, cedar! All sateen bound! And they wear!

EDWARDS BASEMENT

Why Not

Carry Away

A Gift

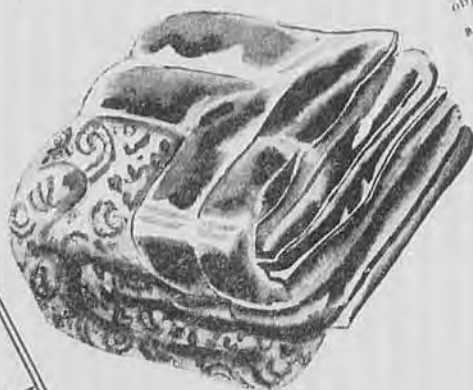
A Day!

Mail or
Phone
Your Order
STONE
2300

Thickly Filled — Part Wool QUILTED COMFORTABLES

4.97

size
72" x 84"



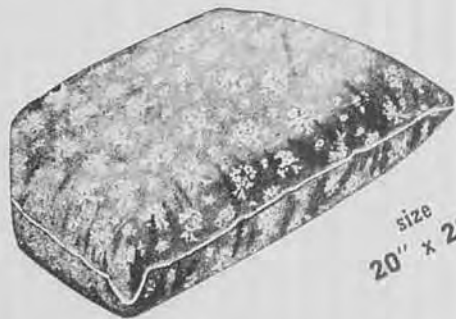
A comfortable that's the object of your affection! It is a handsome blanket... and so useable! Lovely, colorful floral centers, bound with sateen border in plain colors! Choice of rose, blue, or green! And, ladies, makes a very smart bedspread too! Just see them!

EDWARDS
BASEMENT

Plumply Stuffed SATEEN PILLOWS

1.19

size
20" x 26"



Get to know these pillows! Listen, they are wonderful! For you... allergic to natural feathers... this is what you want! Filled with downy cotton! Covered in brocaded sateen! Colors in blue, peach, rose and green! Just the best pillow at this price you've ever seen!

EDWARDS
BASEMENT

Paint Protects Property



Special
**LINOLEUM
OFFER**

From our large selection of patterns, all color through to black. Its still possible to modernize that kitchen floor with

ANY ROOM SIZE
UP TO 9x12
COMPLETE WITH LABOR
AND MATERIALS

ARMSTRONG
INLAID
LINO FLOOR **\$1875**



FOR ONLY
\$298
YOU CAN REDECORATE
A WHOLE ROOM WITH
Kent-Tone
THE MIRACLE WALL FINISH

**WASHABLE
WINDOW SHADES**

Selection
of colors
New roller
included
Sizes 6 ft. x
36 inches.
WITHOUT ROLLER **39c**
29c

LUCAS PAINT STORE

80 St. Paul St. FREE PARKING Main 2090

Alcohol Industry Shows War Role In N. Y. Exhibit

The dual war role of the liquor industry, its production of war alcohol on a round-the-clock basis and its simultaneous collection of peak revenues, is dramatically and graphically portrayed in a joint industry exhibit this week at the Hotel Commodore in New York City.

Held in conjunction with the 28th Annual National Hotel Exposition, the Distillers, Rectifiers and Importers Exhibit Committee have built their exhibit around the theme that "The Distilling Industry Has Gone to War" and it stresses the fact that the industry's plants through production of war alcohol are making the "sinews of war" while the sale of its products are producing "finances for war".

Included in the exhibit are actual photographs of distilling plants operating day and night to speed the victory, photo-murals showing the uses to which war alcohol is put: smokeless powder, synthetic rubber, medicinal uses, and the like. Photo-murals showing how much war equipment liquor revenue could buy. Participating companies in the exhibit include practically all of the nation's major distillers.

Men of No. 16 School PTA to Present Minstrels Tuesday

A capacity audience is expected to greet the performance of "Plantation Minstrels" at No. 16 School next Tuesday.

The show, written and produced by men members of the school's PTA will highlight the "Father's Night" entertainment sponsored by the association.

James Horne is producer and director of the minstrels. Music is under the direction of Austin Truitt and Mrs. Esther Cook will be pianist.

Dancing and refreshments will follow the show which is open to the public.

Physical Ed Official To Speak At No. 37 School PTA 'Men's Night'

Elmer Smith, assistant director of physical education in the public schools will be the main speaker at a "Father's Night" program of the No. 37 School PTA next Tuesday at 8 p. m.

Entire meeting will be conducted by men of the organization, with first vice-president David Lockridge presiding.

Smith will speak on the subject, "Physical Fitness - A Wartime Necessity."

Following the business session a humorous skit, "Little Red Riding Hood," will be presented by the fathers.

The men will also act as hosts for the refreshment period at the conclusion of the meeting.

G & E Service Head To Speak At Laurelton PTA

Miss Irene Muntz, assistant director of the Home Service Department of the Rochester Gas and Electric Company will be the guest speaker at the meeting of the Laurelton School PTA next Thursday at 1 p. m. Miss Muntz will have as her topic "Getting the Most Out of Food."

Mothers of Miss Lowrey's and Miss Kane's grades are in charge of the afternoon with Mrs. Thomas Hoag chairman of hospitality and Mrs. George Sperry in charge of refreshments.

No. 33 School PTA To Have Bazaar

A fish pond, several booths for the sale of aprons, fancy work, dolls, stuffed toys and other articles will be included in a bazaar sponsored by the No. 33 School PTA tomorrow, from 3:30 to 10:30 p. m.

Dinner will be served from 5 until 8 o'clock.

REBEKAHS

Past Noble Grand's Club of Venus Rebekah Lodge will meet next Tuesday, at the home of Pearl Ferrin, 20 Avis St. Margaret Townsend will assist the hostess.



SHORTAGE OF DOCTORS

makes this PROTECTIVE FOOD a DAILY NECESSITY!

It's sweet to be well, and here's Nature's own super-rich source of Vitamin B₁ and other body-building vitamins, minerals and protein. Serve a tablespoonful of delicious, nut-like, flaky, toasted GOLDEN CENTER WHEAT GERM with hot or cold cereals... every day... and see how much better you will feel. Great for growing children, too. Ask your Grocer for GOLDEN CENTER WHEAT GERM.



Golden Center TOASTED WHEAT GERM

Golden Center Wheat Germ on sale at all L.S.A., A&P, Red & White, Hart's, Star Super Markets, Wegman, or your neighborhood grocer.

Neisner's Famous For Fine PHOTOGRAPHS



ORDER NOW FOR CHRISTMAS

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A Neisner Portrait shows you at your BEST! A carefully posed, expertly lighted photograph can be both honest and flattering—we take the time and the pains to make ours perfect; that's why we're famous for fine portraits.

CHRISTMAS SPECIAL
3 LARGE PHOTOGRAPHS FOR THE PRICE OF 2 PLUS... A LOVELY MINATURE... FREE Proofs to Choose From

Neisner's
5¢ to \$1.00 Stores
200 MAIN ST. E. STUDIO REAR MAIN FLOOR

MEN-WOMEN QUALIFY FOR Earn-While-You-Learn



TRAINING CLASSES

Prepare for Interesting Good Paying

WAR WORK

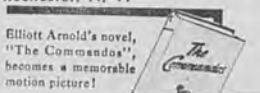
REGISTER NOW

Vocational Training FOR WAR PRODUCTION ROOM 108 — MAIN 2600

Board of Education 13 SO. FITZHUGH ST.

WIN GUEST TICKETS TO LOEW'S

Name 3 pictures in which each of these stars has appeared: Merle Oberon, Brian Aherne and Charles Coburn. First 25 correct answers each will receive a ticket to see these 2 big attractions starting today at Loew's. Mail all entries to the Contest Editor, 93 Clinton Ave. S., Rochester, N. Y.



Merle OBERON
Brian AHERNE

FIRST COMES COURAGE



with Marguerite CHAPMAN
BILL CARTER
ISOBEL ELSOM
EDWARD GARGAN

It's a cook's tour of LAUGHTER with a Pinch of LOVE thrown in!

CHARLES COBURN
"My Kingdom for a Cook"

with Marguerite CHAPMAN
BILL CARTER
ISOBEL ELSOM
EDWARD GARGAN

SAVE on RUBBERS

MEN'S LOW RUBBERS GUARANTEED QUALITY

99c

ON SALE AT NEISNER'S All Sizes

WOMEN'S - FINE QUALITY RUBBERS

To-Fit-All Styles shoes

\$1.12

ALL HEEL HEIGHTS

MISSES - CHILD'S ARCTICS

\$1.35

Better Buy Them Now

ALL SIZES SAVE

BOYS' GOOD QUALITY 3-BUCKLE ARCTICS

\$2.54

Sizes to Big 6

GOOD WEARING SOLES

200 East Main St. **Neisner's** 5¢ to \$1.00 Stores Shoes on 2nd Floor

They BOTH have a stake in their Electric Company!



Paul Packard owns some stock in the local light and power company. Jimmy, the newsboy, never bought a share of stock in his life. But he has a stake in the electric company too — because Jimmy's bank invests his small savings in just such businesses. Your savings bank, your life insurance company, your fraternal order probably put some of your money into electric securities. In a very real sense, the electric light and power companies were built by the same people they serve. For in them are savings of 45 million bank depositors and 66 million insurance policyholders — your savings — invested in American business and carefully managed by experienced business men — for you — and for America!

Save Electricity — In the Home — Store — Office — Factory

Rochester Gas and Electric
A WAR INDUSTRY

Carelessness is America's 7th Column — Smash It!

Wegmans HOME OWNED SUPER MARKETS

THE LOWEST OPA CEILING PRICES IN THIS COMMUNITY

Close-Out! WHILE THEY LAST!

SILEX 2 "CUPPER" COFFEE MAKER

Buy now for Christmas presents!

Reg. Price \$1.45 **69c**

- GREEN GABLES SALAD DRESSING... pt. **19c**
- BEECH-NUT PEANUT BUTTER 8 oz. jar **18c**
- WEGMAN'S BEST COFFEE SPECIAL BLEND... lb. **27c**
- ENRICHED 24 1/2 LB. BAG MOTHER'S FLOUR... bag **\$1.19**

TEMPTING **CHOCOLATE FUDGE ROLL**

33c ea.

CHOC. CAKES

3 LAYER **57c** ea. Chocolate or white iced.

2 LAYER **41c** ea.

- MACARONI AND CHEESE VICTORY DINNER 2 pkgs. **25c**
- BREAKFAST OF CHAMPIONS WHEATIES...: pkg. **11c**
- 1/4 LB. PKG. SPRINGLEAF TEA...: pkg. **20c**

TENDER, MILK-FED

LEGS O' VEAL

32c lb.

CHOICE, MILK-FED FOWL... lb. 40c

Wegmans HOME OWNED SUPER MARKETS

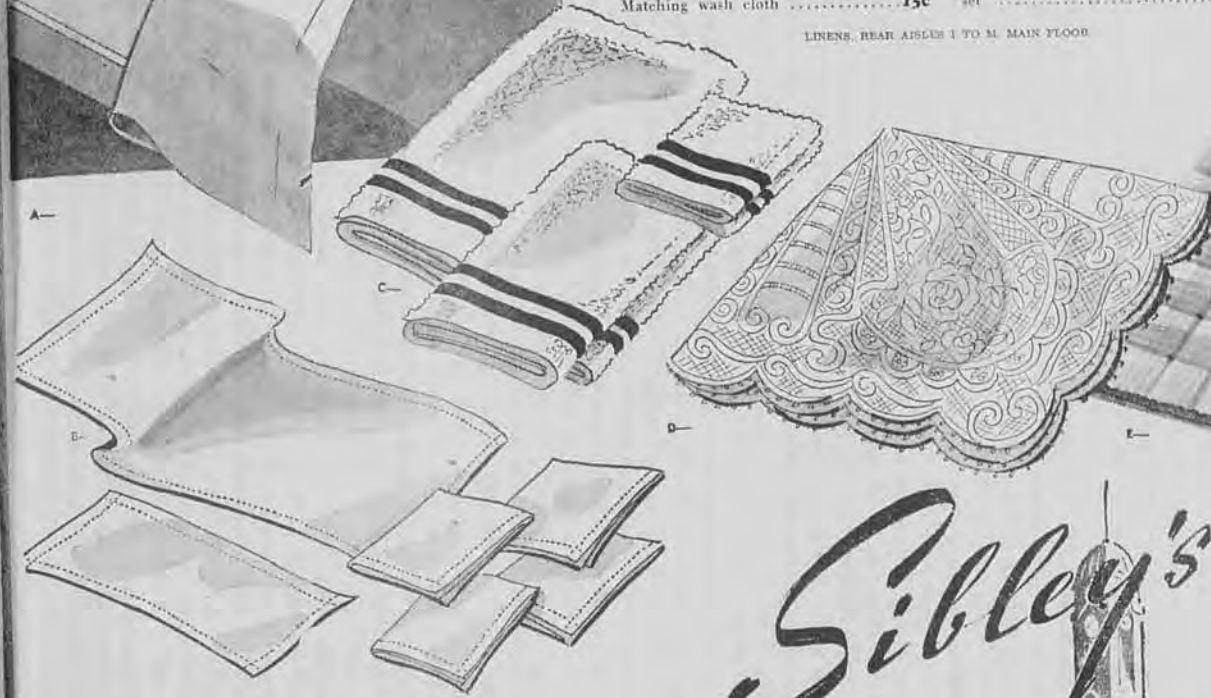
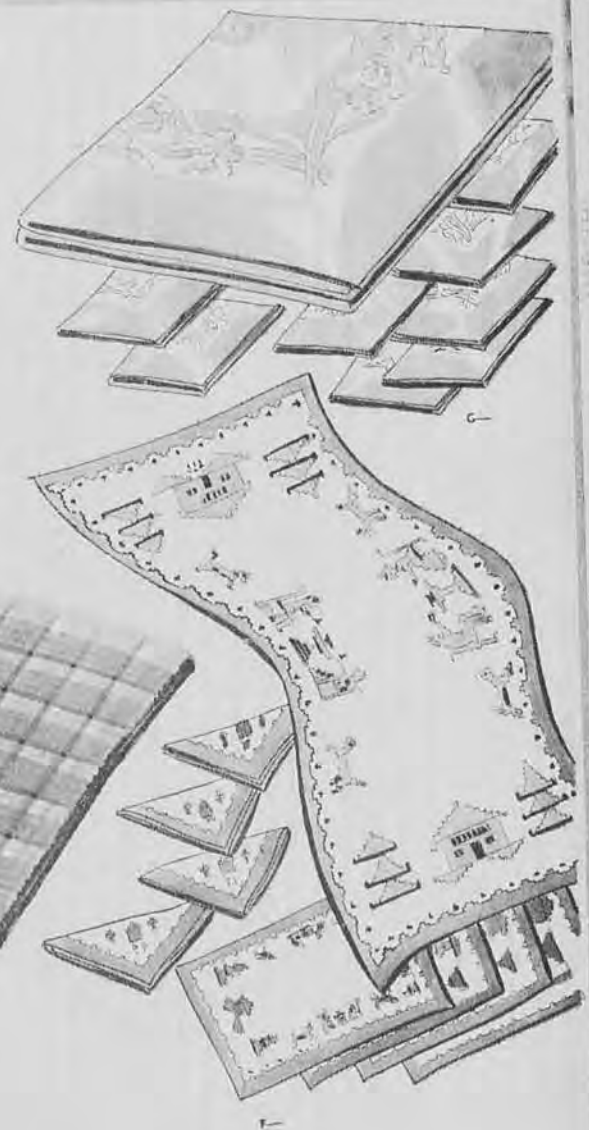
FREE PARKING FOR CUSTOMERS

SHEETS, TOWELS and TABLE LINENS

- A—**
 Page Muslin Sheets, fine-woven, sturdy.
 63x99" sheet 1.79
 63x108" sheet 1.98
 72x99" sheet 1.98
 72x108" sheet 2.09
 81x99" sheet 2.09
 81x108" sheet 2.33
 42x36" case 50c
 45x36" case 52c
- B—**
 Rare, Hemstitched Linen Scarfs, Doilies, Napkins, ecru color, lunch borders.
 11x17" oblong doilies ea. 79c
 15 1/2 x 24" tray doilies ea. 1.49
 15 1/2 x 34" scarfs ea. 1.89
 15 1/2 x 44" scarfs ea. 2.19
 12x12" napkins doz. 5.98
- C—**
 Cannon Mills Turkish Towel Ensemble, in solid rose, azure, peach, yellow or Nile-green with two-toned border.
 22x44" bath towel 89c
 15x27" face towel 39c
 Matching wash cloth 15c

- D—**
 Superb Quaker Lace Dinner Cloth in a lavish "Empire" design, all scrolls and flowers.
 Approximately 72x90" 11.98
- E—**
 Chenille Bath Mats, thick and soft, in waffle weave, multicolored to blend with any color scheme.
 20x34" size 1.49
 25x40" size 2.39
- F—**
 "Sampler" Printed Oblong Lunch Set, gay in red-and-green. Also comes in rosebud design, in blue, rose and red.
 9-pc. set 2.98
- G—**
 9-Pc. Dinner Set of lustrous, cotton-and-rayon damask in eggshell. Lovely iris pattern. 64x84" cloth, eight 16x16" napkins, set 8.98

LINENS, REAR AISLES 1 TO 4, MAIN FLOOR



Sibley's

**For Your Own Needs, and for Practical, Welcome Gifts. . .
 QUALITY LINENS and BEDDING APLENTY!**

Be as thrifty as can be . . . or spend as much as you like . . . you'll look long and far to find such selections as Sibley's has to offer, in bedding supplies and table and bath linens.

Just check the variety of sound values on this page, and check off name after name on your Christmas list, for gifts as useful and comfort-giving as these will be just as welcome in other homes as in your own!



BLANKETS, SPREADS and COMFORTABLES

- H—**
 Choice Chenille Bedspreads, closely-tufted, single and double bed size, in soft, solid colors with decorative white over-tufting. Blue, dusty rose, green or peach, each 6.98
- I—**
 Plumply Filled Comfortables with dainty, printed sateen covers (plain back). Light toasty filling of cotton and wool.
 72x84" 7.98
- K—**
 Heavy Chatham Blankets, grand for winter nights! 25% wool, 50% rayon, 25% cotton. Solid blue, green, rose, or peach, with rayon satin binding.
 72x84" ea. 5.98
- L—**
 Pearce 100% Wool Plaid Blankets, thick and springy, wonderfully warm! White with blue, dusty rose, or wine in handsome plaid.
 72x84" ea. 12.98
- M—**
 Celebrated "North Star" 100% wool Blankets, exclusively at Sibley's. Magnificent blankets, weighing 4 1/2 pounds each! 72x84", bound with rayon satin. Blue, rose, green, rust. ea. 16.98
- N—**
 Bates "Nantucket" Bedspreads, so sturdy smart, practical. Wrinkle-resistant, washable. Predominating color: blue, rose or green.
 86x105" ea. 3.95

O—
 Luxury Comfortables, with rayon satin covers and pure wool filling. Elaborate stitched design with Trapunto border.
 72x84" in rose, blue, green, peach, each 13.98

BEDDING, THIRD FLOOR

SIBLEY, LINDSAY & CURR CO.

MENDOZA BEAVER
(Dyed Caney) and
**Premier Bonded
NORTHERN
SEAL.**
\$105.00
Finest Mink and Silver Beavers
of guaranteed savings.
CLIFFORD FUR CO.
1233 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

**Comedy Team
Stars In Capitol
Film Opening Today**
Bob Hope and Betty Hutton are teamed for the first time in Paramount's newest musical laughfilm, "Let's Face It," which opened yesterday at the Capitol Theatre. The film is a picturization of the Cole Porter stage hit and some of the origi-

nal tunes have been retained. Hope once again plays a soldier but this time his troubles are not confined to the camp grounds. He wanders afield and winds up where you might expect — in the guardhouse. "Spitfire," the second feature stars Leslie Howard and David Nevin in a glowingly human story of R. J. Mitchell the inventor of the deadliest fighting plane the world has ever known.

**Child Problem Study
No. 16 School PTA**
First in a series of studies on Child Problems will be held at No. 16 School next Wednesday at 3:15 p. m. under sponsorship of the school's PTA.
The course, under the direction of Miss Florence E. Winchell, supervisor of Parent Education, comprises six studies. They will be given at No. 16 School on alternate Wednesdays during the next three months.
All members of the No. 15 School community are invited to attend this series dealing with

important wartime problems concerning children.
Arrangements for the course were under the direction of Mrs. Leon Lasher.

Price Change Made By N. Y. Newspaper
The New York Sunday Mirror now costs Rochesterians 10c per copy. Publishers of the newspaper attributed the price change to increased production costs and shortage of newsprint.
An early edition of the Sunday Mirror containing all the features is on sale throughout the week at all local news-dealers.

GIVE YOUR HEAD COLD THE AIR...
Don't let head colds' nasal miseries get a head start. Do this—now! Use just 2 drops Penetro Nose Drops in each nostril. They soothe as they touch, cool and shrink as they act. Open cold-clogged nose. You breathe freer almost instantly to give your head cold the air. Penetro Nose Drops are real prescription type medication, containing genuine ephedrine. You'll agree they're tops in drops and their top quality is guaranteed by Plough, Inc., Economical, too. 25¢ for a generous size. 2 1/2 times as much for 60¢. Caution: Use only as directed and always be sure that you ask for and get **PENETRO NOSE DROPS**

Plan Now for Christmas! Have Your Picture Taken During Edwards . . .

SPECIAL
PORTRAIT TEST OFFER



We make this sensational offer to acquaint you with our superior portrait work. We know we can please you and are willing to prove it at no cost or obligation to you. Stop in any time and let our expert photographer make our regular 12-photograph make-up for you. When you see the results you may order as many or as few pictures as you want, or none at all.

Studio Hours
Daily
9:45 to 5:30
Except MONDAYS
12 Noon to 9 P. M.

12 PROOFS SUBMITTED
each a different pose made doubly clear by the KODATHON Speed Lamp. Eastman Kodak's newest Photographic Equipment.

Eastman Kodak's Amazing KODATHON SPEED LAMP
flashes at such great speed that it is no longer necessary to pose while being photographed. It even permits "moving and talking" while sitting for a picture.
It excels in Making Pictures of Children

PHOTO STUDIO
In The Green Room

Edwards

Always... in Good Taste

Pete Hagen's DELUXE CORDIALS

BLACKBERRY APRICOT
CREME de CAFE CHERRY
PEACH
CREME de CACAO
CREME de MENTHE

To serve... To enjoy... Master blended rich bodied cordials made with mellow imported spirits. A variety to satisfy all tastes—at your neighborhood dealer. A "greater than ever" treat.



Time-honored Quality Since 1889

PREPARED AND BOTTLED BY POPPER-ANDERSON COMPANY
ROCKEFELLER CENTER, NEW YORK 20, N. Y.

SPECIAL! LADIES' PLAIN DRESSES
DRY CLEANED AND HAND FINISHED
85c
SPEDY'S
212 Court Street
Park Free at Chimes Station
Across The Street

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 offer. Just eat sensibly and take Marmola tablets only according to the recommendations and instructions with the package.
Marmola is not a cure-all. If in doubt at any time about advisability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician.
If you need Marmola, why not lose those only uncomfortable pounds the Marmola way. Don't delay. Drugs have sold more than twenty million packages during the past thirty years.

THANKS MR. GROCER

For your cooperation in redeeming from your customers Van Camp's Tenderoni coupons worth 5¢ on the purchase of 2 packages of Tenderoni at the regular price.

MRS. HOMEMAKER Here's a Reminder

If you have not taken your Van Camp's Tenderoni coupon to your grocer, we urge that you please do so at once. It is money in your pocket.

NO RATION POINTS NEEDED
To Buy and Enjoy Van Camp's TENDERONI

Van Camp's Inc., Indianapolis, Ind.

Dolan's

WHERE YOU BUY THE CUTS OF CHICKEN YOU PREFER **DOLAN'S**

600 JEFFERSON AVENUE
Cor. Hartlett
Telephone Greece 1417

Why Milk Must Be Conserved

Today — with our Armed Forces and war workers consuming tremendous quantities of milk — the supply of this precious food for regular home use is definitely limited.

This means that the need for conserving milk is now extremely urgent. We ask your help by ordering only as much milk as you actually need — and by seeing that none is wasted.

That richer, creamier flavor of our Sealtest Vitamin "D" Homogenized Milk helps to prevent waste by making milk more enjoyable. You can count on your children — and adults too — draining their glasses to the last drop.

In addition — this fine homogenized milk contains 400 extra units of precious Vitamin "D" in every quart — the vitamin so frequently lacking in our diets.

If you now are a customer of Brighton Place Dairy, we will be glad to change your order from our regular Sealtest Milk to Vitamin "D" Homogenized Milk.

BRIGHTON PLACE DAIRY CO.

Glenwood 144

Sealtest
VITAMIN D
HOMOGENIZED MILK

45
Fulton Ave.

Brighton Place Dairy—A Division of National Dairy Products Corporation
TUNE IN THE SEALTEST VILLAGE STORE, SATURDAYS, 7 P. M., WHAM

KEY COUPON
LIFEBUOY SOAP
2 FOR 11c
LIMIT, 2

KEY COUPON
LUDEX'S COUGH DROPS
Reg. 5c Size 2 for 5c
LIMIT, 2

KEY COUPON
Salt and Pepper SHAKER
Set of 2 15c Value
Limit, 2 Sets 7c

KEY
ROCHESTER'S MODERN
CUT RATE DRUG STORES

470 N. GOODMAN MAIN
1861 MONROE NEAR WINTON

TODAY THROUGH WEDNESDAY

KEY COUPON
SAVE FUEL
DR. ACRES
CHIMNEY CLEANER
SOOT KILLER
SAFE AND SIMPLE TO USE. Merely sprinkle a cupful on fire. No flare-up, no explosion, just a soot removing chemical reaction which is harmless to heating plant and yourself.
Regular \$1.00 Size **69c**

KEY COUPON
PHILLIP'S MILK OF MAGNESIA
50c Bottle Limit 1 **19c**

KEY COUPON
CASTILE SOAP
3 FOR 11c
Limit 3

KEY COUPON
SANITARY NAPKINS
Box 12 Reg. 30c Limit 2 **11c**

VIDELTA EMULSION
Pint Bottle **\$1.69**

SAL HEPATICA
60c Size **49c**

NEW SHEAFFER SKRIPVOYAGER
Every person in the service has use for this stationery. **98c**

VAPORUB VICK'S
35c Size **27c**

SQUIBB TOOTH PASTE
Large Size **37c**

ANACIN TABLETS
Bottle of 100 **98c**

KOLYNOS TOOTH PASTE
50c Size **39c**

G. WASHINGTON TOBACCO
2 FOR 13c
Regular 10c Size

drene Shampoo
medium 49c
large 79c

SALE!
GIANT SIZES
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 CASHMERE BOUQUET LOTION 39c 18c
33c 3c

STOCK UP—AT THESE LOW PRICES!

JERGENS LOTION

25c Size 23c
50c Size 39c
51.00 Size 79c

Luckies, Camels, Chesterfields, Raleigh, Old Gold, Philip Morris
Carton **\$1.46**
Tax Paid

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!

Vimms
REC. SIZE **49c** LARGE SIZE **1.69**

NUJOL
Gal. Size **\$2.36**

HINDS HONEY and ALMOND LOTION
\$1.00 Size **59c**

KOTEX
Box of 12 **22c**

SODA MINT TABLETS
Bottle of 100 **6c**

ELECTRIC IRONING CORDS
49c

BORDEN'S MALTED MILK
Plain, 5-Lb. Can Reg. 52 **\$1.29**

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

CONTI CASTILE SHAMPOO
50c Size **37c**

Service Plaque To Be Dedicated At K. of C. Fete

Blessing of a service roll plaque by Bishop James E. Kearney of the Catholic diocese of Rochester will feature the annual Communion Breakfast of Rochester Council, Knights of Columbus on Sunday, Nov. 21. There are 125 names of knights in the armed forces on the plaque.

The Communion Breakfast at Hotel Seneca will follow a Mass to be celebrated by Bishop Kearney in Columbus Civic Center. The Rev. Raymond G. Heisel, council chaplain will assist the Bishop. The Mass will begin at 8:30 a. m. Following the church services the knights will march to Hotel Seneca.

Former Supreme Court Justice James P. B. Duffy will be the toastmaster at the breakfast and will present Bishop Kearney, Grand Knight Thomas H. O'Connor will open the program.

Frank M. Beaucaire is general chairman of the Mass and breakfast and is being assisted by George L. McKay on reservations and Clarence M. Lofink, tickets.

Reservations are being made with Financial Secretary Joseph M. Miller at the K. of C. Club Rooms, Columbus Civic Center.

Rochesterian Elected Class Officer At Massachusetts School

Announcement has been made of the election of Miss Ellen C. Garson to the vice-presidency of the senior class at Cushing Academy, Ashburnham, Mass.

Miss Garson is the daughter of Mr. and Mrs. Charles Garson Jr., 1025 Harvard St. She is said by school officials to be making an excellent reputation for scholarship.

Sonja Henie Shows Ice Skating Wizardy In Regein Bill

"Wintertime," the 20th Century-Fox musical hit starring Sonja Henie, moved to the Regent screen today.

Filmed in the mountain resort area of the Canadian snow-peaked mountains, this film is natural screen entertainment. Lovely Sonja skates into the hearts of the audience to the wonderful rhythms of Woody Herman and his orchestra.

Jack Oakie, Carole Landis and Cesar Romero add the imprint of their delightful personalities to the general scene, making the film a four-star favorite.

The co-feature is "Tornado," starring Chester Morris and Nancy Kelly.

WFA has authorized West Coast packers to release over 100,000 tons of dried raisins and prunes for civilian consumption.

WHEN COLDS STRIKE CUT OUT WAITING

Act promptly, just as Grandma did. Grandma used mutton suet she medicated herself to relieve colds' tightness and muscle ache. Today mothers just rub on Penetro. Modern medication in a base containing old fashioned mutton suet. Penetro works 2 ways (1) Vapors soothe colds' congestion in nose, throat (2) Stimulates circulation at spot where applied. White, stainless. 25c, double supply 35c. Get Penetro.

★ ★ ★ ★ ★
Colorful Ballet Festival!
★ ★ ★ ★ ★
RUSSIAN BALLET
★ ★ ★ ★ ★
Ballet Theatre
COMPANY OF 125 - SYMPHONY ORCHESTRA
★ ★ ★ ★ ★
... 2 Nights ...
★ ★ ★ ★ ★
Fri., Nov. 19
★ ★ ★ ★ ★
Sat., Nov. 20
★ ★ ★ ★ ★
Seats Now for Both Performances
★ ★ ★ ★ ★
\$1.38, \$1.65, \$2.20
★ ★ ★ ★ ★
\$2.75, \$3.30 (tax incl.)
★ ★ ★ ★ ★
EASTMAN THEATER
★ ★ ★ ★ ★
of the University of Rochester

SAVE ON YOUR CHRISTMAS PHOTOGRAPHS



At LINCOLN'S
Beautiful 5x7 Vignette
3 PORTRAITS

for the price of **2**

Yes, in our popular Polyfoto camera studio you get 3 Portraits for the price of 2, for example, one 5x7 Vignette is \$3, or 3 for \$5.95. In addition there is a considerable saving on orders for 6 and 12 photographs. PLEASE NOTE: good portraits take time to make.

BE PHOTOGRAPHED NOW and AVOID DISAPPOINTMENT

NO APPOINTMENT NECESSARY

Choose from
12 PROOFS

Lincoln's famous Polyfoto camera catches 12 different poses in a few minutes with the aid of...

EASTMAN KODAK'S New
KODATRON
SPEEDLAMP

LINCOLN'S

PHOTO STUDIO
Main E. at St. Paul
Main Floor

Do You Remember Last Year's Christmas Rush?

Then You'd Better Take Advantage of Rudolph's
Christmas Lay-Away Plan
AND DO YOUR CHRISTMAS SHOPPING NOW!



A SMALL DEPOSIT RESERVES ANY ARTICLE
Here's Why You Should Choose Now
1. Stocks are limited this year, but you can make your selections now from our complete stocks.
2. If you start paying for your gifts now you will complete the Government's required down payment before Christmas.

SERVICE MENS GIFT BAR

GIFTS FOR THE BOYS IN SERVICE



Service Apron Kit
Useful kit with water-proof lining. Contains ten essential toilet articles.
4.95
PAY WEEKLY



Identification Bracelet
Heavy gold-filled locket bracelet with his name and number on top.
9.95
EASY CREDIT



Practical Koinife
Sterling silver, with knife and file blades. Liberty Bell design.
5.00
EASY TERMS



Diamond and Onyx
Handsome ring with choice of insignia on onyx. Set with two side diamonds.
49.50
EAS. CRED.



Women's Fine Watches
Smart styles in nationally famous watches. Accurate and beautiful.
33.75
UP
EASY CREDIT

Rudolph Diamonds Gifts of Romance



A fiery, large diamond in an unusually smart and lovely modern setting of 14K yellow gold.
\$110
EASY CREDIT



"Militaire" pair, combining a modern design diamond engagement ring with matching wedding band.
69.50
EASY CREDIT



Gorgeously brilliant, large diamond in a streamline setting of 14K yellow gold.
\$300
EASY CREDIT



Man's smart new ring of 14K yellow gold, set with fine diamond and two rubies.
89.50
EASY TERMS



TOPAZ
Is the BOY'S **7.95** EASY CREDIT

Birthstone for November
Smart rings for men, women, boys and girls. Set with simulated Topaz—the lucky birthstone for November—or birthstones for any other month. All 10K yellow gold.



Costume Jewelry FOR EVERY OCCASION

A new section devoted to fine costume jewelry, exquisitely designed and of quality workmanship. Visit our Treasure Isle for costume jewelry of distinction... pins, clips, earrings, bracelets.
2.95
to **\$100**
EASY TERMS

Rudolph's

CORNER EAST MAIN AT SOUTH AVE.

Open Monday Evenings

In Batavia—109 Main St.



MORE THAN EVER

FOR

NOW! ★

HOPPING AT ONCE!
QUICKEST SERVICE!

and bus services must not be sh. Store deliveries are both er-burdened now. The extra rixmas buying may be well-to handle. So, in a spirit of war effort and for your own ail Stores of ROCHESTER make up your gift lists now Christmas buying at once.

PPING NEWS IN
RETAIL STORES



YOURSELF

ing strain and the rush of last-g. Shop early and get the things op early and conserve your time or important wartime jobs. You ing yourself in three important ng early for Christmas this year.

Voting surveys show the men have more nutritional sense than women. They're twice as vitamin conscious. How about that, ladies?

Head Colds, Coughs and Sinus Sufferers

Get Relief This Quick Easy Way

Use **MAID'S Nose Spray**

A guaranteed product. One dollar bottle gives relief, even in chronic cases. Money will be refunded. Effective, non-irritating. May be used to treat an infant in absolute safety.

Sold at All Good Drug Stores

CARPENTER HALL

113 Fitzhugh St. N.

TUESDAY 8:15 P.M.
NOV. 16th

23 GAMES \$6.00

Admission 28c
EARLY BIRD
WINNER TAKE ALL

Cranberry Fruit Sauce

2 cups sugar
1 1/2 cups water
1 cup fresh cranberries
2 peeled apples, sliced thin
1 1/2-inch stick cinnamon
Grated rind 1 orange
Grated rind 1 lemon

Combine sugar and water, bring to boiling point and add remaining ingredients. Cook slowly, without stirring, until cranberry skins pop open and apple slices are clear—10 to 15 minutes. Cool sauce in cooking dish. Makes 1 quart sauce.

If you are saving sugar, reduce water to 1 cup and substitute one of these:
1 cup sugar and 1 cup corn syrup (dark or white) or 1 cup sugar and 1 cup maple syrup or 1 cup sugar and 1/2 cup honey.

WFA may recommend that dry edible beans and peas be taken off ration list.

Lemon Juice Recipe Checks Rheumatic Pain Quickly

If you suffer from rheumatic aches or neuritic pains, try this simple, inexpensive home recipe that thousands are using. Get a package of Bu-Es Compound, a two-week supply, today. Mix it with a quart of water, add the juice of 4 lemons. It's easy. No trouble at all and pleasant. You need only 2 tablespoonsfuls two times a day. Often within 48 hours—sometimes overnight—splendid results are obtained. If the pain does not quickly leave and if you do not feel better, return the empty package and Bu-Es will cost you nothing to try as it is sold by your druggist under an absolute money-back guarantee. Bu-Es Compound is for sale and recommended by Drug Stores Everywhere.

Want Ads

WANTED TO BUY
BEDS, Spring, Stoves, Rugs, Dining and Bedroom suites. Entire Households. Phone Mr. Carter, Main 8524.

Furnished Rooms To Rent
TWO PLEASANT ROOMS, semi-private bath. Near stores, buses and downtown. Apply 223 State Street, Stone 4326, 9c weekly.

BEDDING
NEW COTTON mattresses any color 10c, 12c, 14c. Cotton felt mattresses, \$9.95. Flat springs \$2.00 up. Coil springs \$3.00 up. Metal Beds \$4.00 up. H. P. Fahrner, 96 State St.

INNESPRING mattresses and upholstered cushions rebuilt. Call Genesee 3307.

RUGS
FELT-BASE linoleum rugs. Room size \$17.50. Heavy weight 9x12. Well-known brands \$6.25. Standard weight by the yard 3c. Heavy weight 4c. 12-ft. width (floor covered without seams) wall to wall. Standard weight 4c. a yard. Heavy weight 5c. H. P. Fahrner, 96 State St.

STAMP
USED STAMPS—Mini, U. S. and foreign, foreign bank notes. We specialize in individually priced space fillers both single and blocks. 1123 North St.

PERSONAL
HAIR, Warts, Moles removed, roots dyed. Call Stone 5880 after 11 A. M. or write Frances Friedman, 21 Clinton St. Evenings by appointment. Consultation or trial invited.

HELP WANTED FEMALE

EARN \$5 TO \$7 A DAY in your own neighborhood, among your own friends, full or part time. Attractive proposition. Get full details! Write Box 27, Shopping News.

FOR SALE
GAS RANGE—white enamel with gray enamel trim. Side oven style. In operating condition. 420, 88 Jostyn Pl. (off 86th near University). Stone 5350.

OIL BURNERS—3 slightly used Wayne burners, Marshall Coal & Coke Co. Open 109.

HAYWARD OIL BURNER—used only 3 months. Marshall Coal & Coke Co., Glen 109.

WANTED USED TRUNKS
LUGGAGE, GOOD CONDITION TOP PRICES...
KRIEGER'S
135 CLINTON AVE. S. STONE 7381

Golden Center Fruit Pudding

1 cup GOLDEN CENTER Wheat Germ
1 cup 136-oz fruit cocktail
1 package lemon flavored gelatin
1 pint hot water
Add hot water to gelatin and stir until dissolved. Pour into mold and let cool until somewhat thick. Then add GOLDEN CENTER and fruit cocktail drained. Let mixture harden. The syrup from cocktail may be used as part of the pint of liquid.

Department of Agriculture forecasts 1943 honey crop will be 8 per cent larger than last year's.

JINGLES FROM THE JUNGLES

It's Genesee for '43
So, mister, send a case to me,
And if I'm here in '44,
You can always send me more.

SGT. C. S.

IT'S GENESSEE FOR '43

ESSENTIALS FOR THE HOME

ROYALTY
WOOL
BLANKETS \$5.95
25% WOOL

GOLDEN-GLO
TABLE LAMPS \$9.95

1942 CONSOLE MODEL
RADIOS - PHILCO - MOTOROLA \$59.95
AND MANTOLA

SPECIALS FOR THE KIDDIES
SCOOTERS \$1.98 - WAGONS \$2.39 & \$11.75
KIDDIES WHEEL BARROWS \$4.49
Also Many Other Toys and Playthings

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

DRUMS ON MY HEART
A complete novel of the love one girl found in the dark, dangerous jungles of Africa.

VENGEANCE WAS MINE
The enthralling story of Diane, who fell in love with her sister's murderer. Many other stories from life, special features, fashion, beauty, and home articles and interesting short subjects. All stories complete in this issue.

10c DEC. ISSUE TRUE CONFESSIONS NOW ON 10c SALE
THE MAGAZINE FOR A BETTER LIFE

LOW PRICES Everyday

DAW'S ORIGINAL CUT-RATE DRUGS

55 CLINTON ST. (OP. THEATRE)
31 MAIN ST. E. (CORNER AUGUST)
353 MAIN ST. E. (100R. NICH. BILLSON)
451 W. RIDGE RD. (CHURCH ST. CORN. SPENT)
880 MAIN ST. W. (AT HULLS HEAD)
473 MONROE AVE. (JUST OFF MAIN)
539 MONROE AVE. (NEAR GOODMAN)

MAGNESIA 11c
MILK OF, Full Pint

OLIVE TABS 12c
EDWARD'S — 30c Size

SMITH BROS. 3c
COUGH DROPS, 5c Boxes

SACCHARIN 49c
TABLETS. Bottle of 1,000

BATTERIES 8c
Standard or Pan-Lite Size (2 for 15c)

SIMILAC 74c
BABY FOOD, 1-lb. Size

Sears FURNITURE CLEARANCE

Out They Go!

PRICES REDUCED 25% OR MORE!

It's a clearance unparalleled in the history of Sears' 57 years of giving more for your money! Every suite in our gigantic selection reduced for immediate clearance... tapestry, velour, and velvet covered suites in every wanted color, all "Honor Bill." Buy on our Budget Plan.

LIVING ROOM SUITES



3-PIECE SUITE . . . REGULARLY \$129.95

One of the finest budget priced suites we carry. Covered in rich long wearing tapestry in choice of colors. Large full size davenport and club chair. Honor Bill constructed frame. Modernly styled. Buy on our Budget Plan.

89.88

Second Floor
Monroe

Clearance DAVENO BEDS

REGULARLY \$54.95 NOW **46.88**

Full size made with hidden bedding compartment. Opens to full size bed. Tapestry covered.

Regularly \$59.95 Now .51.88
Regularly \$64.95 Now .54.88
Regularly \$69.95 Now .58.88

Clearance FELT MATTRESSES

Every mattress included; only a few of the popular prices listed here. Every one built to give the maximum of comfort possible. Covered in durable long wearing tickings in full and single bed sizes. Look at these Prices!

8.95 Regularly Reduced To 6.88
12.95 Regularly Reduced To 9.88
16.95 Regularly Reduced To 13.88
24.95 Regularly Reduced To 17.88

BOTH STORES OPEN FRIDAY and SATURDAY 'til 9 P. M.

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

DAW'S COUPON SWEETHEART SOAP

LARGE 10c BARS

3 FOR 16c

(Limit of 3)

DAW'S COUPON SANITARY NAPKINS

Large Box of 23 PADS

23c

Limit 2 Boxes

ONLY ONE CENT EACH—Compare this value! New, super-soft, highly absorbent pads for more comfort and security.

DAW'S COUPON FACIAL TISSUES

BOX OF 200 SHEETS

6c

(Limit 2 Boxes)

INDIGESTION

Bisodol Mints 39c
Soda Bicarb. 1-lb. 7c
10c Tums 3 for 25c
Rhubarb & Soda 29c
Pepto-Bismol 47c, 89c

PURE CASTILE SOAP

Box of 3 BARS **19c**

LAXATIVES

Chocolate Ex-Lax 19c
Serutan 44c
Feen-a-mint 19c, 39c
Petrolagar 89c
Sal Hepatica 25c, 49c
Petro-Syllium 89c

GERBER'S PRE-COOKED CEREAL FOODS

Cereals that are already PRE-COOKED. Just add milk and serve.

1/2-Lb. Boxes **2 FOR 21c**

FIRST AID

Tinct. Iodine 4c
Bandage 2x3 Yds. 8c
J&J Cotton 33c
Peroxide 13c
Unguentine 43c

HERSHEY'S CHOC. BARS

REG. 5c BARS

2 FOR 7c (Limit of 4)

RECTAL SORENESS

Get Relief New Easy Way — Sit in Comfort

Proctorem Rectal is a quick, dependable reliever of itching, painful rectal soreness — eruptions which may also accompany piles and hemorrhoids. Brings soothing sense of comfort upon contact. Forms non-stinging film over sore area, helps destroy infectious germs, and Nature takes up raw, broken tissue. No oil — no greasy or sticky substance. Sold on money back guarantee. Proctorem Rectal is now available in handy tube 75c — or with special applicator \$1. Get this modern relief today — ask for PROCTEREM RECTAL.

Get VIM and VIGOR with . . . VIMMS VITAMIN TABLETS

6 VITAMINS 3 MINERALS

All In One Tablet

Nutritional experts say 3 out of 4 need more Vitamins and Minerals.

VIMMS contain Vitamins A, B-1, B-2, P-P, C, D and Calcium Phosphorous and Iron.

BOX OF 96 \$1.69
BOX OF 288 \$4.79

BOX OF 24 Vimms 49c

A scientifically balanced food supplement containing fish liver oil concentrated, Thiamine, Riboflavin, Niacin Amide, Ascorbic Acid, activated Ergosterol, Calcium Phosphosphate, Saccharin for sweetenings; and natural and artificial flavors.

er 11, 1943
HOME
\$95
\$995
\$5995
\$11.75
\$4.49
TS
ATION
BRIDGE ROAD
11c
12c
s. 3c
49c
8c
74c
AL
ES
6c
RE
FILE
AP
19c
S
PRE-
COOKED
Foods
SHEEY
BARS
LORD
KEYS
SHERSHEYS
VITAMIN
TABLETS
BOX of
-Vimms
19c
ning fish liver oil
de, Ascorbic Acid,
charin for sweet-

The Rochester Sun SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave. S. Rochester, (4), N. Y. Distributed 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. By carrier, 10c per month.

SEVENTH YEAR—No. 3

ROCHESTER, N. Y., THURSDAY, NOVEMBER 18, 1943

If You Do Not Receive Regularly PHONE, STONE 6000

DECREES of FASHION

With the first snow flurries of winter, manufacturers are already busy as the proverbial beavers building the styles for Spring, 1944. Simplicity of line continues, but the color field provides news. From the present midseason of sharp bright hues, we're headed for a soft tone of green, known as Milne Bay green, very near the color we formerly called jade, and lovely lavender tones, known as Iris. Suiting fabrics offer an opportunity to combine the two new colors in perfect harmony.

Lower waistlines indicate an obvious compromise between the high waistline of other seasons and the beltless promotion of the moment. The jumper or overblouse which Chanel made famous in 1926 is being revived to replace the tuck-in blouse. Bodices are dipped both front and back and worn with or without belts to achieve the new torso-fitting line.

Buckles and belt slides have stepped out of the conventional role as trimming for shoes and utilitarian belts to become a jack-of-all-trades in decorating dresses. Unique brooches are being made from them by enterprising fashion setters. Buy the buckles at button counters and sew or wire a safety pin to the back of the cross bar. Draw striped, plaid or plain ribbons through the slide, and use as lapel or neck decorations. Black satin or lustrous velvet bows, anchored in a gold slide, offer an effective make-over means of bringing new life to a dull crepe dress.

Sheer Warmth



Self-sufficient Junior, the soft coral all wool jersey worn by Andre Wallace, requires no jewels or accessories to highlight its charm. Rosette self-trim at the closing of the becoming neckline, the molded bodice, slit sleeve detail and v-shaped skirt yoke give important line to the fine material of vibrant color.

Eastman To Have Ballet Theatre For Two Nights

Classic ballet is occupying a larger place each season in the history of America's favorite entertainment. But it is strange that just ten years ago, ballet was something intended mostly for the aesthetes of the nation. Since then, it has become almost as much a part of the nation's favorite entertainment as "boogie-woogie."

Here's A Case Of 'Have Dinner With Me—On You'

BY ORVILLE ALLEN

Remember the tale told here a few weeks back about the Daniel Wesps and their experience with a soldier they benefacted only to have their car stolen by the self-same warrior? This week we heard a worthy sequel to that story which proves soldiers and sailors sometimes take a "beating" too.

Incidentally, the Wesps got their car back the day after that story was publishing in Shopping News which proves (pardon me while I blush) that Shopping News Want Ads Get Results. (Note to the Want Ad Department: You're Welcome.)

But to get on with our story: Standing in front of the Reynolds' Arcade two Sundays ago was a young sailor stationed at Sampson. With the day free, our sailor friend, who shall be nameless, was mentally planning his day's activity in the friendly city of Rochester. But first, there was dinner. Ah, yes, dinner. How much of the two bucks in his pocket should he spend for his repast? That was the question he was pondering when a middle-aged man sauntered up to him with a "Hi, sailor, having a good time?"

A friendly conversation developed and when the affable stranger learned our sailor-friend was contemplating committing mayhem on a sizzling steak he came up with a brilliant idea.

Meets Affable Stranger

"I," said the stranger, "have a son in the navy, and you remind me strongly of him. Therefore, I would consider it an honor and a pleasure to have you dine with me as my guest. We'll go to the restaurant of your choice and the place is yours, I'll be only to glad to pay the check."

When the sailor hesitated to accept such a kind and magnanimous offer the stranger quickly suggested the main dining room of one of our leading hotels.

Hotel Chosen

Accepting the offer, the blue-jacket and the "father of the sailor" proceeded to the hotel dining room. Ah, but the menu was complete. Even roast beef! And in these days of rationing, roast beef is rarer than a republican in Washington. And, not only roast beef but cold cut, ham, chef's salad, mashed potatoes, fresh garden peas, hot rolls and butter (yes, real butter) apple pie with a generous wedge of cheese, steaming coffee, a bottle of wine and, oh yes, a few cocktails before dinner. The sailor ate well. So, for that matter, did his new-found "dad." In fact, he seemed to relish the meal even more than the budding admiral.

Just before the last of the coffee had been consumed, another invitation from mine host. The sailor should attend the show

RATIONING At A Glance NOW VALID

FOOD
No. 29 sugar coupon (Expires Jan. 15)
X, Y, Z blue coupons (expire Nov. 20)
A, B, C green coupons (expire Dec. 20)
G, H, J, K brown coupons (expire Dec. 4)

GASOLINE
A-8 coupons (expire Feb. 8)

FUEL
Period 1 coupons (expire Jan. 3)

SHOES
No. 18 coupon good indefinitely "Alpines" No. 1 coupon good indefinitely

Local Owners Of Foreign Property Told To Register

Citizens of Rochester who own any property in foreign countries were notified by Postmaster Donald A. Dailey this week that they must file reports of their foreign holdings with the Treasury Department before December 1st. The notice was given by means of a poster placed on display in the post offices.

Dailey points out that it is necessary for the government to have as complete information as possible on the American stake abroad to assist the military authorities and the civilian governments on the fighting fronts and to bring about sound solutions of the post-war problems.

Report forms, known as TFR-500, may be obtained through commercial banks, or from the nearest Federal Reserve Bank, the postmaster states. Penalties are provided for those who willfully fail to file reports.

Lodge To Entertain Service Men, Women At N. Y. C. Center

Daughters of Scotia will be in charge of entertainment at the New York Central Station Military Service Center next Saturday. All service men and women are invited to attend the festivities starting with supper at 6 p. m., and followed by an evening of entertainment and dancing.

Mrs. Alexander Webster is in charge of the dinner, assisted by a large committee.

SPARS Celebrate Group's First Birthday

SPARS all over the country are looking forward to their first birthday next Tuesday. It was on November 23, 1942, that Miss Dorothy Stratton, formerly Purdue University's Dean of Women, became director of this women's reserve of the Coast Guard.

The service has grown from a handful of officers and a few enlisted women to several thousand strong. At first SPARS trained at Hunter College, New York City and several other centers but now all girls are sent to Palm Beach, Florida, where the new SPAR training school is located. Six weeks of "boot" training and a month or two of specialized instruction and the once civilian girl is a full fledged SPAR, ready to take a man's job.

Girls between the ages of 20 and 36 are eligible for enlistment in the SPARS.

Complete information may be had by writing to Coast Guard Recruiting Office, 1106 Walbridge Bldg., Buffalo, N. Y.

Amusements

AUDITORIUM Boris Karloff in "ARSENIC AND OLD FACE". Prices \$2.20-1.65-1.10. TODAY FRI. SAT. Matinee Saturday.

CENTURY "HOSTAGES" with Luce Rainer, William Bendix and Paul Lukas. Plus Harold Peary in "GILDERSLEEVE ON BROADWAY". NOW PLAYING

LOEWS Robert Donat in "THE ADVENTURES OF TARTU". Plus "IS EVERYBODY HAPPY?" NOW PLAYING

PALACE John Garfield and Maureen O'Hara in "THE FALLEN SPARROW". Plus "YOU'RE A LUCKY GUY, MR. SMITH" with Alan Jones. NOW PLAYING

CAPITOL Jean Arthur and John Wayne in "A LADY TAKES A CHANCE". Plus Cecil Kellaway in "THE GOOD FELLOWS". NOW PLAYING

HUDSON "DIXIE" with Bing Crosby and Dorothy Lamour. Plus "WEST SIDE KIDS" with Don Barry and Dale Evans. SUN. AND MON.

LITTLE "JOURNEY FOR MARGARET" with Robert Young, Laraine Day and Margaret O'Brien. STARTS SAT.

REGENT Pat O'Brien in "THE IRON MAJOR". Plus Tom Conway in "THE FALCON AND THE CO-EDS". NOW PLAYING

REXY "BALL OF FIRE" with Gary Cooper and Barbara Stanwyck. Plus "SALUTE FOR THREE" with Macdonald Carey and Betty Rhodes. SUN. MON. TUES.

TEMPLE 3 Days Only. MAL HALLER and His Orchestra with ELLA MAE MORSE, radio star. On the Screen—Patsy Kelly in "DANGER—WOMEN AT WORK". FRI. SAT. SUN.

RECORD YOUR VOICE FOR THOSE IN SERVICE

MOTHER, DAD & SWEETHEART THE MOST PRACTICAL GIFT OF ALL

Recordings Daily 9 To 6 P. M. 6 P. M. To Midnight by Appointment Minimum Charge We Mail Them For You

SOUND EQUIPMENT CO. INC.
Studio 118 St. Paul Street MAIN 6440

A SAVING on Every Purchase or Your Money Back

Gifts

OPEN EVERY EVE. 'TIL 9 P. M. EXCEPT WEDNESDAY 'TIL 6 P. M.

Low Prices on Gift Apparel For All The Family At Rochester Jobbing House

Join the regular Jobbing House Customers in real Christmas Savings this year! You'll find better values, larger selections and more shopping conveniences than ever before. Practical, useful gifts for all the family at low Jobbing House prices. Shop NOW while stocks are still complete. Many items now on hand are irreplaceable.

Boys' All Weather FINGER-TIP COATS
8⁹⁵ to 15⁹⁵
Sizes 6 to 22

Warm, fleecy coats in button or zipper models water repellent for wet weather. Practical for school and play. - - for cool or really COLD weather.

Ladies' and Girls' SKI SUITS
7⁹⁸ to 19⁹⁵

A fine selection of smartly styled ski suits that will catch the eye of those desiring distinction of style and quality. Choice of all wool and reversible poplin and gabardine. Many zippy models.

Sizes 12-20

MEN'S WARM PLAID Mackinaws
7⁹⁸ to 16⁹⁵

Warm, fleecy wools by the makers of famous Buckskin garments. . . Plaid and plain colors, lined and unlined.

Sizes 36-52

MEN'S 100% PURE WOOL COAT SWEATERS
2⁹⁸ to 7⁹⁹
SIZES 36 to 54

Warm, 100% wool sweaters, coat style, in colors of Navy, Brown and Oxford. Sizes 36-54.

HEAVY WOOL SHIRTS
1⁵⁹ to 5⁹⁸

- Heavy Buffalo Plaid, Red, Blue and Green.
- Wood Fin Checks
- Cotton Flannel, Plain and Plaid.

ROCHESTER'S MOST COMPLETE STOCK OF MEN'S FINE JACKETS
2⁹⁸ to 22⁹⁵

- Leather
- Wool
- Melton
- Soade
- Poplin
- Whipcord
- Buckskin
- Gabardine
- Zipper and Button

We can't begin to tell you of the various styles and colors you'll find in this tremendous assortment. We can tell you though—IT'S BEING MADE, WE HAVE IT.

Sizes 36 to 54

Ladies Sweaters
Many 100% wool. Popular colors and styles to choose from. Smart novelties and classic models and conservative coat styles.

1⁹⁸ to 6⁹⁸
SIZES 34-54

CHILDREN'S REVERSIBLE SNOW SUITS
ZIPPER FRONT AND HOOD

12⁹⁵
Sizes 4-12

Warm wool plaid on one side, water-repellent poplin on the other.

ROCHESTER JOBBING HOUSE SPORTSWEAR

STONE 2260
159-161 JOSEPH AVE. COR. NASSAU ST.

UNIT PARTS TOYLAND

WHY NOT GIVE HIM A CAPEKIN COAT?

Official size, weight and shape. Horsehide cover. 98c

CUDDLE DOG
All dressed up in snappy blue overalls and a bright striped shirt in blue, black and green. 98c

17-INCH DOLL
She's a perfect playmate for Sister. She calls for mama, opens and shuts her eyes, turns her head—does everything but walk! And you should see how prettily she's dressed. 2.49

HONEY BEAR
A 20" bear made of rich rayon plush. Arms, legs and eyes all move. 2.95

FIELDER'S GLOVE
3.85
Jim Tabor glove made of selected leather, with leather lining and welted seams. An ideal glove for any ball player.

DRIVER TENNIS RACKET
A Wright & Ditson 6-ply laminated frame with crescent overlay reinforcement at throat. Moisture proof silk strings. 3.50

SCHOLASTIC FOOTBALL
Official size, made of special processed rugged cowhide leather. Rubber valve type bladder—inflating needle included. 3.75

BOXING GLOVES
For keeping fit. These gloves are made of pliable sheepskin, padded with resilient goat hair.
Jr. Size, Set of 4 4.75
Adult Size, Set of 4 7.75

STRIKING BAG
This valve bladder bag will help build sturdy muscles. Full size, of soft, pliable sheepskin, with welted seams and full drill lining to hold it in shape. 4.50

EASY TERMS
If buying so many presents has left you short of cash, remember the convenient UNIT PARTS Budget Plan is yours to use if you desire.

UNIT PARTS CORPORATION
ROCHESTER 1185-1223 MAIN ST. E. CULVER 250

EASY TERMS!

KAY'S COMMENTS by kay shearer

LISTEN BOYS AND GIRLS. — Draw a ring round your calendar for FRIDAY, NOV. 25th. That's the day after Thanksgiving and there isn't any school. On Friday morning at 9 o'clock, EDWARDS has planned a GALA CHRISTMAS SHOW for you at the R. K. O. PALACE THEATRE. It's FREE. Yes... kiddies, FREE. You will see your favorite movies, entertainment and your favorite person SANTA CLAUS. Here's what you have to do. Drop into EDWARDS TOY TOWN and ask for the FREE tickets for this SHOW. If you are unable to get into EDWARDS... ask your Mom to get them for you. All Children are welcome. Here's something else that will interest you. Santa is a very special friend of EDWARDS—as you know—he does all kind of special things for his favorite store—such as broadcasting every day 5:30 to 5:45 in the afternoon over WHEC. Santa will be heard for the first time Friday NOVEMBER 26th, at 5:30 P. M. This is the same day as the show at the Palace. Here is something else you can do. Write a letter to Santa in care of EDWARDS. Santa will be very pleased and remember the earlier you write the higher you will be on his list for your gifts. Remember EDWARDS' CHRISTMAS SHOW at the R. K. O. PALACE THEATRE on Friday (the day after Thanksgiving) at 9 A. M.—morning—and listen to SANTA CLAUS every day Monday through Friday beginning November 26th—at 5:30 in the afternoon. All these features are through the courtesy of EDWARDS.

Are you looking for a new FUR HAT? — Yes—well drop into MARLENE HAT Hotel Seneca. You'll find seal-fox-beaver-skunk and mink fashioned into the most adorable, becoming hats you ever did see. Priced \$5.98 up.

Make the most of yourself—in one of those lovely women's dresses at RIPPON'S. Meticulous tailoring with the right amount of dressiness, that is becoming to the larger woman. Crispy lingerie trim—white and pink. Others with a dash of sequins. Sizes 38 to 44—also 16 1/2 to 24 1/2. Priced \$8.95 to \$22.95. RIPPON DRESSES, 739 MONROE AVE. Open Eve.

Are your linens ready for that Thanksgiving spread? Or have they been ruined by some carelessness? Drop into EMPIRE WEAVERS and let them reweave—repair any damage. Hurry—prices are right at this well known shop. — EMPIRE WEAVERS, 409 BURKE BLDG.

DOLLS cute as can be—a double value in a double doll. — Priced at \$3. Absolutely the last gasp for collectors of small dolls who are fussy about their doll children. Ideal for Christmas gifts. Brand new COSTUME JEWELRY priced \$1 up. SQUARE SCARFS sporting deep fringe in the very large size priced \$1.95. All these items together with the smartest HATS you ever did see may be found at the CARTER HAT SHOP. Located at 636 MONROE AVE. Open Eve. Hats are priced \$3.95 up.

Going places? — Need a new frock? — How would you like a soft pastel WOOL dress highly styled... nicely tailored. Sizes 9 to 20. Or if you wear a 10 Cream Oil Permanent for just \$7.50. Hurry—call Main 7671 NOW for an appointment. Open Eve. MILDRED HAUPENTHAL 323 BURKE BLDG.

The perfect THANKSGIVING will be complete with a centerpiece of flowers from LLOYD'S FLOWER SHOP! Remember the shut-in with a bouquet of fresh fall flowers fashioned under the discriminating hand of Lloyd Higbie—who presides over LLOYD'S FLOWER SHOP. POWERS HOTEL opposite the Court House, Main 6633.

Yes the ROCH-ESTER GAS & ELECTRIC is urging you to conserve light—but they don't mean inadequate light. Cut down on the numbers of unneeded lights in your home—but be sure the light you are using is bright enough to protect your precious eyes and those of your family. ROCHESTER GAS & ELECTRIC Co. 89 East Ave.

Why spend a fabulous sum trying to regain your health and figure. — Let PETTIS give you new health, beauty and the figure you had when you were a girl. The BATTLE CREEK REDUCING LOUNGE is the same as used in the Battle Creek Sanitarium. Treatments take a mere 35 minutes and prices are 10 treatments for \$12.50. Call Stone 6210 — 327 BURKE BLDG.

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TOYLAND OPENS!
at *Weeds*

Come see the surprises Santa has in his pack this year — Wagons, Dolls, Games, Game Sets, Books, Educational Toys — something for youngsters of all ages.

SHOP EARLY

Free Parking Opposite With \$1 Purchase **15 EXCHANGE ST.**
Free City Deliveries No C.O.D.'s on purchases under \$1

It's time... to get HER Christmas DIAMOND

We're ready now with Surprisingly Large selections of our famous "Attested Perfect" Diamonds

Guaranteed
★ NO CRACKS
★ NO FLAWS
★ NO CARBON SPOTS

Shown here are but a few of our gorgeous Christmas Selection of "ATTESTED PERFECT" Diamond Rings. Each diamond has been carefully inspected and tested and has passed every test for purity, quality and cutting perfection. The settings are all the newest designs and smartest styles. The prices are lower than you dreamed possible. Remember, a diamond ring is the gift of gifts. Make your selection early when the choice is greatest.

"Attested Perfect" Diamond Engagement Rings and Bridal Sets are priced from **\$39.50 to \$1,500**

Use Our Lay-Away Plan. Select the ring you want now... pay as you please... we'll hold it until you want it.

Smalls
28 MAIN STREET, EAST
JEWELERS • Open Every Monday Evening! • OPTICIANS

Credit? Certainly! Take up to a Year to Pay after Down Payment!

BOYS! GIRLS! 12 TO 14 YEARS OF AGE
WANTED AS **SHOPPING NEWS CARRIERS**

Shopping News carriers work one afternoon a week, plus a few hours of spare time in their own neighborhood and make a lot of money every month of the year. Shopping News carriers always have their own spending money in their pocket. They go to the show, they buy war stamps, they have their own money to spend.

YOU, TOO, CAN MAKE MONEY
As A Shopping News Carrier In Your Own Neighborhood

SALARY PLUS BONUS **HERE'S HOW TO GET A SHOPPING NEWS ROUTE**

A route may soon be open in your neighborhood. Get your application in now and make sure you are the next Shopping News carrier appointed. To get a route, fill out the application here and mail to Shopping News Circulation Dept., 93 Clinton Ave., S., Rochester, N. Y. As soon as a route is available in your neighborhood, you will be notified. Then you will get all the details on how Shopping News Carriers Make Big Money.

SPECIAL CHRISTMAS BONUS

Last year many Shopping News Carriers received \$25 to \$30 as an extra bonus at Christmas time, some even more — very few received less than \$10 EXTRA BONUS.

Shopping News, Circulation Dept.
93 Clinton Ave. S.
Rochester, N. Y.

CARRIER APPLICATION

Please consider my application for a Shopping News route in my neighborhood.

Name
Address
Age School Grade
Telephone Number Parent's Signature

OPEN MONDAY EVENING TO 9
LIKLY'S .. for Enjoyable
Christmas Shopping!

... practical gifts for masculine tastes ...
gifts of loveliness for "her" ... and headquarters
for servicemen and women's gifts!



A. 3-Way Buxton Billfolds ...
\$3.50 to \$10.00
Others From \$1.00

B. Fitted Toilet Case, black or
brown ... **\$3.50**
Others to \$3.00

C. Leather Picture Frames ...
\$1.00 to \$7.50

D. Assorted Games ...
\$1.00 to \$40

E. Earrings: Left, gold-plated
sterling, **\$7.95** below \$200

LIKLY Gift Center

Mail Orders 271 Main St E. Est'd 1844

**No. 37 School PTA
To Have "Community
Night" Program**

A community movie show has been arranged by members of the No. 37 School PTA for presentation in the school auditorium on Friday, December 3, at 8 p. m.

Among the films which will be shown will be the famous old-timer "The Great Train Robbery." Cartoons and Westerns will be added attractions.

Candy, popcorn, peanuts and other confections will be sold by members of the group.

Tickets may be obtained from any member of the No. 37 School PTA.

Mrs. Ralph Casperson is general chairman.

**Paris Concern
Announces Opening
Of Huge Toyland**

Toyland has officially opened at both stores of the Unit Parts Rochester Corp. and even officials of the firm itself, have expressed surprise at the variety and quality of the many toys they are able to offer.

So much talk has been heard and so many paragraphs written about the acute shortage of toys this year, it was almost taken for granted that Santa would practically skip his business this year.

But if the huge displays at Unit Parts are any criterion there will be plenty of variety, plenty of quality and a plentiful supply of both toys and sporting goods.

Unit Parts are located at 1223 Main St. E. and at 67 Ridge Rd. W. near Lake Ave.

**Spiritualists List
Special Services**

Special services will be held next Sunday at the Spiritualist Church of Divine Inspiration at 27 Appleton St. The Rev. Converse E. Nickerson of Boston, Mass. will be the main speaker.

A discussion period at 3:30 p. m. will open the day's activities; to be followed by a communion service at 4:30; a dinner at 5:30; another service at 7 p. m. with a lecture, song service and communion at 8 p. m.

Ballet Theatre ...

(Continued from Page 1)

Much of this has been due to the showmanship of a canny, sentimental Muscovite, S. Hurok, who will bring to the Eastman Theater for performances tomorrow and Saturday nights, the foremost dancing aggregation of the day, the Ballet Theatre.

Not only is ballet itself drawing capacity crowds everywhere, but virtually every hit musical show on Broadway has in its cast somewhere more than a mere touch of pure ballet. Among these are "Oklahoma," "One Touch of Venus," "Roselinda," "The Merry Widow" and others.

Ordinarily, one performance by a ballet company has been sufficient to take care of the devotees of this colorful art. This season, however, the demand was such that Impresario Hurok was asked to present a second night in the Eastman Theater.

Tomorrow night's program will consist of these works: "Princess Aurora," "Lilac Garden," and "Helen of Troy."

Saturday evening's program will include:

"Dim Lustré," "The Romantic Age," and "Fair at Sorochinsk."

**LISTEN
to
THIS**



Bud Abbott and Lou Costello are back on the air Thursdays at 10:00 p. m. over WBEN, following a six months absence from the airwaves occasioned by the illness of Costello. It was just a year ago that the zany pair made their starring debut for a cigaret sponsor and in the space of five months, built a tremendous listening audience. Then Costello was stricken with rheumatic fever and Abbott, rather than go on without his life time partner decided to go off the air until Costello's recovery. This recovery, after doctors said Lou would never walk again, happened on his mother's birthday in September.

Orchestra leader Ray Bloch, whose music is heard on "Here's to Romance" Thursdays at 10:30 p. m. over WHEC, owns his own surrey with the fringe on top. He bought it recently from the estate of the late Sarah Delano, mother of the President of the United States.



"The Human Adventure" is back on the air Thursday, 8:30 p. m. over WSAY and though the the sponsorship changes is new. He is Walter Yust, editor-in-chief of the Encyclopaedia Britannica, a man whose titanic job it is to record for posterity the world's culture. This job requires the world's largest editorial staff—



**Shopping News
Pattern**

There's nothing a little girl loves better than her cuddly rag doll. This one comes with a complete outfit—the perfect Christmas present for any small child you know.

Includes complete sewing guide. Print your Name, Address and Style Number plainly. Be sure to state size you wish.
Address: PATTERN DEPARTMENT, Shopping News, 93 Clinton Ave., S., Rochester, N. Y.

TOWNSEND MEETING
Townsend Prosperity Club No. 19 will meet at 386 Main St. E., tonight at 8 o'clock.



**Becoming
FRAMES**

are as essential to "appearance" as modern apparel. BAUSCH 90 years of dependable service has always supplied the best in eyeglass appearance as well as in optical performance.

Convenient
Charge Accounts

Phone Either Store for
Time-Saving Appointment

E. E. Bausch & Son Co.

Outstanding Ocular Services Since 1853
61 EAST AVE. CARL R. BAUSCH 6 MAIN ST. E.
Optometrist

DARLING SHOP

THIS YEAR Give A Practical Gift...

FURS



**SPECIAL
PURCHASE**

Use Our
Lay-Away
or
Budget Plan

\$68 Plus Tax
\$98 Plus Tax

Our buyers spent months in the market accumulating this fine collection. Every fine fur in this price range is represented, everyone a masterpiece of blending and workmanship.

Whether it's a fur jacket for warm, luxurious all day and year-round wear or a coat for dress-up or everyday... we have them in all sizes. All long term wardrobe investment! Priced for every budget!

**EVERY COAT
CARRIES
OUR BONDED
GUARANTEE**



SECOND FLOOR

190 MAIN ST. EAST



**Sophisticated
Lady..**

She's worldly wise in modern ways... She knows the right and wrong of fashions, furniture and things to do. Here she demonstrates her discriminating touch. She's just done over her living room, focusing the spotlight of attention on the sectional group pictured below. Clever—isn't it? And more to be praised—She'll know a multitude of just as smart arrangements for the same three pieces when ennui urges her to revamp her current scheme. That's why Sophisticated Lady selected this modern furniture from Lauer's.

- 3-Pc. Sectional Sofa **\$159.00**
- Lounge Chair .. **39.75**
- Cocktail Table .. **16.75**
- Lamp Table ... **16.75**
- Printed Fabric (per yd.) ... **1.19**

Lauer's
50 STATE

EDWARDS

Will Pay CASH for Your USED RUGS

We have a ready market for used rugs in our Basement Rug Department if in resale condition.

Phone Mr. A. Cunningham, Stone 2300, Extension 265, and ask about this service.

E. W. EDWARDS & SON
144 MAIN ST. E., ROCHESTER, N. Y.

Have Your Christmas Gift Pictures Made Early—Avoid Disappointment

Take Advantage of our

PORTRAIT TEST SITTING



Edwards Portrait Test Sitting is the popular new way to have your photograph made. We do this to acquaint you with our superior portrait work. We know we can please you and want to prove it at no cost or obligation to you. Stop in and let our expert photographer make our regular 12 pose sitting of you. When you see the proofs you may order as many or as few pictures as you want, or none at all.

12 PROOFS SUBMITTED

each a different pose made doubly clear by the KODATRON SPEEDLAMP

Eastman Kodak's Newest Photographic Equipment

Edwards PHOTO STUDIO IN THE GREEN ROOM

NO APPOINTMENT REQUIRED

Paint Protects Property

Special

LINOLEUM OFFER

From our large selection of patterns, all color through to black. It's still possible to modernize that kitchen floor with

ANY ROOM SIZE UP TO 9x12 COMPLETE WITH LABOR AND MATERIALS

ARMSTRONG INLAID LINO FLOOR \$18.75

WASHABLE WINDOW SHADES Selection of colors New roller included. Sizes 6 ft. x 36 inches. WITHOUT ROLLER 29c

FOR ONLY 298 YOU CAN REDECORATE A WHOLE ROOM WITH **Kem-Tone** THE MIRACLE WALL FINISH

COMPLETE LINE OF XMAS CARDS

LUCAS PAINT STORE

80 St. Paul St. FREE PARKING Main 2090

Golden Center Oatmeal Cookies

1 cup GOLDEN CENTER Wheat Germ
2 cups rolled oats
1 cup butter
1 cup brown sugar
2 eggs
1/2 cup flour
1/2 teaspoon baking powder
1/2 teaspoon salt
1/2 cup milk
1/2 teaspoon vanilla or almond extract
1/2 cup raisins and/or 1 package chocolate morsels

Cream shortening and sugar; beat in one egg at a time. Add flour, baking powder and salt; sift together. (Sift flour once before measuring.) Add this to creamed mixture and mix thoroughly with milk. Stir in vanilla, then nuts and GOLDEN CENTER. Add rolled oats, then raisins and/or chocolate morsels. Drop by teaspoon on greased cookie sheet and bake in hot oven (375°) about 10 minutes.

A brand new 'perk-up' breakfast flavor—add several heaping spoonfuls of Ten-Minute Cranberry Sauce to each serving of stewed prunes.

Gobblin' good!

10-MINUTE CRANBERRY SAUCE

2 cups sugar 4 cups Golden Cranberries 2 cups water

Boil sugar and water together 5 minutes. Add cranberries and boil without stirring until all the skins pop open (5 minutes is usually sufficient). Remove from fire and allow the sauce to remain in saucepan until cool. Makes 1 quart.

Serve with:
TURKEY... CHICKEN... DUCK... PORK

Eatmor Cranberries

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 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

6.95

WANTED

WE NEED 500 OLD VACUUM CLEANERS AT ONCE

If you have an old one around the house that you don't want us to repair or one that you have no future use for (no matter how old) bring it in or phone and we will call—you'll be surprised to know how much you get for it.

WE PAY HIGHEST PRICES

PENN VACUUM STORES

WE STOCK PARTS FOR ALL MAKES OF VACUUM CLEANERS

30 SOUTH AVENUE--STONE 6747

OPEN MONDAY AND THURSDAY from 9 to 5—Other Days, 10 to 7

ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Always... in Good Taste

Pete Hagen's DELUXE CORDIALS

BLACKBERRY APRICOT
CREME de CAFE CHERRY
PEACH
CREME de CACAO
CREME de MENTHE

To serve... To enjoy... Master blended rich bodied cordials made with mellow imported spirits. A variety to satisfy all tastes—at your neighborhood dealer. A "greater than ever" treat.

True-honored Quality Since 1889

PREPARED AND BOTTLED BY POPPER-MORISON COMPANY
ROCKEFELLER CENTER, NEW YORK 20, N. Y.

48 Proof

GIVE TO THE NATIONAL WAR FUND

LOW POINT MEAL FOR CHILLY DAYS

For a square meal in a jiffy try sizzlin' pure pork sausage with tender green beans and candied sweet potatoes. Pure-pork sausage is an economical point buy, and sweet potatoes are plentiful this fall.

SAUSAGE DINNER

Browned Brookfield Sausage (one half pound)
Candied Sweet Potatoes (two large)
Cut Green Beans
Hard Rolls
Fruit
Cookies

To pan fry pork sausage links, place in a frying pan and add a small amount of water. Cover and steam for 5 minutes, then drain any remaining water. Cook over a slow heat, turning frequently until brown and thoroughly cooked. One half pound of pure pork sausage is enough for 4 servings.

Consumer News

BOOST FOR BOILED POTATOES

The baked potato has lost prestige to the boiled potato. After all the years that mothers have faithfully baked potatoes for their children in the belief that baking conserved most food value, research at the Bureau of Human Nutrition and Home Economics now shows that potatoes boiled in their jackets hold twice as much Vitamin C and three times as much thiamine (Vitamin B-1) as baked potatoes. In wartime even small savings in these two vitamins may be important to family health because the body cannot store them and needs a regular daily supply.

CHAINED BY CUSTOM

It's the habit of chickens to scratch and of ducks to swim, of women to button their coats on the left, and of men on the right. But the custom that has United States retail food stores baffled is America's tenacious habit of marketing on Fridays and especially, on Saturdays in spite of the fact that stores are putting more and more food ads in Wednesday's and Thursday's papers. Weekend buying still accounts for three-fifths of all sales, which is hard on consumers, transportation, and harried clerks and managers during this period of clerk shortage and customer-plenty. Shoppers who are choosy about choices or feel frustrated in long waiting lines, may beat the buyer bugaboo by buying on Tuesdays, Wednesdays and Thursdays.

Mold relish in prepared fruit gelatin for individual dinner salads or as a relish with meat.

30-DAY SUPPLY OF NATURAL VITAMIN B1

FOR LESS THAN 1¢ PER DAY PER PERSON

Here are Nature's Own Vitamins. They're BEST and cost LESS than 1¢ per day per person—and they're all in nut-like, maltized, delicious, flaky, roasted GOLDEN CENTER WHEAT GERM—nature's super-rich source of body-building Vitamins, minerals and protein. Serve a tablespoonful of GOLDEN CENTER WHEAT GERM on hot or cold cereals every day and see how much better you'll feel. Fine for growing children, too. Ask your Grocer for GOLDEN CENTER, the WHEAT GERM for good health. It's swell to be well.

Golden Center WHEAT GERM

Golden Center Wheat Germ on sale at all E.G.A., A.P. Red & White, Hart's, Star Super Markets, Wegman, or your neighborhood grocer.

ROBERT DONAT IN THE ADVENTURES OF TARTU WITH VALERIE HOBSON

WALTER RILLA
GLYNIS JOHNS

WIN GUEST TICKETS TO LOEWS

Name three pictures in which Robert Donat has appeared. First 25 correct answers each will receive a ticket to see this attraction, starting Thursday at Loews.

Mail All Entries to the Contest Editor, 93 Clinton Ave., South Rochester, New York.

A METRO-GOLDWYN-MAYER PICTURE
Directed by Harold S. Bucquet

Wegmans HOME OWNED SUPER MARKETS

THE LOWEST OPA CEILING PRICES IN THIS COMMUNITY

Close-Out! WHILE THEY LAST!

SILEX 2 "CUPPER" COFFEE MAKER

Buy now for Christmas presents!

Reg. Price \$1.45

69c

SOAP FLAKES

KIRKMAN'S pkg. 23c

BAKER'S VANILLA 2 oz. bot. 35c

QUICK OR REGULAR RALSTON pkg. 20c

LARGE BOTTLE, NO DEPOSIT

WHITE ROCK 2 bottles 45c

TEMPTING CHOCOLATE FUDGE ROLL

33c ea.

CHOC. CAKES

3 LAYER 57c ea. Chocolate or white iced.

2 LAYER 41c ea.

PILLSBURY CAKE FLOUR

SNO SHEEN . . . lge. pkg. 26c

LG. PKG. ECONOMICAL BISQUICK pkg. 31c

WHIP LIGHT CREAM SUR WHIP jar 10c

CELERY FLAVORED PRETZEL STIX pkg. 13c

TENDER-SPRING LEG O' LAMB

39c lb.

Wegmans HOME OWNED SUPER MARKETS

FREE PARKING FOR CUSTOMERS

Sibley's

Charming quilted rayon satin robe. Tiny posies on tearose, blue, white. Full skirt, tiny waist. 12 to 20 **8.95**



Filmy, rayon chiffon flower print gown. Tiny ruffles for flattering touch. Tearose, white, blue. 22 to 30.... **3.95**



Lovely Lingerie
FOR YOUR CHRISTMAS BELLE!

2.95 to 8.95

Here is dream stuff... fit for your lady's Christmas. A whiff of lace, the delicate tracery of embroidery, tiny rosebuds, and soft, delectable colors. Charm some lady with the fragile loveliness of fine lingerie from Sibley's treasure trove.

LINGERIE, SECOND FLOOR



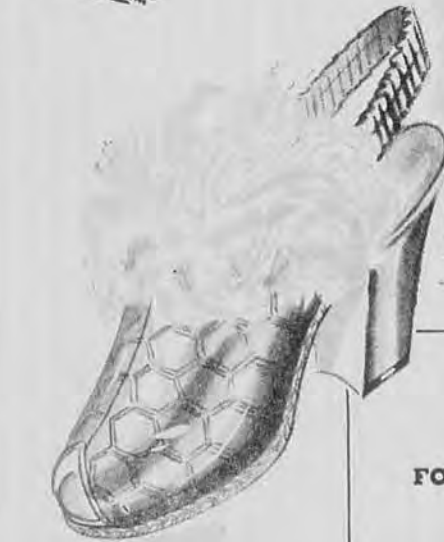
Littleboy pajama in rayon crepe. Tailored button-down top with embroidery on pocket. Blue, maize, tearose. Size 22 to 40 **3.95**



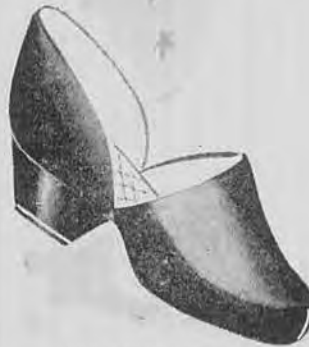
Lace and embroidery, soft and lovely. Soft rayon crepe slip. Tearose. 22 to 40.... **2.95**



Rayon brocade wallone slipper. Black, blue, wine **1.95**



Dress-up toeless sling pump. Rayon brocade with bunny fur trim. Royal blue, sky blue, red, wine **2.45**



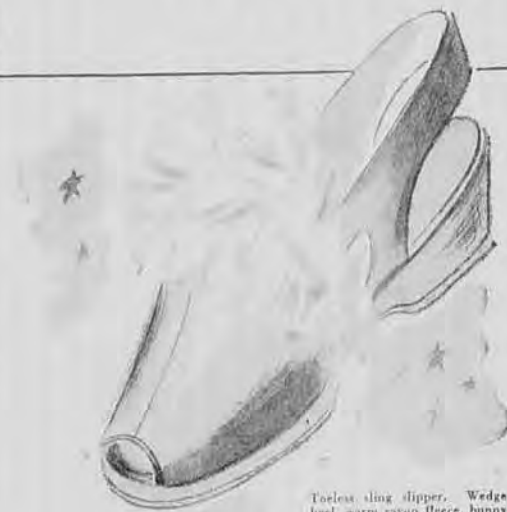
Lace jewelheeled rayon velvet slipper. Blue, wine.... **2.45**



Christmas-white bunny fur scuffie for real toes.... **3.00**
Plus Tax



Cozy-warm rayon fleece wall-toe slipper. Blue, red, wine.... **2.00**



Fuzzy wedge-heel slipper with sleek, slim lines. Tearose only. **3.00**



Toeless sling slipper. Wedge heel, warm rayon fleece, bunny fur trim. Red, tearose, French blue **3.50**

Footlights
FOR THE CHRISTMAS SCENE!

1.95 to 3.50

Solve your gift problem with slippers, soft and wooly, warm and comfy, pretty and flattering! Here's a bevy of pretties, every one unrationed too! Warm cosies for fuel-less days, snug scuffies for lazy lounging, foot-flatterers for evenings at home. Please your lady with slippers from Sibley's. Please state exact size and color in mail and phone orders.

GINDERELLA SHOES, FRONT AISLE H, MAIN FLOOR

PHONE STONE 6500. ORDERS TAKEN AS EARLY AS 8 A. M. DAILY

SIBLEY, LINDSAY & CURR CO.

The Popular Call is for **Tammy**
Tam o' Shanter
LAGER BEER and ALES...

Everywhere you go, to your dealer's, favorite tavern, hotel, club or restaurant you hear people say, "GIVE ME TAMMY".

Tam o' Shanter Lager Beer and Ales are made to your "taste satisfaction" by master brewers of the American Brewing Company of Rochester, now in its 81st year of continuous brewing experience. Their creamy mellow smoothness is good from the first sip to the last drop.

AMERICAN BREWING CO., ROCHESTER, N. Y.

Just Say, "GIVE ME TAMMY"

Sibley, Lindsey & Carr Co.
Santa Claus
WATCH REPAIR

Give your family watch repairs for Christmas. Help them start the New Year on time!

Dependable
WATCH REPAIR

CENTER AISLE A, MAIN FLOOR

Ballet Festival
Friday and Saturday Evens.
November 19-20, 8 P. M.

RUSSIAN BALLET
Ballet Theatre
COMPANY OF 125 - SYMPHONY ORCHESTRA
FRIDAY EVENING
"Princess Aurora"
"Lilac Garden"
"Helen of Troy"

Santa Claus
WATCH REPAIR

Seats Remaining At \$2.20-\$2.75-\$3.30
SATURDAY EVENING
"Romantic Age"
"Don Lurio"
"Fair At Sorochinsk"
\$1.38-\$1.65-\$2.20-\$2.75-\$3.30

EASTMAN THEATER
Of the University of Rochester

Jean Arthur Stars
In Capitol Comedy

Packed with hilarious and unexpected comedy from start to finish and with light-hearted, tender romance of a novel kind. "A Lady Takes a Chance" co-stars Jean Arthur and John Wayne in what is said to be one of the year's most entertaining pictures, opening today at the Capitol Theatre.

The companion feature has comedy, and plenty of it. The theme of "The Good Fellows," is a good laugh on fraternal organizations and their members, starring Cecil Kellaway.

Telephone Ruse
And so the sailor waited. Still slightly surprised with the man, but happy he had chosen friendly Rochester for his day's activities he mullied on the goodwill of man toward man in time of war. Here was a swell fellow, his heart in the right place treating a perfect stranger to a magnificent meal. And, brother, the meal really was magnificent. There was nothing the sailor desired now in the way of food, and, what's more, he still had his two buckeroos safe in his pocket.

After 15 minutes of meditation the sailor began to wonder if his philanthropist had been taken ill. The check had been laid discreetly on the table by the dining room waiter and the size of that check made the seaman's eyes bulge.

Another 20 minutes and the headwaiter approached the table.

"Where's your father, son?"
"My father," said the sailor, "you mean that man who sat here at this table with me? He isn't my father, I never saw the man before in my life."
"Guess you've been 'taken' then," said the headwaiter. "That man," he continued, "came over to me about half an hour ago and said he had to leave but his son over there would pay the check."

Stuck For Check
First disbelief, then amazement showed on the sailor's face. Then the light of day began to dawn. The man had gotten a free dinner—and a sumptuous one at that. He had used the job because a stranger in civilian garb would naturally be suspicious of a stranger offering to treat for dinner.

It all looked like a good joke until the sailor happened to think of his two dollars and realized the waiter, the headwaiter, to hotel manager, in fact, even the executives of the chain operating the hotel were looking to the sailor to pay the check. Otherwise the hotel's books would be thrown way out of balance. The food had been ordered, the food had been cooked and served. It was now inside the sailor and his erstwhile dinner partner. And somebody would decidedly have to pay that check.

The two dollars in the sailor's pocket would just about take care of the tip. Visions of KP in a downtown hotel danced before the lad's eyes. He'd be washing dishes until the day Hitler was licked and he'd be A.W.O.L. too, Court martial, shot at sunrise, etc., were dis-

Dinner Date . . .
(Continued from Page 1)

with him after the dinner. He wanted to see a good show anyway and the mariner might just as well go along as his "dad's" guest. But, before he could go on to the show, our good man explained, he would have to telephone his home. While the sailor was sipping his coffee, the good-will spreader would just dash out to a phone.

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distinct possibilities in his mind at the moment. To say nothing of mayhem, assault and battery, even murder, when he thought of the man who invited and skipped.

Sailor's Nightmare
To the manager's office went the sailor and the headwaiter. And the headwaiter was right behind the sailor too. There was no avenue of escape. He'd just to face the music.

And face the music he did. What that music amounted to is a deep dark secret. After all, the hotel doesn't want a repetition of that check-paying dodge. But the manager did realize the sailor had been "taken in" and it's violating no confidences to say that the tar walked out of the hotel, a free man, with the two bucks still in his pocket, but a distinctly jaundiced eye for all "affable" strangers with dinner invitations.

WPB has okayed more dinner pails and vacuum bottles for war workers.

I haven't felt so good in ages

Look at the Fat I've Lost

You don't get people 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 your condition or the advisability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician.

If you need Marmola, why not hear those who understandable people the Marmola way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

Week-End SPECIAL BUYS
FOR TODAY THROUGH SATURDAY
(Right Reserved To Limit Quantities)

Fresh MILK CHOCOLATES

Just received . . . in time for Thanksgiving! A deluxe assortment of Milk Chocolates—all your favorites . . . delicious Creams, Mixed Fruits, Nut Meats and others all dipped in pure milk chocolate.

1-LB. BOX 59¢

- Nougats
- Creams
- Caramels
- Nut Meats
- Mixed Fruits
- Coconut
- Molasses
- Chews
- Raspberry
- Peanuts
- Chocolate
- Fudge, etc.

Limit of 2 Packages

DAWS ORIGINAL CUT-RATE DRUGS

56 CLINTON SQ. DUP. TRAPPE TABLET	31 MAIN ST. E. CORNER AUGUST	353 MAIN ST. E. 17' ALONG	452 W. RIDGE RD. CORNER TRACY	880 MAIN ST. W. BILLS HEAD	473 H. GOODMAN JUST OFF MAIN	539 MADRADE AVE. NEAR GOODMAN
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LAXATIVES

Chocolate Ex-Lax Large Size 19c
Serutan 6c Size 44c
Feen-a-mint 19c, 39c
Petrolagar 12.25 Size 89c
Sal Hepatica 25c, 49c
Petro-Syllum 12.25 Size 89c

FIRST AIDS

Tinct. Iodine 15c Size 4c
Bandage 12c Size 8c
J&J Cotton 12c Size 33c
Peroxide 12c Size 13c
Unquentine 30c Tube 43c

FOR THE TEETH

Squibb's Paste 21c, 37c
Polident Powd. 24c, 49c
Dr. West Brush 25c
Lavoris Mouth Wash 39c
Calox Powder 39c

DAW'S COUPON WAXED SANDWICH BAGS

Full-size waxed paper bags for packing sandwiches and lunches. Keeps 'em fresh and sanitary!

PKG. OF 40 8c (Limit of 2)

DAW'S COUPON Dr. LYONS TOOTH POWDER

Large Size 21c (Limit of 1)

DAW'S COUPON BLADES

Double-Edge WITH THIS COUPON ONLY!

10 FOR 11c (Limit of 20 to Customer)

File all collection-type razors. Made of finest Swedish Mirror-Tested Steel.

DAW'S COUPON PALM & OLIVE OIL SHAVING CREAM

Large 25c Size 11c (Limit of 1)

Please bring an old tube of any type in exchange.

DAW'S COUPON GERBER'S PRE-COOKED CEREAL FOODS

Cereals that are already PRE-COOKED. Just add milk and serve.

1/2-Lb. Boxes 3 FOR 19c 2 FOR 23c

OFF GOES FAT!

There is no need for you to be troubled with excess fat if it CAN be eliminated in a safe, easy way without resorting to dieting and exhausting exercises. Take off these extra pounds that make you feel uncomfortable and self-conscious—starving. Let your appetite prepare itself and hormones regulate that has given you pounds complete satisfaction.

Loveland Tablets are easy to take and take one tablet after each meal and watch the faty tissue disappear. Sold on a money-back guarantee! Get Loveland Tablets just—\$1.25 79c \$2.50 \$1.39

Size

Mail Orders Filled

Amazing LOW COST FOR VITAMINS

Box of 30 49c
Bottle of 90 \$1.39

ONE-A-DAY VITAMIN A and D TABLETS

WILDROOT CREAM-OIL FORMULA FOR THE HAIR

NEW! NON-ALCOHOLIC
CONTAINS LANOLIN

60¢ SIZE ONLY 47c

60¢ SIZE ONLY 47c

New Discovery For Stomach ULCERS

Thousands of people who suffered with stomach ulcers, gas pains, heartburn and indigestion due to excess acid have been relieved of the needless pain by using a new preparation recommended by doctors and used in most hospitals. It is now put up for home use under the name ALMO HCL. It is harmless and easy to take. Two teaspoonfuls in a hot glass of milk has given constant relief in many cases. If you are suffering with any of these stomach disorders, you owe yourself this treatment.

Pint Size 98c
Quart . . . \$1.79. Mail Orders Filled

Get VIM and VIGOR with . . .

VIMMS -- 6 VITAMINS -- 3 MINERALS ALL IN ONE TASTY TABLET

Nutritional Experts Say: 3 Out of 4 Need More Vitamins and Minerals

BOX of 24 Vimms Family Size of 288 Tablets \$4.79

VIMMS contain Vitamin A, B1, B2, P-P, C, D and Calcium Iron.

A scientifically balanced food supplement containing fish liver oil concentrate, Thiamine, Riboflavin, Niacin Amide, Ascorbic Acid, activated Ergosterol, Calcium Pyrophosphate Saccharin for sweetening and natural and artificial flavors.

FALSE TEETH

FIT LIKE NEW! At last! One application cures the itching, painful soreness—irritation which may accompany pins and needles. Brings soothing relief of complete upon contact. Forms protective film over sore area, helps destroy infectious germs, softens hard, jagged, broken tissues. No oil—no cream to stain clothing. Soft on money-back guarantee. Prolarmon Rectal is now available in handy time 15c or with special applicator 21c. Get this modern relief today—ask for PROLARMON RECTAL

Rectal Soreness
Get Relief New Easy Way—Sit in Comfort

Prolarmon Rectal is a quick, dependable reliever of itching, painful, rectal soreness—irritation which may accompany pins and needles. Brings soothing relief of complete upon contact. Forms protective film over sore area, helps destroy infectious germs, softens hard, jagged, broken tissues. No oil—no cream to stain clothing. Soft on money-back guarantee. Prolarmon Rectal is now available in handy time 15c or with special applicator 21c. Get this modern relief today—ask for PROLARMON RECTAL

CLEAN FALSE TEETH

In 15 minutes your plates are sparkling bright and clean without any brushing. Simply submerge your plates in a solution of STIX-O-DENT and water for 10 or 15 minutes. This not only cleans them but also removes stains and discolorations. Also checks decay breath. Absolutely harmless to plates.

Box 24 10c 49c
Size 24 10c 49c
Mail Orders Filled

RELIEVES RHEUMATISM

New Organic IODINE DISCOVERY

Millions have been relieved of their pain, or how discouraged you may be—DON'T GIVE UP HOPE—here is just a proven remedy to relieve the pains of RHEUMATISM, NEURALGIA, MIGRAINE, GOUT, SCIATICA, NEURALGIA and ARTERITIS. No matter what the new treatment that we will gladly refund every penny you paid for it if you do not feel 100% better in just 7 days! Ask for HART'S TABLETS TODAY! Mail Order Price \$1.25 89c \$1.59

FOR COUGHS That Linger On

Famous FORMULA "1313" relieves persistent, hacking coughs due to colds.

Recommended by many satisfied users, "1313" has proven time and again the merit of the famous formula of Menthol, Eucalypt and Wild Cherry. Pleasant tasting, soothing expectorant.

DAW'S Low Price, 79c

SWAN PURE AS FINE CASTILES

Regular 2 for 13c
Large 2 for 21c

2 for 15c

Regular 10c
Large 25c

Regular 10c
Large 25c

LIFEBUOY SOAP, 2 for 15c
GOLD DUST POWDER 19c
FAIRY SOAP . . . 3 for 17c
GOLD DUST CLEANSER 6c
CRITCO STORES

YOUR DAUGHTER HAS A RIGHT TO KNOW

It is every mother's duty to tell her daughter physical facts. How much better that she learn them from you, rather than from her own nose. In feminine hygiene, facts may be distorted, or wholly untrue. As a result, many hidden use over-strong solutions of acids for the itching odor of its own. Protects personal distinctness. 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.

Give Her This Frankly Written Booklet of Intimate Facts

FREE: Frankly written booklet, "Feminine Hygiene Today"—request postpaid in plain envelope—send 10c to Dr. J. H. ZONITE PRODUCTS CORPORATION, 370 Lexington Ave., New York 17, N. Y.

Name
Street
City

NOW! IN 3 LB. AND 1 LB. GLASS JARS

3 lbs. 75c
1 lb. 26c
15 points 5 points

Here's one of the best ways to BUILD UP PRECIOUS RED BLOOD

To Get More Strength and Energy—To Promote a More Vigorous Bloodstream For You Who Need More BLOOD-IRON!

You girls and women who suffer from simple anemia or who lose so much during monthly periods that you feel tired, weak, listless, "dragged out," no get-up-and-go—because you need more blood-iron—you should start at once to help build up those precious red blood cells.

Don't Put It Off—Start Today!

Start today—try Lydia Pinkham's TABLETS. Pinkham's TABLETS are one of the greatest blood-iron tonics you can buy to help build up red blood to give more strength and energy and to promote a more refreshed and vigorous bloodstream, where there is blood-iron deficiency.

Taken as directed—Pinkham's TABLETS are one of the very best and quickest home ways to get precious iron into the blood.

Just start taking Pinkham's TABLETS today and take them faithfully for at least 30 days. THEN YOU BE THE JUDGE! Just see if you don't begin to feel much better—see if you're not delighted with results. Follow label directions. Worth trying!

Lydia Pinkham's TABLETS

Neisner's FAMOUS FOR FINE PORTRAITS

FOR CHRISTMAS GIVE YOUR PHOTOGRAPH

Your loved one will cherish your photograph—Especially a distinctive one made by the master craftsmen at Neisner's Photo Studio!

Christmas Special

3 LARGE LOVELY PHOTOGRAPHS FOR THE PRICE . . . OF 2 PLUS . . . A Beautiful MINIATURE FREE

No Appointment Necessary

YOUR SELECTION OF PROOFS

Neisner's 5c to \$1.00 Stores

200 MAIN ST., E. REAR MAIN FLOOR

Neisner's FAMOUS FOR FINE PORTRAITS

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Lydia Pinkham's TABLETS

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Germany has been making carbon, which show less wear rings of steel containing 12% after 200 hours of use than cast chromium and very small iron-alloy rings containing the same metals after fifty-hour runs.

Life of Famous Coach Portrayed On Regent Screen

Time and stirring drama of the career of a great American is presented in "The Iron Major," Pat O'Brien's new starring vehicle which comes to the Regent screen today.

The picture revolves around the life of the noted Dartmouth and Fordham football coach, the late Major Frank Cavanaugh. It develops his brilliant record with gridiron teams as well as relating his exploits on the battlefields of France during the first World War.

Ruth Warrick has the leading feminine role as Mrs. Cavanaugh, and Robert Ryan and Leon Ames head the supporting cast. Ray Enright directed.

For the co-feature this week, Tom Conway and Jean Brooks take the leading roles in "The Falcon and the Co-Eds."

WHEN COLDS STRIKE CUT OUT WAITING

Act promptly, just as Grandma did. Grandma used mutton suet also medicated herself to relieve colds, tightness and muscle ache. Today mothers just rub on Penetro. Modern medication in a base containing old-fashioned mutton suet. Penetro works 2 ways (1) Vapors soothe colds, congestion in nose, throat (2) Stimulates circulation at spot where applied. White, stainless. 25c, double supply 35c. Get Penetro.

MEN-WOMEN QUALIFY FOR Earn-While-You-Learn



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Prepare for Interesting Good Paying **WAR WORK**

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Beautiful 5x7 Vignette

3 PORTRAITS

for the price of **2**



Choose from **12 PROOFS**

Lincoln's famous Polyfoto camera catches 12 different poses in a few minutes with the aid of . . .

EASTMAN KODAK'S MUTTON SUET SPEEDLAMP

LINCOLN'S PHOTO STUDIO Main E. at 5th, Paul Main Floor

Yes, in our popular Polyfoto camera studio you get 3 Portraits for the price of 2, for example, one 5x7 Vignette is \$3, or 3 for \$5.95. In addition there is a considerable saving on orders for 6 and 12 photographs. PLEASE NOTE: good portraits take time to make.

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NO APPOINTMENT NECESSARY

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28

ing you dream about!
in wonderful colors!
vibrant or pastel col-
the word! Beloved
tyles a-plenty! Reg-
s! Just everything to
and women!

is Basement

"thing New"
Cloth

DRESSES

3.97

Something new for beauty!
Something new for dress
warmth . . . That wonderful
suede cloth! We call them
"football fashions" because
They are that exciting! Bright
red, blue, green, beige colors!
Coat style, or buttons to waist!
Contrasting belts, 2 big pockets!
Sizes 12 to 20!

Edwards Basement

Your "SHORT CUT" To Gifts For ALL!



ONE-STOP CHRISTMAS SHOPPING at Sears

Thousands Of Gifts In Our Retail Store . . . And Many More In Our Special 1943 **CHRISTMAS CATALOG**

Thanks to Sears new Christmas book you can be Santa Claus to all your family on one trip to Sears! You can select from thousands of articles on our counters and thousands more in this Christmas book, our general and special catalogs at our Catalog Sales Dept. And a One-Stop Shopping trip to both Sears Stores will take less of your valuable time . . . It will save you money and in addition, it will conserve your precious gas and tires, vital war materials needed by our gallant armed forces!

Sears CATALOG SALES DEPT.

SEARS, ROEBUCK AND CO.
Monroe at S. Union Main 7000
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Sears FURNITURE CLEARANCE

Out They Go!

*** PRICES REDUCED 25% OR MORE!**

It's a clearance unparalleled in the history of Sears' 57 years of giving more for your money! Every suite in our gigantic selection reduced for immediate clearance . . . tapestry, velour, and velvet covered suites in every wanted color, all "Honor Bill." Buy on our Budget Plan.

Clearance LIVING ROOM SUITES



3-PIECE SUITE . . . REGULARLY \$129.95

One of the finest budget priced suites we carry. Covered in rich long wearing tapestry in choice of colors. Large full size davenport and club chair. Honor Bill constructed frame. Modernly styled. Buy on our Budget Plan. Second Floor Monroe.

139.95 Regularly --- Reduced to 98.88

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89.88
Second Floor Monroe

Clearance DAVENO BEDS

Full size daveno beds made with hidden bedding compartment. Opens to full size beds. Tapestry covered. Buy on our Budget Plan. Second Floor Monroe.

54.95 REGULARLY — REDUCED TO 46.88

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Clearance

Regularly 24.95 Full Size Mattress	17.88
Regularly 7.50 30x72 Cot Mattress	5.88
Regularly 3.98 Folding Wood Chair	2.18
Regularly 65.95 Polar-Air Ice Box (15 lbs.)	44.88

BOTH STORES OPEN FRIDAY and SATURDAY 'til 9 P. M.

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

The Popular Call is for **Tammy**
Tam o' Shanter
LAGER BEER and ALES..

Everywhere you go, to your dealer's, favorite tavern, hotel, club or restaurant you hear people say, "GIVE ME TAMMY".

Tam o' Shanter Lager Beer and Ales are made to your "taste satisfaction" by master brewers of the American Brewing Company of Rochester, now in its 81st year of continuous brewing experience. Their creamy mellow smoothness is good from the first sip to the last drop.



AMERICAN BREWING CO., ROCHESTER, N. Y.

Just Say, "GIVE ME TAMMY"

Week-End
SPECIAL BUYS

FOR TODAY THROUGH SATURDAY
(Right Reserved To Limit Quantities)

Fresh **MILK CHOCOLATES**

Just received... in time for Thanksgiving! A deluxe assortment of Milk Chocolates—all your favorites... delicious Creams, Mixed Fruits, Nut Meats and others all dipped in pure milk chocolate.

1-LB. BOX **59¢**

- Nougats
- Creams
- Caramels
- Nut Meats
- Mixed Fruits
- Coconut
- Malasses Chew
- Raspberry Jellies
- Peanut Cluster
- Chocolate Fudge, etc.

DAW'S COUPON
BLADES
Double-Edge
WITH THIS COUPON ONLY!
10 FOR 11¢
(Limit of 20 to Customer)

DAW'S COUPON
PALM & OLIVE OIL SHAVING CREAM
Large 25c Size **11¢**
Please bring an old tube of any type in exchange. (Limit of 1)

OFF GOES FAT!
There is no need for you to be troubled with excess fat...
ONE-A-DAY VITAMIN A and D
Size **79¢** \$2.50 \$1.39
—Mail Orders Filled—

New Discovery For **Stomach ULCERS**
Thousands of people who suffered with stomach ulcers, gas pains, heartburn and indigestion due to excess acid have been relieved of the needless pain by using a new preparation...
VITAMINS
--6 V
--3 M
ALL IN ONE
Nutritional Experts Say:
3 Out of 4 Need More Vitamins and Minerals
VITAMINS contain Vitamin A, B1, B2, P-P, C, D and Calcium Iron.
A scientifically balanced concentrate, Thiamine, Riboflavin, Ergosterol, Calcium Pantoic natural and artificial have...
Price Size **98¢**
Quart...\$1.79. Mail Orders Filled
89¢ \$2.00 \$1.59

Dehydrated apples the latest. Cored and peeled they're swell for strudels, applesauce, pie fillings.

THE BIG SUNDAY PAPER BUY

- 16 PAGES COMICS
- 24 PAGES MAGAZINE
- 12 PAGES NEWS

NEW YORK SUNDAY MIRROR
On Sale Now **10¢**

An early edition of the SUNDAY MIRROR containing all features is on sale throughout the week at all newsdealers.

Pearls are experiencing a new popularity. Pearl ear rings and finger rings are worn with exquisite single strand necklaces. Real pearls, cultured pearls and artificial pearls — "You pays you money and you takes your chance."

Head Colds, Catarrh and Sinus Sufferers
Get Relief This Quick Easy Way
Use **MAID'S Nose Spray**
A guaranteed product. One dollar bottle or money will be refunded. Effective, non-irritating. May be used to treat an infant in absolute safety.
Sold at All Good Drug Stores

Luise Rainer Returns To Screen In Century's "Hostages"

After a four years' absence from filmland, Luise Rainer shares stardom with Arturo de Cordova, Paul Lukas and William Bendix in Paramount's adaptation of Stefan Heym's best-selling novel, "Hostages," which opened yesterday at the Century Theatre. A story of love, devotion and courage among those battling Hitler inside his own lines, "Hostages" tells a dramatic tale of the terror the Nazis are now experiencing on the powder keg of their own "Fortress Europe."

It is a story of a girl's love for a man who knew it was futile to appease or bargain with Hitler. As Milada, Luise Rainer risks her life and sacrifices her father rather than betray the "underground army" to the Nazis.

Film fans who have seen "Hostages," rank it with the outstanding dramatic pictures of the year. The picture boasts of such notable names as Kathia Paxinou, Oscar Homolka, Mikhail Rasumny and Eric Feldary. RKO Radio's "Gildersleeve on Broadway," the second feature on this program, revolves around a trip to New York which proves to have woeful consequences for the rotund funster.

Although he has just become engaged to a home-town girl, "Gildy" soon finds himself involved with two other women, and the results are fast and furious. Harold Perry again plays the featured role, and the supporting cast includes Billie Burke, Hobart Cavanaugh, Ann Doran, Claire Carleton and Margaret Landry.

Where To Play BINGO

UNION LEAGUE
South Ave. cor. Gregory
SPECIAL GAME
SUNDAY NITE
25 REG. GAMES \$6
MON. & FRI. NITES
30 REG. GAMES
\$5 - \$10 - \$15
SAT. AFTERNOONS
1:30 P. M.
25 REG. GAMES \$4
Early Bird Every Game

\$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 31c \$ Plus Fed. Tax—4c

19th WARD CLUB HOUSE
257 HAWLEY STREET
THURSDAY 8:15
FRIDAY 1:45 P. M.
SATURDAY 8:15
SUNDAY 2:30
25 GAMES
Jefferson Bus to Hawley St. Admission 25c, Tax 3c, Total 28c

CARPENTER HALL
113 Fitzhugh St. N.
TUESDAY 8:15 P. M.
Wed. Afternoon 1:30 P. M.
23 GAMES \$6.00
Admission 28c

CAPITOL HALL
85 W. MAIN ST.
Door Special \$25 to \$50
Mon. - Tues. - 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.
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

10th WARD
Republican Club Rooms
461 Ridge Road
At Ridge Bowling Hall

BINGO
23 GAMES
SAT. ALL GAMES \$5.00
All Specials 5 and 6 Ways
SUN. ALL GAMES \$5.00
All Specials 5 and 6 Ways
Door Prize Special
FOR YOUR COMFORT CHAIRS AND TABLES
TAKE DEWEY AVE. BUS TO THE END OF LINE

WEGMAN HALL
371 E. MAIN ST.
TABLES FOR ALL — COMFORTABLE CHAIRS — EVENING GAMES
Sunday \$6.00 ALL REG. GAMES
Monday \$5.00 ALL REG. GAMES
25 GAMES SUN. - MON. NITES
TURKEYS GIVEN AT ALL GAMES
\$10 LETTER "H" AT ALL GAMES
AFTERNOON GAMES 1:30
WED. \$4.00 **SAT. \$5.00**
EARLY BIRD SPECIAL AT EACH GAME

STRAND → **PLAN TO ATTEND OUR BIG SPECIAL THANKSGIVING PARTY**
ROCHESTER'S **BEST BINGO**
NO JACKPOTS → **TUES. NITE NOV. 23rd at 8:45 P. M.**
\$1000 **10 TURKEYS 10**
NO LESS THAN 17 LBS. EACH
IN ADDITION TO OUR REGULAR **\$1,000 IN CASH**
EVERY TUESDAY & FRIDAY NITES

MON. NITE NOV. 22 SPECIAL THANKSGIVING PARTY
TURKEY — TURKEY — TURKEY
CHICKENS — FRUIT — GROCERIES
ALL GIVEN AS DOOR PRIZES
\$1000.00 IN CASH
GRAND AWARD \$300.00
NO EXTRA COST
EXTRA BOARDS **25¢** PLAY ALL GAMES
24 Games • Min. Prize \$20.00 • Adm. \$1.00 plus tax
K of C DeLuxe Bings
AUDITORIUM
50 CHESTNUT ST.

TOWNER-HALL
THURSDAY
23 GAMES \$5 DOOR SPECIAL \$45 Nos. 57
TURKEYS GIVEN Thurs. Nov. 18th
TOWNER & REXY
SATURDAY \$10-\$12
All Games
SPECIALS 5 & 6 WAYS
TURKEYS ALSO GIVEN
SUNDAY, NOV. 21st
Reg. Games \$7.00 Specials 4 & 5 Ways \$7 & \$8
JACKPOT GAME \$160
JACKPOT SPECIAL \$160
TURKEYS ALSO GIVEN
WEDNESDAY \$250 GIVEN
SPECIAL Thanksgiving Game
Thurs. Nov. 25th
Towner Hollywood
Book-up
All Reg. Games \$12
ADMISSION 75c
Including Triple Board And Book Of Specials

HOLLYWOOD
PULLMAN AVE. LAKE AVE. BUS
TUESDAY NITE ALL GAMES & SPECIALS \$7
Wed. & Thur. Reg. Games \$5—Specials \$4-\$5 & \$6 4 and 6 WAYS
FRIDAY NITE ALL REG. \$5 AND SPECIALS \$5 4, 5 and 6 WAYS
SATURDAY SPECIAL
Reg. Games \$10 — Specials \$5 - \$6 - \$7 5 WAYS
SUNDAY NIGHT
REGULAR GAMES \$7.00 SPECIALS \$7-\$8
Thursday—THANKSGIVING DAY PARTY
HOOK-UP HOLLYWOOD & TOWNERS
ALL REG. GAMES \$12 SPECIALS 4 & 5 WAYS
Adm. 75c Including Triple Brand and Book Of Specials
TURKEY SPECIAL
Friday - Saturday - Sunday - Tuesday
TUESDAY NIGHT NOV. 23rd This Coupon Worth **45¢**
SATURDAY & SUNDAY NOV. 20th-21st This Coupon Worth **25¢**
WED. - THUR. - FRI. — This Coupon Worth 50c

Dolan's
WHERE YOU BUY THE CUTS OF **CHICKEN**
YOU PREFER **DOLAN'S**
600 JEFFERSON AVENUE
Cor. Bartlett
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WANTED USED TRUNKS
LUGGAGE, GOOD CONDITION TOP PRICES...
KRIEGER'S
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MENDOZA BEAVER
(Dyed Coney) and Premier Bonded **NORTHERN SEAL**
\$105.00
(Dyed Coney) Terms: Finest Muskrat and Silver Raccoons at guaranteed savings.
CLIFFORD FUR CO.
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One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

STAR BINGO
372 FLINT ST. (rear)
MON. 8:15 P. M. \$3
and ALL BOARD GAMES
NITES Jefferson Bus
No Wed. Game Till Further Notice
* 23 GAMES *

Beeley's Bingo
SUNDAY AT 3 P. M.
MON., TUES., WED., THURS.
FRI. SAT. at 8:30
EXTRA BOARD FREE WITH TRIPLE BOARD
142 GENESEE ST. in REAR

3 BUS LINES STOP AT Edinburg Street
1 Plymouth
2 Jefferson
3 Exchange
IMMACULATE AUDITORIUM
50 PLYMOUTH at CIRCLE
2 Entrances — Edinburg and Glasgow
EVERY WEDNESDAY
DE LUXE BINGO
CASH \$500.00 CASH
TO BE PAID IN CASH EVERY NIGHT
NO SPECIALS—NO JACKPOTS—NO TRICK GAMES
Our Extra Boards Are Only 25c
Admission \$1.10 8:30 P. M. Admission \$1.10

3 BUS LINES STOP AT Edinburg Street
1 Plymouth
2 Jefferson
3 Exchange

PARK HALL
JEFFERSON AVE., at PLYMOUTH
GAMES START AT 8:15

FAREWELL PARTY

To My Many Friends and Bingo Fans...
I'm off to the wars on Wednesday, Nov. 24th and proud to be a part of the fightiest Army in the world. Thanks for your patronage, your courtesy, your friendship, in short, thanks for everything, friends. While I'm gone, keep buying those War Bonds so that I, and all of the boys, will be seeing you again soon. In the meantime, so long and good luck and don't forget to write to your old pal, Tony.
THIS IS MY LAST OPPORTUNITY TO SERVE YOU SATURDAY, NOVEMBER 20th
ANTHONY (TONY) LEON
I AM PAYING SATURDAY ON ALL GAMES \$10.00
SAT. JACKPOT \$125
IF NOT CLAIMED
TURKEYS — WILL BE GIVEN THURS. — SATURDAY
THURSDAY 23 GAMES \$10 - \$12
PLUS 1 FULL CARD \$20 JACKPOT \$120
FRIDAY ALL GAMES... \$5.00
SPECIAL JACKPOT \$60.00
SUNDAY ALL GAMES \$5.00
SUNDAY JACKPOT \$90
PARK HALL WILL BE CLOSED THANKSGIVING DAY, NOVEMBER 25 AND FRIDAY, NOVEMBER 26. WATCH FOR BIG PARTY SAT., NOV. 27 — ALL GAMES \$12.
ADMISSION THURS. - SAT. - SUN. 25c (Tax 3c) TRIPLE BD. & BOOK SPECIALS 50c FRIDAY 5c INCLUDING TAX

EDWARDS BASEMENT

Look Ahead to Christmas — Shop for Gifts Now at Edwards!



Never Before Have
You Seen Such a Wonderful
**FISHER STRIPED CONEY
FUR COAT**

\$65 plus tax

Snow has started! It really looks like a cold Winter! But don't worry, ladies... here is a coat that has all the answers! Warmth supreme!

Style of classic boxy cut! Shining fur pelts, artfully matched! And you can have it in misses' and women's sizes!

Edwards Basement

Casually Yours - - -



The Sport Coat Of
COATS

\$28

That something you dream about! Soft fleeces in wonderful colors! Rich shades of vibrant or pastel colors! Color is the word! Beloved Chesterfield, styles a-plenty! Regular sport coats! Just everything to please misses and women!

Edwards Basement

Perfect Play, School, And
Business Mixers Are

SKIRTS



2.97 3.97 4.97

Mixers are right! You mix them with blouses, jackets, sweaters! And how grand! We have crepes, 100% wools, and mixtures! Kick pleats, gores, box pleats! Plaids, solid colors, tweeds! Sizes 9 to 17, 24 to 38!

Edwards Basement

It's A Great Day!

**RAYON
HOSE
SECONDS**

45 Gauge
"KANT RUNS" **82^c**

51 Gauge
SHEERS 72^c

Definitely yours! This hose, of course! Lovely, lovely sheers... with rayon leg and top, cotton foot! And the famous "Kant Runs" of sturdy, yet attractive 45 gauge... also rayon leg and top, cotton foot! All shades new this Fall! Sizes 8½ to 10½!

Edwards Basement

That "Something New"
Is Suede Cloth

DRESSES

3.97



Something new for beauty! Something new for dress warmth... That wonderful suede cloth! We call them "football fashions" because they are that exciting! Bright red, blue, green, beige colors! Coat-style, or buttons to waist! Contrasting belts, 2 big pockets! Sizes 12 to 20!

Edwards Basement

Jams and jellies will probably be rationed soon. Short fruit crop.

MOTHERS IN WAR PLANTS

You can do your important work better if you know your child is safe during the day. Patricia Ricketts' Nursery School is equipped to provide a mother's care. Children have the privileges of play rooms, educational classes, frequent rest periods and noon luncheon. Cod liver oil is furnished to all children daily. Also available are orange juice, cocoa, milk, crackers and cookies. Mrs. Ricketts is familiar with all branches of first-aid should the occasion arise. Open 6 days a week from 7 A. M. to 8 P. M. Call Patricia Ricketts for further information and rates. One Wood 2913, Sundays from 1 to 3.

PATRICIA RICKETTS NURSERY SCHOOL
35 Lynchester St. (off Dewey)

Want Ads

FOR SALE

GAS RANGE—white enamel with grey enamel trim. Side oven style. In operating condition, \$26. 88 Joslyn Pl. (off River near University). Stone 5350.

WANTED TO BUY

BEDS, Spring, Stoves, Rugs, Dining and Bedroom suites. Entire households. Phone Mr. Carter, Main 8926.

Furnished Rooms To Rent

TWO PLEASANT ROOMS, semi-private bath. Near stores, buses and downtown. Apply 225 Solo Street, Stone 4436, \$6 weekly.

BEDDING

NEW COTTON mattresses any color size, \$6.50. Cotton felt mattresses, \$9.95. Flat springs \$3.00 up. Coil springs \$5.00 up. Metal Beds \$4.00 up. H. P. Fisher, 96 State St.

RUGS

FELT-BASED linoleum rugs, Room size \$1.75. Heavy weight 8x12. Well-known brands \$6.25. Standard weight by the yard 20c. Heavy weight 40c. 12-ft. width (floor covered without seam wall to wall) Standard weight 40c. Heavy weight 50c. H. P. Fisher, 96 State St.

STAMP

USED STAMPS—Mint, U. S. and foreign; foreign bank notes. We specialize in individually priced space fillers both single and blocks, 1123 North St.

PERSONAL

HAIR, Warts, Moles removed, roots dissolved. Call Stone 5888 after 11 A. M. or write Frances Friedman, 27 Clinton St. Evening by appointment. Consultation or trial invited.

GOLD PROCESS

A new process for separating gold from its ores involves the comparatively simple method of treating the ore with gaseous chlorine and volatilizing the resulting gold chloride.

Cranberry-Apple Relish

(Vitamin-rich—no cooking)

4 cups fresh cranberries
2 apples, pared and cored
2 oranges
1 lemon
2 1/2 cups sugar

Put cranberries and apples through food chopper. Quarter whole oranges and lemon, remove seeds and put through chopper. Add sugar and blend. Chill in refrigerator a few hours before serving. Makes 1 1/2 quarts relish.

If you are saving sugar:

Substitute one of these:
1 1/4 cups sugar and 1 1/4 cups corn syrup (dark or white) or
1 1/4 cups sugar and 1 1/4 cups maple syrup or 1 1/4 cups sugar and 2-3 cup honey.

Cocoa is scheduled for the plentiful list soon. Good news for the "sweet" tooth!

Lemon Juice Recipe Checks Rheumatic Pain Quickly

If you suffer from rheumatic, arthritis or neuritic pain, try this simple inexpensive home recipe that thousands are using. Get a package of Ru-Ex Compound, a two-week supply today. Mix it with a quart of water, add the juice of 4 lemons. It's easy. No trouble at all and pleasant. You need only 2 tablespoons two times a day. Often, within 48 hours—sometimes overnight—splendid results are obtained. If the pain do not quickly leave and if you do not feel better, return the empty package and Ru-Ex will cost you nothing to try as it is sold by your druggist under an absolute money-back guarantee. Ru-Ex Compound is for sale and recommended by Drug Stores Everywhere.

for COLDS' MISERIES



1-2 AND IT'S GONE
—gone right to the sneery sniffly misery zone in your nose. That's the way famous Penetro Nose Drops work. Real prescription type medication containing genuine ephedrine opens cold-clogged nose. Caution: Use only as directed. Always demand your druggist under an absolute money-back guarantee. Ru-Ex Compound is for sale and recommended by Drug Stores Everywhere.

Feather merchants hope for better days! They're relying on a new acid preservative which will enable them to substitute chicken and turkey feathers for war-scarce duck and goose down.

I Pronounce You Man and Wife
The greatest book length story ever printed in this magazine. A thrilling revelation of the innermost feelings of two people in love.
HONEYMOON TRAIL
A page from the lives of three young people—their lives and their love. Many other absorbing true stories, special features and the victory home-maker.
15c DEC. ISSUE **TRUE STORY** NOW ON SALE **15c**

JINGLES FROM THE JUNGLES

Cigarettes received, from good of Genesee
Putting with delight is my daily ecstasy.
Your thoughtfulness appreciated —
My thanks galore —
GENESEE, I salute you!
You sure know the score!

SGT. C. G. C.

IT'S GENESEE FOR '43

SALESMEN ATTENTION!

If you want a chance to become a Supervisor, read on! We have an opening for an ambitious man (or woman) interested in becoming a supervisor in our Retail Store. NO EXPERIENCE NECESSARY, but if you've had experience you're eligible for an advanced position. Retail experience particularly valuable.

Ever hear about vacations with pay? We give them! And big discounts on merchandise, insurance benefits, full hour for lunch! Sound good? It is good! Excellent working conditions and opportunity to advance rapidly in a national organization.

WESTERN AUTO SUPPLY CO.
Stone 4960 293 Monroe Ave.

Mighty Pleased with Herself!

You, too, Will Be Pleased With Your Foresightedness If You Take Advantage of Rudolph's

Christmas Lay-Away Plan

A SMALL DEPOSIT RESERVES ANY ARTICLE
Here's Why You Should Choose Now

- Stocks are limited this year, but you can make your selections now from our complete stocks.
- If you start paying for your gifts now you will complete the Government's required down payment before Christmas.

Leather Writing Kit
Genuine leather. Fitted with stationery, memo pad, calendar, blotter. **5.49**

Breezewood Pipe
He'll enjoy many pleasant "smokes" with this quality briar pipe. **2.50**

Service Men's Bible
Pocket size Bible with engraved gold-plated armor steel covers. **1.95**

Pen and Pencil Set
Fountain pen with 10K gold point and matching pencil. In leather case with insignia. **7.50**

1st Lieutenant Diamond
Fine diamond in smart, modern setting of 14K yellow gold. **39.95**

Corporal Pair
Stunning new pair, brilliant with six fine diamonds. **147.50**

Miss Liberty Diamond
Five exquisite diamonds in a setting of rich simplicity. **500**

Diamond and Ruby
Woman's smart cocktail ring, set with diamond and five rubies. **89.50**

Women's Pearl Ring
Simulated pearl of lustrous beauty in a modern setting of 10K yellow gold. **14.95**

Men's Hemasteel Ring
Smart, massive ring with Hemasteel cameo of deep, rich lustre. **10.95**

Costume Jewelry FOR EVERY OCCASION
A new section devoted to fine costume jewelry, exquisitely designed and of quality workmanship. With our Treasure Isle for costume jewelry of distinction... pins, clips, earrings, bracelets.

RUDOLPH'S TREASURE ISLE

CORNER EAST MAIN at SOUTH AVENUE
OPEN MONDAY EVENINGS
In Batavia, 109 Main Street

KEY DRUG STORES
470N. GOODHART NEAR MAIN | 1861 MONROE NEAR WINTERS
ROCHESTER'S MODERN CUT RATE DRUG STORES
457 RIDGE RD. NEAR DEWEY

TODAY THROUGH WEDNESDAY

RINSO Large Box **18c** Limit 1

WAXED PAPER 125 Feet Cutter Box **13c** Limit 2

Goodyear Dricote BABY PANTS 50c Value Limit 2 **39c**

SACCHARIN TABLETS Bottle of 1000 1/4 or 1/2 gr. **49c**

MOLESKIN 3x4" Squares Box of 4 Reg. 25c **19c**

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ANACIN TABLETS Bottle of 50 Reg. 75c **59c**

MODESS or KOTEX Box of 12 **22c**

BORDEN'S MALTED MILK Plain 5 lb. can **\$1.29**

DR. WEST TOOTH BRUSH Nylon Bristle **25c**

Hind's Honey and Almond Lotion 1.00 Size **59c**

KEY COUPON HILLS COLD TABLETS Reg. 30c Limit 1 **11c**

KEY COUPON SCOTT TOILET TISSUE Reg. 10c Limit 3 **3 for 17c**

KEY COUPON Double Edge BLADES Pkg. of 20 Limit 1 **23c**

VICKS NOSE DROPS 50c Size **39c**

IPANA TOOTH PASTE 50c Size **39c**

Marlin Blades Double Edge Pkg. of 18 **25c**

SCHICK Injector Blades Pkg. of 20 **67c**

MENNEN BABY OIL 50c Size **43c**

SQUIBB COD LIVER OIL 12-oz. Bottle **98c**

PERTISSIN For Coughs 60c Size **49c**

Milk of Magnesia Tablets Bottle of 100 **19c**

KEY COUPON BENEFAVITAMIN B-COMPLEX Fortified with extra vitamin units. Supplies 5 B-Complex vitamins. **2 WEEKS SUPPLY 39c**

KEY COUPON TOBACCO'S POUND AT CUT PRICES

KEY COUPON COMPARE! SIZE PRICE RESULTS

KEY COUPON LISTERINE TOOTH PASTE Still only **33c** BIG DOUBLE SIZE TUBE

KEY COUPON IDEAL for FEMININE HYGIENE Zonite **23c 47c 79c**

KEY COUPON 6 VITAMINS and 3 MINERALS ALL IN ONE TABLET! VIMMS REG. SIZE **49c** LARGE SIZE **1.69**

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The Rochester Sun

SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave. S. Rochester, (4), N. Y. Distributed 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. By carrier, 10c per month.

SEVENTH YEAR—No. 4

ROCHESTER, N. Y., THURSDAY, NOVEMBER 25, 1943

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

Thanksgiving - 1943

What? A day of Thanksgiving in the midst of the greatest war history? How can we, as a nation or as individuals be thankful for anything today when foreign soil all over the world is being soaked with the blood of our young men; when families are being broken up; when misery and suffering run rampant throughout the earth? Are we just "going through the motions" today to carry on a pleasant tradition or are we truly cognizant of our multitudinous blessings?

For us here in America today should be a real Thanksgiving Day. Surely, if the pilgrims, facing an uncertain future in an unknown world felt impelled to set aside a special day of Thanksgiving to their maker, we today have that obligation in an even greater sense.

Life was not easy for the founding fathers of this country. They did not ask for a life of ease; nor did they expect it. They, too, had lost many of their number to a cruel and heartless enemy. Yet, through it all, they saw the hand of God moulding their lives and their destinies. And they expressed their thanksgiving sincerely and with heartfelt convictions.

Or, let us contemplate life today in the United States with other parts of the earth. Forget the pilgrim fathers if we must. Think of other nations today. Prostrated by war; their land ravaged by an invader; suffering a lack of the very necessities of life, yes—even life itself. And then we complain! We whine because we couldn't get one of the few turkeys and can only serve chicken, or duck, or roast beef, or even only a hambone today? Let's be sensible! There isn't a reader of these lines who isn't either filled with the fruits of the earth right now, or can detect those delectable odors emanating from the kitchen with the least only an hour or two away. None of us is starving. None of us lack shelter. Our land is still free! Our government is the one we choose—freely and without coercion. Our churches are open—not as a privilege granted by state but as a God given right of each individual.

We do not fear the future because our trust for that future is not in the hands of some maniacal paperhanger, not in any direct descendant of the sun god, nor even in some theoretical super race. Our trust for the future is in God—the God who created this earth—the God who has peculiarly and particularly poured out His blessings on us as a nation. Our destiny is in the hands of God. For that, let us be thankful.

The old-time church hymn admonished us to "count our blessings one by one and see for us what God has done." It behooves each one of us to do just that. Then we will celebrate a real Thanksgiving Day. We have every right to.

RATIONING At a Glance NOW VALID

FOOD
No. 29 sugar coupon (Expires Jan. 15)
A, B, C green coupons (expire Dec. 20)
G, H, J, K brown coupons (expire Dec. 4)
L brown coupons (expire Dec. 4)

GASOLINE
A-B coupons (expire Feb. 8)

FUEL
Period 1 coupons (expire Jan. 3rd)

SHOES
No. 18 coupon good indefinitely.
"Airplane" No. 1 coupon good indefinitely.

URBANE



Reigning dress fabric of frosty days is economical and luxurious-felling velvet. Ermine tails give special significance to the rich and flattering black suit designed for petite Jessica Dragonette for luncheons and afternoon concert wear. Perennial symbol for elegance, velvet requires practically no care; simply brush and hang over a bathtub of steaming water and the rich pile rises to its original beauty.

Aviation Exhibit To Show Models Of Current Planes

Frank E. Gannett will serve as chairman of a special aviation exhibit to be shown during December at Bausch Hall of the Rochester Museum of Arts and Sciences, according to Dr. Arthur C. Parker, the director. Gannett, who is both a Fellow of the museum and a member of its Academic Council, will be assisted by Ernest W. Veigel, Jr. who will act as marshal.

The month's exhibit, "Skies of Tomorrow," has been planned in honor of Aviation Day, December 17. Many of the country's leading aircraft corporations have signified their desire to participate in the display, and some of the material to be shown has already arrived.

Throughout the month, special films on aviation, many of them in color, will be shown on the regular 3 o'clock Sunday afternoon movie programs.

Present plans are to display accurate scale models of as many types of planes as possible. In addition to members of the Hobby Council, who have been invited to participate, anyone is welcome to offer model planes for exhibit during the month.



MEETINGS 1943

Seal Sale Opens In City, County

Thirty-seventh annual nationwide Christmas Seal Sale, in which the Tuberculosis and Health Association of Rochester and Monroe County takes part, opened Monday, and will continue until Christmas.

This year, for the first time, the Seal of the American tuberculosis associations is being used by the national tuberculosis organizations of England, Canada, Mexico and Brazil to raise funds for their respective campaigns against the disease.

Among the wartime projects of the Association, which will be carried on during 1943 and supported by the money raised between now and Christmas, are: tuberculosis skin test programs in industries and schools, early diagnosis campaign against tuberculosis, adult health education, social hygiene program, school health education and cooperation with the official health and welfare agencies.

The artist of this year's Seal is Andre Dugo, an American-Hungarian who lived in Paris before coming to this country years ago.

209th Club To Fete Service Men At Military Center

Complete dinners for 125 service men, plus an evening of entertainment and dancing are on the program of the 209th Club next Saturday when members of the club will act as hostesses at the Military Service Center in the New York Central Station.

A program of entertainment will follow the serving of dinner, after which dancing has been planned.

The 209th Club is composed of wives, sweethearts and mothers of members of the 209th Coast Artillery, whose home base is the Culver Road Army.

Mrs. George Hayden and Miss Virginia Shromak are co-chairmen.

Harrison Plans "Waltz Time" Pop Concert Sunday

Before next Sunday's "Pop" Concert is over, the audience should be swinging down the aisles in "waltz time."

For Conductor Guy Fraser Harrison has arranged a program devoted principally to the gay waltzes of such composers as Strauss, Irving Berlin, Friml, Czibulka and Arditi.

In between the waltz numbers, there will be selections from some of the best known light operas.

Glamour for the occasion will come with the solo appearance of Katherine Fryer, soprano, who will sing the famous "Il Bacio" waltz as well as "Ciri-bibi" and "The Song Is Ended."

RECEIVES COMMISSION
Arthur J. Cicarelli, 50 Glide St., recently received a commission as 2nd Lieutenant in the Medical Administrative Corps at the Camp Berkeley (Tex) Officer Candidate School.

SALE

Fall and Winter

HATS

VALUES TO 3.99

2 for \$1

BARGAINS YOU CAN'T AFFORD TO MISS!

MAIN FLOOR

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190 MAIN STREET E.

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ARE ALWAYS A WELCOME GIFT Especially When They Are From CHAMPIONS

CHOOSE FROM OUR LARGE SELECTION A GIFT THAT WILL GIVE LASTING PLEASURE

Men's Smart Looking Zip or Button Herringbones, Plaids or Plain Color

COAT SWEATERS \$2.69 up to \$6.50

Men's Heavy Shaker Knit All Wool **COAT SWEATERS \$7.50**

Excellent for policemen, guards, bus drivers and all outdoor men.

Sweater Illustrated at the Right **\$4.95**

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LADIES' ALL WOOL CARDIGAN STYLE COAT SWEATERS
Sizes 34 to 40 **\$4.95** Ass. Colors

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Sizes 36 to 46 **\$2.98** V Neck
Navy — Black — Royal

ALL-WOOL KHAKI SLEEVELESS SWEATERS
Small **\$1.98**
Medium **\$2.98**
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Others: Navy and Khaki—2.98

HUNDREDS OF SLEEVELESS SWEATERS All Colors
\$1.98
\$2.98
\$3.98

Men's Part Wool SLIP-ON SWEATERS
Sizes 36 to 46 **\$2.49** And Up

Men's 100% All Wool PULL-OVER SWEATERS
Navy Khaki Royal Maroon Brown Buff Black
Sizes 36 to 46 **\$4.95**

Boys' or Girls' 100% All Wool PULL-OVER SWEATERS \$2.95
Sizes 28 to 36
Men's All Wool Turtleneck Slippers \$5.95
Whites \$6.95

Men's All Wool ZIPPER FRONT COAT SWEATERS \$4.95 and \$5.95

MEN'S PART WOOL ZIPPER FRONT COAT SWEATERS
Navy Brown Oxford **\$3.69** Sizes 36 to 46
All Wool Button Front Coat Sweaters **\$2.98 - \$3.79**
Whites **\$4.98**

Boys' COAT SWEATERS \$1.98 and \$2.98

Champion KNITWEAR CO., 71 ST. PAUL ST.
1 1/2 Hour Free Parking for Customers, Strand Parking Station

Amusements

CENTURY NOW PLAYING "CLAUDIA" with Dorothy McGuire and Robert Young. Plus "HIYA SAILOR" with Donald Woods and Elise Kins.

LOEWS NOW PLAYING Mickey Rooney and Judy Garland in "GIRL CRAZY"

PALACE NOW PLAYING Olivia DeHavilland in "GOVERNMENT GIRL" Plus John Loder in "ADVENTURE IN IRAQ"

CAPITOL NOW PLAYING Bette Davis, Eddie Cantor and Errol Flynn in "THANK YOUR LUCKY STARS" Plus John Loder in "MURDER ON THE WATERFRONT"

HUDSON SUN AND MON. "BEHIND THE RISING SUN" with Margo and Tom Neal. Plus "MEXICAN SPITFIRE'S BLESSED EVENT" with Lupe Velez.

LITTLE STARTS SAT. "ONE FOOT IN HEAVEN" With Frederic March and Martha Scott

REGENT NOW PLAYING John Garfield and Maureen O'Hara in "THE FALLEN SPARROW". Plus Alan Jones in "YOU'RE A LUCKY FELLOW, MR. SMITH"

REXY SUN, MON, TUES. "MR. LUCKY" with Cary Grant and Lorraine Day. Plus "CHINA DOCTOR" with Warner Baxter and Margaret Lindsay

TEMPLE NOW PLAYING ON STAGE IN PERSON—MERRY MACS—STAGE, SCREEN AND RADIO STARS On the Screen—Ricki Vallin in "SMART GUY"

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KAY'S COMMENTS . . . by kay shearer

YOUNG HEADS full of work and play quiting wear those **YOUNG HATS** from **JOELS** BERETS in wool felts—in gay riddy colors—(dark ones too). **CHENILLE** Hats for that fashionable up-swept outline the young love so well. The beloved **BEANIE** or **CALOT**—some with a saucy feather shooting at a rakish angle. The becoming **DUTCH CAP** that gives that "little girl" look. You in one of these **HATS** from **JOELS**, no matter what your age, will feel an upsurge alive to momentous times. Priced at a gentle \$1.98 to \$2.98 at these prices you'll be able to afford a couple of these becoming versatile **HATS**. **JOELS**—215 EAST MAIN ST.

Just your size—in ladies—those **WOMEN'S** rocks at **RIPTON DRESSES** Regular and half-sizes—in warm pastels and blacks. Black velvet appliques with smart quilting at the shoulder line. Jeweled buttons—on some—silver buckles on others. Ask for **WOMEN'S DRESSES**. I know **RIPTON DRESSES**, 739 **MONROE AVE.**



The oldest and most national of all our festivals—**THANKSGIVING DAY** is being celebrated today. This year of victories—we have special reason to give thanks. For this bright, rich and carelessly secure country of ours is saved to us by the grace of the millions of American boys—yes and girls too, now in uniform. Humbly we thank them. Proudly we thank them. May we so long and so steadfastly remember the debt we owe them, that out of our deep sense of obligation we shall build a better world, worthy of their sacrifices. Let us give thanks for our glorious victories the year has brought, for the harvests that will help save the world from hunger. But most important give our thanks to the fighting youth of America. Thank God for them all. . . . Devotedly—Kay

Every Thursday till 9 P. M.—there is a special service at **ROCHESTER GAS & ELECTRIC**. Call 7070 and ask for **HOME SERVICE**. A pleasant voice will answer your questions on Food Preparation, recipes, rationing and care of your household equipment. This service is intended for the busy woman who is otherwise occupied throughout the day. It is in addition to their usual daytime service. **89 EAST AVE.**

More and more women are buying their **FURS** at **SHAHER CO.** Why, 'cause in these days of curtailed buying, **QUALITY** is the watch-word. Quality is nothing new to **SHAHER CO.** For years their label has signified just this. When you invest in a fur coat you must be sure you have received value. Whether you pay \$199 or \$1900, you get more than you bargained for. If your coat boasts first quality pelts, need we mention fashion, everyone knows that **SHAHER CO.** leads in the fashion fur world. Every coat in this reputable shop is fashioned in the very newest, most becoming style. When you toss your fur coat over a chair, you and all the world will know when the label is **SHAHER CO.**

that you have invested in quality, in a coat that's going to give you years and years of wear. Deferred payments may be arranged at **SHAHER CO.** 31 **EAST AVE.** All prices include a tax.

GLOVES you love to touch—**FUR GLOVES** in lovely colors—ideal for Christmas gifts. Priced \$1.98 and \$2.98. At **MARLENE HAT SHOP—HOTEL SENECA**. You'll love their smart becoming hats too. Prices start \$7.95 up. Open Eve. and Sunday's by appointment. **Monroe 2208W, 240 ROSEDALE ST.** off Monroe.

Say **MERRY CHRISTMAS** with a smart new dress from **ZWEIG DRESSES**. Wool-Crepe in regular and half sizes—including larger sizes. You'll like the personal service at **Zweig's**—also the dresses—they're priced \$7.95 up. Open Eve. and Sunday's by appointment. **Monroe 2208W, 240 ROSEDALE ST.** off Monroe.

"Claudia" Opens Run At Century Theatre

"Claudia" represents escape into reality, according to Dorothy McGuire, who should know—she plays Claudia. "Comfortable existence on a tiny farm, such as Naughton's home in 'Claudia' represents ideal living to the majority of Americans," says 20th Century Fox's newest star, who appears with Robert Young and Ina Claire in the film which opened yesterday at the Century. It is the story of a family—a family who changes as all things in nature progress. A leaf dies and a new leaf comes out of the plant. It is the way with the Naughtons. "It's 'escape' entertainment of a new kind—the escape into truth and realism." "Hi Ya Sailor," Universal's latest comedy musical is the second feature on the Century bill. The gay exploits of three young Merchant Marines are highlighted in the brisk plot of the film which features Donald Woods, Elyse Knox, Eddie Quallan, Jerome Cowan and such screen notables as Frank Jenks and Phyllis Brooks.

Adventure Thrillers Heads Regent Bill

A one-man fight against the enemy agents, whose sole mission was against him personally, makes the plot of "The Fallen Sparrow" stand out among the mystery-adventure thrillers. The picture moved to the Regent screen today. Maureen O'Hara and John Garfield, whose strikingly different romance also hits a new note, are co-starred. Their kisses and embraces are exchanged despite the heroine's knowledge that she is Number One on the hard-boiled hero's list of spy suspects! Allan Jones and Evelyn Ankers star in the second feature, "You're a Lucky Fellow, Mr. Smith," a comedy-musical.

All-Star Cast Seen In Capitol Film

Something of an "amateur night" for a floc of highly proficient professionals like Humphrey Bogart, Eddie Cantor, Bette Davis, Olivia de Havilland, Errol Flynn, John Garfield, Joan Leslie, Ida Lupino, Dennis Morgan, Ann Sheridan, Dinah Shore and Alexis Smith furnishes the glittering highlights for Warner Bros. lavish musical production, "Thank Your Lucky Stars," which opens today at the Capitol. Going was off the beaten path the picture has its stars take off on new tangents, but they remain strictly on the beam of outstanding entertainment. The companion feature is an exciting search for a dangerous spy in the Warner Bros. film "Murder on the Waterfront."

Personal To Certain Fat Women

You adult fat people may often slip down without starvation diets and backbreaking exercises. When your excess fat is due to thyroid deficiency and you have nothing else to matter with you, just eat regularly and take **Marmola** tablets. Our scientific recommendations and instructions with the **Marmola** is not a cure-all. If in doubt, ask your time about advisability of treatment and for further information as to the properties and effects of the **Marmola** ingredients, contact a physician. If you need **Marmola**, why not lose those extra pounds? **Marmola** has helped more than twenty million passages during the past thirty years.

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These Are Gifts That Will Please Your Man-in-Service

Service Men's Gift Bar

Locket Ring

Modern design with choice of insignia. Space for his favorite picture. **17.95** EASY TERMS

Apron & Money Belt

Handy apron kit that ties around his waist. Matching money belt. **6.95** EASY CREDIT

Knife

Several styles in these useful pocket pieces. With knife and file blades. **5.00** EASY TERMS

Miraculous Medal

A thoughtful gift he will appreciate. Sterling silver medal on strong chain. **4.95** EASY TERMS

Woman's Insignia Ring

She'll be proud of this lovely 10K yellow gold ring. Choice of insignia for all services. **17.95** EASY TERMS

2-Diamond Zircon Ring

Beautiful new ring she will adore. Large blue Zircon with two fine side diamonds. **29.75** EASY WEEKLY

Famous Make Watches

Fine, accurate watches in a variety of smart styles for men and women. **33.75** EASY TERMS

Music Box

Plays a gay tune when the cover is off. A lovely powder box she'll enjoy using. **6.95** EASY TERMS

Mother-of-Pearl Medal

Sterling silver heart-shaped medal with mother-of-pearl and marcosite trim. **7.95** EASY CREDIT

Lustrous Pearls

Beautifully matched and graduated simulated pearls—a gift she's sure to appreciate. **5.95** EASY TERMS

Lighter Combination

Leather case to hold a full pack of cigarettes, and lighter. A smart, useful gift for any smoker. **12.95** EASY TERMS

Cross for Baby

Gold-filled cross in dainty style, complete with fine chain. A lasting gift. **1.98** EASY TERMS

Coffee Maker Set

Heat-resistant, 8-cup glass Kent Coffee Maker, sugar and creamer to match, and folding table. **5.85** EASY CREDIT

Gift of Romance
A Lovely **RUDOLPH DIAMOND**

"Yankee Girl"—a lovely new style 14K yellow gold ring set with brilliant diamond. **59.50** EASY TERMS

"Admiral"—a glamorous "lover" of beautiful diamond and engagement ring with matching 3 diamond band. **\$127** EASY CREDIT

"Betsy Ross"—typically American in its smart, modern design. Set with three exquisite diamonds. **\$175** EASY WEEKLY

"Bunker Hill"—another exquisite diamond ring that she will cherish forever for its beauty and quality. **\$300** EASY TERMS

Man's handsomely designed ring with large diamond set on onyx. Scroll setting. **59.50** EASY TERMS

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HOSE
THIRD QUALITY
44^c Pair

You're the judge! Remember all the hose you once bought! Well... here it is again! Those business sheers and extra sheers! Certainly you're taking time to shop for gifts... well, don't forget yourself! Give yourself a treat too! Sizes 8 1/2 to 10 1/2! The smart woman knows of what we speak!

Edwards Basement

MAN! OH! MAN! LOOK --
WONDERFUL DRESS

SHIRTS
1.69



Wonderful is right! Wonderful first quality! Now, that means plenty! And... non-wilt collars! That means everything! San for sized shrunken broadcloth! Prints plentiful in all fast colors! Whites too! Sizes 14 to 17!

ALL COLORS and PATTERNS IN

TIES 50^c

As gay as a young blade! But every man and young man wears these ties in good taste! Plaids and stripes! Of fine rayons... resilient construction!

WARM MUFFLERS 87^c

Keeping out the cold! For every-day or dressy wear... great variety! Rayons, wools! Such assortment of plaids and colors!

Edwards Basement

TAILORED AND LACE TRIMMED
RAYON SATIN

SLIPS
1.79



Think about this for a gift! It doesn't take a fortune to get style! Tailoring! Quality! Here you have rayon satin, bias cut slips! High bodice, trimmed with lace... or tailored! Adjustable shoulder straps! Tearose! Sizes 32 to 40!

THE UNBEATABLE
BLANKET ROBE

Bright blue, red, and wine colors! And in all-over designs! Wrap-around style, with tie! Comfortable and roomy and warm! Medium and large!

3.29

Edwards Basement

MERCERIZED
COTTON ANKLETS 19^c

How grand! How swell! Woven tops! All colors! Seconds! Sizes 8 1/2 to 10 1/2.

BRUSHED RAYON ANKLETS 22^c

Definitely new! It looks like wool! Fuzzy and cozy about the best! Pastels and brig hettolers! Sizes 8 1/2 to 10 1/2!

Boys' and Girls' KNEE-LENGTH SOCKS 19^c

It's a date for school! Cuff style! Dark shades... gay stripe trims! Many colors! Sizes 7 to 9 1/2.

Edwards Basement

WHAT LITTLE GIRLS DREAM OF!
CHENILLE
ROBES

2.97



Just like lovely mother's robe! Soft rose, cherry and blue! The cute wrap-around style, with full sweeping skirt! Easily washed in no time at all! — Sizes 2 to 6!

GIFT SLIPS 79^c

That little bit of loveliness that daughter will cherish! Dainty tracery in rayon tulle and satin! Trimmed with lace or embroidery! Built-up shoulders! Size 8 to 14!

WASHABLE GIFT
DRESSES
2.97



There's sparkle in her eye! No wonder! Dresses with all the cheer and brightness of the holidays! Precious trims! Full skirts! Pockets and pleats! Prints of all sizes! Cotton! Spin rayon! And all washable! Sizes 7 to 14!

VARIETY IN YOUR
SKIRTS

School classics! Popularity starting with the youngsters! Just all possible styles and types... pleats, gores, plaids, solid colors! Light and dark plaids! Heavy corduroys! Sizes 7 to 14!

2.97

Edwards Basement

Onions will be smaller; Fearing wet-rot, growers are harvesting early. Maybe there'll be less tears in 'em, too!

An announcement that the number of shoe styles will be reduced reminds us we must take special care of the ones we have. Repair at the first signs of wear, shoe trees for shape and the ol' shinolite for preservation and shine.

Writer Tells Plight Of Unmarried Woman

Thousands of women who have found congenial and profitable employment will eventually have to answer a pertinent question, to wit: "What doth it avail a woman if she is reasonably personable, fairly successful, lives as she prefers to live—and is unmarried at thirty?"

Ruth Lyons discusses this in an article in the November Good Housekeeping Magazine. Telling of a tea engagement with three women from her home town, the author says: "Sooner or later, one of them looks at me and says: 'So you never married.' My accomplishments are suddenly of a great nothingness. My charming apartment the barren nest of a frustrated old maid. Or so their eyes tell me.

Society seems to resent the fact that the unmarried woman has not fallen into the normal pattern of two by two and one to carry. There has always been, in my opinion, something a little ghoulish about the immense amount of morbid curiosity directed toward the genus spinster."

NEW X-RAY DEVELOPED

For the first time in history, X-rays measurable by a voltage of 21,000,000,000 are being produced by the General Electric Co. from a new type of "induction electron accelerator." These rays differ substantially from any other known type.

MEDICAL AIDS

Scientists have turned the poisonous venoms of dangerous snakes to the advantage of man—the cobra venom to alleviate pain; the rattlesnake's to relieve epilepsy; the moccasin's and the viper's to check serious hemorrhage.

Christmas PHOTO SPECIAL



Someone wants your photograph. Give it as a Christmas 'extra'... but order NOW to avoid delay. You'll find Neisner Craftsmanship MORE than measures up to your expectations in the finest, most distinctive photographs you've ever had. Neisner studio can boast the BEST because of their staff of expert photographic artists. They boast LOWER PRICES because ever increasing floods of orders make such prices possible. Pose at Neisner's TODAY.

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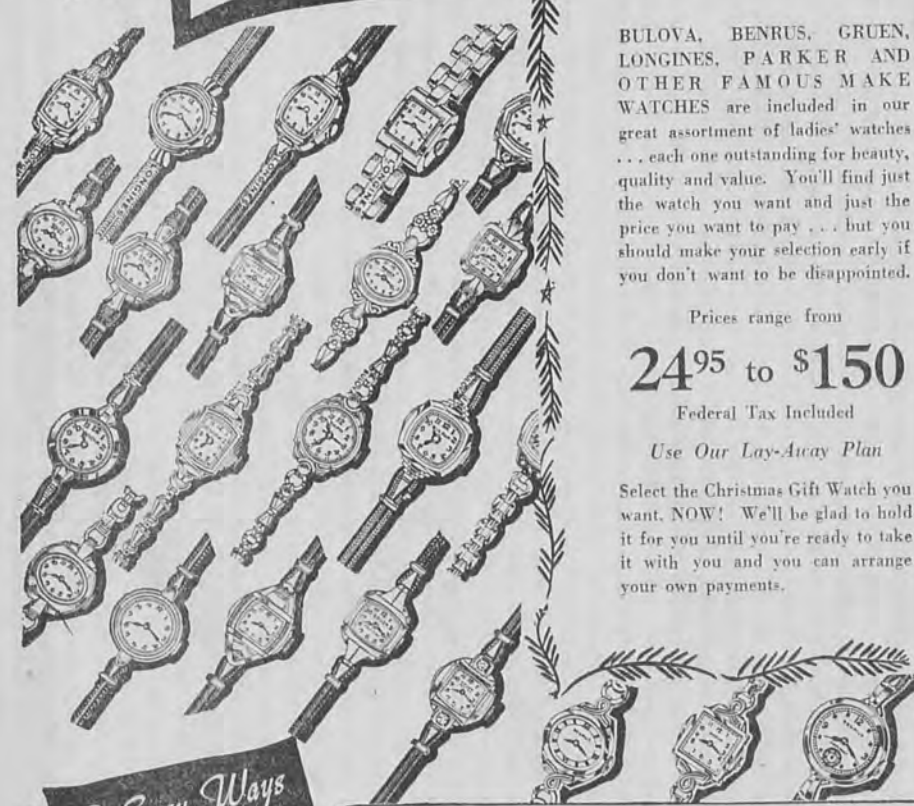
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It's time ... to get HER Christmas WATCH

We're ready now with Surprisingly Large selections **NEW STYLES • LOW PRICES**



BULOVA, BENRUS, GRUEN, LONGINES, PARKER AND OTHER FAMOUS MAKE WATCHES are included in our great assortment of ladies' watches... each one outstanding for beauty, quality and value. You'll find just the watch you want and just the price you want to pay... but you should make your selection early if you don't want to be disappointed.

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Use Our Lay-Away Plan

Select the Christmas Gift Watch you want. NOW! We'll be glad to hold it for you until you're ready to take it with you and you can arrange your own payments.

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An Unusual Offering!
Limited Number!
GRAESER Quality
Natural
Raccoon Coats
\$175 up

Fashioned of carefully selected fine dark, let-down, natural pelts — beautifully matched and marked! Graeser high quality! Wonderful values!

Store Open Monday Evening

WM. V. GRAESER CO.
Rochester's Largest Exclusive Manufacturing Furriers
38-40-42 CLINTON AVE. NORTH

KEY COUPON

RINSO Large Box **18c** Limit 1

KEY COUPON

SANITARY NAPKINS Box 12 Reg. 29c Limit 2 **11c**

KEY COUPON

WAXED PAPER 125 Feet Cutter Box **13c** Limit 2

KEY COUPON

MEDICATED THROAT DISCS (Parke Davis & Co.) Box 60 **15c**

Oral or Rectal Fever THERMOMETER **59c**

DR. WEST VRAY 50c Size **39c**

SQUIBB TOOTH POWDER Large Size **37c**

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

MIDOL TABLETS 40c Size **32c**

FEENAMINT LAXATIVE CHEWING GUM—25c Size **19c**

BAYER ASPIRIN Reg. 75c Bot. 100 Tablets **59c**

470 N. GOODMAN NEAR MAIN **KEY** ROCHESTER'S MODERN **CUT RATE** **457 RIDGE RD. NEAR DEWEY** **1861 MONROE NEAR WINTON**

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!

CASBAH TOILET WATER **\$1.98**

MEI-LING TOILET WATER **\$1.98**

GEM SINGLE EDGE BLADES 5 for **23c**

LUCKY STRIKE Carton **\$1.46** Tax Paid

WOODBURY FACE POWDER 1 1/4 Oz. Size **25c** 50c Size **39c** IN SIX SHADES

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET! **Vimms** **49c** **\$1.69** LARGE SIZE

KEY COUPON

Xmas Cards Box 10 Folders With Envelopes 25c Value Limit 2 **14c**

KEY COUPON

BORDEN'S Chocolate Malted Milk Pound Jar Limit 1 **27c**

KEY COUPON

ADHESIVE TAPE 1/2"x5 yds.—Reg. 10c **2 for 13c** Limit 2

HILL'S NOSE DROPS 35c Size **19c**

BICYCLE PLAYING CARDS Bridge or Pinochle Regular 60c **39c**

BARBASOL SHAVING CREAM 50c Size **26c**

50c Jergens' Lotion 25c Jergens' Cream 75c Value Both For **39c**

SCHOLL'S De Luxe Corn Plasters 25c Size **29c**

Mineral Oil HEAVY AMERICAN Gallon Size **\$1.49**

Aspirin Tabs. Bottle 100 5 Grain Ea. **9c**

BILL FOLDS LARGE ASSORTMENT **98c to \$4.95**

WAR SPLITS VAGABONDS

For the first time since they became a quartet, The Vagabonds will split up on completion of their Columbia picture, "Swing Out the Blues," when Pete Peterson, the bass player, ships out with the Merchant Marine.

WANTED TO BUY!

USED OR SECOND HAND WASHING MACHINES VACUUM CLEANERS REFRIGERATORS

SPOT CASH

Call Monroe 2684-W

WE PICK THE TARGETS FOR OUR BOMBERS

How our Air Intelligence decides what to bomb, picks the spots where a direct hit will hurt the enemy most.

JOBS FOR A HALF MILLION

Skilled experts diagnose the critical ills of our farm lands and prescribe stiff doses of manpower to build a permanently productive agriculture. Other pertinent articles, entertaining fiction and interesting features.

10c NOV. 27 1943. The Saturday Evening Post NOW ON SALE 10c

Rochester Sun, Thursday, November 25, 1943

Sibley's

HAS THE GIFTS YOU NEED FOR A

Beautiful Christmas

GLAMOROUS GIFT TOILETRIES ALL UNDER \$ 5

A way to his or her heart lies in Sibley's gift toiletries. Whether you're on the sending or receiving end of these fine quality gifts, you'll be proud to know they came from Rochester's finest toiletry assortment . . . Sibley's.

All Toiletries Prices Plus Tax

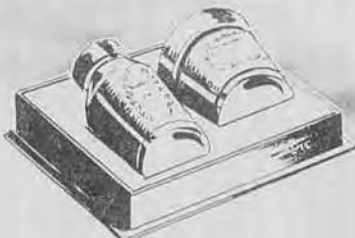
TOILETRIES, FRONT AISLES K TO M, MAIN FLOOR



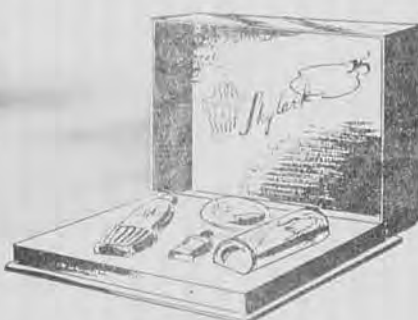
FOAMING BATH SACHET . . . for delightful bubble baths. Softens and perfumes the water. Assorted fragrances. **50c and 1.00**



WHISKEY SHAVING MUG . . . Just like Grandpa's. Filled with shaving soap. Heavy pottery container he likes so well. **1.00**



MILKMAID MINIATURE . . . Two of her favorite beauty preparations. Helps to keep skin young and refreshed. **1.75**



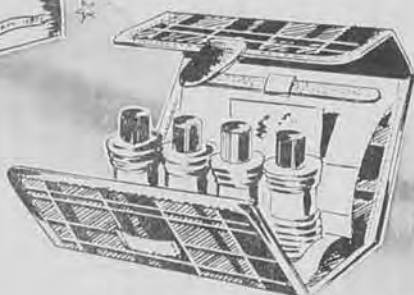
SKYLARK SET . . . glorious light-hearted creation by Barbara Gould. Cologne, perfume, guest soap, talc. **1.25**



CHANTILLY PERUME . . . soft, fragile. As delicate as old lace, twice as beautiful. **3.00**



OLD SPICE MEN'S SET . . . he'll bless you for the shaving mug, after-shave lotion, and talc in the pottery containers. **2.75**



LA CROSS MANICURE KIT . . . Scotch plaid case with leg-nail-trim, Polish, base coat, remover, cuticle remover, implements. **2.50**



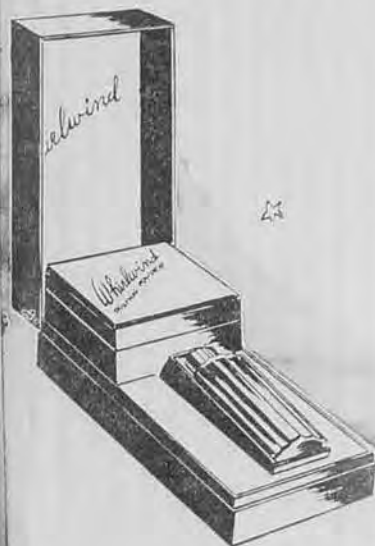
SECRET OF SUZANNE PERFUME . . . elusive, mysterious fragrance captured in an adorable bottle. **3.50**



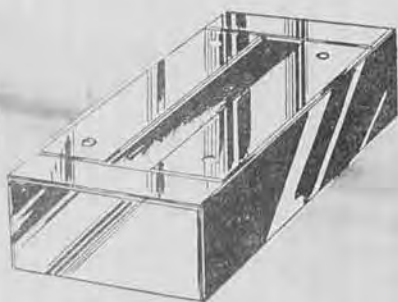
SPORTSMAN MEN'S SET . . . Decidedly masculine. Top in refreshment! Dens shaving bowl, wood capped shaving lotion. **4.00**



DOBOTHY GRAY ELATION COLOGNE . . . clear, refreshing for busy wartime hours. Exquisitely blended. 3-oz. **2.00**



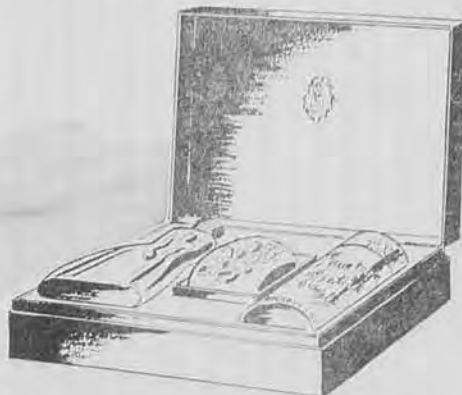
FRANCES DENNEY WHIRLWIND SET . . . keyed to a fast moving world. Clear cologne, dusting powder in daring Whirlwind. **3.25**



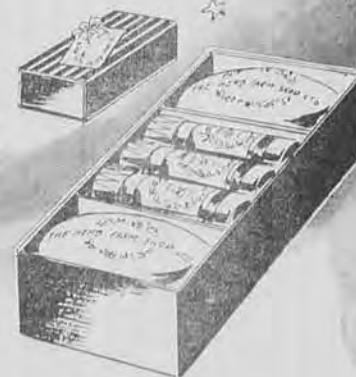
MIRROR TISSUE BOX. Beautifully made to hang on wall or for display. **2.00**



WOOD VIOLET CREME-DEEP COLOGNE . . . Tone's creme-deep cologne so softening to the skin. Retains its woody violet fragrance for hours. **1.25**



MOUNTAIN HEATHER BATH SET . . . for precious moments of relaxation. Dagon and Remond cologne, soap, talc. **2.00**



HERB FARM BATH SET . . . Two vials of toilet water, bath soaps, and two cakes of soap. Choice of Lilac, Green Moss, Night Scented Stock. **4.75**

SIBLEY, LINDSAY & CURR CO.

Open Friday and Saturday from 9:45 A.M. to 5:30 P.M.

er 25, 1943

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WAITING

Grandma did.

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OW ON 10c

SALE

ON

Cards

14c

ON

EN'S

alted Milk

27c

ON

GIVE

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Reg. 10c

13c

'S

ROPS

19c

PLAY-

ARDS

39c

ASOL

CREAM

26c

's Lotion

's Cream

39c

LL'S

rn Plasters

29c

al Oil

ERICAN

\$1.49

n Tabs.

9c

FOLDS

ORTMENT

\$4.95

For Men in Service
LIKLY'S Gifts
to serve and please!
Be Sure To Ship As Soon As Possible!



\$2.50
\$3.95

FITTED SHAVING KITS
Navy, Khaki, water repellent fabric.



\$1.50 to \$2.00

LEATHER BILLFOLDS
Stamped with desired insignia.



\$3.95

FITTED APRON KITS



\$4 to \$10

Unfitted LEATHER CASES

LIKLY Gift Center
Mail Orders 271 Main St E. Est'd 1844

Children's Theatre Plans 'Nuremberg Stove' Next

Next play in the series of Clare Tree Major Children's Theatre Company productions at the Eastman Theatre will be the beloved story, "The Nuremberg Stove." It will be performed on Saturday afternoon, December 11, beginning at 2:30.

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

The discount coupon printed in this issue 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.

The story was originally written by Quida, who was a prolific writer of romantic novels before she turned to stories for young people. Then she turned out "A Dog of Flanders," "Bimbi," "Two Little Wooden Shoes" and "The Nuremberg Stove."

In spite of many shifting trends in juvenile literature, they are all popular favorites to this day. And the best of her works is undoubtedly the one chosen by Mrs. Major for her celebrated company.

It is a curious fact that the most successful books for young people are almost invariably written by authors who have acquired a sure technique by writing successfully for grown-ups. That is proved by Carroll's "Alice in Wonderland," Barries "Peter Pan," Maeterlinck's "The Blue Bird" and other gems of juvenile literature.

The story concerns a stove fashioned by the famous Hirsch vogel, which inspired Quida to write about little August, who loved the stove fervently.

There is also especial interest in "The Nuremberg Stove" because the play opens in the kitchen of the salt baker's cottage, just before Christmas.

Rebekahs Plan December Activities

Guiding Star Rebekah Lodge will meet on Tuesday, December 7th with N. G. Blanche Mercer presiding. After the meeting the Past Noble Grand's Club will have a bazaar. Mae Kern in chairman.

On Friday, Dec. 3rd the officer's club will meet with P. N. G. Bertha Gibbs, 125 Yarmouth Rd.

Shining Star Rebekahs will have their Christmas party on Tuesday, Dec. 14 at 1239 Lake Ave.

COUPON

This Coupon Is Worth

10¢

Towards Price of Admission To See

'THE NUREMBERG STOVE'

EASTMAN THEATER

Saturday, Dec. 11, 1943
2:30 O'Clock

Seats: 30c, 40c, 55c, 83c

Including Tax Present this coupon at theatre box office before 6 p. m. Friday, Nov. 5. Good for 10c reduction on any priced seat in the theatre for the performance herein specified.

Name

Address

Age

Donations Sought For PTA Sponsored Rummage Sale

Dishes, playing cards, curtain rods, games, toys, shoes, rubbers and other clothing, are among the articles sought for a rummage sale sponsored by the PTA of Kodak School No. 41 on December 21 and 22. Those who have articles to donate for the sale may call Mrs. Harry Malley at Glen 1394 and a member of the group will call for the donation.

Second Child Study Class To Be Held At No. 16 School

Proper training in the value of money will be the topic for discussion at the second in a series of six child study problems, sponsored by the No. 16 School PTA and conducted by Miss Florence E. Winchell, child guidance director. The meeting, open to adults of the No. 16 School community will be held next Wednesday starting at 1:30 p. m.

Have Your Christmas Gift Pictures Made Early-Avoid Disappointment

Take Advantage of our

PORTRAIT TEST SITTING



Edwards Portrait Test Sitting is the popular new way to have your photograph made. We do this to acquaint you with our superior portrait work. We know we can please you and want to prove it at no cost or obligation to you. Stop in and let our expert photographer make our regular 12 pose sitting of you. When you see the proofs you may order as many or as few pictures as you want, or none at all.

12 PROOFS SUBMITTED

each a different pose made doubly clear by the KODATRON SPEEDLAMP

Eastman Kodak's Newest Photographic Equipment



NO APPOINTMENT REQUIRED

PHOTO STUDIO IN THE GREEN ROOM

1ST THOUGHT
of millions at first warning of simple headache or cold's 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? 20 tablets, 20c; 100 for 35c. Demand

St. Joseph ASPIRIN

MENDOZA BEAVER (Dyed Coney) and Premier Bonded **NORTHERN SEAL** \$105.00 (Dyed Coney) Terms: Finest Muskrat and Silver Harecons in guaranteed savings.

CLIFFORD FUR CO.
1232 CLIFFORD AVE.
ONE BLOCK OFF PORTLAND
CLIFFORD FUR SELLS FOR LESS

Always... in Good Taste

Pete Hagen's DELUXE CORDIALS

BLACKBERRY APRICOT
PEACH CHERRY
CREME de CACAO
CREME de MENTHE

To serve... To enjoy. Master blended rich bodied cordials made with mellow imported spirits. A variety to satisfy all tastes—at your neighborhood dealer. A "greater than ever" treat.

Pete Hagen's APRICOT

PREPARED AND BOTTLED BY POPPER-MORSON COMPANY
ROCKEFELLER CENTER, NEW YORK 20, N. Y.

GIVE TO THE NATIONAL WAR FUND

Paint Protects Property

Special **LINOLEUM OFFER**

From our large selection of patterns, all color through to black. It's still possible to modernize that kitchen floor with

ARMSTRONG
INLaid LINO FLOOR \$18.75

Selection of colors. New roller included. Sizes 8 ft. x 36 inches.

WITHOUT ROLLER 29c

WASHABLE WINDOW SHADES

YOU CAN REDECORATE A WHOLE ROOM WITH **Kem-Tone** THE MIRACLE WALL FINISH

FOR ONLY \$2.98

COMPLETE LINE OF XMAS CARDS

LUCAS PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

LOEW'S 25 GUEST TICKETS TO THE FIRST 23 ANSWERS

Mickey Rooney · Judy Garland
IN GEORGE and IRA GERSHWIN'S MUSICAL HIT!
GIRL CRAZY
TOMMY DORSEY

and his ORCHESTRA
with GOLDwyn Mayer PICTURE
DIRECTED BY NORMAN TAUROG

HIT TUNES!
"Let's Blush"
"Till We Meet Again"
"Buddy My Buddy"
"Could You Use the Hat"
"Unbreakable You"
"Fascinating Rhythm"
"The Hot Chick"

Win Tickets To Loew's By Naming These Pictures in Which Mickey and Judy Appeared Together. Send Your Answers to the Rochester Sun No Later Than Friday Nov. 26th

GIL STRATTON · ROBT. E. STRICKLAND
"RAGS" RAGLAND · JUNE ALLYSON
NANCY WALKER · GUY KIBBEE

'Community Night' Celebration Plans Completed By PTA

Plans have been completed for the "Community Night" celebration at Lewis H. Morgan School No. 37 next Tuesday, by the school's PTA, sponsors of the project.

Old time movies, including "The Great Train Robbery" will be shown; a community sing fest will be held and a repeat performance of "Little Red Riding Hood" will be given. Men members of the organization portray the characters in a somewhat hilarious version of the childhood fairy tale.

Tickets may be obtained from any member of the 37 school PTA or from Mrs. Ralph Casperson, chairman of the affair.

White Horse COFFEE
29c lb.
Busy Bee Stores

There'll be more bed springs, pins for civilians this fall, says kitchenware, furnaces, safety WPB.

"THEY SAY MY BOY'S A MURDERER!"
Newspaper headlines screamed the news that this Denver mother couldn't believe—her young son was charged with the killing of two boys. Here are the true facts by the mother of the accused.

SO THEY PUT JOHNNY LOWRY ON ICE
The true facts about the murder of a Scranton taxi driver. A sensational account of clever police methods in rounding up a ruthless killer. Check-full of fact mystery stories and profusely illustrated. Two great magazines in one.

25c JAN. ISSUE Official Detective Stories NOW ON SALE 25c Combined With Actual Detective

JINGLES FROM THE JUNGLES

You can travel the wide world over, On either side of the sea, But you'll never find a better beer Than Rochester's **GENESEE!**

IT'S GENESEE FOR 43

DON'T WASTE A CRUMB OF FOOD

BREAST-O-CHICKEN BRAND TUNA FISH

PRODUCE and CONSERVE SHARE and PLAY SQUARE WITH FOOD.

Breast-O-Chicken Brand tuna fish* is a food saver for two big reasons. There isn't a fraction of an ounce of waste in the tin. You can use even the salad oil it's packed in - and, it combines with "left-overs" to make tasty, nourishing recipes, using food which might otherwise be wasted.

*We realize this popular brand is not always available because it is first in demand when on your grocer's shelf. Adequate supplies are impossible at present.

WESTGATE SEA PRODUCTS CO. SAN DIEGO, CALIFORNIA
BUY BONDS FOR VICTORY KEEP THEM FOR SECURITY

EATS

OPEN ALL NITE

HAMBURGERS · HOT DOGS

"What is it... a Hollywood premiere?"
"No... it's just that Gus hasn't heard of the Government's program to save coal, manpower and transportation by saving Electricity."

Rochester Gas and Electric
Save Electricity to Help Speed Victory!

Shopping

No. 3076—Up-to-date robe for Her doll, 7 1/2 inch, 18-inch, all for fabric requirement.

No. 3681—Perfect homemaker. Small large sizes, Medium lb., applique included.

No. 3855—Darling! Brush-Tail Horse. Horse are each 12 in. to be made from 1/2 yd.

DECRE of FASHI By HELEN

The epidemic aching feet, an upon Christmas be avoided or a Each morning massage the feet with a m parts of witch h oil. Use quick each ending in a over the ankles, enough to incret.

With all the on dress, a gay in the revival o petticoats of t tions of appli and gay ribbon Bonwit Teller being straight Diamond Lil. dress, you'll re favorite is a Alencon lace ribbon bows.

Wonder-wor designers of th stricted by lac produce or exp designs, they efforts in bigh with fashion c

UNIT TOY IS OPE

UNIT 1185-122 Ridge Rd

ber 25, 1943
this fall, says
"RERI!"
another couldn't
two boys. Here
N ICE
A sensational
killer.
ted. Two great
NOW ON 25c
SALE
JUNGLES
world over,
letter beer
SEE!
\$/SGT. Z.

Shopping News Pattern



No. 3076—Up-to-the-minute wardrobe for Her doll. Sizes for 14-inch, 16-inch, 18-inch and 20-inch dolls; for fabric requirements see the pattern.
No. 2661—Perfect present for the homemaker. Small, medium and large sizes. Medium size, 2 1/4 yds. 35-in. applique included in the pattern.
No. 2855—Darling Scottie and Brush-Tail Horse. Scottie and the horse are each 12 inches tall and can be made from 1/2 yd. 35-in. fabric.

Dress Important
Half a century ago, the famous Sarah Bernhardt added drama to mathematics by saying that threentenths of a woman's good looks are due to nature and seven-tenths to dress. Her fractional ratio has literally been reversed by the rationed silhouette of today. Never have fine figures, beautiful skin and healthy hair been at a greater premium. The wartime costume of slender dress, tiny hat and simple shoes focus every attention on the wearer herself. This should inspire every woman to choose this opportune moment to give nature a helping hand by cultivating a good posture, the first requisite of an attractive appearance. And don't wait until New Year's Eve to make a resolution to give that seven-tenths proportion a generous herald a continuance of the body-revealing style.

W. M. F. and S. GEO. SHAFER
Formerly President and Vice-President
MENG & SHAFER
Open Monday Noon to 9 P. M.



The gift both practical and lovely:
SHAFER FURS
of quality and beauty
Mink or Sable Blend
Muskrat Coats \$265 to \$375
Grey and Black Persian
Lamb Coats \$325 to \$795
Silver Fox Coats \$395 to \$495
Alaska Seal Coats \$745 to \$845
Natural Squirrel
Coats \$375 to \$495
Skunk Coats \$295 to \$385
Mink Coats \$1785 to \$2250
FUR JACKETS, \$165 to \$295
FUR SCARFS, \$37.50 to \$375
ALL PRICES INCLUDE TAX

SHAFER CO.
51 EAST AVE. Furriers Since 1880

DECREES of FASHION

By HELEN BRATTRUD
The epidemic of tired and aching feet, an annual visitation upon Christmas shoppers, can be avoided or at least relieved. Each morning and evening massage the feet for two minutes with a mixture of equal parts of witch hazel and mineral oil. Use quick rotary strokes, each ending in an upward sweep over the ankles. Press just hard enough to increase the circulation.

and buckles. Starting with a pair of black suede classic opera pumps, singer Joan Brooks has built a dusk-to-dawn shoe wardrobe. She wears the pumps adorned with a tailleur, clips on a matching ornamental bow with afternoon dresses, and uses a steel head buckle or jet and grosgrain pompon with short dinner dresses. It's as effective as having three pairs of shoes.

With all the grim restrictions on dress, a gay note is sounded in the revival of frivolous short petticoats of taffeta, combinations of appliqued satin on lace and gay ribbon bows sewn flat. Bonwit Teller describes them as being straight out of the era of Diamond Lil, a showy era of dress, you'll recall. A particular favorite is a dainty all-over Alencon lace with fragile blue ribbon bows.

Wonder-workers are the shoe designers of the moment. Restricted by lack of materials to produce or experiment with new designs, they've spent their efforts in brightening their field with fashion coordinating bows

LINCOLN-ALLIANCE
Pay by Check
ACCOUNT

Gives the
Housewife Leisure,
Security and
Saves Energy,
Tires and Gas

The modern housewife is a busy woman these days. In addition to her household duties, there's work for Civilian Defense, Red Cross and other civic and patriotic activities. Time is precious. A Lincoln-Alliance Pay-by-Check Account save her time and energy.

Think how much easier it would be for YOU to write a few checks and drop them in the mail box. No running around to various stores and offices each month to pay bills. Saves gas and tires, too!

The Lincoln-Alliance Pay-by-Check plan is a marvel of simplicity and economy. You pay only 5c per item deposited and 5c for each check you write. No minimum balance is required. With a Pay-by-Check Account you know exactly where you spend your money.

You may open a Pay-by-Check Account with any amount at any of our twelve handy neighborhood offices.

ALL CITY OFFICES OPEN MONDAY EVENINGS

LINCOLN-ALLIANCE
BANK AND TRUST COMPANY

MAIN OFFICE: 183 Main St. E.
LINCOLN OFFICE: 33 Exchange St.
LAKE AVE. OFFICE: 1495 Lake Ave.
WEST END OFFICE: 886 Main St. W.

EAST END OFFICE: 460 N. Goodman St.
MONROE AVE. OFFICE: 549 Monroe Ave.
PORTLAND-CLIFFORD: 520 Portland Ave.
TWELVE CORNERS OFFICE: 1853 Monroe Ave.

DEWEY-STONE OFFICE: 2865 Dewey Ave.
IRONDEQUOIT OFFICE: 621 Titus Ave.
NEWARK OFFICE: Newark, N. Y.
BROCKPORT OFFICE: Brockport, N. Y.

Member Federal Reserve System Member Federal Deposit Insurance Corporation

MAS HOME
SEARS STORES

and Saturday 'til 9 P. M.
amounts of \$10 or Over, at Both Stores

HING BOARD
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Both Stores

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EVE BOARD 55c
Both Stores

& WHITE
ICE POT 1.55
Both Stores

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Both Stores

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ER 6.95
100 feet, 150—8.75
Both Stores

CROSS COUNTRY
ALCOHOL
RUST RESISTING
PROOF 99c
100 Gal. price, Both Stores

SALT
19c 10-lb. bag
95c 100-lb. bag
Both Stores

Attractive
"Dresser-up's"
FIREPLACE MANTLE
And Accessories
24.95
Basement, Monroe

Stark white, beautifully constructed mantel to camouflage your too-long walls. (Gives your rooms 'warmth' without the bother of flying ashes!)

TO GO WITH IT:
Realistic Electric Logs 4.65
Fireplace Tool Set 8.95 to 12.95
Temprex Grates 7.95
Quaint Hearth Brooms, 89c to 98c

Buy On Our Budget Plan

42-Pc. All-White
DINNERWARE
3.88
Basement, Monroe

Heavy, all-white china just like Grandma used to have. So rich, plain—it blends with everything!

17-Pc. Glass
Luncheon Set
1.38

10-Pc. Crystal Salad Set 1.44
8-Pc. Apple-Custard Set 66c
Basement Monroe

FINAL CLEARANCE NOW OF STORM SASH

Genuine Ponderosa Pine frames in two styles, some glazed with putty and some with wood beads, all glazed with clear glass. We reserve the right to fill your order with either type. Select your size from list shown below. On sale Both Stores. Buy On Our Budget Plan in Amounts of \$10 or over.

SIZE	PRICE	SIZE	PRICE
1-4x3-11/2	1.89	2-0x3-11/2	2.05
1-6x3-11/2	1.85	2-0x4-3/2	2.53
1-6x4-7/2	2.37	2-0x4-11/2	2.59
1-6x5-3/2	2.47	2-0x5-3/2	2.69
1-8x3-11/2	2.05	2-0x5-7/2	3.23
1-8x4-7/2	2.24	2-0x5-11/2	3.52
1-8x4-11/2	2.49	2-2x4-11/2	2.69
1-8x5-3/2	2.56	2-6x3-11/2	2.49
1-8x5-11/2	3.04	2-6x3-3/2	2.49
1-10x4-11/2	2.65	2-6x3-11/2	2.75
1-10x5-3/2	2.75	2-6x4-3/2	2.88
1-10x5-7/2	3.07	2-6x5-11/2	3.84
2-0x3-11/2	1.95	2-8x3-11/2	2.88

UNIT PARTS TOYLAND IS OPEN NOW!

FRINGE JOY FOR THE FAMILY
RING TOSS
A game of skill that can be enjoyed by young and old. 98c

ZELLOPHONE
The children will have loads of fun playing their favorite nursery tunes. VISIT OUR CHRISTMAS TOYLAND 98c

UNIT PARTS
1185-1222 MAIN ST. E.
Ridge Rd. near Lake Ave.

E at S. UNION
GE ROAD WEST Rochester, N. Y.

Sears BRINGS Christmas HOME

GIFTS FOR EVERYONE . . . AT BOTH SEARS STORES



Both Stores Open Friday and Saturday 'til 9 P. M.

Buy On Our Easy Pay Budget Plan in Amounts of \$10 or Over, at Both Stores



10-Gallon Metal
GARBAGE CAN

1.33
Both Stores

Made of long-wearing sheet steel painted gun-metal gray. Holds much—grand for ashes or your tin-can collection!

Large 15x54 Size
IRONING BOARD

3.99
Both Stores

Stands up firm as "Gibraltar" . . . just the right size to iron shirts and large flat-work. Meant to last for years and years.



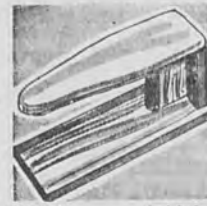
MERIT WAX . . . Gal. **99c**
Both Stores



6-SEWN BROOM . . . **88c**
Both Stores



IRONING BOARD PAD AND COVER **1.33**
Both Stores



HANDY SLEEVE BOARD **55c**
Both Stores



ALL-AROUND DUST MOP . . . **83c**
Both Stores



RED & WHITE SAUCE POT . . . **1.55**
Both Stores



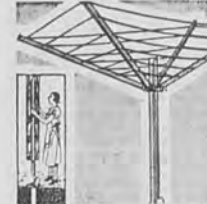
SAUCE PAN CHROME COVER . . . **1.55**
Both Stores



GLASS CANNISTER SET **77c**
Both Stores



6-CUP DRIP COFFEE MAKER **88c**
Both Stores



CLOTHES DRYER **6.95**
100 foot, 150"—8.95
Both Stores



READY-PASTED WALLPAPER

Sponge the back lightly with water . . . then smooth it on . . . easy as A, B, C. Three boxes for most rooms. Variety of patterns, colors—including borders!

Covers Any Surface
SEROTONE

2.27 Gal. **2.19** box
Both Stores

Roll or brush it on . . . covers wallpaper, woodwork, quickly, easily. Decorators' pastel shades. Do spruce up your walls now for the holidays!



Xmas Is Ski Time!
SKI OUTFIT

Hickory-Ski—And Cable Bindings

14.64
Both Stores

Buy On Budget Plan

If you want to board the first ski train—ORDER IMMEDIATELY. These skis are going to ZIM out of our Sports Department quicker than a professional high-jumper!



STURDY CART **3.69**
Both Stores



188 PROOF ALCOHOL . . . Gal. **99c**
Bulk price. Both Stores



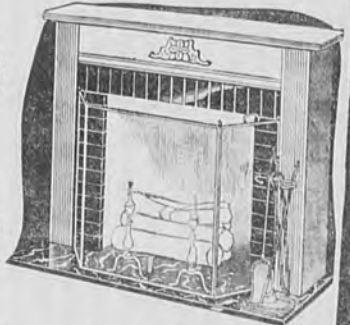
CLOSET SEAT **2.88**
Both Stores



ROCK SALT **19c** 10-lb. bag
95c 100-lb. bag
Both Stores

Attractive "Dresser-up's"
FIREPLACE MANTLE
And Accessories

24.95
Basement, Monroe



Stark white, beautifully constructed mantle to camouflage your too-long walls. (Gives your rooms 'warmth' without the bother of flying ashes!)

TO GO WITH IT:

- Realistic Electric Logs 4.65
- Fireplace Tool Set 8.95 to 12.95
- Temprox Grates 7.95
- Quaint Hearth Brooms, 89c to 98c

Buy On Our Budget Plan

42-Pc. All-White
DINNERWARE

3.88
Basement, Monroe



Heavy, all-white china just like Grandma used to have! So rich, plain—it blends with everything!

17-Pc. Glass
Luncheon Set
1.88

- 10-Pc. Crystal Salad Set 1.44
- 8-Pc. Apple-Custard Set 66c

Famous Corning Glass luncheon set. Especially effective on deep colored, plain linings.
Basement Monroe

FINAL CLEARANCE NOW OF STORM SASH

Genuine Ponderosa Pine frames in two styles, some glazed with putty and some with wood beads, all glazed with clear glass. We reserve the right to fill your order with either type. Select your size from list shown below. On sale Both Stores. Buy On Our Budget Plan in Amounts of \$10 or over.

SIZE	PRICE	SIZE	PRICE
1-4x3-11/2	1.89	2-0x3-11/2	2.05
1-6x3-11/2	1.85	2-0x4-3/2	2.53
1-6x4-7/2	2.37	2-0x4-11/2	2.59
1-6x5-3/2	2.47	2-0x5-3/2	2.69
1-8x3-11/2	2.05	2-0x5-7/2	3.23
1-8x4-7/2	2.24	2-0x5-11/2	3.52
1-8x4-11/2	2.49	2-2x4-11/2	2.69
1-8x5-3/2	2.56	2-6x3-11/2	2.49
1-8x5-11/2	3.04	2-6x3-3/2	2.49
1-10x4-11/2	2.65	2-6x3-11/2	2.75
1-10x5-3/2	2.75	2-6x4-3/2	2.88
1-10x5-7/2	3.07	2-6x5-11/2	3.84
2-0x3-11/2	1.95	2-8x3-11/2	2.88

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

Dec 25, 1943
Special
2
Extra
TRAITS
AS
of sizes
active de-
fects.
exclusive
LMOIVE
WE CREAM
LMOIVE
N
TEETH
are sparkling
out any brush-
ing. Your teeth
to bright and
water
and only
them but
removes stains
discolorations,
checks denture
in. Absolutely
clean to pieces.
74¢ 10-oz. 49¢
Orders Filled
UGH
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month
Fluor-
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79¢
every For
ULGERS
the entire
with
points, hemorrhoids
swollen
needless pain by
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rest-
rest-
3¢
Mail Orders Filled
HABITS
Be Stopped!
RY QUILTS
cracked
treatment. Can
given secretly in
or drink to any-
who drinks or
Whiskey, Beer,
Wine, etc.
GEE
Finish
STAYS
and STAYS
ly for extra hours,
making new Tongue
streak even in sticky
tiny freckles. Gives
tal-Finish."
d in six flattering
skin complexion type
nettes, redheads.
50¢
NGE

This Week's
\$25 WINNER
G. W. STRASSNER
148 Fairgate St.
WINNING CARRIER:
Jerome Reger, 15 Canton St.
Please Call at Shopping
News for your award

TOTAL TO DATE
Paid by Shopping
News to sustain-
ing subscribers.
\$690

The Rochester Sun

SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave. S. Rochester, (4), N. Y. Distributed 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. By carrier, 10¢ per month.

SEVENTH YEAR—No. 5

ROCHESTER, N. Y., THURSDAY, DECEMBER 2, 1943

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

CONSUMER NEWS

"You can't eat like a bird and work like a horse" . . . so start the day right . . . eat a hearty breakfast. Doughnuts and coffee for breakfast supplies only about one-tenth of a man's daily energy needs and practically none of his other needs.

Liver-ugh! . . . or . . . liver-mmm! Some families do not like liver. Why not try this recipe and see if this is acceptable: 4 slices liverwurst, 1/4 cup crushed cornflake crumbs, 2 tablespoons melted fat (level tablespoons). Roll liverwurst in crumbs to completely cover. Put melted fat in frying pan and heat. Add liver, cook slowly being careful not to burn. Brown on both sides. Serve between two slices of bread or round buns. You may like a bit of catsup, pickle relish, or mustard to add zip.

On the shelf? Not you—your pressure canner! To help own- (Continued on Page 6)

Explains Shortage

To clear up existing misunderstandings about the current liquor shortage, its reasons, and the measures being taken for its relief, the Distilled Spirits Institute has issued a public statement explaining the situation.

The Institute represents the majority of distillers in the nation.

Readers of this paper will find the statement on Page 9 of this issue.

Unveil Medical Painting



PHILADELPHIA, PA.—Dean Cornwell's fifth painting in famed "Pioneers of American Medicine" series was recently unveiled here before 200 scientists, medical men and pharmacists. The new canvas honors William Procter, Jr., of Philadelphia, "Father of American Pharmacy." The series is designed to perpetuate outstanding events in American medical history. Shown are, left to right: Dean Cornwell, the artist, Ensign Melba Cratus, of the Waves, one of the youngest girl pharmacists in Pennsylvania, and Dr. Ivor Griffith, president of the American Pharmaceutical Association. The painting shows Procter, famed for the standardization of drugs, at work in his Philadelphia drug store.

No. 2' School PTA To Hear Two-Piano Recital Wednesday

School No. 23 PTA will meet next Wednesday afternoon at 2 p. m. to hear a two-piano recital by Mrs. Benjamin H. Turk and Mrs. Hugh Dodge. Following the recital tea will be served.

Mrs. Ralph Scott is chairman of the refreshment committee. She will be assisted by Mrs. Hyman B. Freeman, Mrs. Lawrence Richens, Mrs. Sam Davidson, Mrs. Joseph D. Picciotti, Mrs. Herman Wanderman.

Rochesterians Advance In Rank In Army, Navy Flying Service

William O. Smyth, 198 Augustine St. was commissioned as Ensign in the Naval Reserve this week after completion of his flight training course at Pensacola Naval Air Training Center, while Pfc. Kaiser J. Koscielny, 27 Ernst St. was promoted to the rank of Corporal, Headquarters Detachment at Medical Replacement Training Center, Camp Berkeley, Tex.

Health Group Reports \$4,000 In Seal Sale Drive

First week's result of the Christmas Seal Sale of the County Health Committee of the Tuberculosis and Health Association totaled \$4,000.00. Mrs. Douglas O. Scofield, chairman of the campaign committee, reported this week. The sale, which opened Monday, November 22nd, will continue until Christmas.

"This means that we are twenty percent of the way toward our goal," Mrs. Scofield said. "Consequently, we have great hopes of reaching this goal, which was carefully set by officials of the association as the sum needed to carry on next year's work."

As evidence of the interest residents in Monroe County are taking in the campaign against tuberculosis, contributors are writing letters of appreciation for the work being done to promote good health in the county.

To Show Soviet Film Saturday

The "Siege of Leningrad," a documentary film of the Red Army in action, will highlight an American-Soviet Friendship Festival at Eagle's Hall, 22 North Washington St. N. on Saturday evening at 8:30 p. m.

The festival is sponsored by the Current Events Club of Rochester and will include, in addition to the film, a program of Soviet music and dances and an exhibit of Soviet war posters, Samovar tea and Russian pastries will be served.

RATIONING At A Glance NOW VALID

FOOD
No. 29 sugar coupon (expires Jan. 15)
A, B, C green coupon (expire Dec. 20)
O, H, J, K brown coupons (expire Dec. 4)
JAIL
L, M brown coupons (expire Jan. 15)
GASOLINE
A-8 coupons (expire Feb. 8)
FUEL
Period 1 coupons (expire Jan. 3rd)
Period 2 coupons (expire Feb. 6)
SHOES
No. 18 coupon good indefinitely.
"Airplane" No. 1 coupon good indefinitely.

"Under Cover" Author To Speak Here Tomorrow

John Roy Carlson, author of the best-seller, "Under Cover" will "positively appear" in Rochester and fulfill a speaking engagement at the Auditorium Theater tomorrow evening.

This is the word of officials of the Cooper Marine Post of the American Legion, sponsors of the lecture.

Earlier in the season Carlson was to appear in Rochester, but illness prevented him from carrying out his plans. This time, however, he is reported in good health and his appearance is guaranteed.

His talk, "Answering My Critics," is essentially the story of "Under Cover," a book which swept the country by storm, after a famous newspaper publisher threatened suit against publishers of the book and any bookstore selling the tome.

The lecture will begin at 8:30 p. m.

State Quota Set For WAC Enlistment Campaign

New York State's quota of women who volunteer for enlistment in the Women's Army Corps during the WAC ALL-STATES recruiting campaign is based proportionately on New York State's total population as applied against total national casualties.

"New York State wants at least one woman to take the place of every man of this State who is listed as a casualty or missing," Captain Helen J. Crabtree of the local recruiting office, said this week.

"Each State will have its own WAC Company to represent it, bearing the State's flag and arm insignia with the name of the State and the emblem of the State's Service Command."

The Women's Army Corps needs volunteers to fill 155 different types of jobs, ranging from secretary to airplane mechanic or radio operator. Women who are unskilled will be taught their jobs at WAC schools.

WACs receive regular Army pay which includes food, quarters, clothing, and medical and dental care. There are opportunities for promotion as the Corps grows larger and larger, and women who qualify may have the opportunity to attend Officer Candidate School.

"Members of the New York State WAC Company will be together throughout their basic training," Captain Crabtree said. They will have the opportunity to share their new experience with their friends and neighbors, and to work and train together as a unit representing New York

Amusements

Auditorium "THREE IS A FAMILY"
Nights: \$2.75-2.25-1.65-1.10—Mat.: \$1.65-1.10-85¢-55¢—Seats On Sale Now!
DEC. 7 AND 8

CENTURY Held Over 2nd Smash Week—"CLAUDIA" with Dorothy McGuire, Robert Young, Plus "THE STRANGE DEATH OF ADOLF HITLER"
NOW PLAYING

LOEWS Mickey Rooney — Judy Garland in "GIRL CRAZY"
NOW PLAYING Also "DOUGHBOYS IN IRELAND"

PALACE Betty Grable, Robert Young and Adolphe Menjou in "SWEET ROSIE O'GRADY" in Technicolor. Plus Laurel and Hardy in "THE DANCING MASTERS"
NOW PLAYING

CAPITOL Nelson Eddy in "PHANTOM OF THE OPERA" in Technicolor. Plus Monty Woolley and Gracie Fields in "HOLY MATRIMONY"
NOW PLAYING

HUDSON "BACKGROUND TO DANGER" with George Raft and Brenda Marshall.
SUN AND MON. Plus "DUMBO" a Walt Disney Feature.

LITTLE Alfred Hitchcock's "THE LADY VANISHES" with Margaret Lockwood, Paul Lukas and Michael Redgrave.
BEGINS SAT.

REGENT Olivia de Havilland and Sonny Tufts in "GOVERNMENT GIRL" Plus John Leder in "ADVENTURE IN IRAQ"
NOW PLAYING

REXY "THE SKY'S THE LIMIT" with Fred Astaire and Joan Leslie. Plus "NO ESCAPE" with Dean Jagger and Mary Brian
SUN, MON, TUES.

TEMPLE 3 Days Only, Harry Walters Famous Latin Quarter Big Revue with DAVE APPOLLON and cast of 60. On Screen East Side Kids in "OH, MUGGS STEPS OUT"
FRI, SAT, SUN.

RECORD YOUR VOICE FOR THOSE IN SERVICE
MOTHER, DAD & SWEETHEART
THE MOST PRACTICAL GIFT OF ALL
Recordings Daily 9 To 6 P. M.
6 P. M. To Midnight by Appointment
Minimum Charge
We Mail Them For You

Sound Equipment Co. Inc.
Studio 118 St. Paul Street MAIN 6440

SAVING on Every Purchase or Your Money Back

OPEN EVERY NIGHT UNTIL CHRISTMAS . . . UNRESTRICTED PARKING

CHOOSE PRACTICAL AND BEAUTIFUL GIFTS AT
ROCHESTER JOBBING HOUSE
FOR EVERY MEMBER OF YOUR FAMILY!
Save At These Low Prices — And Shop NOW!

Men's 100% Pure Wool
Coat Sweaters

Sporty models and plain conservative styles to suit every taste. 15 colors to choose from.

SIZES 36 - 54
\$2.98 to \$7.79

Men's Flannel and Wool
Heavy SHIRTS

- Heavy Buffalo Plaids
- Red, Blue and Green
- Wool Pin Checks
- Cotton, Flannel, Plain and Plaids

\$1.59 to \$5.98

MEN'S WARM PLAID MACKINAW

Warm, fleecy wools by the makers of famous Buckskin garments. Plaid and plain colors. Sizes 36-52.

\$7.98 to \$16.95

CHILDREN'S SNO SUITS
BOYS - GIRLS

Hood attached separate. Warm wool or water repellent gabardine.

\$7.95 to \$12.95
SIZES 4 - 12

LADIES' & GIRLS' SKI SUITS

A fine selection of smartly styled ski suits that will catch the eye of those desiring distinction of style and quality. Choice of all wools and reversible poplins and gabardines. Many zipper models.

\$7.98 to \$19.95
SIZES 12 - 20

LADIES' WOOL SWEATERS

MANY 100% WOOL
Popular colors and styles to choose from. Smart novelties and classic models and conservative coat styles.

SIZES 34 to 54
\$1.98 to \$6.98

LADIES' FLANNEL or CORDUROY SLACKS
Just the thing for cold days, for around the house or outdoors. Sizes 12 to 20.
\$3.98

ROCHESTER JOBBING HOUSE SPORTSWEAR

STONE 2260

BOYS ALL WEATHER FINGER-TIP COATS

Warm, fleecy coats in button or zipper models water repellent for wet weather. Practical for school or play weather. . . . for cool or really COLD weather.

\$8.95 to \$15.95
SIZES 6 - 22

ROCHESTER'S BIGGEST STOCK MEN'S FINE JACKETS

- Leather
- Melton
- Poplin
- Buckskin
- Wool
- Suede
- Whipcord
- Gabardine
- Zipper & Button

We can't begin to tell you of the various styles and colors you'll find in this tremendous assortment. We can tell you though—"If it's being made, WE HAVE IT."

\$2.98 to \$22.95
SIZES 36 TO 54

LITTLE TOTS 1 PIECE SNOW SUITS

Water repellent Gabardine with warm interlining. Also warm, fleecy suits. Sizes 3 to 5. Red-Blue-Tan.

\$4.98
OTHERS PRICED TO \$10.95

CHILDREN'S Novelty SUITS

• Soldier • Sailor • Officer • Cowboy

\$1.98 to \$4.98

BOYS' GOOD LOOKING Sport Sweaters

• Slip-on • Button • Zipper
A choice of sweaters such as you've never seen before. Many 100% wool, some part wool, many novelty patterns and plain colors. Sizes 36-52.

\$1.59 to \$3.98

KAY'S COMMENTS

by kay shearer

A Christmas touch for a country fireplace. Dab glue on logs then sprinkle all over with gold, silver or colored glitter.

The race is to the swift gift shopper this busy year—don't wait—you'll be told "Sorry, sold out." Think about linen handkerchiefs—there are still some to be had—Handbags are available—but expect to pay more. They have hair-raising price tags attached—but value is there even if the price is high. Gloves are nice for the glamour-puss. Elegant suedes—la-dee-dad with velvet, jet and sequins. Prices are just 'bout the same on gloves this year. Perfumes war notwithstanding still sell for 'bout the same price as last year. Cosmetics of all kinds make nice gifts. Lingerie believe it or not is still available in pure silk—not much of it—and not cheap—but it is still to be had. Change your stuck-up-little-mind about cotton underwear. Some of the finest cottons spun are on the market this year. Costume jewelry always will please the most exacting of women. This item is definitely "up", but never was more beautiful. Has this helped you—I hope so.

AUDITORIUM

Following the cancelling of his recently advertised lecture because of illness, we announce the positive appearance of

JOHN ROY CARLSON

Author of

"UNDER COVER"

Subject "Answering My Critics" Suspects Wm. H. Cooper Marine Post, American Legion

FRI. EVE., DEC. 3
8:30 P. M.

Tickets: At Seneca, Baptist Temple, Powers, Rochester Gas & Electric Cigar Stands and Auditorium Theater. By special request a limited number of reserved seats.

What would please HER more than a new frock from ZWEIF DRESSES? Selections are excellent. Prices range

\$7.95 up. Crepe, Wools, smartly styled, nicely tailored. Fur Coats repaired and relined. Custom made cloth coats to your liking. Open Evenings and Sundays by appointment. Monroe 2208W-240 Rosedale St. off Monroe.

He'll never forget you in one of these adorable JUNIORS from RIPTON DRESSES. The grayest pastels you ever need see. Some of the adored two-pieces, with that fullness 'round the jacket. All trimmed nicely. Some gabardines, some winter serge. All priced at a gentle \$8.95. RIPTON DRESSES 799 MONROE AVE. Open Eve.

Did you know that there has been something new added to the already very efficient service at ROCHESTER GAS & ELECTRIC. Every Thursday 'til 9 P. M. you may call Main 7070—and ask for HOME SERVICE. A pleasant voice will answer your questions on Food Preparation, recipes, rationing and care of your household equipment. This is in addition to their usual daytime service. 89 East Ave.

Would you like to have the figure you had when you were sixteen? You can do it on the famous BATTLE CREEK REDUCING LOUNGE in the PETTIS SALON. New beauty—added pep—better health. Treatments take 35 minutes. The cost—10 for 12.50. Open Every Eve. except Saturday, 327 Burke Bldg. Stone 6210.

Eastman Theatre

SUN. EVENING
DEC. 5th, 8 P. M.

Event Extraordinary

FIRST PIANO QUARTET

Radios Most Brilliant Artists, With

ROCHESTER CIVIC ORCHESTRA

Guy Fraser Harrison Conducting

All Seats Reserved
55c, 85c, \$1.10 Tax Included

REPORTS OF COLDS' BRONCHIAL IRRITATION RECEIVED HERE DAILY. Complaints of colds' chest-muscle soreness increasing. So as colds sweep everywhere with coughing, muscular aches, and nasal congestion—interfering with work and spoiling relaxation and rest, remember this. If you feel terrible, suffering with these miseries, don't go around trying to throw them off without real aid. Count on the ready aid you get with Penetro, the salve with modern medication in a base containing old-fashioned mutton suet. Penetro's counter-irritant effect speeds up local blood circulation, eases tightness of cold-tortured chest muscles. (2) Inside, its medicated vapors soothe irritated nasal membranes and bring warming comfort. Clean, White, Stainless. Always pleasant to use. Only 25c. Double size 50c. For real relief from those colds' miseries always demand Penetro.

SPECIAL! LADIES' PLAIN DRESSES

DRY CLEANED AND HAND FINISHED

85c

SPEEDY'S

212 Court Street

Park Free at Chimes Station

Across The Street

For a center-piece for your dies in assorted sizes and colors Christmas table, that will be assembled on a mirror. The scintillating. Place dripless can—steam will be double.

Beautifully Rebuilt HOOVER COMPLETE With Attachments

Fully GUARANTEED \$19.95 FULL CASH PRICE

For the Same Length of Time as a Brand New HOOVER!

SOLD ON EASY TERMS

10-DAY TRIAL PLAN

Full O.P.A. Allowance On Your Old Cleaner—Sorry No Cleaner Can Be Sold By Us Unless You Have An Old Cleaner To Trade In. Subject To Our Acceptance.

LIBERAL TRADE-IN ALLOWANCE

PENN VACUUM STORES

30 SOUTH AVENUE • STONE 6747

OPEN EVES. TILL 7 P. M.—MON. and THURS. TILL 9 P. M.

NOT FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

For Men in Service LIKLY'S Gifts in wide assortment make it easy to choose just the "right" gift

- Zipper Money Belts \$1.50 to \$3
- Unfitted Leather Cases \$4 to \$10
- Cigarette Cases \$1 to \$7.50
- Tobacco Pouches \$1 to \$5.95
- Comb. File Cases \$1 to \$7.50
- Shaving Kits \$2.50 to \$8.95
- Picture Frames \$1 to \$7.50
- Leather Billfolds \$1.50 to \$2.00
- Military Sewing Kits \$1 to \$3.95
- Fitted Apron Kits \$3.95
- Fitted Toilet Cases \$3.95 to \$35
- Shower Sandals \$1 up
- Furlough Bags \$3.25 to \$17.95
- Writing Kits \$2 to \$15
- Duffel Bags \$1 to \$5.95
- Leather Back Clothes Brushes \$1 up

—Street Floor

Furlough Bags in Luggage Dept.—Second Floor

LIKLY Gift Center

Mail Orders 271 Main St E. Est'd 1844

Here's a suggestion for a Christmas gift—

for that favorite friend who rates more than a card—

— a GAY APRON.

At EDWARDS on Main Floor just as you go in the door, you'll find the "APRON NOOK". Your choice is made easy in the very large selection to be found there. The aprons called "Handy-Half-y" were

adorable. These are the half aprons so popular this season.

Fashioned of batiste, gayly embroidered they sell for a mere \$1.09. There is a nice selection of aprons made in Mexico.

These are bright colors, as you could guess, with applique embroidery outlined in black stitching. They sell for \$1.25. Gay provocative little pinafores in white with blue and red braid trim sell for \$2.98. Ruffled Pinafores in all over pattern in any color you want. Quaint ruffles over the shoulder selling for \$1.89. Percale Coveralls with huge pockets or unbleached muslin trim. These sell for only \$1.

"Turry" white aprons is at it's best. Think your Christmas list over carefully, you'll be surprised and pleased how many people will accept and enjoy one of these useful practical gifts.

EDWARDS "APRON NOOK", Main Floor.

—Street Floor

Furlough Bags in Luggage Dept.—Second Floor

LIKLY Gift Center

Mail Orders 271 Main St E. Est'd 1844

—Street Floor

Furlough Bags in Luggage Dept.—Second Floor

LIKLY Gift Center

Mail Orders 271 Main St E. Est'd 1844

—Street Floor

Furlough Bags in Luggage Dept.—Second Floor

LIKLY Gift Center

Mail Orders 271 Main St E. Est'd 1844

—Street Floor

Furlough Bags in Luggage Dept.—Second Floor

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—Street Floor

Furlough Bags in Luggage Dept.—Second Floor

LIKLY Gift Center

Mail Orders 271 Main St E. Est'd 1844

—Street Floor

Furlough Bags in Luggage Dept.—Second Floor

LIKLY Gift Center

Mail Orders 271 Main St E. Est'd 1844

—Street Floor

Furlough Bags in Luggage Dept.—Second Floor

LIKLY Gift Center

Mail Orders 271 Main St E. Est'd 1844

—Street Floor

Furlough Bags in Luggage Dept.—Second Floor

LIKLY Gift Center

Mail Orders 271 Main St E. Est'd 1844

—Street Floor

It's time... to get HER Christmas DIAMOND

Obtained Before The Starting of The War
Our Selections are Diversified and Cover
A Generous Range For Every Occasion.

3 Easy Ways To Buy At Smalls...
Cash
Charge
Credit

OPEN SATURDAY EVENINGS

LINCOLN'S PHOTO STUDIO

Christmas Special!
10 DAYS ONLY

PHOTO TEST OFFER

12 PICTURES
Each a Different Pose for Only \$1

Give your picture for Christmas! Plan now to visit our photo studio during this special 10-Day Offer. At Lincoln's, you receive 12 Test Pictures for only \$1.00. Your special choice of these 12 pictures may be finished in our better portraits as low as 3 for \$5.95.

Be Photographed now... Avoid Disappointment

This Offer Expires Saturday, Dec. 11th
No Appointment Necessary

LINCOLN'S PHOTO STUDIO

MAIN ST. E. at ST. PAUL Rear Main Floor

Your government is placing great emphasis on HEALTH in these rationing times. It is sometimes a problem to be SURE that your family (children and adults) are properly fed. Here is a suggestion from BRIGTON PLACE DAIRY. Give your family HOMOGENIZED VITAMIN D MILK. When you order this famous milk, you get the best value in finer flavor and better nourishment. You don't have cream-heavy top milk and thinner bottom milk. Cream and all other nutrients are in every drop. So flavor is always uniformly delicious, nourishment is always equally good. ALWAYS JUST RIGHT. Try It—Call GLENWOOD 144 BRIGTON PLACE DAIRY—45 FULTON AVE. Your milk will be delivered. If you're not entirely satisfied after a two week trial, no questions asked—but I'm sure you and your family will enjoy HOMOGENIZED D MILK.

No "It's" and's" or "but's"—about making your own CHRISTMAS CARDS. This is a difficult job. There is a smart way to wish your friends "MERRY CHRISTMAS". At H. H. SULLIVAN's you will be able to buy all the "fixings". Gay colored paper in Christmas colors (Black Print Paper). Black print ink with an oil base. Separate tools selling for 70c and 80c. Linoleum type to speed you on your way. It's fun to make your own "Hello's" and your friends will enjoy your greeting ever so much more than just the conventional card. DRAFTING SUPPLIES may be found at H. H. SULLIVAN's Drafting Boards—T. Squares Photo Oil sets priced \$1 to \$4.90. Drop in and browse 'round, you'll be welcomed and all the help and suggestions you need will be given. H. H. SULLIVAN. 55-57 SOUTH AVE.

Lemon Juice Recipe Checks Rheumatic Pain Quickly

If you suffer from rheumatic, arthritic or neuritic pain, try this simple inexpensive home recipe that thousands have found a relief. Get a package of Ru-Ex Compound, a two-week supply, ready. Mix it with a quart of water, add the juice of 4 lemons. It's easy. No trouble at all and pleasant. You need only 3 tablespoons two times a day. After within an hour, sometimes overnight—splendid results are obtained. If the pain do not quickly leave and if you do not feel better, return the empty package and Ru-Ex will cost you nothing to try as it is sold by your druggist under an absolute money-back guarantee. Ru-Ex Compound is for sale and recommended by Drug Stores Everywhere.

Outstanding Christmas Diamond Features!

Each one a masterpiece of styling and brilliance. Each one priced surprisingly low. However, these are but a few representative values. Our store is well stocked with hundreds of gorgeous Diamond Engagement Rings, and Bridal Sets. Why not choose "her" Christmas Diamond now?

Classic beauty in this new charmingly designed diamond engagement ring. Outstanding quality. Yellow or white gold. \$49.50

Exclusively styled diamond engagement ring. Two brilliant side diamonds. Choice of white or yellow gold. \$79.50

A diamond engagement ring creation of exceptional brilliance with six side diamonds. A rare value. \$125

An outstanding design in a Bridal set. Both rings in perfect match. Your choice of white or yellow gold. \$100

An unusually attractive Bridal ensemble. It's a special value. You may choose between white or yellow gold mountings. \$67.50

Buy with confidence at...

Smalls

28 MAIN STREET, EAST

JEWELERS • OPTICIANS

Open Every Mon. & Sat. Evenings!

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JEWELERS • OPTICIANS

Open Every Mon. & Sat. Evenings!

Sibley's

SINCE 1868, THE *First* PLACE TO LOOK FOR GIFTS

Open Sat. From 9:45 A. M. to 9 P. M.

Regular Christmas Store Hours 9:45 A. M. to 6 P. M.



GIFTED IDEA FOR THE MEN!

"Belnord" Shirts 1.69

No man ever has enough shirts! The men you remember will bless you for the wise choice of "Belnord," deluxe quality shirts that are expertly tailored. Wide selection of striped patterns on blue, tan, or grey grounds. Sizes 13 1/2 to 17.

MEN'S FURNISHINGS DEPT. CROWN AISLE 2, MAIN FLOOR



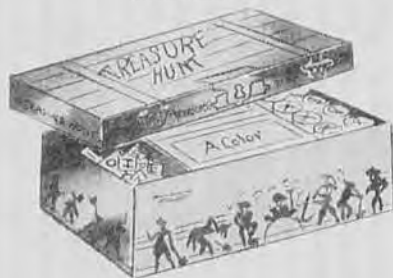
All-Star Baseball Game—Uses actual all-star players, and a check with the latest records of the big leagues. 1.25

Jingo—Jigsaw Bingo game with a different twist, and a lot of fun. 1.50

GET IN THE FUN! GIVE Cadaco-Ellis Games

For Christmas, and Many A Merry Evening After!

When the family gathers around the fireside, or friends drop in, or the crowd plans a get-together, games are in order! Sibley's has bagged the biggest assortment of games in town! Quiet games, party games... games for two, games for a crowd... children's games and grown-up games. Here are four from the famous Cadaco-Ellis line-up, guaranteed to make it fun to stay home!



GAME, FORTIETH FLOOR



2.97

Special Man" List!

Colorful



FUTURE HEIRLOOMS FROM PUERTO RICO! Hand-Hooked Rugs 27.50

Richly-toned all-wool rugs, hand-hooked in beautiful Victorian designs. Both rectangular and oval. 2x4', \$14.95; 4x6', \$44.50

FLOOR COVERINGS DEPT. 2ND FLOOR



EXCELLENT GIFT STATIONERY in a Leatherette Box 1.00

The perfect gift for every member of your family! Brown or ivory embossed leatherette box containing 24 envelopes, 48 large single sheets of white paper.

STATIONERY, AISLES H AND O, REAR, MAIN FLOOR



PRETTY AS A PICTURE! Perky Pinafore 4.00

Little eyes will really shine when they find this under the Christmas tree! Glazed cotton chintz. Lace trimmed pockets and ruffle. Blue, pink, yellow. Sizes 7-14.

CHILD SHOP, THIRD FLOOR



MEN'S HARD-SOLE Leather Slippers 2.95

Popular opera and Everetts in soft kid, alligator-grain calf trim, slippers for his gift. Black or brown with rubber heels. Un-ratoned.

MEN'S SHOES, STORE FOR MEN, MAIN FLOOR



CHRISTMAS HEART-MELTER! Wool Coat-Sweaters 4.95

Bundle your darling in this wool wonder! All-wool cardigan with nipped-in waist, wooden buttons. Purple, pink, red, green, blue, white. Small, medium, large.

SPECIAL CHRISTMAS COUNTER, SECOND FLOOR

Shop Early... Mail Your Packages Early. Help Uncle Sam By Doing Your Share In Avoiding the last minute grand rush. Avoid the crowds too, by shopping early in the day.

SIBLEY, LINDSAY & CURR CO.

Story of A Stove Sure To Delight Youngsters

Children's literature, like popular songs has its sensations which become overnight favorites and then fade out while other stories, maybe not quite so well known as some, go on year after years as steady favorites.

"The Nuremberg Stove" is one of the latter. Not as well known, perhaps, as "Alice in Wonderland," or "Little Women," this delightful tale written by Quida remains fairly constant as a child's favorite in this day as well as yesterday. Quida had a habit of writing popular juvenile tales after creating a sizeable list of romantic novels. Other juveniles by this same author include "Two Little Wooden Shoes," "Bimbi," and "A Dog of Flanders"; all of which are old friends of the youngsters.

On Saturday afternoon, Dec. 11, Rochester youngsters will see "The Nuremberg Stove" portrayed on the stage by the Clare Tree Major Children's Theatre. As the storybook characters come to life on the stage the audience is sure to find en-

joyable entertainment in the realm of make believe.

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

The discount coupon printed in this issue 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.

The story concerns a stove fashioned by the famous Hirschvogel, which inspired Quida to write about little August, who loved the stove fervently.

COUPON

This Coupon Is Worth

10¢

Towards Price of Admission To See

'THE NUREMBERG STOVE'
EASTMAN THEATRE

Saturday, Dec. 11, 1943
2:30 O'Clock

Seats: 30c, 40c, 55c, 83c (including tax)

Present this coupon at theatre box office, before 6 p. m. Friday, Dec. 10. Good for 10c reduction on any priced seat in the theatre for the performance herein specified.

Name

Address

Age

Laurelton PTA To Have Christmas Party Tomorrow

Annual December card party of the Laurelton PTA will be held tomorrow at 8 p. m., in the school. Proceeds will go to the six Scout Troops sponsored by the association.

Co-chairmen for the event are: Mrs. Henry W. Hayward and Mrs. Raymond Pierson, as-

sisted by Mrs. Bruce Mann, Mrs. R. H. Freck, Mrs. J. Vincent Dempsey, Mrs. Walter C. Little, Mrs. Donald M. McKay, Mrs. Burr Judd, Mrs. Irving E. Horsey, Mrs. Albert Stewart, Mrs. Richard I. Barker, Mr. Edwin G. Warren and Mrs. Martin Putnam.

TO NAME OFFICERS

Townsend Prosperity Club 19 will meet in the clubrooms, 386 E. Main St., Thursday, December 2nd, at 8:00 p. m. to nominate a slate of officers for 1944.

"Phantom" At Capitol

The screen's terror classic, "Phantom of the Opera," moves to Capitol Theatre today. The Universal production, in Technicolor, stars Nelson Eddy, Susanna Foster and Claude

Rains. The latter, in the title role, gives one of the cinema's outstanding performances as the maniacal musician who brings horror and devastation down upon the magnificent Paris Opera. Fun and laughter abound in the Companion Feature "Holy Matrimony," the hilarious 20th Century-Fox picture. Starring bewhiskered Monty Woolley and amiable Gracie Fields, the picture is aimed at your funny-bone — and it scores a direct hit.

SPECIAL For CHRISTMAS

FULL SIZE 8x10
PORTRAIT
WORTH \$3.50
\$1.50

WITH THIS AD—CLIP IT NOW

No trick camera, lights or equipment—but a real portrait artist behind the camera—using the same type of equipment employed by the best portrait artists the world over. Take advantage of this outstanding offer. Our studio is a bit off the beaten track, but it will be worth your while coming here.

This Offer Expires Dec. 11th

Photo Studio
135 SCRANTON ST.
ONE DOOR FROM N. CLINTON

4 PROOFS
Choose from four lovely proofs in four different poses.
Hours: 1-6 or by Appointment

For generations thousands of people in Rochester and vicinity have relied on BAUSCH'S to safeguard their eyesight with expert, scientific care.

Let BAUSCH Safeguard YOUR Eyesight!



Phone either store for Time-saving appointment

Charge Accounts for Convenience

E. E. Bausch & Son Co.
61 EAST AVE. CARL R. BAUSCH 6 MAIN ST. E.
Optometrist

Now I Wear Slacks And Look Swell

Since I Lost That Ugly Fat You adult fat people may often slim down without starvation diets and backbreaking exercises when your extra fat is due to thyroid deficiency and you have nothing else the matter with you. Just one simple and safe Marmola tablet only according to the recommendations and instructions with the package. Marmola is not a cure-all. If in doubt as to your ability of treatment and for further information as to the

Furlough Bags in Luggage Do

LIKELY Gift
Mail Orders 271 Main St

LINCOLN'S PHOTO STU
Christmas Spec 10 DAYS ON

PHOTO TEST OFFER

Take this opportunity to have a test sitting made amazingly low price. It's just our method of showing good pictures can be made with Lincoln's popular camera, aided by Eastman Kodak's new Kodatron S. We know you'll be delighted with our work and we'll prove it to you during this special offer.

FOR JUNIOR!

SCHOLASTIC FOOTBALL \$2.29
An official size ball made of special processed, rugged cowhide leather. A real, valve bladder ball for a red blooded junior footballer.

UNIT PARTS
1185-1222 Main St. E.
Ridge Rd. near Lake Ave.

GIFTS FOR ALL

It's An Old Christmas Custom To Give Treasured Things to Those We Love...and At Rudolph's You'll Find a Host of Gifts That Will Be Treasured Always!

GIVE WAR BONDS FOR CHRISTMAS

RUDOLPH'S TREASURE ISLE

A Gorgeous Collection of COSTUME JEWELRY
2.95 to \$100

At Rudolph's Gift Bar For Service Men You'll Find Just What They Want!

Ruby or Sapphire
Stunning 10K yellow gold ring with simulated Ruby for the Army; Sapphire for the Navy. **14.95** EASY CREDIT

Sterling "Dog Tag"
Here's a gift that he will use. Sterling silver chain with two identification tags. **2.00** EASY TERMS

Fitted Duffel Bag
Toiletries, sewing needs and shoe shine equipment—all neatly packed into this bag. **7.95** EASY CREDIT

Service Rosary
Non-tarnishable metal rosary and Prayer Book in pocket-size case. **1.98** EASY TERMS

RUDOLPH DIAMONDS
Express Sentiment and Romance

39.95 EASY TERMS
Charming new style with sparkling diamond.

66.95 EASY CREDIT
Lovely diamond ring with matching wedding band.

\$110 EASY CREDIT
Three fine diamonds in a setting of unusual beauty.

\$500 EASY CREDIT
Five quality diamonds in a smart, classic setting.

\$300 EASY CREDIT
Man's ring with 3 diamonds totaling a full carat.

Music Box
Plays a gay tune when the cover is off. A lovely powder box they'll enjoy using. **6.95** EASY TERMS

Pen and Pencil Sets
Famous makes, including Parker, Eversharp, Pez and Sheaffer. Several styles. **7.95** UP EASY TERMS

Woman's Pearl Ring
Glamorous setting in 10K yellow gold with large, lustrous simulated pearl. **17.95** EASY CREDIT

2-Diamond Zircon
Beautiful new ring she will adore. Large blue Zircon with two fine side diamonds. **29.75** PAY WEEKLY

Man's Orange Initial
Smart, new setting in 10K yellow gold with large Initial set on any. **22.50** EASY TERMS

Rudolph's
CORNER E. MAIN AT SOUTH AVENUE
OPEN MONDAY AND SATURDAY EVENINGS
In Batavia — 109 Main St.



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re. Starring
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your funny-
ores a direct

EDWARDS BASEMENT

Gift shop at Edwards for a good old fashioned Christmas!

**For Baby's Very First
Christmas---Make It a
Gift From Our**



CRADLE SHOP

Gifts that are-
★ **PRACTICAL!**
★ **APPEALING!**
★ **PERSONAL!**

Here Are a Few of Many Gifts For BABIES

- Lovely baby dresses in white, trimmed with dainty embroidery **1.00**
- White slips of fine quality. Embroidery ruffles **49c**
- Warm crib blankets. Nursery patterns, in blue or pink **1.17**
- The very necessary receiving blankets. Nursery prints, plaids, or plain colors **29c to 59c**
- Drytex waterproof crib sheets. Soft flannelette on one side **39c to \$1**
- Fire King nursing bottles **2 for 25c**
- Infants' fine cotton knit shirts. Tie side, double breasted, long sleeves **29c**
- 100% wool knit sacques. Soft and warm for baby. Pink and blue **1.00**
- Infants' flannelette gowns and kimonas. White with pink or blue trims **39c**
- Keep a record of baby! Baby books for the first young wears. In pink or blue **1.00**
- Glida utility bags. They carry all of baby's necessities. Smart draw-string style **1.00**

EDWARDS BASEMENT

**Clearance! We
Have Girls'
Double
Duty
COATS**



**Shades of-
wine, teal,
blue, grey**

Regularly 14.97

NOW 12.97

Well, mothers . . . what do you think? It's two outfits in one . . . wear coat separately, or with ski pants! Coats trimmed with embroidery designs! Ski pants all lined, have zipper cuffs! Fleeces and tweeds!

EDWARDS BASEMENT

**This Is For "That Special Man"
On Your Gift List!**



**Colorful
TIES
39c
EACH**

Color is right! In both ways! Color is right! And we have all the variety of colors imaginable in ties! Made with resilient construction! What could be better? Many, many, many stripes, plaids, and figured designs? Just look them over!

EDWARDS BASEMENT

Cranberry Sauce in Ten Minutes

2 cups sugar*
2 cups water
4 cups fresh cranberries

Boil sugar and water together 5 minutes. Add cranberries and boil without stirring until all the skins pop open (5 minutes is usually sufficient). Remove from fire and allow the sauce to remain in saucepan until cool. Makes 1 quart sauce. *If you are using sugar.

Broiled Sirloin? Better Braise It

BY MARTHA LOGAN

In most sections of the country larger supplies of beef are being found in meat markets these days. Local markets reflect that increase. Reasons for this situation are natural because this is the season of relatively heavy cattle supplies moving to market. These increased supplies of cattle however, consist of a much larger percentage of the lower grades of beef as compared to a few months ago, because a large proportion of these cattle are

GENERAL PATTON'S STORY

An interview with Mrs. Beatrice Ayr Patton, the General's wife, revealing her life with the man in the headlines.

GLAMOR GIRL

The thrilling story of a ugly duckling who used her new beauty to prove her power over men.

Many other stories from life, special features and home and beauty hints. All stories complete in this issue.

10c DEC. ISSUE **TRUE CONFESSIONS** NOW ON SALE 10c

THE MAGAZINE FOR A BETTER LIFE

grass-fed and have had little or no grain. And grain-fed cattle produce the choicest meats—the finest steaks—the most tender roasts.

Up to this time the armed forces have not used the lower grades of beef except that amount used for canning purposes, and their demand for beef for canning has been much lighter this fall than a year ago, releasing more of the lower grade of beef for civilian trade.

A tip to homemakers on preparing the leaner beef most available in today's markets is that more cuts should be used as pot-roasts and braised beef rather than oven roasts and broiled steaks. In other words, tenderness and distribution of fat throughout the lean, and not the shape of the bone, should determine whether or not cookery by dry heat will produce the best finished product.

Point-Saving Hard Sauce

If the proof of the pudding's in the eating, you may be accused of bribing the judges when you serve the steaming holiday dessert with butterless hard sauce glorified with a dash of grenadine.

Cream 1/4 cup vitaminized margarine and 3/4 cup confectioner's sugar. Add 1/2 teas. vanilla and mix thoroughly. Final fillip is a dash of grenadine. Place in the refrigerator in a star-shaped mold until serving time. Then dip the mold in hot water to remove intact.

Margarine cost in terms of red points is only one-fourth as much as butter, and the substitution defies recognition.

Give Her The Gift She Wants Most and Will Cherish Longest—A Beautifully Set, Modernly Styled

MARKS & ABRAMSON

DIAMOND

Regardless of the amount you have in mind to spend, you can buy here with complete confidence that HER diamond will always be a source of pride and pleasure!

Featuring An Outstanding Selection At **\$75**

OTHER DIAMONDS \$15 up to \$650

Budget Terms Easily Arranged

Store Open Saturday & Monday Evening

Marks & Abramson OPTICIANS

Established 31 Years

10 STATE STREET AROUND THE CORNER FROM MAIN STREET

Gifts That Please!

- Costume Jewelry
- Earrings and Pins
- Pearl Necklaces
- Rings
- Silverware
- Watches and Clocks
- Dresser Sets
- China and Crystal
- Leather Fitted Cases

TRULY DISTINCTIVE

CAMERA PORTRAITS

Lighting, background and accessories changed for every sitting. Full half hour allotted to every appointment. Our customers send their friends. You MUST be satisfied.

SPECIAL

TO YOU... If you phone your appointment this week end. Appointments for Christmas received 'til Dec. 15.

Large 8x10 **PHOTOS** Fully Colored only **\$2** complete

Photos regularly \$2.50—Color \$1.50

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251 East Ave. (opp. Little Theatre)

STONE 5819

Wegmans

HOME OWNED SUPER MARKETS

THE LOWEST OPA CEILING PRICES IN THIS COMMUNITY

Close Out! WHILE THEY LAST!

SILEX 2 "CUPPER" COFFEE MAKER

Buy now for Christmas presents!

Regular Price \$1.45

69c

WEGMANS FINE COFFEE

KILBOURNE HALL lb. 23c

46-OZ. CAN — 3 GREEN POINTS

GRAPEF'T JUICE can 30c

KELLOGG'S

CORN FLAKES 2 pks. 15c

POST'S

BRAN FLAKES 2 pks. 25c

BREAKFAST OF CHAMPIONS

WHEATIES pkg. 10c

Time-Saver for Mothers . . .

A PAY-BY-CHECK ACCOUNT

at the Lincoln - Alliance

Helps Keep The Budget Straight Too!

The care of youngsters and the thousand-and-one things to do around the home, together with the "help" situation, make it pretty difficult for women to find the time to run errands as they used to imagine the pleasure and convenience of paying household bills in the comfort of your own home!

With a Lincoln-Alliance Pay-by-Check plan all you need do is write a few checks each month, drop them in the mail box and let the postman pay your bills for you! The cost is very reasonable too . . . only 5c for each check you write and 5c for each item deposited. No minimum balance is required and you may open an account with any amount.

A Pay-by-Check Account not only saves time, tires and gas, but it shows you exactly where you spent your money, also your cancelled checks serve as legal evidence of payment.

Save time and energy, use a Lincoln-Alliance Pay-by-Check Account.

ALL CITY OFFICES OPEN MONDAY EVENINGS 6:30 TO 8:00

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EAST END OFFICE 460 N. Goodman St.
MONROE AVE. OFFICE 560 Monroe Ave.
PORTLAND-CLIFFORD OFFICE 520 Portland Ave.
TWELVE CORNERS OFFICE 1053 Monroe Ave.

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Point-Saving Hard Sauce

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Margarine cost in terms of red points is only one-fourth as much as butter, and the substitution defies recognition.

Consumer News . . .

(Continued from Page 1)

ers with care of the wartime models as well as aluminum old-timers, the U. S. Department of Agriculture has issued a new illustrated fold, "Take Care of Pressure Canners." A new canner that will not go to work until spring, needs little more than a good washing at the start. But the homemaker will want to know her new canner from gauge to rack, and the best way to get acquainted is to read the manufacturer's directions. Before storing the canner, clean and dry it thoroughly. Leave no food or salt deposits on canner as they will pit aluminum, may impair glaze on porcelain enamel, and may cause tinned steel to rust.

Smear threads of screw locks with a thin film of vaseline or any salt free oil to prevent rust.

Crumble newspapers inside kettle to absorb moisture and odors.

Wrap cover in paper to keep dust out of gage and valve openings and to protect cover edges.

Invert cover on kettle. Never store the canner with cover on right side up.

DON'T ASK FOR ASPIRIN

—you can't buy aspirin that will do more for you than genuine, pure St. Joseph Aspirin. There's none faster—none surer—none more dependable. It's the world's largest seller at 10¢, 36 tablets 20¢, 100 tablets only 35¢—so be sure you get St. Joseph Aspirin.

Always... in Good Taste

Pete Hagen's DELUXE CORDIALS

BLACKBERRY APRICOT
PEACH CHERRY
CREME de CACAO
CREME de MENTHE

To serve... To enjoy... Master blended rich bodied cordials made with mellow imported spirits. A variety to satisfy all tastes—at your neighborhood dealer. A "greater than ever" treat.

PREPARED AND BOTTLED BY POPPER-MORISON COMPANY
ROCKEFELLER CENTER, NEW YORK 20, N. Y.

GIVE TO THE NATIONAL WAR FUND

Head Colds Catarrh and Sinus Sufferers

Get Relief This Quick Easy Way

Use **MAID'S Nose Spray**

A guaranteed product. One dollar combination bottle gives relief even in chronic cases—or money will be refunded. Effective, non-irritating. May be used to treat adult and infant in absolute safety.

Sold at All Good Drug Stores

HIGH-TEST OXYDOL . . . Lg. 25c

IVORY FLAKES Large 25c Medium 11c

NEW IVORY SNOW Large 25c Medium 11c

SUPER CREAMED CRISCO 1-lb. 26c 3lbs. 73c

D U Z Lg. 25c Med. 10c

LAVA SOAP 7c

CAMAY SOAP 8c

IVORY SOAP Large 11c Med. 3 for 20c

GUEST IVORY SOAP 4 for 19c

BUSY-BEE STORES

Co-operating With B-K Co. Inc.

Paint Protects Property

Special **LINOLEUM OFFER**

From our large selection of patterns all color through to black. It's still possible to modernize that kitchen floor with

ANY ROOM SIZE UP TO 9x12 COMPLETE WITH LABOR AND MATERIALS

ARMSTRONG INLAID LINO FLOOR \$1875

REDECORATE AND RE-NEW YOUR BREAKFAST SET, ODD CHAIRS OR INTERIOR WOODWORK WITH

LUCO-KWIK (Quick Drying) 4 HOUR ENAMEL \$1.50 QT.

WASHABLE WINDOW SHADES Selection of colors New roller included Sizes 6 ft. x 36 inches. WITHOUT ROLLER 39c 29c

Clean your Draperies, Rugs, Furniture, etc., with these sensational new cleaners.

- DEXTEK DRY CLEANER—FOR FABRICS \$1.25 Qt.
- DEXTEK FOAM—FOR RUGS & UPHOLSTERY \$1.25 Qt.
- KLENS—FOR GLASS, PAINTED SURFACES 98c Qt.

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80 St. Paul St. FREE PARKING Main 2090

DELICIOUS FLAVOR-RICH TREATS

CHOCOLATE FUDGE ROLLS

33c ea.

OVEN-FRESH!

BEST NO. 1 **POTATOES 15 lbs. 49c**

JUICY FLORIDA **ORANGES doz. 29c**

BEST NO. 1 **ONIONS 3 lbs. 19c**

TENDER **RIB-END PORK LOIN ROASTS 29c lb.**

Wegmans

HOME OWNED SUPER MARKETS

FREE PARKING FOR CUSTOMERS

Both Stores Open Friday and Saturday Nights till 9:30!

SEARS Gifts FOR the Man ON YOUR LIST



Buy On
Our Budget
Plan . . .

Anything and everything \$10 or over in either store, or another easy way to shop is with Sears Coupon Books. Complete details at Credit Office, Second Floor.

Practical Thought! Attractive Gift!



Royal Ascot
Pajamas
\$2.25

Both Stores

He never has enough of 'em—he never finds time to shop—so you do it for him! Oxford, sateen and broadcloth fabrics in middy or coat styles. Novelty stripes, amusing patterns, or plain in sizes A, B, C and D.

Outdoor Type! Rugged! Give Him
Pilgrim Plaid
Flannel Shirts



\$1.29

Both Stores

Maybe he doesn't look like Superman but (secretly) he probably thinks he does! Give him a bold plaid flannel shirt—then watch him swing into action! Warm, soft, for hunting, lousing, working. Sizes 14½ to 17.

One of the Warmest Gifts You Can Give



Shirts and
Shorts
79¢ each

Both Stores

Cotton knit undershirts with the Sears stamp of long-wearing quality. Small, medium and extra-long sizes. Warm flannel shorts, fancy stripes. Sizes 38 to 44.



Nobility Shirts!

\$2.98

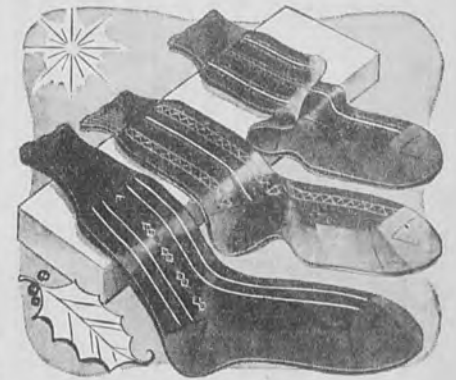
Both Stores

FULL CUT . . . SANFORIZED

Don't let him down when it comes to shirts—buy him the shirt he'd buy—NOBILITY! Trim, tailored, smart collars that stay put—long, full sleeves—body generously cut! Choose any one of the woven striped madras then add a plain white Pima broadcloth shirt for good measure (because it's always right!)
Sizes 14 to 17.

Wide Selection Nobility
Neckwear
Outstanding Patterns, Colors
At Both Stores

Not just any old tie. HIS tie. It's here—in this great big counterfull of stripes, curly-ques and solids. Ties with a lustrous sheen. Ties with a closely woven look that hold their knot.



DRESS SOCKS in All Patterns

Rayon body with reinforced, strongly-knitted, cotton heel and toe. DOUBLE sole. That plus bright stripes, dark solids—and you've made an investment! Slack or regular lengths.

50¢
Both Stores



Lined or Unlined DRESS GLOVES

Slip-on or button-front styles in natural, London Tan, Capeskin lined for added warmth, driving, etc. — unlined for "dress"—some with pig grain effect. Small, medium and large sizes.

1.39
Both Stores



Give Him a NEW HAT This Year!

Men don't like CHANGE in hats! Bring in his old faithful—we'll find his type—do the rest. Quality fur felts in gray, blue, brown and natural shades. All-leather sweat bands inside. Sizes 6¾ to 7½.

3.98
Main Floor Monroe

MEN'S FINE LEATHER WALLETS
\$1 to 7.50
At Both Stores
Wide selection of smart quality leather wallets in black, brown or saddle tan. Enough compartments for all his lodge cards and STUFF. 3 initials stamped, while you wait. No extra charge.



Sears, Roebuck and Co.

MONROE AT S. UNION — RIDGE ROAD Near DEWEY
MAIN 7000 GLENWOOD 556



Initialed Buckle
Belts **3.00**

Both Stores

Attractively boxed, genuine leather belts in brown or black with attractive gold plated buckle and one initial.

Want Ads

RUGS
FELT-MASK, linoleum rug, Room size \$1.75. Heavy weight 9x12. Well-known brand. 85% Shagreened, by the yard. Heavy weight 12x14. Width 40 inches. Covered without seam. Will do well. SHAGREENED WEIGHT 85c x 78x. Heavy weight 50c. H. P. Palmer, 36 West 41.

HELP WANTED FEMALE

SHIRT OPERATORS in modern laundry—50c per hour to start. Guaranteed minimum \$20 with bonus. You can earn as much as \$32 per week. Apply Dollar Dry Cleaning, 335 St. Paul St.

FURNITURE FOR SALE

OAK DINING SUITE, Buffet, table—four chairs, \$15 takes 11-649 Clinton Ave. South.

BEDDING

NEW COTTON mattresses any color 1 1/2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

PERSONAL

HAIR: Waxes, Moles removed, pores eliminated. Call Stone 5880 after 11 A. M. or write Frances Friedman, 27 Clinton St. Evenings by appointment. Consultation or trial invited.

JINGLES FROM THE JUNGLES



I've tasted beer in many a land,
But GENESEE is still my brand!

CPL. M. L. J.

IT'S GENESEE FOR '43

Dolan's



WHERE YOU BUY THE CUTS OF **CHICKEN** YOU PREFER **DOLAN'S**

600 JEFFERSON AVENUE
Cor. Bartlett
Telephone GENESEE 1417

TRAND

EVERY TUES. AND FRI. AT 8:45 P.M.

\$1000

EACH NITE NO JACKPOTS ALL PRIZES GO

BINGO

★★★ Where To Play BINGO ★★★

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 31c
Plus Fed. Tax—4c

CARPENTER HALL
113 Fitzhugh St. N.

TUESDAY 8:15 P.M.

23 **\$6.00** GAMES

Wed. Afternoon 1:30 P.M.

30 **\$3 & \$5** GAMES
Admission 28c

STAR BINGO

372 FLINT ST. (rear)
MON. 8:15 P. M.
TUES. 8:15 P. M.
WED. 8:15 P. M.
THURS. 8:15 P. M.
FRI. 8:15 P. M.
SAT. 8:15 P. M.
SUN. 8:15 P. M.

ALL BOARD GAMES
No Wed. Game Till Further Notice

23 GAMES

Beeley's Bingo

SUNDAY AT 2 P. M.
MON., TUES., WED., THURS.
FRI., SAT. at 8:30

EXTRA BOARD FREE WITH TRIPLE BOARD

142 GENESEE ST. in REAR

BINGO

CAPITOL HALL
85 W. MAIN ST.

Door Special \$25 to \$50

Mon.—Tues.—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 \$5
Games Thurs. Aft.

Friday and Saturday
25 Games \$5-\$10
On Reg. Boards
Letter 'H', \$15 and \$15
ADM. 28c INC. TAX

UNION LEAGUE
South Ave. cor. Gregory

SPECIAL GAME
SUNDAY NITE
25 REG. GAMES \$6

MON. & FRI. NITES
30 REG. GAMES
\$5 - \$10 - \$15

SAT. AFTERNOONS
1:30 P. M.
25 REG. GAMES \$4
Early Bird Every Game

WEGMAN HALL
371 E. MAIN ST.

TABLES FOR ALL — COMFORTABLE CHAIRS
EVENING GAMES

Sunday **\$6.00** Night
Monday **\$5.00** Night

ALL REG. GAMES

25 GAMES SUN. - MON. NITES

\$10 LETTER "H" AT ALL GAMES
AFTERNOON GAMES 1:30

WED. **\$4.00** SAT. **\$5.00**

EARLY BIRD SPECIAL AT EACH GAME

WEEK-END BARGAINS
TODAY THRU SATURDAY (Right Reserved to Limit Quantities)

DAW'S

ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. OP. LAMPE TRAVELER	31 MAIN ST. E. CORNER ADJUNCT	353 MAIN ST. E. 18th BLDG. 3rd FLOOR	451 W. RIDGE RD. 18th BLDG. 3rd FLOOR	880 MAIN ST. W. 18th BLDG. 3rd FLOOR	473 HOOVERMAN JUST OFF MAIN	539 MONROE AVE. 18th BLDG. 3rd FLOOR
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WITH THIS COUPON

HAIR BRUSH

Professional-Type

75c Value **33c**

Popular, professional style WAVE-MAKER brush—usually sold at 75c and more. Has genuine, natural extra firm, water resisting bristles—all sterilized.

(Limit 1)

SCHICK RAZOR BLADES

Each Blade Protected in Oil

MAGAZINE OR INJECTOR TYPE

Pkg. of 20 **69c**

For Extra Shaving Comfort

Schick Injector 20

DAW'S COUPON

SINGLE-EDGE BLADES

8 For **11c**

Made of finest surgical steel super-honed more and another shave. Fits all single-edge razors. (Limit 16 to a Customer)

BORAXO 2 For **21c**

CLEANSER, Large Size

SOAP Reg. Size Bars **3 For 16c**

PALMOLIVE

MATCHES Reg. 12c **8c**

Box of 50 Pads

CITRATE of 13c

MAGNESIA, 25c Size

LOOK AT THIS ONE A DAY

B COMPLEX VITAMIN TABLETS

Pkg. of 12 **44c**
Pkg. of 30 **87c**

DAW'S COUPON

MILK of MAGNESIA Tooth Paste

LARGE 35c SIZE **12c**

Please bring an old tube — of any type — in exchange. (Limit 1)

HILL'S COLD 11c

TABLETS, 30c Size

MODESS Box of 56 **89c**

SANITARY NAPKINS

SEIDLITZ 14c

POWDERS, 25c Box

FALSE TEETH

FIT LIKE NEW! At last! One application cushion plastic makes false plates as comfortably for weeks. Not a powder — not a paste! Lasts much longer. Economical! Every enthusiast! Get Denton-Lee today. Handy size. 50c. Large size tube, only 50c.

GIFT Specials

POUND TOBACCOS

Raleigh 74c
Rum and Maple . \$2.10
Kentucky Club . . 74c
Edgeworth . . . \$1.01
Prince Albert . . . 74c
Geo. Washington . 61c
Half and Half . . . 74c
Union Leader . . . 61c
Big Ben 74c
Velvet 74c
Granger 71c
Briggs \$1.17

STOP FLAKE-DANDRUFF

LACO's mountains of fine-bubble lather cleanses deeply and gets at unpleasant flake-dandruff! Try this really finer, higher-quality GENUINE Castile shampoo for only **29c**

LACO Genuin SHAMPOO

GENUINE BRIAR PIPES

DAW'S big stock of the finest briars available is sure to contain just the pipe he wants at the price you'll want to pay. Hundreds of styles to choose from.

Priced From **79c** TO **\$3.49**

SHAVE SETS

★ **OLD GOLD Treasure Chest**

Contains: Shave bowl, razor and after-shave lotion in gift box.

Two piece set in gift box **98c**

\$1.19

★ **THE COMMANDO**

4-Pc. Set

Contains: Shave cream, toilet water, shaving brush and after-shave lotion. A luxurious set of shaving essentials.

In handsome gift box. **\$1.19** OTHER SETS UP TO \$2.55

TANGEE

Petal-Finish FACE POWDER

STAYS and STAYS and STAYS

1. Clings smoothly for extra hours, thanks to the amazing new Tangee "Petal-Finish".
2. Won't clog or streak even in sticky weather.
3. Helps combat the "breakers". Gives you skin a "Petal-Finish".
4. Color-blended in six flattering shades — for each complexion type — bluish, bisque, red, white.

At DAW'S **50c**

TOBACCO POUCHES

POUCHES in zippered and fold-over styles, to keep his favorite tobacco fresh and aromatic. Choice of wide variety of pipe tobaccos. Gift-boxed.

59c to \$2.98

see the new Combination Pouches that hold both pipe and tobacco!

Gerber's Baby Foods

Ready to Serve 1/2-Lb. Boxes

OATMEAL or CEREAL **14c**

FOODS

STRAINED 3 for **19c** or CHOPPED FOODS

VIMMS VITAMIN TABLETS

6 VITAMINS 3 MINERALS ALL IN ONE TABLET

Box of 24 **49c**

Box of 96 . . . **\$1.69**

Box of 288 . . . **\$4.79**

Get your daily Vitamins and Minerals this new, easy, economical way. VIMMS contain Vitamins A, B-1, B-2, P-P, C, D and Calcium Phosphorus and Iron.

Gerber's Baby Foods

Ready to Serve 1/2-Lb. Boxes

OATMEAL or CEREAL **14c**

FOODS

STRAINED 3 for **19c** or CHOPPED FOODS

SOMETHING NEW IN BINGO

GRAND OPENING

THURS. DEC. 9th 8 P.M. to 12 P.M.

Every Thurs., Fri. & Sat. Nights

ALL CASH PRIZES

• TABLES AND CHAIRS FOR ALL!
• ORCHESTRA OPENING NITE • ADMISSION 11c

At 19th WARD CLUB HOUSE

Under New Management

257 Hawley St. Jefferson Bus

BINGO • MON. NITE at the K of C • BINGO

WHO'S PLAYING SANTA This Year?

WHY THE K. of C. OF COURSE AT THEIR MON. NITE

BINGO!

EVERY MONDAY NITE

\$1000.00 IN CASH

EXTRA **25c** PLAY BOARDS ALL GAMES

25 Games \$20 Min. Prize Adm. \$1.10 Tax Incl.

K of C DELUXE AUDITORIUM 50 CHESTNUT ST.

BINGO MON. NITE at the K of C • BINGO

TOWNER HALL

THURSDAY

Over **\$250.00** GIVEN IN CASH

ALL SPECIALS 4, 5 & 6 WAYS: DOOR SPECIAL \$50—\$8 NOS.

TOWNER & REXY SATURDAY **\$10-\$12**

All Games

OVER \$400.00 IN PRIZES

SPECIALS 5 & 6 WAYS: DOOR SPECIAL \$55—\$9 NOS.

SUNDAY, DEC. 5th

Reg. Games **\$7.00** Specials **\$7 & \$8** 4 & 5 Ways

JACKPOT GAME \$180

JACKPOT SPECIAL \$180

WEDNESDAY

23 GAMES **\$5.00** ea. SPECIALS 4, 5 & 6 WAYS

—TOWNER HALL (710 University Ave.) DOOR PASS— THIS DOOR PASS WORTH

EVERY WEDNESDAY AND THURSDAY **45c**

SATURDAY AND SUNDAY (With Purchase of Triple Board and Book of Specials) **25c**

Save This Pass. Show at Box Office—Coupon Expires Dec. 31st, 1943

GRAND OPENING AT CARPENTER HALL

113 N. FITZHUGH ST.

DECEMBER 2 - 3 - 4 - 5th

THURS. EVE. 8:15

30 REG. GAMES **\$5-\$10-\$15**

FRIDAY AFTERNOON 1:30

REGULAR GAMES **\$5.00**

SATURDAY EVENING 8:15

30 REG. GAMES **\$5-\$10-\$15**

SUNDAY AFTERNOON 2:30

REGULAR GAMES **\$5.00**

SPECIAL OFFER TRIPLE BOARD AND BOOK OF SPECIALS 75c plus tax

EXTRA TRIPLE BOARDS 25c — BOOKS 25c

ADMISSION 25c plus tax

BRING THIS AD — IT MAY BE VALUABLE

HOLLYWOOD

PULLMAN AVE. LAKE AVE. BUS

TUESDAY NITE ALL GAMES **\$7** Specials

Wed. & Thur. Reg. Games \$5—Specials \$4-\$5 & \$6

FRIDAY NITE ALL REG. \$5 AND SPECIALS \$5, \$4, \$5 and \$6

SATURDAY SPECIAL

Reg. Games \$10 — Specials \$5 - \$6 - \$7 5 WAYS

SUNDAY NIGHT

REG. GAMES **\$7** — SPECIALS \$7 and \$8

BINGO PLAYED 6 NIGHTS A WEEK

THIS PASS WORTH GOOD WED. THURS. FRI. **50c**

THIS PASS WORTH GOOD SAT. SUN. **25c**

COUPON When buying triple board and book of specials Dec. 7th. All Games **45c** FOR YOU

SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY All Games **\$7** DEC. 7th

COUPON When buying triple board and book of specials Dec. 7th. All Games **45c** FOR A FRIEND

PARK HALL

JEFFERSON AVE. AT PLYMOUTH

THURSDAY

23 **\$10-\$12** GAMES

Plus 1 Full Card \$20 Jackpot \$140

FRIDAY

ALL GAMES **\$10.00**

JACKPOT **\$155.00** SPECIALS \$5

SATURDAY

ALL GAMES PLUS 1 FULL CARD \$20 JACKPOT \$140 IF NOT CLAIMED

ALL SPECIALS **\$5.00** 5 WAYS

\$12

Park Hall Will Be Closed Sundays For The Duration

ADMISSION 28c, Tax Inc.

A Frank Statement on the Whiskey Shortage

Is there really a shortage?

How much whiskey is available?

How long will the present supply last?

IT IS APPARENT that there is great confusion on the subject of the present whiskey supply. Surely the public is entitled to the facts no matter how discouraging they may be. Following are frank answers to some of the most pertinent questions:

1. *Is there really a whiskey shortage in this country?*
Yes—a serious shortage!

2. *Why is there a shortage?*
Not a drop of whiskey has been distilled since October 8, 1942.

3. *Why isn't any whiskey being made in this country?*
Because the distilling facilities of the entire industry are engaged night and day in producing nothing but alcohol for war purposes.

4. *Why does the Government need so much war alcohol?*
Modern wars cannot be waged successfully without it. War alcohol is essential in the manufacture of smokeless powder, chemical warfare materials, synthetic rubber and medical supplies which alleviate pain, combat infection and save human lives.

5. *How much whiskey is there actually in storage?*
Approximately 303,000,000 gallons.
While the Alcohol Tax Unit of the Treasury Department, as of October 31, 1943, reported an inventory of 399,023,881 gallons, ORIGINALLY put in barrels, 96,000,000 gallons have actually disappeared through soakage and evaporation which leaves a net of about 303,000,000 gallons. This evaporation is recognized by the Government approved table of allowances. There is no mystery about the amount of whiskey withdrawn from or in storage in Government bonded warehouses. The Alcoholic Tax Unit publishes these figures monthly.

6. *Is a comparison between whiskey stocks and whiskey withdrawals a true indication of how long the available supply will last?*
No. It is an accepted practice to blend grain neutral spirits with straight whiskey. Normally, as a result of this blending, the total amount of whiskeys available to the public is increased. Today, however, the supply of grain neutral spirits is only a small fraction of that of straight whiskeys and soon the supply will be exhausted, making it necessary to withdraw more straight whiskey to replace the grain neutral spirits formerly used.

7. *Can all of this 303 million gallons of whiskey be sold now?*
No. Prior to the war, the distilling industry carried a normal inventory in bonded warehouses of over 500 million gallons which was necessary to maintain reasonable standards of quality. To avoid repetition of conditions which existed in 1934, following repeal of prohibition, when young and immature whiskey was offered to the public, it is essential to the public interest that some reserve be maintained for post-war requirements. Otherwise, there will be a bone-dry period following the war, or the public will be compelled to drink green, unpalatable whiskey. Since the entire whiskey stocks now available are already dangerously lower than normal inventory needs, the reserving of not less than 100 million gallons is imperative, even though entirely inadequate.

8. *How much, therefore, is really available until production is resumed?*
About 203,000,000 proof gallons.
And it must be made clear that the only reason there is any legal whiskey at all, is because whiskey must be aged before it is suitable for consumption. It cannot be made today and sold tomorrow like most other products. If it could, the country would have been bone-dry months ago because there would have been no reason for a stock. Never was the old adage more applicable—"you can't have your cake and eat it, too!"

9. *How long would this supply last at the present unprecedented rate of demand aggravated by public hoarding, speculation and black market operations?*

Certainly less than a year.
All present statements to the effect that there is "plenty of whiskey for five years" are completely false. Here's what would happen if, tomorrow morning each individual distiller abandoned his self-imposed rationing plan and simply accepted all orders. Provided they could get enough bottles, corks, cartons and sufficient labor, the entire supply would move out about as fast as it could be packaged... certainly in LESS THAN A YEAR. And surely no one could possibly regard this as a service to the public, the Government or the industry.

10. *What has been done to make the available supply last?*

For almost a year each distiller has been following a self-imposed rationing program. Even so, it is estimated they are now bottling and releasing at the annual rate of from 90 and 100 million gallons of whiskeys, compared with an output of whiskey of 134,508,954 gallons in the Government fiscal year ending June 30, 1943, and 133,277,074 in the preceding fiscal year.
Though some localities felt the shortage before others, the shortage is now universal. The majority of distillers are distributing their products fairly and equitably to the various markets on the basis of previous purchase records, with due allowances for shifts in population.

11. *Is it true that some of the lower priced brands have disappeared from the market?*

Yes. Many rectifiers and small distillers who supplied a large part of the low priced brands have exhausted their limited stocks. In many cases, among the larger distillers, critical inventory positions made it necessary to curtail or eliminate some brands. Quite naturally, such distillers sought to protect the continuity of their most important brands and these were generally in the higher quality brackets. In whiskey, as in many other commodities, consumer demand for higher quality products has greatly increased.

12. *What have distillers done to help maintain O.P.A. ceiling prices?*

They have published ceiling prices in their advertisements and have admonished the public not to pay more. They have urged the trade to cooperate with the Government by maintaining ceiling prices. They have urged retailers to display signs reading: "O.P.A. ceiling prices... do not pay more!" They have prepared a series of newspaper advertisements warning the public not to buy at black market prices. They have urged the O.P.A. to call a conference in Washington of the State liquor administrators for the purpose of urging them to lend their support in the enforcement of the O.P.A. price regulations.

13. *Have distillers raised their prices on whiskey?*

O.P.A. regulations provide that distillers' prices shall not exceed those in effect during March 1942. However, the regulations do permit the addition of Federal Excise Taxes and the elimination of promotional discounts. Just as there are no one-cent sales of scarce drug items today, nor special sales of canned goods, cigarettes and other commodities greatly in demand, there are, of course, no cut-rate sales of whiskey.
Wholesaler and retailer ceiling prices are also governed by O.P.A. regulations which provide fixed profit ceilings.

14. *Have the distillers requested permission to resume the making of whiskey during the war?*

The position of the industry has been that as long as the Government requires its entire distilling facilities for the production of war alcohol, these facilities should be devoted 100% to that purpose. When the total facilities are no longer needed by the Government, the distillers feel that at least a partial resumption of the making of whiskey should be granted in order to alleviate the critical shortage and its resulting evils.

15. *Is it true that large distillers are trying to buy additional whiskey, when available?*

Yes. Any large distiller who has his brands and trademarks to protect naturally will try to buy any acceptable whiskey which may be offered for sale.
However, the purchase of whiskeys by one company from another does not increase or decrease, by a single quart, the supply available for sale to the consumer.

16. *Are consumers hoarding whiskey?*

Beyond question, many consumers have bought beyond their immediate needs as they have done with other scarce products.

17. *Has the trade been hoarding whiskey?*

Wholesale stocks are lower than at any time in the last ten years. Retail stocks are much lower than normal. Some package stores do reserve favorite brands for their regular customers thereby avoiding sales to those who might be hoarders, speculators or black market operators.

18. *Is there a black market in whiskey?*

There is undoubtedly a black market in whiskey as there is in other commodities where a shortage exists and where the consumer demand is great, such as nylon hose, butter, beef, gasoline, tires, etc. Only public cooperation, tighter regulation, more rigorous enforcement... or the resumption of whiskey production... can correct it.

19. *Are the profits of the distilling industry larger than those of other American industries?*

According to a report printed in the New York Journal of Commerce of January 15, 1943, the distilling industry ranked in 13th position among 16 major industries from the standpoint of percentage of profit to sales and likewise in the percentage of profit to invested capital.

20. *Is the shortage of whiskey and higher taxes bringing the bootlegger back?*

Yes. The greater the incentive—the greater the temptation.

21. *Why do distillers continue to advertise their products when retailers have such meager supplies?*

The trademarks and trade names of a producer are among his most valuable assets. The distiller, like other producers, is trying to keep his brand names before the public so that they will not be forgotten.

22. *Why is rum and gin more plentiful than whiskey?*

Today rums and gins are imported, largely from the West Indies, Mexico and South America. The alcoholic base for these beverages is distilled from blackstrap molasses and the labels indicate that they are products made from cane and not from grain.

CONCLUSIONS

1. There is an acute shortage of whiskey. If the present abnormal rate of demand were fully satisfied, the supply would be exhausted in less than a year.
2. Even under the present rationing programs of the individual distillers, conditions will become progressively more acute and aggravated because not a single drop of whiskey sold since October 8, 1942 is being replaced. The public must realize that its consumption of whiskey must be curtailed, as has its consumption of all other scarce commodities.
3. There can be no solution of the present shortage until beverage production is resumed.
4. Black markets and other violations resulting from the shortage of liquor are condemned by the responsible members of the industry just as severely as they are by enforcement officials.

We know of no other industry in America which is devoting its production facilities 100% to war work... is accounting for over 1 billion dollars in Federal and State taxes annually... and, at the same time, is filling some portion of the current demands of its customers. When you consider all these facts, isn't it fair to ask your understanding and cooperation under the present difficult conditions?

Distilled Spirits Institute, Inc. MEMBER OF THE Conference of Alcoholic Beverage Industries, Inc.
WASHINGTON, D. C. NEW YORK, N. Y.

MEMBERS OF THE DISTILLED SPIRITS INSTITUTE, INC.

Baltimore Pure Rye Distilling Co.
James Barclay & Co., Ltd.
Bardonia Distillery, Inc.
Belle Meade Distilling Co.
Bellows and Co., Inc.
Blair Distilling Co.
Brown-Forman Distillers Corporation
Brown-Vintners Co., Inc.
Calvert Distilling Co.
Camden Warehouse

Carstairs Bros. Distilling Co.
Churchill Distilling Co.
Cook-McFarland Co.
The Crab Orchard Distillery Co.
Dant & Dant Distilling Co.
Davies County Distilling Corporation
John De Kuyper & Son, Inc.
Dillinger Distillers, Inc.
Early Times Distilling Co.
Fulton and Son, Inc.

Feischmann Distilling Corporation
Frankfort Distillers, Inc.
W. & A. Gilbey, Ltd.
Glenmore Distillers Co.
Goodrich & Wertz, Ltd.
Gwynne Falls Distilling Co.
Harford County Distillery Co.
The Hermitage Distillery Co.
James Distillery, Inc.
William Jameson & Co., Inc.

Julius Kessler Distilling Co., Inc.
Laird and Co.
Large Distilling Co.
Lehigh Warehouse & Transportation Co.
Siegfried Loewenthal Co.
Lynndale Distillery Co.
Marques Del Merits, Inc.
H. McKenna, Inc.
Mint Springs Distillery Co.

Mount Vernon Distillery Co.
National Distillers Products Corporation
Old Colonial Distillery Co.
Old Crow Distillery Co.
Old Grand Dad Distillery Co.
Old Kentucky Distillery
Old Taylor Distillery Co.
A. Overholt & Co., Inc.
Park & Tilford Distillers, Inc.

Joseph E. Seagram & Sons, Inc.
San Francisco Warehouse Co.
Shewan-Jones, Inc.
Southend Warehouse Co.
Sunny Brook Distillery Co.
Wakem & McLaughlin, Inc.
Hiram Walker & Sons, Inc.
Frank L. Wight Distilling Co.
Wilson Distilling Co., Inc.

JUST SAY "AS ADVERTISED IN SHOPPING NEWS"

Rochester Sun, Thursday, December 2, 1943

Christmas Party Date Set By Veterans Group

Sixth annual Christmas party of the Monroe County Civil Service League Inc. will be held at 38 State St. on December 17, according to plans formulated this week.

President John G. Karp has appointed Liborio Colletta as chairman, Raymond Fredericks as co-chairman assisted by a large committee.

EGGS 66¢
Large - Right From The Country - Strictly Fresh
MRS. C. GRANT
39 ANTHONY ST. GENS. 4166-M

Fashion Revival

Old-fashioned long stoles are being revived as high fashion accessories. They're easily made from the better parts of discarded fur coats, so search your attic and make a quick trip to the local furrier with your find.

Y.M.C.A. Sets Fete For Teen-Agers Saturday Night

"Teen-Town" for teen-agers, offering Saturday night entertainment for boys and girls of high school age, will have its first session Saturday from 8 to 11 p. m. in the YWCA in Franklin St.

There will be round and square dancing with an orchestra, roller-skating, swimming and ping-pong. A snack bar will be conducted by the young people who have planned the program.

A committee of high school girls working with adult committees and staff members of the YWCA has worked out the program. Auditorium, gymnasium and pool and the newly set up "Mexican Room" for high school girls will be part of the YWCA "Teen-Town".

Boys and girls in school and industry are invited to make the YWCA their "hang-out" beginning this Saturday night.

Germania Chapter

Germania Chapter, O. E. S., will meet next Monday in Room A, Masonic Temple with Worthy Matron Anna Betlem and Worthy Patron Richard Betlem Sr. presiding. Balloting and initiation of a Master Mason will take place. Refreshments and social evening will follow the meeting. Officers are requested to wear formal dress.

Anna Betlem Officers Club of Germania Chapter will banquet next Friday in the Powers Hotel Ballroom at 6:30. President Anna Betlem and her officers will be specially honored at this the final meeting of the club for the year. Reservations may be made with Grace Kurrrock, general chairman, Charlotte 3035-R, or with Anna Betlem.

VENUS REBEKAHS
Venus Rebekah Lodge No. 523, will meet next Thursday at 11 Clinton Ave. N. with N. G. Florence Finlayson presiding. Members are requested to bring prizes for a bingo party to be held after the meeting.

MENDOZA BEAVER
(Dyed Coney) and Premier Bonded **NORTHERN SEAT.** \$105.00
(Dyed Coney) Terms: Finest Muskrat and Silver Badcoons at Guaranteed Lowest Prices.

CLIFFORD FUR CO.
1282 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

FOR COLDS' NASAL MISERIES



1-2 and it's gone

gone right straight to the sneezing, sniffing misery zone in your nose. Just 2 drops Penetro Nose Drops in each nostril let you breathe freer almost instantly. Prescription type medication with real ephedrine soothes, cools, and shrinks as it acts. Gives heat cold the air. Caution: Use only as directed. Get

PENETRO NOSE DROPS

LIQUIDATING!

2410 FIRST QUALITY - BRAND NEW 25%



WOOL BLANKETS

AT LESS THAN WHOLESALE PRICE

WE ARE SELLING THESE BLANKETS TO LIQUIDATE A STORAGE ACCOUNT

\$3.15
LOCALLY ADVERTISED AT \$5.95

Sale open to public. Dealers invited. Buy as many as you want, one or a thousand. All subject to prior sale. No phone orders. No C.O.D.'s. Cash and carry.

ROCHESTER STORAGE WAREHOUSE
1 MOUNT HOPE AVE. (Cor. South Ave.)

Christmas PHOTO SPECIAL



Someone wants your photograph. Give it as a Christmas 'extra'... but order NOW to avoid delay. You'll find Neisner's Craftsmanship MORE than measure up to your expectations in the finest, most distinctive photograph you've ever had. Neisner studio can boast the BEST because of their staff of expert photographic artists. They boast LOWER PRICES because ever increasing floods of orders make such prices possible. Note at Neisner's TODAY.

SPECIAL ATTENTION and Speedy Service for Soldiers on furlough. Neisner's Soldier Photos speak for themselves. See them.

To Avoid Disappointment—Order NOW For Christmas

3 LARGE PHOTOS For The Price Of **2**
PLUS... A Beautiful Miniature **FREE**

Selection of Proofs • No Appointment Needed!

200 MAIN ST. E.
Studio Main Floor, Rear

Neisner's
5¢ to 10¢ Stores

Make Weerd's Your Gift CENTER

FIREPLACE SCREENS \$7.95
Your choice well made three fold styles with straight or curved tops.

GENUINE CAST IRON GRATES FOR WOOD
With Roller Legs
Complete With Center Dump
20-In. Size \$5.50
24-In. Size 6.00
27-In. Size Less Ends 6.00

Sale! Porcelain Top **KITCHEN TABLES**
Slightly Imperfect **\$10.50**
If Perfect \$19.00
23 by 40 in. White Enamel top with choice of Red, Black or Blue Trim. Hardwood oak turned legs. Complete with partitioned silverware drawer. Only slight top imperfections.

5 POWER TELESCOPE
Wonderful gift for boy or sportsman. **\$1.00**
Complete with case.

SANATRED RUNNER
Looks like, serves as well as corrugated rubber.
Waterproof Non-Skid Lays Flat Without Fastening
27" 39¢ yd. 36" Wide 49¢ yd.

SKATES BY PLANERTS
The skate that has led the ice parade for over 40 years. Hockey, Racers, Figure and Box. The models. Also skate (pat) stones, guards, laces, socks, etc. straps, ankle guards, etc.

SHOP WEED'S TOYLAND

SKYWRITER MAGIC SLATE 25¢
Write or draw, lift the front flap and it erases magically. Can be used over and over again.

MOTHER GOOSE PLAY SET 89¢
Three dimensional set of 10 well liked Mother Goose rhymes. Instructive, amusing, fascinating for the youngsters.

WHEE! — A REAL PLAY WAGON
VICTORY EXPRESS \$8.95
All hardwood construction with balloon wood wheels. Box size is 15 inches by 32 inches.

GLASS UTILITY DISH 29¢
Reg. 50¢ Special
Size 8 1/2 square by 3 1/2 inch deep. Excellent for meat storage in refrigerator. Complete with cover.

Free City Delivery!
Free Parking Opposite With \$1 Purchase **MAIN 7900**

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15 EXCHANGE ST.
No C.O.D.'s on Purchases Under \$1

KEY COUPON
LUX TOILET SOAP
3 for **16¢**
Limit, 3

KEY COUPON
CHRISTMAS TREE ICICLES
10¢ SIZE
3 for **20¢**
Limit, 6

KEY COUPON
QUININE COLD TABLETS
Box 24
Limit 2 **9¢**

G. WASHINGTON TOBACCO
2 for **13¢**
Regular 10¢ Size

MEDICATED THROAT DISCS
(PARKER DAVIS & CO.)
Box 60 **15¢**

ELECTRIC IRONING CORDS
49¢

FASTEETH
25¢ Size **29¢**

SQUIBB MINERAL OIL
Quart Size **89¢**

SCHICK Injector Blades
Pkg. of 20 **69¢**

Hind's Honey and Almond Lotion
31.00 Size **59¢**

PHILLIP'S Milk of Magnesia
50¢ Size **21¢**

KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
457 RIDGE RD. NEAR DEWEY

SALE!
GIANT SIZES
YOU SAVE MONEY when you buy these "GIANT SIZES"

COLGATE 37¢ YOU SAVE 8¢
DENTAL CREAM
PALMOLIVE 39¢ YOU SAVE 15¢
SHAVE CREAM
'VASELINE' 63¢ YOU SAVE 48¢
HAIR TONIC
HALO SHAMPOO 79¢ YOU SAVE 15¢

COLGATE 39¢ YOU SAVE 15¢
SHAVE CREAM
CUE 39¢ YOU SAVE 16¢
LIQUID DENTIFRICE
PALMOLIVE 39¢ YOU SAVE 18¢
BRUSHLESS
CASHMERE BOUQUET LOTION 33¢ YOU SAVE 3¢

STOCK UP—AT THESE LOW PRICES!

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!
Vimms
REG. SIZE **49¢** LARGE SIZE **1.69**

CONFIDENCE
The confidence of your physician in the purity of the prescription chemicals and drugs we dispense is fully justified. Scores of laboratory tests are necessary before these chemicals are released for use by those who make them. There are tests for the quality of the raw materials; then a series of tests throughout the process of conversion; finally the exacting tests of the finished product before it is packaged for distribution. Little wonder then that your physician prescribes and we dispense with full confidence in the purity and reliability of the ingredients which go into your prescription. We use Merck Prescription Chemicals.

BRING US YOUR NEXT PRESCRIPTION

PHILLIP'S Milk of Magnesia
50¢ Size **21¢**

UPJOHN UNICAPS BOTTLE OF 100 \$3.95

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SCOTT TOILET TISSUE
Regular 10¢ Per Roll
3 for **17¢**
LIMIT 6

KEY COUPON
Woodbury Shampoo
Coconut Oil, Tar or Castile
30¢ Size
Limit 1 **21¢**

KEY COUPON
LUDEX'S COUGH DROPS
Reg. 5¢ Size
2 for **5¢**
LIMIT 2

IDEAL for FEMININE HYGIENE
Zonite
23¢ 47¢ 79¢

FORDHAN'S TOOTH PASTE
50¢ Size **39¢**

PEPSODENT ANTISEPTIC
75¢ Size **59¢**

EDWARDS Olive Tablets
60¢ Size **33¢**

CARTER'S LITTLE LIVER PILLS
25¢ Size **19¢**

CEREVIM BABY FOOD
Large Pound Box **39¢**

MOLESKIN 3x4" Squares
Box of 4 Reg. 25¢ **19¢**

UPJOHN UNICAPS BOTTLE OF 100 \$3.95

This \$25 V...
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Please Call...
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This Week's \$25 WINNER
D. E. McDERMOTT
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JOHN BEITER, 107 Ayer St.
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The Rochester Sun

SHOPPING NEWS

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SEVENTH YEAR—No. 6
ROCHESTER, N. Y., THURSDAY, DECEMBER 9, 1943
If You Do Not Receive Your Copy Regularly PHONE, STONE 6000

Don Cossacks' Recital To Include Russian Dances

Choral work has always been the basis of music in every nation. But in no country has this been more eloquently realized than in Russia. From the time of the 15th century, the court of Moscow had its church choir composed of the greatest male voices of the time.

When the Imperial choirs were no longer in existence, the Cossacks from the Don River valley became famous for the beauty of their singing.

In the General Platoff Don Cossack Chorus, which comes to the Eastman Theater for a special concert tomorrow evening, listeners will find one of the finest examples of that art.

Early folk lore and traditional songs of the ages are vocalized with impressive effect, holding audiences spellbound with both the majestic sound and unique delivery.

With more than 4,000 successful concerts, given in all parts of the world, the General Platoff group, directed by Nicholas Kostrokov, is now making its fifth transcontinental tour of North America.

Dancing also plays an integral part in the entertainment of these Don Cossacks. They ally it significantly to the music they sing. An outstanding feature of their program is the knife dancer, who performs the spirited movements of the Caucasian Cossacks, carrying 12 knives—in his mouth and hands, on his chin, his lips and his shoulders. It is a dance that must be seen to be believed.

No. 24 School PTA Sponsors Community Christmas Party

Members of the No. 24 school community are invited to attend a community Christmas party next Wednesday evening at No. 24 school. The affair is sponsored by the school's PTA.

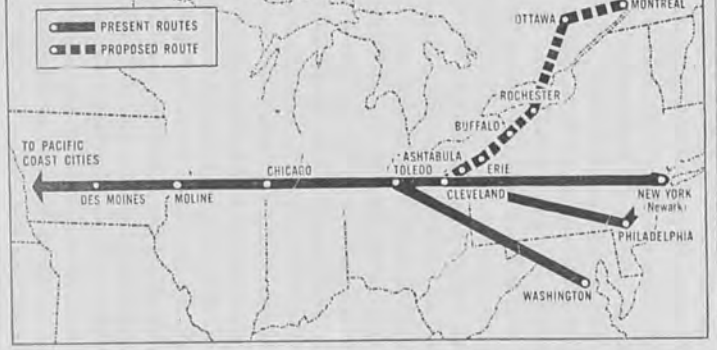
Professor Gustave Lehman of the Colgate-Rochester Divinity School will direct a program of carols, after which the Rev. William A. Horn, pastor of the Lutheran Church of Peace will offer a Christmas message. Refreshments will be served.

No. 37 School PTA To Hear Episcopal Rector Monday

"Christmas in the Home" is the topic on which the Rev. Charles Persell, rector of the Epiphany Episcopal Church will address members of the No. 37 School PTA at their meeting next Monday at 1:30 p. m.

A program of Christmas music will follow Rev. Persell's talk.

Proposed New Rochester Air Route



This map shows the route of a new air link placed before the Civil Aeronautics Board by United Air Lines. Solid black line shows the present United Air routes.

United Air Lines Plan Route Through City

Residents of Rochester's southwest section had better get used to the hum of many more airplanes overhead if even a small part of the plans materialize for post-war aviation in this area.

The Civil Aeronautics Board has been deluged with applications for new air routes throughout the nation to go into effect at the war's end. And several of these plans include Rochester as an important stop.

Latest to file application before the CAB for a new air route through Rochester is United Airlines, operators of more than 6,000 miles of airways from New York to the Pacific coast.

Previously the American Airlines, only commercial opera-

Two From Here Named Officers At Texas School

Edgar William Bell, 357 Pearl St. and Robert J. Edelman, 1108 Lake Ave. were this week commissioned second lieutenants in the Medical Administrative Corps at the Camp Berkeley (Tex.) Officer Candidate School.

PTA at No. 36 School To Meet Wednesday

PTA of No. 36 School will meet next Wednesday at 2 p. m. at the school. A class demonstration, "Transition from Kindergarten to First Grade," will be given by first graders, under the direction of Mrs. Esther MacMillan, teacher.

A Christmas tea will follow.

Whiskey Shortage No Myth, Says Distiller Official

Recent statements that "there is plenty of whiskey for five years" and that "distillers are hoarding supplies for higher prices" were characterized this week as "just plain hokum" by C. L. Fisher, State Chairman of the Conference of Alcoholic Beverage Industries.

"The public is being confused by incorrect estimates and by misinterpretations," Fisher said. He pointed out that present stocks of whiskey in warehouses are not surplus stocks. He explained that in order to have a barrel of four-year old whiskey available every year, a distiller must have four barrels always aging, plus another barrel to make up for soakage and evaporation.

The liquor official urged a realistic attitude toward the whiskey shortage. He pointed out that shortages were not confined to liquor, but that the public had already gone through similar experiences with butter, gasoline, nylon hose and beef as well as many other commodities.

"For over a year the responsible people in the distilling industry have devoted much of their time to problems involving the interests of the public," Fisher concluded. "Let's not forget that when all the facts are understood by the public, it will be critical indeed of its government and the industry if they have allowed themselves to be stampeded into some course of action, which, though temporarily popular, will cause far greater trouble later on."

RATIONING At A Glance NOW VALID

- FOOD**
No. 29 sugar coupon (expires Jan. 15)
A, B, C green coupon (expires Dec. 20)
L, M and N brown coupons (expire Jan. 1)
- GASOLINE**
A-1 coupons (expire Feb. 8)
- FUEL**
Period 1 coupons (expire Jan. 3rd)
Period 2 coupons (expire Feb. 8)
- SHOES**
No. 18 coupon good indefinitely.
"Airplane" No. 1 coupon good indefinitely.

Amusements

- Auditorium** "LIFE WITH FATHER" Night: Orch. \$25-\$32.20—\$15-\$22.50—Bal. \$10-\$17.50—Mat. Orch. \$13-\$18—Luges \$10—Bal. \$5-\$8. Make checks payable to Will H. Curtis. Enclose self-addressed, stamped envelope for return of tickets. Mail orders new.
- CENTURY** "GUADALCANAL DIARY" with Lloyd Nolan and Preston Foster. Plus Louise Albritton and Robert Paige in "FIRED WIFE."
- LOEWS** Michael O'Shea and Susan Hayward in "JACK LONDON" Plus "CRIME DOCTOR'S STRANGEST CASE" with Warner Baxter.
- PALACE** Olivia de Havilland and Robert Cummings in "PRINCESS O'Rourke". Plus Grace McDonald in "SHE'S FOR ME."
- CAPITOL** Pat O'Brien in "THE IRON MAJOR" Tom Conway in "THE FALCON AND THE COLDS"
- HUDSON** "MR. LUCKY" With Cary Grant and Laraine Day
SUN AND MON. "CRIME DOCTOR" with Warner Baxter
- LITTLE** "THE GREAT VICTOR HERBERT" With Alan Jones, Mary Martin And Walter Connolly
- REGENT** Betty Grable and Robert Young in "SWEET ROSIE O'GRADY" Plus Lum and Abner in "TWO WEEKS TO LIVE"
- REXY** "WHAT'S BUZZIN' COUSIN?" with Ann Miller and John Hubbard. "APPOINTMENT IN BERLIN" with George Sander and Marguerite Chapman.
- TEMPLE** Clarke Gable and Claudette Colbert in "IT HAPPENED ONE NIGHT". Plus Ronald Colman in "LOST HORIZON"

Ray ARCHER
always PAYS
MOST
FOR USED CARS
MONROE 474

350 MONROE

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1/2 Hour Free Parking for Customers, Strand Parking Station

COMPLETE LINE OF ARMY OR NAVY TOILET KITS
SEWING BAGS, FURLOUGH BAGS and SHAVING KITS

Tennis Racquets, Tennis Balls, Badminton Racquets, Birds and Other Sporting Goods Equipment

Men's, Ladies' and Boys' Tubular SKATES

SUGGESTIONS

LADIES' ALL WOOL GIFT SWEATERS
CARDIGAN BUTTON STYLE \$4.95 ALL COLORS
LADIES' ALL WOOL PULLOVERS \$4.50 All Colors Sizes 36 to 40

GIFT FOR OUTDOOR MEN
WOOLRICH HUNTING CAPS \$1.69
PLAID HUNTING SHIRTS \$4.50 UP TO \$7.95
MEN'S LLAMA LINED SKI JACKETS \$14.95 Sizes 36 to 44

MEN'S HEAVY ALL WOOL & PART WOOL MACKINAW \$12.95 UP TO \$15.95

LADIES', BOYS' AND GIRLS' PLAID WOOL MACKINAW
LADIES' LINED SKI PANTS \$3.98 Up

WOOLRICH LIGHTWEIGHT ALL WOOL SPORTSMAN'S SHIRT \$7.95 Size 14 to 18 (A SWELL GIFT FOR SPORTSMEN)

KHAKI SLEEVELESS SWEATERS \$1.98

NO FINER GIFT AMERICAN FLAG OUTFIT
Incl. 4' x 6' Flag and 8 Ft. Jointed Polo and Holder
\$2.98
3' x 5' FLAG \$1.98 With 6 ft. jointed rod and holder

GIFT SWEATERS
ALL WOOLS AND PART WOOL HIGH QUALITY PRICE FROM \$2.98 ALL STYLES UP TO \$8.25 ALL SIZES

GIFT JACKETS
LEATHERS, WOOLS, GABARDINES AND POPLIN PRICED FROM \$2.98 ALL STYLES UP TO \$21.95 ALL SIZES

MEN'S RIDING APPAREL
MEN'S RIDING BREECHES \$4.50
MEN'S HIKING BOOTS \$5.95 AND \$7.95
MEN'S HUNTING PACS \$4.98 Leather Top Rubber Bottom

MEN'S WOOD AND PART WOOL SLEEVELESS SWEATERS
\$1.98 \$2.98 \$3.98

MEN'S AND LADIES' ALL WOOL TURTLE NECK PULLOVERS
LADIES SIZES 32 to 38 \$5.25 • MEN'S SIZES 36 to 46 \$5.95
SCARLET—WHITE—KELLY—MEN'S WHITE—\$6.95

FLEECE-LINED HOODED SWEAT SHIRTS
For Skating, Skiing and All Outdoor Wear
NAVY, BLUE or GRAY **\$2.98** ea.
Champion KNITWEAR CO. 71 ST. PAUL ST.
Small, Medium, Large 1/2 Hour Free Parking for Customers, Strand Parking Station

Men's HIKING APPAREL
MEN'S HIKING BOOTS \$5.95 AND \$7.95
MEN'S HUNTING PACS \$4.98

LADIES' RIDING APPAREL
LADIES' JODHPURS \$3.95 AND \$6.95
JODHPUR BOOTS \$3.45 AND \$4.50
BOYS' JODHPURS—\$3.95

KAY'S COMMENTS . . . by kay shearer

LLOYD'S LEAD AGAIN—With something very special in the way of a Christmas present for you. . . . With every gift purchase made at the shop you will be presented with a CHRISTMAS GREETING CARD. Not just any ordinary card, but a beautiful card you will be proud to give. Make LLOYD'S FLOWER SHOP your first stop on your Christmas shopping tour. Unusual floral novelties, wreaths, centerpieces, plants, bouquets and corsages will whittle down your Christmas list and make shopping a pleasure. LLOYD'S FLOWER SHOP (your Family Florist) Powers Hotel (opp. Cour. House), Main 6533.

Hopping with charm—a group of hats priced at a mere \$3.95. . . . Smartly styled of bright colors in excellent quality felt they are a real value for the money. Costume jewelry earrings, brooches \$1.00 up. Double Dolls for the young fry. Gayly costumed \$3.50. Handkerchiefs 59c up. Remember I've told you CARTER HAT SHOP also carry the GAGE LINE 636 MONROE AVE.—Open Eve.

If she loves a JUMPER—and who doesn't? The label RIPTON DRESSES tells her its story of lasting style and perfect tailoring. JUMPERS in gabardine, wools in black, green, brown and a lovely grey. Pastels also. Sizes 9 to 40. Priced \$5.95 to \$8.95. TRIK-SKIRTS to hang on the Christmas Tree. \$5.95 to \$7.95. RIPTON DRESSES 739 MONROE AVE. Open Eve.

SALE—scheduled to meet your holiday hat needs. Where—at MARLENE HAT SHOP. Values to \$5 now priced a mere \$1. This sale includes smart wearable winter chapeaus drop into MARLENE HAT SHOP located in HOTEL SENECA. REMEMBER hat values to \$5—on sale for \$1.

The glamorous gift FURS. What could and would please that favored lady in your life more than a FUR SCARF bearing the famous SHAFER CO LABEL. You know, there are substitutes for almost anything you mention—a good frock may be copied—and worn by "some women" with almost the same flair and result as the original. Hats are copied—perfumes are merely copied—your FURS NEVER! There is no substitute for the real thing. When it comes to FURS, you or any one else can tell at a glance, if the fur is genuine, and of whether it is top quality. Take those MINK SCARFS at Shafers. They are the real thing—natural—fashioned of only first quality pelts. Priced \$26 to \$60 per skin, you may choose natural, ranch or wild mink. What would please a lady more? . . . There are also another group Russian Kolinsky scarfs in either mink or sable tone. These are gorgeous. Priced from \$17.50 to \$26 per skin, they would make a breath-taking gift for any woman, young or old. Remember a FUR SCARF is the most versatile of all fur gifts. It may be worn the four seasons of the year. Make this Christmas one she'll remember. Give the aristocrat of gifts. . . . FURS from SHAFER CO. 51 East Ave. All prices include tax.

Give yourself a Christmas present! Have that burn mended in that dress you have discarded—EMPIRE WEAVERS with their magic needles will do a superb job for you. Don't neglect tears-burns-drop into 409 BURKE BLDG. and tell them I sent you.

Give a budget file to the housewife on your list who pays all the bills (with her husband's money of course). The file expands with a pocket for each month. Holds all cancelled checks or paid bills. In an instant you may verify the exact date of the pay-off. Sells for about \$1.95.

LOOK-LOOK—CLEAR-SALE—just in time for the holidays. ZWIG DRESSES have reduced their stock of wools and crepes. All sizes. Priced \$6.95 to \$12.95. The usual Zwig flare and style are to be found in this clearance SALE. Why not take advantage of it? Did you know Zwig's make custom cloth-coats to order. Also refine and repair fur coats. Open Eve—Sundays by appointment. Monroe 2208-W, 240 Rosedale St. off Monroe.

Give LEIGH PERFUMES and you can't go wrong. You'll find them on the street floor at EDWARDS. There's isn't a woman alive who doesn't love perfume. LEIGH PERFUMES are memory making. There are four delightful fragrances—one that is sure to suit the mood and temperament of your recipient. For sheer enchantment give POETIC DREAM a lovely scent that will please the most discriminating of women. Sells for \$3.50 ounce. RISQUE is a heady scent made for the darling woman on your list. This sells for \$3.50 ounce. If her heart is young and high give her HEART-BEAT II. It will make her a woman to be remembered. \$3.50 per ounce. DULCINEA is for true love's sake. A lovely scent that will give a lift to the wearer. This sells for \$3.50 per ounce. Remember when you buy perfume that it is a gift that may be worn all seasons of the year—all times of the day. A single drop of GOOD perfume has a subtlety, a staying power that callions of inferior stuff can never duplicate. So why not drop into EDWARDS—street floor—and ask for any of the four scents of LEIGH PERFUME. I know you'll adore them—EDWARDS, Street Floor.

American Beauty in rayon crepe comes in tissue fall. Wear it with the new black satin headband studded with fat-big crystals that keep your smooth-top hair neat. Ties in the back.

Here's a novel idea for a gift—the brain child of CHARLES OF THE RITZ. A really made-to-order gift. You buy the special gift box empty and the recipient takes it and the gift certificates in person to have her own formula compounded. Isn't that nice?

Stuff dreams are made of satin pillow covers. Washable covers for worn ticking that's hard to replace now. Lovely in either pale pink or blue. Sells for about \$4.55 a pair.

HOMOGENIZED VITAMIN D MILK is a better value. Why? Cause it is milk plus. You see, natural milk lacks Vitamin D, which insures the utilization of calcium in the milk. Vitamin D also helps prevent tooth decay. So in buying Vitamin D HOMOGENIZED MILK delivered by BRIGHTON PLACE DAIRY you are getting extra value at a small cost. Both children and adults need this vitamin. Particularly in these days of rationing, when you must be SURE that you and your family are having balanced meals. HOMOGENIZED VITAMIN D MILK is delicious—that's because the new scientific HOMOGENIZED literally explodes the cream particles so that there are 2-3 times as many BUTTER CREAMS IN EVERY DROP. Call Glenwood 144. BRIGHTON PLACE DAIRY today and have them deliver this famous milk to your home. 45 FULTON AVE.

Are you one of those busy women who have questions to ask HOME SERVICE at ROCH-ESTER GAS but never are at home during the day to call this helpful service. Well here's news for you. Every Thursday till 9 PM you may call MAIN 7070 and your questions will be answered regarding food preparation, recipes, rationing and care of your household equipment. Isn't that nice? Courtesy of ROCH-ESTER GAS & ELECTRIC 89 East Ave.

You have learned the wisdom of wearing foot protectors this summer with your liquid stockings, now how about searing them now with hose. Will lengthen the life of your hose and then some.

Adorn your front door with spruce sprays, hung with Christmas tree ornaments and mistletoe by ribbons. Top with a huge colorful bow.

Adorn your front door with spruce sprays, hung with Christmas tree ornaments and mistletoe by ribbons. Top with a huge colorful bow.

New Air Route . . .
(Continued from Page 1)
ice to Chicago, Denver and the Pacific coast.
The addition of the proposed United air route through Rochester would increase this city's importance in airline travel. It would offer Rochester direct one-carrier air service to scores of cities along United's coast-to-coast and Pacific coast system, as well as carry traffic to and from Canada's capitol and largest city.

LIKLY'S Gifts
For Men in Service

No Time To Lose! Select and Mail NOW!

Zipper Money Belts	\$1.50 to \$3.00
Unfitted Leather Cases	\$4 to \$10
Cigarette Cases	\$1 to \$7.50
Tobacco Pouches	\$1 to \$5.95
Comb. File Cases	\$1 to \$7.50
Shaving Kits	\$2.50 to \$8.95
Picture Frames	\$1 to \$7.50
Leather Billfolds	\$1.50 to \$2.00
Military Sewing Kits	\$1 to \$3.95
Fitted Toilet Cases	\$3.95 to \$35
Shower Sandals	\$1 up
Furlough Bags	\$3.25 to \$17.95
Writing Kits	\$2 to \$15
Duffel Bags	\$1 to \$5.95
Leather Back Clothes Brushes	\$1 up

Water Repellent Zipper Money Belts \$1.50 to \$3.00

Unfitted Leather Cases For Toiletries \$4.00 to \$10.00

LIKLY'S Gift Center
Mail Orders 271 Main St. E. Est'd 1844

Sunday, Dec. 19, 8 P. M.
Gala Christmas
Community Concert
by the
CIVIC ORCHESTRA
Guy Fraser Harrison, Conducting
with 5 Choirs
And Annual Processional
All Seats Reserved
55c, 83c (Tax Included)
EASTMAN THEATER
of the University of Rochester

Lauer's
50 STATE

3-PC. MODERN LIVING ROOM
Innerspring cushions are the outstanding feature of this day-report and two chairs. They give you extra comfort. You'll like the neat up-to-date style. You'll like the sturdy construction. The fabric is closely woven, lightly striped velour. 3 pieces. \$249

CHAIR AND OTTOMAN
Lauer's famous adjustable back Street Slumber Chair, complete with big seat-high Ottoman, that conceals a smoking or sewing compartment. Here is America's most comfortable chair. \$49.50

It's time . . . to get YOUR Christmas RING

We're ready now with Surprisingly Large selections NEW STYLES - LOW PRICES

SALE! SOLID GOLD LADIES' & MEN'S RINGS 12.95 to 59.50

Rings galore for the ones you adore! Our stocks carry large assortments of ladies' and men's rings. Gorgeous birthstones, blue and white zircons, mounted in exquisite settings. Handsome massive onyx initial rings are included in the men's groups. Many are set with diamonds and there are complete assortments of rings for Servicemen. Each ring is a bargain value . . . each ring an exceptionally attractive gift.

2 RINGS IN ONE NEW! DIFFERENT! 9.95
Genuine Cornelian Cameo on one side and Genuine Onyx on the other. Wear it as a cameo or onyx ring.

MILITARY RING 9.85
Men's Military Ring of heavy all solid gold. Very specially priced! Choice of Army, Navy, Signal Corps, Marines Air Corps, Coast Guard insignias.

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Brand new design man's solid gold ring. Set with genuine onyx and solid gold initial. Real Bargain!

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Unusual design! 2 brilliant diamonds and simulated Ruby or Sapphire set pear shape in massive ring.

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You know... the "robe he's always wanted!" Tailored with famous style! Warm, soft, cotton blanket material! Shawl collar, wrap-around model, cord trim! Plenty of colors and patterns!

SIZES:
SMALL
MEDIUM
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Going "great guns!" Our shirts are pleasing many a particular man! And why? Because they are good looking! All fast colors! Collar attached style! Because it's the shirt he wants! Sizes 14 to 17!

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IN WHITE:
MEN'S AND
BOYS' IN BLACK!

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Strong, sturdy, "can take it" skates! For the really Merry Christmas! It's a gift! Sizes 8 to 12!

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It's snow-white leather! And . . . has an inner ankle strap too! You won't be wrong with this skate as a gift! Sizes 4 to 9!

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Handsome Rayon TIES 39^c

You said it! We said it! Everyone has said it . . . "handsome ties!" All with resilient construction! Made from sample ends of expensive material! Figures, stripes, checks, and plaids!

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A real sweater for your boy! We have a Christmas assortment of slip-on and coat styles! Fancy front, with knitted back and sleeves! Plain shades . . . in your favorite colors! Sizes 30 to 36!



Boys' Cotton Worsted TROUSERS

They all wear them! They all want them! Fine cotton worsted material! Tailored with the pleated front . . . so popular! In plain or softly figured designs! Of course . . . they are long wearing! Of course . . . they come in sizes 10 to 18!

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Each week some sustaining subscriber for only ten cents a subscriber to Shopping News month See your Shopping wins 25 dollars in cash. You News carrier.

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Pat O'Brien Stars In "Iron Major" At Capitol

Giving the versatile Pat O'Brien one of his finest roles, "The Iron Major" stars the Irish screen favorite in the life of the late Major Frank Cavanaugh, one of the nation's foremost gridiron mentors. The picture opened at the Capitol Theatre today.

Cavanaugh's action in enlisting in the Army during World War I, despite his age and his family responsibilities, because of his conviction that a man should fight for what he thought right, carries an inspiring message to every American today. And it was for the purpose of bringing that message

"Guadalcanal Diary" At Century Today

Thanks to the presence of the United States Marines, director Lewis Seiler got some exceptionally virile and realistic performances from members of the cast during the shooting of Richard Tregaski's "Guadalcanal Diary," 20th Century Fox's stirring drama of the battle on Guadalcanal, now playing at the Century Theatre.

Preston Foster, a pretty rugged character, who is cast in the role of Father Donnelly, found that climbing in and out of a

landing boat in a roaring surf was pretty strenuous business. But the Marines did it, and he kept along with them, far beyond what anyone could have forced him to do on a sound-stage. He wanted to look good to the boys, and he did. Lloyd Nolan, William Bendix and Richard Conte, who also share top billing, engaged in similar dangerous chores.

ESCULENT, adjective for something good to eat, is what a scholar would say is you served him a salad made with prunes stuffed with peanut butter 'round a mound of fresh grapefruit sections culled from the first of Florida's crop. French dressing, greens go with it. Esculent?—and good!

Betty Grable "Natural" For Title Role In New Capitol Film

Filling the title role in "Sweet Rosie O'Gray" was one of the easiest jobs the executives of 20th Century-Fox ever had. The part called for a beautiful girl who could sing and dance. The story dealt with her rise to fame as the toast of the London theatres.

This Technicolor musical smash hit moves to the Regent screen today. Music was written for the film by Mack Gordon and Harry Warren.

Betty Grable was a natural for the part in this film in which she stars with Robert Young and Adolphe Menjou. She had all the sparkie and

dash required for the young lady who charmed the nobility of England and still remained the adorable and adored of the New York contingent who gave her her start on the road to success and when she swings into the title number, "Sweet Rosie O'Gray," she has them swooning in the aisles.

The co-feature is the first Rochester showing of "Two Weeks to Live."

WHEN COLDS STRIKE CUT OUT WAITING

Act promptly, just as Grandma did. Grandma used mutton suet she meditated herself to relieve colds' tightness and muscle aches. Today mothers just rub on Penetro. Modern medication in a base containing old-fashioned mutton suet. Penetro works 2 ways (1) Vapors soothe colds' congestion in nose, throat. (2) Stimulates circulation at spot where applied. White, stainless. 25c, double supply 35c. Get Penetro.

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How Lieutenant Emil Lambias and the Sheriff's office brought Chip the Wolf to justice. A thrilling story of Rochester's peace officers at work.

MAN IN DEATH ROW

What was the secret of the man in condemned row and what happened to change his life after his execution date was set?

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Beautifully designed pieces of quality workmanship... earrings, clips, pins, pendants and bracelets. Exquisite jewelry that you can give with pride.



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Very smart, very popular watches in several handsome styles. **27.50 UP**



Mantel Clock

Very attractive style that will look well in any room. Dependably accurate. **8.95**



Baby Locket

Dainty heart-shape locket in sterling silver. With fine chain. **1.49**



Music Box

Plays a gay tune when the cover is off. A lovely powder box she'll enjoy using. **6.95**



Pen and Pencil Sets

Famous makes, including Parker, Eversharp, Peeler and Sheaffer. Several styles. **7.95 UP**



Woman's Pearl Ring

Glamorous setting in 10K yellow gold with large, lustrous simulated pearl. **17.95**



2-Diamond Zircon

Beautiful new ring she will adore. Large blue Zircon with two fine side diamonds. **29.75**



Man's Onyx Initial

Smart, new setting in 10K yellow gold with large initial set on onyx. **22.50**



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Ruby or Sapphire

Stunning 10K yellow gold ring with simulated Ruby for the Army; Sapphire for the Navy. **14.95**



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Here's a gift that he will use. Sterling silver chain with two identification tags. **2.00**



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Charming new style with sparkling diamond.

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Lovely diamond ring with matching wedding band.

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Three fine diamonds in a setting of unusual beauty.

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Five quality diamonds in a smart, classic setting.

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Man's ring with 3 diamonds totaling a full carat.

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Grandma did not get the medicine mothers just in medication fashioned nut-2 ways (1) V-estion in nose, circulation at life, stainless. Get Penetro.
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ON 25c



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The very same ties you see advertised nationally . . . in a typical Sibley selection that's ace high with the men! Conservative patterns or big bold designs, stripes, authentic clan plaids, plain colors. You'll find plenty here to make a smart selection for all the men on your Christmas list.

Men's Ties: 12th Floor, Main Floor

HELP YOURSELF TO A MUSICAL "Merry Christmas"

WITH RECORDS FOR ALL THE FAMILY, FROM SIBLEY'S BIG, COMPLETE NEW RECORD DEPARTMENT WITH ITS SELF-SERVICE SECTION!

Well-chosen records will bring heartfelt thanks from the music lovers amongst your family and friends. Sibley's has the records they want, in a bright, newly-enlarged department where it's easy and fun to shop. Plenty of record players for trying selections, and SELF SERVICE, for quicker buying!

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Christmas Favorites Everyone Loves

- Silent Night and Adagio Fidelis, with Bing Crosby and Danny Kaye
- Hark! The Herald Angels Sing
- Santa Claus Is Coming to Town
- Lantour de Noel (O Holy Night)
- God Rest Ye Merry Gentlemen
- Faith On Our Faithers
- Joy to the World
- Dickens' "Christmas Carol" album with Basil Rathbone as Scrooge
- Christmas Gift Album, narration by John Nesch, with songs: "The Story of the Maggill of Our Lady," Decca Album A37 . . . 2.10

Records Mother Would Like

- Clair De Lune
- Pavane pour une infante defunte
- Emperor's Waltz
- Intermezzo • Smetana's Moldau

Selections to Dad's Taste

- Finlandia • Don Casack Album
- Procession of the Saints
- Tchaikovsky's 4th Symphony
- Boston "Pop" Song Book Album

For Serious Music Lovers

- Four Choral Preludes, for piano, with Egon Petri
- Wagner's Rhine Overture
- Rosenkavalier Waltzes by Richard Strauss
- Swan of Tuonela
- Pania Angelicus with Richard Crooks

For the Children

- Tinkle Tinkle Town, a Christmas Fantasy
- Dinah, all about their favorite children
- Christmas Adventure of Billie and Betty

And Plenty of Popular Tunes!

- No Lovers Today • Cherry
- Jumpin' • Duet Packin' Mama
- Paper Doll • Bustin' Woogie
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- Cuddle Up • Blue Rain

Give Albums and Accessories, Too!

- 12 Record Albums for 12" Records, 89c, 1.19, 1.75
- 12 Record Albums for 10" Records, 1.09, 1.75
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- Fibre Needles, 35c and 40c plus
- Permanent Points, 50c and 1.00
- Decca "Star Sapphires" Needles, 5.00

MEN'S AND WOMEN'S MATCHING Gift Handkerchiefs

Women's 50c Men's 1.00

New and bright ideas in gift handkerchiefs for men and for women! Designs and colors galore on white backgrounds for him and for her.

ESCALATOR CORNER, MAIN FLOOR

OUR EXCLUSIVE VANITY FAIR Lacy Rayon Mesh 1.18

Fleety, flirty mesh, cobweb sheer, snowflake light! Give her several pairs for a long-remembered gift! Leg-lovelies with amazingly long-life! In Lucky Star, new, warm beige.

WOMEN'S - CENTER, 2ND FL. 1.00, 1.18, 1.40

EVERY LADY LOVES FINE Kayser Rayon Underwear 85c 1.00 1.15

Sibley-exclusive Kayser "Lumitone", the long-wearing tricot knit rayon that won't run! Blossom-pink, Snow, 85c. Dainty step-ins, 1.00, 1.15. Long fitted vest, 1.00. Band Pantie.

WOMEN'S - CENTER, 2ND FL. 1.00, 1.15

EXQUISITELY FRAGRANT AND FEMINE GIFTS Sweet with Sachet 1.00 to 5.00

Few things give a woman such a lovely, pampered feeling, as heavenly-scented sachets. Sibley's has a delectable assortment by Ann Selton. Pastel pink, blue, rose or white, elegant with lace and ribbon.

- A. Hanger sachets 1.00
- B. Sachet puff 1.00
- C. Bonnet-shaped sachets . . . 1.95
- D. Set of 3 envelopes 2.95
- E. Precious, rayon mesh lingerie 5.00
- F. Toy straws, double-holed sachet 1.95
- G. Beautiful new jar handkerchiefs 5.00

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CHICKEN SUPPER

Members of the Fidelity Chapter of Corn Hill M. E. Church will serve a chicken dinner this evening from 5:30 to 7 p. m. at the church hall.

**THE BIG
SUNDAY PAPER BUY**

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**NEW YORK
SUNDAY MIRROR**

On Sale Now **10¢**

An early edition of the SUNDAY MIRROR containing all features is on sale throughout the week at all newsstands.

**No. 16 School PTA
Schedules Child
Problem Study**

"Are We Sure Where We Are Going With Our Children," is the topic which Miss Florence E. Winchell will discuss at the next Parent Education group meeting to be held in No. 16 School Wednesday at 1:45 p. m. p. m.

This is the third in a series of six discussions arranged by No. 16 School PTA, dealing with child problems. The speaker is supervisor of parent education in the public schools.

TO CHOOSE OFFICERS

Members of the Townsend Club No. 23 will nominate new officers for 1944 at a meeting tomorrow evening at 668 South Ave. Refreshments will be served following the business meeting.

**District Officer
To Address No. 16
School PTA Meeting**

Miss Einar Anderson of the Genesee Valley District PTA will speak at the No. 16 School PTA December meeting scheduled for next Tuesday at 2:15 p. m. Her topic will be "Religion as a Factor in Social Behavior."

Pupils of the seventh grade will offer several Christmas carols.

Refreshments will be served by mothers of Miss Barnum's and Miss Larrabee's grades.

AUXILIARY TO MEET

Frank E. Robertshaw Auxiliary, American Legion will meet for a business session and Christmas party next Wednesday at 8 p. m., at 55 Hubbel Pk. Mrs. Minnie Morrow will be hostess, assisted by Mrs. Helen Moranz.

**Bubbling Over
With Pretty
Gifts**

*For Every
Little Girl . . .*

From 6 Months to 16 Years

Dainty rayon slips for the little miss to flaunt and swish in under her party little dress. Tearose in sizes 4 to 14 years.

59¢

She'll gad-about in this stunning chenille robe from morn on . . . thick fluffy chenille in all of the gay colors, wrap-around style, plenty warm, sizes 2 to 6 yrs.

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There's nothing silly about them . . . nothing impractical, they are dresses that little girls will find flattering and right for every occasion. & mos. to 6 1/2 yrs.

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She'll feel just like big sister in these authentic styled military pajamas. Fine fleecy flannellette in blue only. Sizes 8 to 16 years.

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**A Fascinating
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Lovely Lingerie**

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Don't let that man-tailored suit fool you. Underneath it all she's hiding a lace-trimmed slip, feminine as her lipstick! Wonderfully dainty, tailored and "frilly" assortment of slips right here—gored to slip around curves in rayon satin or crepe. Tearose, white, black. Sizes 32 to 40.

Gifts ★

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WHO LOVES NICE THINGS

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Sheer magic to make her feel like a pampered princess. Merest wisps of ribbon or wide-wide straps holding up long, sheer, billowing lines. (If her secret "yen" is black lingerie be sure to oggle our black georgette nitie with the lush pink bows!) A regular basket-full-of-flowers collection! White, pastels, black. Sizes 32 to 40.

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Don't Shop Every Day 'Stock Up' Says Expert

JEANETTE B. McCAY
Nutrition Specialist
New York State Emergency
Food Commission

If you belong to the group of homemakers who stagger home from work with a bag of groceries in each arm, — food for tonight's dinner and tomorrow's

breakfast — better change your habits. Such frequent shopping take too much time and energy.

Besides, the wartime homemaker likes the assured feeling that well-stocked shelves and bins of food give in these times of sudden shortages and tie-ups in transportation.

First steps in obtaining a planned food supply are to pro-

vide good storage space and containers. Fresh root vegetables, such as carrots and turnips, require a cold moist place such as a room partitioned off from the rest of the cellar with an outside window to help keep the room cold. These roots may be put into boxes and covered with leaves or burlap sacks to keep them moist. This would also be a good place for potatoes and apples, as well as canned fruits and vegetables, pickles, and sauerkraut.

Squash and onions need a dry place, as well as a cool place. An unheated spare bedroom is just right, or an attic, if you are fortunate enough to have one.

Dry storage space is particularly important for jellies and jams that will ferment every

time they are stored in a damp cellar.

Flour and cereals also need to be dry. A shelf in the kitchen is satisfactory. These keep especially well if put into large jars or cans that are airtight.

Beans also need to be dry. To prevent them from becoming "weevilly" they may be heated one hour in a slow oven, 150 degrees F. It is usually necessary to leave the oven door open to keep the temperature so low.

Another treatment to keep both beans and grains free from insects is to put a little chloroform in a bottle, stopper it loosely with cotton, and place the bottle on the top of the food in an airtight container. The fumes of chloroform are heavy and will fall to the bottom of the container, destroying any insects.

Egg Quickies

Yield: 4 servings

1/2 cup diced onion
1 tablespoon shortening
2 cups soft bread crumbs
1/2 cup milk
4 hard-cooked eggs
1 teaspoon salt
1/2 teaspoon celery salt
1 tablespoon minced celery

Brown onion in blended shortening. Add bread crumbs and milk. Stir, cook slowly until thick. Add chopped eggs, seasonings. Spread on a plate to cool. Shape into 4 large or 8 small patties. Pan-fry in melted blended shortening until browned on both sides. Or dip in egg and bread crumbs and deep-fat fry.

Applesauce Cup Cakes

Yield: 24 small cakes

2 cups sifted flour
1/2 teaspoon soda
1/2 teaspoon salt
1 teaspoon cinnamon

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Cor. Bartlett
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A full-length novel complete in this issue. The story of a woman who almost ruined her happy marriage.

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The terrifying tale of an American girl's three years on Malta—the most bombed place in the world. Many other stories from life, special features, fashion beauty, home and interesting short subjects. All stories complete in this issue.

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In Ireland it's "Guinness's" —
In England it's "Alsopp's Lager" —
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But back home in Rochester
IT'S GENESEE EVERY TIME!
S/SGT. J. M. C.

GENESEE

IT'S GENESEE FOR '43

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25 GAMES 25 GAMES

AFTERNOON GAMES 1:30

WEDNESDAY FRIDAY SATURDAY \$5 & \$10

EARLY BIRD SPECIAL AT EACH GAME

PARK HALL
JEFFERSON AVE. AT PLYMOUTH

THURS. ALL GAMES \$10

FRI. GAMES

SAT. GAMES

Thur. & Sat. JACKPOT \$150.00
Special Fri. JACKPOT \$160.00

SPECIALS 5 & 6 WAYS
ADMISSION 28c, Tax Inc.

TO-NITE'S THE NITE

GRAND OPENING
19th WARD CLUBHOUSE

Under New Management ORCHESTRA

Games Also Tomorrow and Saturday Night.

Adm. 10c Plus 1c Tax

At 257 HAWLEY ST. JEFFERSON BUS

STRAND

EVERY TUES. AND FRI. AT 8:45 P. M.

\$1000

EACH NITE NO JACKPOTS ALL PRIZES GO

BINGO

TOWNER-HALL

THURSDAY

Over \$250.00 GIVEN IN CASH

ALL SPECIALS 4, 5 & 6 WAYS; DOOR SPECIAL \$55-\$9 NOS.

TOWNER & REXY — SATURDAY

All Games \$10-\$12

OVER \$600.00 IN PRIZES

SPECIALS 5 & 6 WAYS DOOR SPECIAL \$60-60 NOS.

JACKPOT \$100.00 Consolation PRIZE \$25.00

SUNDAY, DEC. 12th

Reg. Games \$7.00 Specials 4 & 5 Ways \$7 & \$8

JACKPOT GAME \$190
JACKPOT SPECIAL \$190

WEDNESDAY
23 GAMES \$5.00 ea.
SPECIALS 4, 5 & 6 WAYS—\$20 to \$30

Wegmans HOME OWNED SUPER MARKETS

TENDER FRESH DRESSED

RIB-END RST. PORK LOIN
29c lb.

"AA" GRADE STANDING

PRIME RIB BEEF ROAST
32c lb.

LARGE JUICY

FLORIDA ORANGES
29c doz.

CAMPBELL'S TOMATO SOUP
3 cans 25c

FANCY MISS LOU SHRIMP
32c can

I. G. C. TENDER, CUT Wax Beans
12c can

Wegmans Home Baked Pork & Beans 10, 16, 18c

FLAVORFUL

CRAX
17c lb.

WEGMAN'S KILBOURN HALL COFFEE
23c lb.

TALL CAN FANCY RED SALMON
40c can

OVEN-FRESH CHOCOLATE FUDGE ROLL
33c ea.

CHOCOLATE OR WHITE ICED CHOCOLATE LAYER CAKES
2 LAYER 41c each | 3 LAYER 57c

APPLE CRUNCH, LEMON CREAM, BATH BUN & APPLE

KUCHENS
29c ea.

KEY COUPON
RINSO
Large Box Limit 1 **18¢**

KEY COUPON
WALDORF TOILET TISSUE
3 for **11¢**
Limit 6

KEY COUPON
SANITARY NAPKINS
Box 12 Reg. 20¢ Limit 2 **11¢**

CHRISTMAS CARDS
Large assortment of many exclusive designs of all the folded type.
Box of 21 **33¢**
With Envelopes

a flashlight that gives you **FREE USE OF BOTH HANDS!**
The new **REX Ristlite** **98¢** complete with batteries

Imagine a flashlight that you never have to "hold" that throws a 500-foot beam of light right where you want it, and gives you both hands free for work. Camper's, Housewife's, Motorist's, Mechanic's, Shop Rex Ristlite on your wrist like a wrist watch or stand it anywhere at any angle. Zebray light plastic with unbreakable lens and G.E. pre-fused bulb. In Red, Green, Black, Dark Blue and Khaki. Come in and get yours now!

POUND Tobaccos
AT CUT PRICES

EDGEWORTH ... \$1.01
MODEL ... 71c
BLUE BOAR ... \$1.70
PRINCE ALBERT ... 74c
HALF and HALF ... 74c
Union Leader, 14-oz. 61c
GEO. WASHINGTON 61c
KENTUCKY CLUB ... 74c
Willoughby Taylor, \$1.25
VELVET ... 74c
DILL'S BEST ... 74c
GRANGER ... 71c
BRIGGS (Cansister) \$1.17
SIR W. RALEIGH ... 74c

DETECTO Baby Scale
• Beam Type
• All Metal
• 30-lb. Capacity
• Safety Tray
\$7.95

BORAXO
15c Size
2 for **21¢**

Free
25¢ JERGENS CREAM with purchase of 50¢ JERGENS LOTION
A 75¢ Value for

KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
457 RIDGE ROAD NEAR DEWEY

Gifts galore FOR EVERYONE
Trimmings - Decorations - Wrappings and Lights, too. Everything you need you'll find in Key's Christmas stock!

CHRISTMAS GIFT WRAPPINGS
Reg. 10c
● ICICLES **8¢**
● TWINES
● RIBBONS
● TISSUE PAPER **3 for 23¢**

INSURE YOURSELF A JOYOUS XMAS
By getting your Tree Light Sets in working order now. ALL OUR TREE LIGHT SETS ARE AMERICAN MADE THROUGHOUT.

General Electric NOMA Tree Light Set Complete with 1 Mazda C-6 bulbs in series. 79¢	General Electric NOMA Tree Light Set Each bulb works independently. Complete with 7 Mazda C-7½ bulbs. \$1.29	General Electric NOMA Outdoor Tree Light Set Complete with 1 Mazda C-9½ bulb. Each bulb works independently. \$1.49
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SILEX COFFEE MAKERS
2 CUPPERS Reg. \$1.45 **67¢**
8 Cup Model Reg. \$3.50 **2.95**
DUNBAR Dripulator 8-C. **1.19**

IMPORTED BRIAR PIPES
Your Choice of Holiday Boxed
YELLOW BOLE FRANK MEDICO PUREX \$1.00
And Many Others
SUPER Royal Duke DE LUXE **\$3.50**
Finest, natural all Finishes Holiday boxed!

YARDLEY PREPARATIONS FOR HIM FOR HER

SHAVING BOWL \$1.00 SHAVING CREAM .50c AFTER SHAVING LOTION ... 65c-\$1.25 TALCUM85c HAIR TONIC85c	TALCUM 55c, \$1.10 BATH SALTS \$1.10 LAVENDOMEAL \$1.00 LUSTING POWD. \$1.50 Lavender T. W. 55c, \$1 BRILLIANT ... 55c
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COMPLETE SETS From \$1.00 to \$5.00

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!
REG. SIZE **49¢** LARGE SIZE **\$1.69**

KEY COUPON
LILAC AFTER-SHAVE LOTION
8 oz. Size Reg. 60¢ Limit 2 **29¢**

KEY COUPON
ADHESIVE TAPE
1 1/2" x 5 yds. - Reg. 10¢ Limit 2 **13¢**

KEY COUPON
PHILLIP'S MILK OF MAGNESIA
25c Bottle Limit 1 **11¢**

XMAS TREE ORNAMENTS
COMPLETE SELECTION AT LOWEST PRICES

Gifts FROM Hollywood
for Blondes - Brunettes - Brownettes - Redheads

AUTOGRAPHED MAKE-UP SET
"My Make-Up Secret", autographed by famous stars, Max Factor Hollywood Powder, Rouge and True-Color Lipstick **\$2.50**

Max Factor Hollywood
Other Gift Sets from \$1.50 to \$11.55

Gifts FROM Hollywood
for Blondes - Brunettes - Brownettes - Redheads

PAN-CAKE MAKE-UP
Hollywood's secret for a glamorous complexion... it's today's popular make-up fashion. **\$1.50**

Max Factor Hollywood
Other Gift Sets from \$2.50 to \$11.55

BEAMS 8 VITAMINS
EXTRA-POTENCY B COMPLEX (Above Minimum Daily Requirements)
plus A, D and C
49¢

10-DAY SUPPLY
30 DAY SIZE \$1.29 - 90 DAY SIZE \$3.49

CHROME PLATED RIGID TRIPOD
While Supply Lasts **\$2.49** \$3.50 Value

DECREES of FASHION

Question of footwear propriety with short evening dresses has been answered with the ankle-strap suede sandal. However, unless you have beautifully slender ankles you'd better disregard the dictum in favor of more flattering opera pumps.

Every woman likes charm bracelets and each one delights in her personal trinkets. The

Shopping News Pattern



3473
3" SMALL MEDIUM LARGE

Lemon Juice Recipe Checks Rheumatic Pain Quickly

If you suffer from rheumatic, arthritic or neuritic pain, try this simple, inexpensive home recipe that thousands are using. Get a package of Bu-Ex Compound, a two-week supply, today. Mix it with a quart of water, add the juice of 4 lemons. It's easy. No trouble at all and pleasant. You need only 3 tablespoons two times a day. Often, within 48 hours - sometimes overnight - splendid results are obtained. If the pains do not quickly leave and if you do not feel better, return the empty package and Bu-Ex will cost you nothing. This is a 100% money-back guarantee. Bu-Ex Compound is for sale and recommended by Drug Stores everywhere.

GIVE YOUR HEAD COLD THE AIR...

Don't let head colds' nasal mucus get a head start. Do this now! Use just 2 drops Penetro Nose Drops in each nostril. They soothe as they touch, cool and shrink as they act. Open cold-clogged nose. You breathe free almost instantly to give your head cold the air. Penetro Nose Drops are real prescription type medicine, containing genuine ephedrine. You'll agree they're tops in drops and their top quality is guaranteed by Fluohol, Inc. Economical, too - 50¢ for a generous size. 2½ times as much for 50¢. Caution: Use only as directed and always be sure that you ask for and use the genuine.

PENETRO NOSE DROPS

Head Colds, Coughs and Sinus Sufferers
Get Relief This Quick Easy Way
Use **MAID'S Nose Spray**
A guaranteed product. One 8 1/2 oz. combination bottle gives relief, even in the most stubborn cases. Many will be refunded. Effective, non-irritating. May be used to treat an infant in absolute safety.
Sold at All Good Drug Stores

WAR WORKER'S CHILDREN ... Receive Regular Mothers' Care!

Now you can take a War worker's children (age 2-12) under Patricia Ricketts complete supervision. Cost free and, outside time on request. Best periods. Hourly rates for shorter periods. Phone for complete information.

- Educational Classes • Play Rooms
- Noon Lunch • Medical Care

7 A.M. to 6 P.M. Except Sun.
Glen, 2913
Phone Between 1 and 3 P. M. Only
PATRICIA RICKETTS NURSERY SCHOOL
35 LYNCHSTER (off Dewey)

Paint Protects Property

Special **LINOLEUM OFFER**
From our large selection of patterns, all color through to black. It's still possible to modernize that kitchen floor with **ARMSTRONG INLAID LINO FLOOR \$18.75**

ANY ROOM SIZE UP TO 9x12 COMPLETE WITH LABOR AND MATERIALS

REDECORATE AND RENEW YOUR BREAKFAST SET, ODD CHAIRS OR INTERIOR WOODWORK WITH **LUCO-KWIK** (Quick Drying) **4 HOUR ENAMEL \$1.50** QT.

WASHABLE WINDOW SHADES
Selection of colors. New roller included. Sizes 6 ft. x 36 inches. **WITHOUT ROLLER 39¢**

Glean your Draperies, Rugs, Furniture, etc., with these sensational new Cleaners.

- DEXTEK DRY CLEANER—FOR FABRICS ... \$1.25 QT.
- DEXTEK FOAM—FOR RUGS & UPHOLSTERY ... \$1.25 QT.
- KLENS—FOR GLASS, PAINTED SURFACES ... 98¢ QT.

LUCAS PAINT STORE
50 St. Paul St. FREE PARKING Main 2090

So it's Christmas, and again gift wrapping in October, although they have set up special departments to pretty gifts for the first impression of a gift that counts, and attractive packaging can make the smallest gift a thing of real importance. Most department stores stopped

No Finer Gift! Good Vision

Stop in at either BAUSCH store for a Gift Certificate. Make it a real gift by giving any amount toward a pair of glasses and clear vision! ... or play Santa to your OWN eyes with a BAUSCH Eye Examination.

Convenient Charge Accounts
E. E. Bausch & Son Co.
6 MAIN ST. E. CARL R. BAUSCH Optometrist 61 EAST AVE.

Last Call Christmas SPECIAL

Don't put off that Christmas Portrait! Order NOW to make certain of ample time for our photographic artists to do YOUR photo justice. The usual Neisner Quality will be maintained of course - the quality that has made Neisner Photos unsurpassed in value and distinction for years.

3 LARGE, LOVELY PHOTOS 2 FOR THE PRICE OF 2
PLUS: A BEAUTIFUL FREE MINIATURE FREE
SELECTION OF PROOFS

NO APPOINTMENT NEEDED
Neisner's
5¢ to 10¢ Stores
200 MAIN STREET E. Studio Main Floor ... Rear
Open Saturday Night Open Saturday Night

Always... in Good Taste
Pete Hagen's DELUXE CORDIALS
BLACKBERRY APRICOT
CREME de CAFE CHERRY
PEACH
CREME de CACAO
CREME de MENTHE

To serve... To enjoy... Master blended rich bodied cordials made with mellow imported spirits. A variety to satisfy all tastes—at your neighborhood dealer. A "greater than ever" treat.

Pete Hagen's APRICOT

Time honored Quality Since 1889
PREPARED AND BOTTLED BY POPPER-ANDERSON COMPANY
ROCKEFELLER CENTER, NEW YORK 20, N. Y.

Always... in Good Taste
Pete Hagen's DELUXE CORDIALS
BLACKBERRY APRICOT
CREME de CAFE CHERRY
PEACH
CREME de CACAO
CREME de MENTHE

To serve... To enjoy... Master blended rich bodied cordials made with mellow imported spirits. A variety to satisfy all tastes—at your neighborhood dealer. A "greater than ever" treat.

Pete Hagen's APRICOT

Time honored Quality Since 1889
PREPARED AND BOTTLED BY POPPER-ANDERSON COMPANY
ROCKEFELLER CENTER, NEW YORK 20, N. Y.

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Open
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Night

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Hagen's
RICOT
12 Years of Proven Dependability
AROUND THE CORNER
FROM MAIN STREET

DEAL 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!

6.95

All This at One Low Price

- ★ NEW BAG
- ★ NEW BRUSH
- ★ NEW COIL
- ★ 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

WANTED

WE NEED 500 OLD VACUUM CLEANERS AT ONCE

If you have an old one around the house that you don't want use for (no matter how old) bring it in or phone and we will call—you'll be surprised to know how much you get for it. WE PAY HIGHEST PRICES

PENN VACUUM STORES

WE PAY HIGHEST PRICES FOR USED CLEANERS

30 SOUTH AVENUE—STONE 6747

OPEN TIL 1 P. M. MONDAYS AND THURSDAYS TIL 2

ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Your Choice of 5

MANHATTAN Ready-to-Serve

DRY MARTINI Ready-to-Serve

SIDE CAR Ready-to-Serve

OLD FASHIONED Ready-to-Serve

DAIQUIRI Ready-to-Serve

Pete Hagen's COCKTAILS

BUY U. S. WAR BONDS & STAMPS

AT NEIGHBORHOOD LIQUOR STORES

POPPER MORSON CO., ROCKEFELLER CENTER, NEW YORK

Time-Honored Quality—Since 1889

GIVE TO THE NATIONAL WAR FUND

Bob Hope Named "Ace" Entertainer In Editors' Poll

Bob Hope, versatile comedian of radio and motion pictures, has been voted Radio's 1943 "Champion of Champions" by more than 600 newspaper radio editors and columnists in the United States and Canada, polled in MOTION PICTURE DAILY's eight annual balloting on radio personalities conducted on behalf of FAME.

Thus Hope, one of the many who has been doing a grand job in bringing entertainment to the members of the Armed Forces both here and abroad, becomes the second radio personality to gain this coveted distinction three. Edgar Bergen and his saucy wooden dummy, Charlie McCarthy, first gained this honor.

Jack Benny, two-time winner of the Champion of Champions designation in the poll, was second in this year's balloting, and Bing Crosby was third.

Jack Benny Second

Hope was also voted radio's Best Comedian, and his Pepsi-Cola program was designated the Best Comedy Show on the air by the radio editors, indicating his wide appeal as a comedian.

Dick Haymes, vocalist of the "Here's to Romance" program was voted radio's Most Promising "Star of Tomorrow" in the balloting.

A surprise in the poll this year is the first place gained by Joan Davis as Best Comedienne. Fanny Brice had held undisputed leadership in this classification for many years.

Joan Davis Named

The swinner-crooner fans of Frank Sinatra can derive some measure of comfort from the fact that those who look upon radio vocalists with a critical eye rate Sinatra second to only Bing Crosby who again made off with the title of Best Popular Male Vocalist this year. Dinah Shore won the designation as Best Popular Female Vocalist. Fibber McGee and Molly were voted Best Comedy Team, and Don Ameche, Most Effective Film Player on the air.

The choice of the editors for Best News Commentator was Raymond Gram Swing with H. V. Kaltenborn a close second. Lowell Thomas was voted Best Newscaster, and Dorothy Thompson, Best Woman Commentator.

Swing, Thomas Repeat

Arturo Toscanini won acclaim as radio's Best Symphonic Conductor, but the New York Philharmonic Orchestra was voted Best Symphonic Orchestra on the air. Gladys Swarthout and John Charles Thomas were designated Best Classical Vocalists.

The University of Chicago Round Table broadcasts were voted the Best Educational Program on the air. Radio's Best Commercial War Program is "The Man Behind The Gun" according to the editors, with "The Army Hour" being their first choice as the Best Government War Program.

LISTEN TO THIS

"Big Town" can take credit for accomplishing in a few short months what Edward Pawley, the hard-biting editor of the program's "Illustrated Press," couldn't. Edward Pawley do in ten years of trying—namely to convince Hollywood bigwigs that he could play parts outside of gangster roles. After listening to the program, one of his former directors wired him: "Never too late to admit a mistake. Come home, all is forgiven."



Ann Thomas, the popular Casey on "Abie's Irish Rose," will shortly write a book on the bizarre and unusual happenings in radio.

Credit the roly-poly half of the Abbott and Costello duo with not only being a topflight mirthmaker, but also with having a heart as great as his laugh producing abilities. For with all the troubles that have beset him, Lou has always found a

little time to lend a helping hand to those less fortunate than he. Take for example the case of 14-year-old Lisolette Wolf who last August was flown by special Army plane from her Hollywood home to the Mayo Brothers Clinic for treatment of a serious infection. When Costello who at the time was recovering from his siege of rheumatic fever, was told of the Wolff family's serious financial plight, he immediately undertook payment of all doctor bills.



Ann Thomas, Richard LeGrand, Druggist Peavy on the "Great Gildersleeve," has become so popular with program listeners that he will shortly be profiled by a national magazine.

OPEN AGAIN IN OUR NEW HOME

318 South Ave.

1/2 BLOCK SOUTH OF OUR OLD LOCATION

FRESH JUST ARRIVED SOLID CARLOAD FLORIDA TREE RIPE — Natural Color ORANGES

10 lbs. 65c

THIS EQUALS A HEAPING PECK BASKET

1/2 Box Bags \$2.40

Our New Home 318 South Ave.

GRAPEFRUIT

8, 7, 6, 5 for 25c

1/2 Box Bags \$1.75

318 South Ave.

They're Fresher; They're Better Like Having a Tree by Your Table Let Taste Decide

Our New Home 318 South Ave.

JOHNSON'S ORIGINAL ORANGE CAR

318 SOUTH AVE.

1/2 Block South Of Our Old Location

For GIFTS For HOME NEEDS

Gift... **WASTE BASKETS**

Fancy, decorated bedroom or living room baskets of heavy fibre.

95c & \$1.25

Variety of shapes and sizes.

TOYLAND

IS COMPLETE AT WEED'S!

GAMES DOLLS TRAINS PULL TOYS ETC!

WHEE! — REAL PLAY WAGON

\$1.79

Others to \$13.95

Sturdily built little wagons that will give many hours of fun for the youngsters!

Dozens of Home Uses

GIANT KITCHEN UTILITY CAN

\$1.79

Capacious covered metal container that makes a smart waste basket, flour or sugar holder, etc. In these color combinations, with hand decorations! Green with white, white with red or black, yellow with black, blue with white.

12 inch diameter; 14 inches high. Two side handles.

Makes K. P. Duty Lots of Fun!

WALT DISNEY KITCHEN APRONS 69c

Walt Disney characters — Mickey Mouse, Donald Duck, "Horse Collars," etc. — decorate heavy duty natural duck. Makes Dad like to help with "K. P." duty.

Now, More Than Ever... SAVE COAL WITH ONE OF THESE HANDY ASH SIFTERS \$1.00

Shaker style. Strong wood frame with heavy wire bottom. Long handle.

"Last word" in coffee making!

THE CORY Rubberless!

4.80

Though stripped of rubber, this is definitely a VACUUM BREWER. Not a mere drip pot! Uses an exclusive Ground Glass Seal. Simple, practical, easy to use. 6-8 cup medium size only.

COMPLETE

With the famous CORY deluxe equipment including: Safety Stand for upper glass; hinged Decanter Cover; Measuring Cup; CORY Glass Filter; ROD.

Free Parking Opposite with \$1.00 Purchase FREE CITY DELIVERY

MAIN 7900

WEED'S

15 EXCHANGE ST.

OPEN MONDAY AND SATURDAY NIGHT

Holiday Musts!

DRIPLESS SMOKELESS CANDLES

Colors: Ivory, Lemon, Tea Green, Flag Blue, Daffodil, Primrose and Pansyette Red.

10" SIZE DOZ. 59c

18" SIZE DOZ. \$1.19

GIFT BOXED BAYBERRY CANDLES

Pair 25c

EXTRA LARGE RED CANDLES 15c up

NOVELTY FIGURE CANDLES 60c set up

CAST IRON LOG RESTS \$2.25 pr.

May be used alone or over tops of andirons. Size 18 inches long.

FUR-TONE

Guaranteed ferrier's method of rejuvenating dull appearing furs. Cleans and glosses. Kills moth and larvae.

Rejuvenate your furs in a few minutes. Rub in and brush out—its as simple as that. Guaranteed safe.

Pts. 65c Qts. \$1.00

HOSTESS PLASTIC CRUMB SET

49c

Saves work, saves table cloths. Colorful plastic—scraper and crumb tray.

READY TO FINISH ONE DRAWER

DRESSING TABLE

Very well made of selected hardwood. 34 1/2 in. top.

\$3.95

Help Your Guests Find You

SMITH REFLECTO LAWN MARKER

Specification lenses reflect with lights at night. Made of natural finished wood. Additional letters or numerals.

LETTERS FIGURES 75c

PANELS 60c, \$1.25

9, 1943

This Week's \$25 WINNER
EVELYN PLATT
17 Laburnum Cres.
WINNING CARRIER:
Donald Lyle, 23 Laburnum Cres.
Please Call at Shopping News for your award

TOTAL TO DATE
Paid by Shopping News to sustaining subscribers. **\$750**

The Rochester Sun

SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave. S. Rochester, (4), N. Y. Distributed 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. By carrier, 10c per month.

SEVENTH YEAR—No. 7

ROCHESTER, N. Y., THURSDAY, DECEMBER 16, 1943

PHONE, STONE 6000

Sustaining Subscribers 'Cash In' On Weekly Shopping News Awards

Nearly one thousand dollars has been distributed among Shopping News sustaining subscribers since the inauguration of the Shopping News weekly awards plan six months ago.

Each week some reader who is a sustaining subscriber to Shopping News receives a check for \$25 as his reward for participation in the plan, instituted to add to the earnings of this paper's carrier boys.

Readers become sustaining subscribers upon the payment of ten cents a month to their regular Shopping News carrier. In return for the dime, each carrier gives an official receipt and fills out a stub which he returns to the Shopping News office.

All receipt stubs turned in by carriers participate in four weekly drawings from which the awards are made.

Part of each dime paid by subscribers is used to pay the awards under this plan. Balance of the dime stays in the carrier's pocket. This actually is a bonus, for the carrier is paid a regular weekly salary in addition to the money he receives from his customers.

Shopping News carriers make their rounds during the month and are scheduled to begin their December collections this week. All collections made during the balance of December will make the subscriber eligible for five drawings during January. A drawing will be held each Monday afternoon during the month. Names of the lucky winners are published each week in the upper left hand box on (Continued on Page 9)

Choirs To Join Civic Orchestra In Holiday Concert

Christmas week will be ushered into Rochester musically Sunday evening when the annual Christmas Community concert will be presented at the Eastman Theatre.

The program will be highlighted by a program of traditional Yuletide music presented by the Rochester Civic Orchestra under the direction of Guy Fraser Harrison.

In addition to the orchestra, the combined choirs of Christ Episcopal Church will be heard as will the Inter-high chorus under the direction of Marlowe Smith.

A special "Last Minute Gift Edition" of Shopping News will be distributed to Rochester homes on Monday, December 20. There will be no Shopping News issued on Thursday, December 23.

RATIONING At a Glance NOW VALID

FOOD
No. 29 sugar coupon (expires Jan. 15)
A, B, C green coupon (expires Dec. 20)
D, E, F green coupons (expire Jan. 20)
L, M and N brown coupons (expire Jan. 1)

GASOLINE
A-8 coupons (expire Feb. 8)
Period 1 coupons (expire Jan. 20)
Period 2 coupons (expire Feb. 8)

SHOES
No. 18 coupon good indefinitely.
"Airplane" No. 1 coupon good indefinitely.

FOR HEARTH AND HOME



Fireside styles for the holidays and long winter nights ahead present many combinations of warmth and beauty. The intuitive sense of practical and enduring fashion which places Gladys Swarthout among the nation's best-dressed women reflected in the timeless costume she has chosen for leisure hours at home. Contrasting with the soft gentian blue wool of her matching robe and slacks is a mellow red sash and robe lining.

Knights of Columbus Christmas Party To Be Held Sunday

Members of Rochester Assembly, Fourth Degree Knights of Columbus will conduct their Christmas party at Powers Hotel next Sunday evening. Eugene F. Bopp, chairman, announces that the ladies will be entertained at dinner at 6:30 and at a Christmas program of music and singing following.

\$5,000 Needed To Reach Goal In Seal Sale

Christmas Seals, which local residents received from the Tuberculosis and Health Association of Rochester and Monroe County, are now being used on Christmas letters and packages. Volunteer committees are giving indispensable assistance in the sale of seals, according to Miss Marie Goulet, executive secretary of the association. Already a total of \$13,000 has been raised towards the \$18,000 goal.

The annual Christmas seal sale, held by the association in conjunction with the nationwide campaign, supplies funds to support the work of the County Health Committee.

Daughters of Scotia Plan Christmas Party

Annual Christmas party sponsored by the Daughters of Scotia will be held at the J. Y. M. A., next Wednesday at 8 p. m. Mrs. William Robertson is chairman and Andrew Colman is co-chairman.

OPEN EVERY EVENING UNTIL CHRISTMAS

CHOOSE PRACTICAL AND BEAUTIFUL GIFTS — THEY ARE APPRECIATED!

ROCHESTER JOBBING HOUSE

HAS FINE SELECTIONS IN HOLIDAY APPAREL GIFTS FOR EVERYONE

MEN'S FLANNEL & WOOL SHIRTS
1⁵⁹ to 5⁹⁸

- Many All Wool
- Heavy Buffalo Plaids
- Red, Blue and Green
- Wool Fin Checks
- Corduroy, Flannel, Plain and Plaids

Boys All-Weather Finger-Tip Coats
8⁹⁵ to 15⁹⁵

Sizes 6-22

Warm, fleecy coats in button or zipper models water repellent for wet weather. Practical for school or play... for cool or really COLD weather. Sizes 6-22.

Men's 100% Pure Wool Sweaters
2⁹⁸ to 7⁷⁹

Sizes 34 to 54

Sporty models and plain conservative styles to suit every taste. 15 colors to choose from.

COMPLETE LINE OF Leather Welders Garments
AT LOW JOBBING HOUSE PRICES

- Jackets
- Cape & Bibs
- Rod Holders
- Overalls
- Aprons
- Rod Pads
- Pants
- Gloves
- Spats

Boys Corduroy REVERSIBLE JACKETS
5⁹⁸

Water repellent — navy corduroy, reversed to tan gabardine. Sizes 8 to 18.

MEN'S CORDUROY Loafer COATS
8⁹⁸

La Playa Brand

MEN'S SANFORIZED SHOP COATS
\$2.59

Mens Warm Plaid MACKINAWs
8⁹⁸ to 16⁹⁵

Warm, fleecy wools by the makers of famous Buckskein garments... Plaid and plain colors. Sizes 36 to 50.

CHILDREN'S NOVELTY SUITS
1⁹⁸ to 3⁹⁸

Water repellent gabardine with warm interlining. Also warm fleecy suits. Sizes 3 to 6. Red — Blue — Tan

LADIES' SWEATERS
1⁹⁸

Many 100% Wool

Popular colors and styles to choose from. Smart, novelty and classic models and contemporary styles. Sizes 36-54.

ROCHESTER'S MOST COMPLETE STOCK

Jackets

- Leather
- Melton
- Poplin
- Buckskin
- Wool
- Suede
- Whipcord
- Gabardine

Little Tots 1-Piece SNO SUITS
4⁹⁸ Others Priced to 10⁹⁵

LADIES' & GIRLS' SKI SUITS
7⁸⁸ to 19⁹⁵

A fine selection of smartly styled ski suits that will catch the eye of those desiring distinction of style and quality. Choice of all wools and reversible poplin and gabardine. Many zipper models.

Sizes 12 to 20

Boys' Good Looking Sport SWEATERS
1⁵⁹ to 3⁹⁸

Sizes 30 to 38

• Zipper • Button • Zipper

A choice of sweaters such as you've never seen before. Many 100% wool some part wool, many novelty patterns and color combinations.

LITTLE JUNIOR SWEATERS
\$2.19

Assorted novelty patterns. Sizes 2-10.

LADIES' Flannel & Corduroy SLACKS
3⁹⁸

Just the thing for cold days. For around the house or outdoors. Sizes 12 to 20.

BOYS' & GIRLS' SNO SUITS
7⁹⁵ to 12⁹⁵

If not attached or separate. Warm wool or water repellent gabardine. Sizes 4-12.

CHILDREN'S NOVELTY SUITS
1⁹⁸ to 3⁹⁸

• Soldier • Baker • Officer • Cowboy

ROCHESTER JOBBING HOUSE SPORTSWEAR

STONE 2260

159-161 JOSEPH AVE. COR. NASSAU ST.

Amusements

Auditorium "LIFE WITH FATHER". Nights: Orch. \$2.25—2.25—1.65. Loges. \$2.20. Bal. \$1.65—1.10 Mat. Orch. \$1.65—1.10. Loges \$1.10—Bal. \$2.00—55c. Seats Now.

CENTURY SECOND BIG WEEK—"GUADALCANAL DIARY" with Preston Foster and Lloyd Nolan. Plus "FIRED WIFE" with Robert Paige and Louise Albritton.

LOEWS "The CROSS OF LORRAINE" with Jean Pierce Aumont and Gene Kelly. Plus "THE KANSAN"

PALACE "CORVETTE K225" with Randolph Scott Plus Alan Jones in "SING A JINGLE"

CAPITOL Olivia de Havilland and Sonny Tufts in "GOVERNMENT GHL". Plus Lulse Rainer and Paul Lukas in "HOSTAGES"

HUDSON "THE SKY'S THE LIMIT" with Fred Astaire and Joan Leslie. Plus "NO ESCAPE" with Dean Jagger and Mary Brian.

LITTLE "THE GREAT VICTOR HERBERT" With Alan Jones, Mary Martin and Walter Connolly

REGENT Olivia de Havilland and Robert Cummings in "PRINCESS O'ROURKE". Plus Grace McDonald in "SHES FOR ME"

REXY "HOLIDAY INN" with Bing Crosby and Fred Astaire. Plus "GOOD LUCK MR. YATES" with Claire Trevor.

TEMPLE "COLT COMRADES" with William Boyd. Plus "OH, MY DARLING CLEMENTINE" with Frank Albertson.

Melting Snow and Icicles On Your Roof MEAN WASTED FUEL!

INSULATE WITH CELOTEX ROCK WOOL

75% OF YOUR HEAT LOSS IS THROUGH YOUR ATTIC

We will blow rock wool into your attic floor or rafters and save waste. If you have an open attic we will seal you the material and you can do the job yourself.

Terms: \$5 A Month

KEMP ROOFING COMPANY PHONE FOR FREE ESTIMATE MAIN 1786

331 Main St. W. (Opp. B. O. Depot)

ROCHESTER JOBBING HOUSE

STONE 2260

159-161 JOSEPH AVE. COR. NASSAU ST.

**O.E.S. Unit To Elect
New Officers Monday**

Germania Chapter, O. E. S., will meet next Monday, in Room A, Masonic Temple with Worthy Matron Anna Betlem and Worthy Patron Richard Betlem Sr., presiding.

Officers will be elected and reports of committees heard. A social evening and refreshments will follow the business session. Members are reminded to bring donations for the Christmas Cheer Baskets.

**Club To Exchange
Gifts At Meeting**

Past Noble Grands Club of Venus Rebekah Lodge will meet next Tuesday at the home of Mary Babcock, 116 Shelter EL. Mabel Maxwell will assist the hostess. Christmas gifts will be exchanged and secret pals revealed.

Enough milk was wasted through careless handling in 1942 to supply 1,116 soldiers with a pint a day for a year.

A Timely Whitney Event!
COAT Clearance!
Many Are
• 100% WOOL
• CHESTERFIELDS
• BOY COATS
\$18.90
Your savings on these coats will help buy more Xmas Gifts! OPA ceiling prices on these garments are up to \$24.99 and are real values! They come in all sizes and Shaggy Fleeces as well as Smooth Fabrics.
WHITNEY'S
267 MAIN ST. E.
Opposite Sibley's
STORE OPEN EVERY NIGHT TILL CHRISTMAS

LIKLY'S
Gift Handbags
\$3.00 to \$48.50
—Street Floor
SHOP at LIKLY'S for the Gift Handbag you have in mind... a beautiful collection of the season's latest styles; from such outstanding sources as MARK CROSS and others.

LIKLY'S Gift Center
STONE 915 271 Main St. E. Est'd 1844

Always... in Good Taste
Pete Hagen's DELUXE CORDIALS
BLACKBERRY APRICOT
CREME de CAFE
PEACH CHERRY
CREME de CACAO
CREME de MENTHE
To serve... To enjoy... Master blended rich bodied cordials made with mellow imported spirits. A variety to satisfy all tastes—at your neighborhood dealer. A "greater than ever" treat.
Pete Hagen's APRICOT Liqueur
PREPARED AND BOTTLED BY POPPER-MORSON COMPANY
ROCKEFELLER CENTER, NEW YORK 20, N. Y.
BUY MORE AND MORE BONDS



**A Great Variety and Selection of
Fashion Jewelry**

that Every Woman Craves.....

Our store is chock full of glorious, spectacular fashion jewelry that is so fashion-right today. You'll find almost every conceivable type of spray pin, animal pin, bird pin, novelty pin, earrings, simulated pearl necklaces, genuine cultured pearl necklaces... many thousands of gorgeous pieces to select from... priced from \$2.20 to \$30. Each one a perfect Christmas gift.

- A. 9.95 Floral design, gold color Spray Pin with simulated white stones and 6 pearl shaped stones with choice of color.
- B. 6.75 Bird of Peace Pin with simulated white and colored stones.
- C. 2.50 Evening Earrings with 7 brilliant stones in each.
- D. 7.75 Lobster Pin adorned with simulated white stones in natural lobster design.
- E. 6.75 Fox Pin, gold color with simulated white and colored stones.
- F. 4.50 Leaf Design Earrings with simulated white stones.
- G. 15.50 Modernly designed gold color Pin adorned with simulated white stones.
- H. 5.50 Bowknot Brooch adorned with simulated white and cabachon stones with your choice of color.
- I. 19.95 Handsome floral spray with twin 4 flower motif in white and your choice of colored stones.
- J. 6.75 Spray Earrings... gold color with choice of simulated colored stones.
- K. 15.50 Modernly styled Pin adorned with simulated white and large colored stone of your choice.
- L. 5.50 Fourleaf Clover Earrings with simulated stones in your choice of colors.
- M. 3.30 Gold Color Earrings set with simulated white stones.
- N. 8.25 Bowknot design Floral Spray gold color in choice of simulated colored stones.

All Prices Include Federal Tax.

You can buy with Confidence

at **Smalls**
28 EAST MAIN STREET

Open Friday, Saturday, And Every Nite 'Til Xmas!

3 Easy Ways to Buy
✓ CASH
✓ CHARGE
✓ DEFERRED PAYMENTS

STORE OPEN FRIDAY AND SATURDAY 'TIL 9 P. M.

EDWARDS BASEMENT

Gift shop at Edwards for a good old fashioned Christmas!

AH...LADY...HERE ARE

COATS ... FUR TRIMMED

5.97

DRESSES

With holiday spirit . . . festive dresses!
In colors so bright! Plain pastels! Prints!
Print and plain combinations! So many,
many, many materials and styles! Oh,
and so lovely! Misses' and women's sizes!

Edwards Basement



At Only **\$31**

Ahhhh . . . you wouldn't believe it possible . . . but it is! Here they are! 100% wool crepes. Styled with coachman front, or as sketched, princess front! Each one a beauty! With fur collars of London dyed squirrel! Sizes 12 to 20 only!



EDWARDS
BASEMENT

MAKE IT

"BURSON" HOSIERY for CHRISTMAS!

"BURSON" MERCERIZED COTTON . . . **47c**
in regular sizes!

"BURSON" MERCERIZED COTTON . . . **57c**
in out-sizes!

"BURSON" RAYON WITH COTTON TOP **67c**
in out-sizes!

"BURSON" UNDER HOSE, FLESH COLOR **39c**
in regular sizes!

- ★ BLACK!
- ★ GUNMETAL!
- ★ BEIGE!
- ★ TAN!



SIZES 8½ TO 11!

SKIRTS

COME INTO THE PICTURE

2.97

Into the picture of Christmas! With as gay colors as a Christmas tree! In variety of pleated, gored, box pleated styles! Checks, plaids, pastels, tweeds! Every one the right one for that special girl on your list!



- ★ SIZES 24 TO 30!
- ★ HALF SIZES 9 TO 17!

EDWARDS BASEMENT

100% WOOL GLOVES and MITTENS

1.17

Bright is right! Bright colors!
Bright wool! Pull on styles
in gay reds, blacks, and snow
whites! That little extra "sur-
prise" gift! Misses sizes.

Edwards Basement

Beautifully Rebuilt
By Penn Craftsmen Using
Guaranteed Penn
Parts

HOOVER
COMPLETE
With Attachments

Fully
GUARANTEED \$19.95 FULL CASH PRICE
For the Same Length of Time as a Brand New HOOVER!

SOLD ON EASY TERMS

10-DAY TRIAL PLAN
Full O.P.A. Allowance On Your Old Cleaner — Sorry No Cleaner Can Be Sold By Us Unless You Have An Old Cleaner To Trade In, Subject To Our Acceptance.

LIBERAL TRADE-IN ALLOWANCE

PENN
VACUUM STORES

30 SOUTH AVENUE • STONE 6747
Open Every Night To Christmas Till 9 P. M.

BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

Scouts To Be Honored At No. 8 School PTA Meeting Tonight

Tonight is Scout Night for members of No. 8 School PTA. Both boy and girl scouts will present a program designed to show their parents what they have learned through scouting.

As an additional feature of the evening, the school glee club will provide musical entertainment. Refreshments will be served.

The meeting starts promptly at 7:30 p. m. and it is requested that all children be accompanied by their parents.

Rochester Writer Tells of Local Trial in Magazine Article

Recent trial of Charles (Chip the Wolf) LaPlaca for the murder of Frank Leon is recalled in a story appearing in the December issue of True Detective Magazine.

Written by Jack Corey, in collaboration with Detective Lieutenant Emil Lambiasse, the article tells the steps taken by the Rochester Police Department and the Sheriff's Office in gathering the necessary evidence to bring LaPlaca to trial.

Fashion Decrees

Holiday party clothes now being displayed in New York's specialty shops and salons have a gala mood despite their underlying practicality for months to come. Short evening dress and restaurant suits are stressed for all ages and tastes. Sequin trimmings and tiny ostrich hats are teamed to give an air of gaiety to basically simple styles. If you're a bit weary of the paillette rage, you can still add your share of brightness to the glittering festivities by wearing a simple lame tunic blouse, says CBS actress Julie Stevens, who interchanges a short or long skirt with a gold tunic for every dress occasion.

Shoes of the future will be built on a new last, because our feet are changing under the stress of active living. Women are walking more and demanding comfortable footwear. In the

past, fashion movements have been responsible for health-improving trends as illustrated in the corset revolution and the bobbed hair style. Women would readily accept a dress shoe change if they realized how closely the lines in the face are associated with pedal discomfort.

Happy innovation in houndie gifts is the silk crepe quilted bedjacket and matching separate skirt. Wear the jacket over a nightgown for bedtime reading and clasp on the wrap-around skirt in the morning when extra warmth is needed. Looks like a box suit when ensembled, and gives more freedom than a full-length quilted robe. Since they're sold separately, the small woman will find them of special interest. Petite Ethel Everett bought a larger size jacket to give shoulder room and a smaller skirt for proper length, another asset over the one-piece quilted robe.



Julie Stevens



Ethel Everett

Christmas gifts for the fastidious gals in the uniform of Uncle Sam have received some very careful consideration by cosmetic houses. Especially attractive is Dorothy Gray's economical "Brass Band" combination. Lipstick, powder and rouge are compactly packed in a small box of glazed paper which serves a second life as a match holder.

For that exasperating one on your Christmas list who simply "has everything" there's a roll wave hairbrush with strong pron bristles set in a crystal or jewel tone plastic. It's definitely a gift with a future, for long after the preliminary note of thanks has been forgotten, the beneficial hair and scalp treatment should provoke a second expression of gratitude.

Shopping News Pattern



A young jumper that may have gay applique to perk it up, on each pocket. The slenderizing, simple lines make it a perfect jumper for the young career woman who must be smartly dressed.

Style No. 3632 in size 16 requires for the jumper, 1 1/2 yds. 54-in. fabric, blouse, 2 yds. 39-in. fabric.

Send 16c for PATTERN, which includes complete sewing guide. Print your Name, Address and Style Number plainly. Be sure to state size you wish.

Address: PATTERN DEPARTMENT Shopping News, 93 Clinton Ave., S., Rochester, N. Y.

MENDOZA BEAVER
(Dyed Coney) and
Premier Bonded
NORTHERN SEAL
\$105.00

Finest Mink and Silver Racoon at guaranteed savings.

CLIFFORD FUR CO.
1283 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

It's A Long Time Between Letters

Hollywood. — Two letters a year is what "Klondike Kate," Gold Rush Queen, receives from her Yukon mining husband, John Matson. One of these bi-annual letters reached her

while she was at Columbia Pictures studio here watching production of a motion picture based on her life.

Reason for this minimal correspondence is that his claim, Matson's Creek, is 120 miles from the nearest town. Twice a year, the 79-year-old miner mushes 240 miles on snowshoes

into Ogilvie to mail his "Kate" a letter.

DON'T JUST ASK FOR ASPIRIN

—always ask by name for St. Joseph Aspirin. You can't buy aspirin that can do more for you. There's none faster, none surer, none more dependable. And it's the world's largest seller at ten cents. 36 tablets, 20¢; 100 for 35¢. Get genuine St. Joseph Aspirin.

LET'S MAKE IT A Diamond Christmas

MARKS & ABRAMSON
DIAMONDS

A wonderful showing—individually selected for brilliance, perfect color and flawless cut—in beautiful modern mountings!

\$15 UP TO \$650
BUDGET TERMS
A Store-Full of Xmas Gifts to Cherish!

MARKS & ABRAMSON
JEWELERS 32 Years of Proven Dependability OPTICIANS
10 STATE ST. AROUND THE CORNER FROM MAIN STREET

During the 32 years since Marks & Abramson was established they have built up an enviable reputation for DIAMONDS. Every Diamond — carefully selected according to the most exacting standards, has meant CONFIDENCE... and confidence counts when you buy Diamonds!

THIS WEEK—
Store Open Friday and Saturday Evenings

NEXT WEEK—
Open Every Evening Through Thursday

Sibley's

OPEN FRIDAY and SATURDAY from 9:45 A. M. to 9 P. M.

HE'LL CHEER YOUR CHOICE OF MODERN DESIGNED HICKOK ACCESSORIES

Add to his comfort and appearance by selecting a Rochester-made Hickok gift item from our complete selection for civilians and service men.

- A. Klip-Tip Braes in wide selection of smart plain colors **1.00**
- B. Matching Tie Bar and grip collar bar **3.00** Plus Tax
- C. Tie Bar, Collar Bar and Cuff Links Set, attractively boxed **5.50** Plus Tax
- D. Cameo Cuff Links for his sartorial perfection **3.50** Plus Tax
- E. Bar-T Tooled Leather Western Belt. Authentic Western Design **1.50**
- F. Pigskin Snap Belt **2.50**
Sterling Silver Buckle **3.50** Plus Tax
- G. Leather-Tip Felt Braes with contrasting color saddle stitching **1.50**

MEN'S FURNISHINGS, APRIL A FRONT, MAIN FLOOR.

SIBLEY, LINDSAY & CURR CO.

A Message from NOETH'S

To our many friends and customers: In the spirit of this holiday season we take great pleasure in bringing you the following announcement:

Although Whiskies are extremely scarce, Noeth's take pleasure in presenting choice selection of fine WINES... CHAMPAGNES... GINS... RUMS... CORDIALS... ROCK & RYES... etc. with

No Limit per Customer
while present stocks last !!! (CASE LOTS EXCEPTED)
(WHISKIES NOT INCLUDED)

ABOUT THE PRESENT LIQUOR SITUATION

If you are interested, you will find a straightforward, truthful statement concerning the current liquor crisis on Page 6 in this issue of the Sun.

Before Everything Else... Put
WAR BONDS
On Your Shopping List

PAUL NOETH
19 CLINTON AVENUE SOUTH
Just a Step Off Main St., Opposite Hotel Seneca

Rochester Sun
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IVOR
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NEW IV
Large 25c
SUPER
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IVOR
Large 11c
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Co-ope
B-K

KAY'S COMMENTS . . . by kay shearer

Joels This is the perfect year for giving truly practical gifts. What could be more practical and adored than a FUR TRIMMED HAT AND MUFF SET from JOELS. Need I mention that certain savoir-faire JOELS is famous for. Every FUR HAT and BAG has been reduced just in time for gift buying. Every bit of fur on every hat and bag is genuine. I am particularly "hipped" about this virtue in these hats. There is nothing so important as genuine first quality pelts. Your choice includes SILVER FOX — BEAVER — PERSIAN (Black and Grey), MUSKRAT and many others. HURRY — AT THE PRICES NOW ON THESE FUR HATS — they won't be at JOELS very long. JOELS — 215 EAST MAIN ST.

Grown-ups like HOMOGONIZED VITAMIN D MILK better. They acclaim its more delicious flavor. There's the test — and the proof of its finer flavor. Children may HAVE to drink their milk — but grown-ups usually will drink MILK only because they like it. Call BRIGHTON PLACE DAIRY today and have them deliver this delicious milk to your home for two weeks. If you're not entirely satisfied — no question asked — but I'm betting on HOMOGONIZED 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 HOMOGONIZED. Whether you have real milk drinking problems in your family or not, Homogenization is a modern scientific development you ought to at least try. No obligation to continue if you don't think it better. GLENWOOD 144. BRIGHTON PLACE DAIRY, 45 FULTON AVE.

She'll have everything except those amusing natural-cotton cocktail napkins in varied designs. You can buy a set of four for about 60c.

HOME SERVICE suggests these shortcuts to Holiday Meal preparation. Complete the preparation of your turkey the day before. Store in refrigerator with the dressing in the pocket — this method often improves the flavor of the final product. Save time by making the pastry for the pies the day before. Line the pans with pastry and store unbaked in the refrigerator. ROCHESTER GAS 89 East Ave.

Gleaming patent leather flowers to bloom eternally on her label. Matching earrings would complete this nice gift. Not expensive, either.

Give the gift that looks like old Lady Bountiful herself. FURS. The gift that makes you number one on her heart. Buy your furs with the SHAFER FUR CO LABEL and your pocketbook will feel no pain. Think about a FUR SCARF either in mink or kolinsky. Mink is my favorite — these are particularly lovely. All natural silky full pelts fashioned in any style that you will be happy in. Wild or ranch mink may be chosen priced \$26 to \$60 per skin. There is another group that deserves consideration — Russian Kolinsky scarfs in either mink or sable tone. These are priced too, priced \$17.50 to \$26 per skin. Remember what I keep saying there is no substitute for quality furs. Even the most inexperienced can tell at a glance if your fur coat or scarf is genuine. Dresses, hats, shoes, perfumes may be copied but NEVER FURS. There just is no substitute for first quality pelts. All prices at SHAFER FUR CO include tax. When your gift is Furs from Shafer's — hers will be a MERRY CHRISTMAS and all that sort of thing. SHAFER FUR CO, 51 EAST AVE.

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|----------------------------------|----------------|
| HIGH-TEST OXYDOL . . . Lg. 25c | |
| IVORY FLAKES | |
| Large 25c | Medium 11c |
| NEW IVORY SNOW | |
| Large 25c | Medium 11c |
| SUPER CREAMED CRISCO | |
| 1-lb. 26c | 3lbs. 73c |
| D U Z | |
| Lg. 25c | Med. 10c |
| LAVA SOAP | |
| 7c | |
| CAMAY SOAP | |
| 8c | |
| IVORY SOAP | |
| Large 11c | Med. 3 for 20c |
| GUEST IVORY SOAP | |
| 4 for 19c | |
| WHITE HOUSE COFFEE . . . LB. 29c | |
- BUSY-BEE STORES**
Co-operating With B-K Co. Inc.



BEA PETTIS who presides over PETTIS REDUCING SALON wishes to extend a Merry Christmas to all her friends. Did you know that a make-up bar stocked with the beloved CONTOURE cosmetics is at your disposal at this famous shop. Located at 327 BURKE BLDG. Stone 6210.

Pretty as a picture Xmas morning in one of those grand new frocks from RIPTON DRESSES. Pastels in wools and crepes that are gay and bright enough for holiday festivities. Aqua — violet, reds — grays in sizes 9 to 20. Priced \$8.65 to \$15.50. PS. RIPTON DRESSES wishes to extend the seasons greetings to their many friends. 739 MONROE AVE.

This Christmas—1943—you'll give your spirit—as well as your time, presence, friendliness. Maybe you'll take a wishful kid to see Santa in the stores—or pay a call on that neighbor whose son is reported missing. You'll do these things naturally—this Christmas of 1943—feeling neither self-consciously sentimental nor self-consciously virtuous. You'll remember there's nothing corny about kindness. You'll refuse to lament the feasts and fetes of other years, forget your personal privations and private losses. And in thus contributing to the cumulative good will in the world, you will help to speed the return of our lost and longed-for Merry Christmas. Because that good will is what, in the end, will restore the day when peace on earth will be more than a phrase—the day when the lights once more go on all over the world. The day peace is won—that will be the day that will be our MERRY CHRISTMAS.

Devotedly—Kay.

It is with the most cordial of feelings that ZWIG DRESSES wish all their customers the best of the seasons greetings. To anyone who mentions this column, Mrs. Zwig will allow a 10% discount on any of her frocks. Zwig Dresses price range is \$6.95 to \$12.95. Open Eve and Sunday's by appointment. Monroe 2208-W. 240 ROSEDALE ST. Off Monroe.

If you wear a "plain" coat—and want to add glamor to it. Buy yourself a silver fox hat and muff-bag to wear.

Do you like the fly-front dresses. I do—they are sleek—chevy look nice and neat—and stenderizing if you care.

The gift that will please — BUNNY MITTS with colored palms for a mere \$2.49. Doll Muffs for that particular child in various colors \$2.98. Darling Teddy Bears (some that practical brown shade), others in pastel shades \$2.49. Where at MARLENE HAT SHOP in the Hotel Seneca. While you're there, take a peek at their adorable hats. Bags too if you hurry.

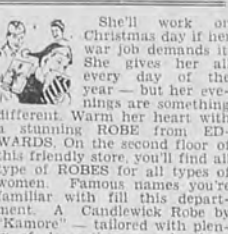
Your man in the service must buy his own soap you know. So why don't you send him some for Christmas. There are some available with his name on them. Also his insignia . . . Both last as long as the soap does.



MILDRED HAUPENTHAL would like to say MERRY CHRISTMAS to all her — old and new friends, and to say thanks for your patronage in her new beauty shop. Have you had that permanent set? A special price is still yours if you hurry — A Cream-Oil Permanent regularly \$10 now \$7.50. — 323 BURKE BLDG — Main 7671.

Look over your wardrobe. Have those burns repaired at EMPIRE WEAVERS. They will mend—reweave—any damage of any kind in any kind of garment. Their magic needles do superb work — in a minimum of time — for a nominal cost. EMPIRE WEAVERS — 409 BUBKE BLDG.

Playing cards make nice gifts. They are some very gay ones in the stores these days. Two packs is the usual thing to give.



She'll work on Christmas day if her war job demands it. She gives her all every day of the year — but her evenings are something different. Warm her heart with a stunning ROBE from EDWARDS. On the second floor of this friendly store, you'll find all type of ROBES for all types of women. Famous names you're familiar with fill this department. A Gandewick Robe by "Kamora" — tailored with plenty of decorative appeal. These come in sizes 14 to 20 — in yummy colors. The tailored "Lacy Aralia" ROBE as seen in Mademoiselle is a very beautiful garment. Fitted in solid shades of navy and red, smartly finished with a plaid velvet notch collar and cuffs and buttons. This robe sells for 16.95. It would please the most discriminating of women. Or maybe she would like a velvet royal corduroy robe smartly cut in fine pin-waist not easily found these days. A contrast in material lines, the tie and pocket. These sell for \$8.98. Drop into EDWARDS on the Second Floor and see these beautiful robes. I think you'll agree — they are very nice and would make the ideal gift for that favorite lady on your list. EDWARDS.

Play St. Nick with the savoir-faire and give perfume. There is nothing that a woman adores more than perfume. One drop of "good" perfume goes farther than gallons of the imitation.

Buy yourself a narrow-waist accessories. Try a dicky and corduroy jumper for the office, matching gloves — softened by wear it with different blouses quilting. They usually cost about \$10.

HURRY, HURRY - BEFORE THE CHRISTMAS RUSH
Dresses • Suits • Hats • Ties
DRY CLEANED
Expertly • Carefully • Thoroughly
SPEEDY'S
212 COURT STREET
Park Free at Clinton Station Across the Street

Here's Where You'll Find
The Answer
SERVICE MEN'S GIFT BAR
GIFT BAR
To WHAT TO GIVE Your Man in the Service

Identification Bracelet
9.00
EASY TERMS
Stainless steel identification locker bracelet with space for his name and number on top.

Leather Billfold
4.95
EASY CREDIT
Made of heavy leather, with roomy compartments. Choice of insignia.

Service Rosary
1.98
EASY TERMS
Non-tarnishable metal rosary with pocket size Prayer Book.

Ruby or Sapphire Ring
14.95
EASY CREDIT
Smart 10K yellow gold ring with simulated Ruby for Army; Sapphire for Navy.

Diamond Onyx Ring
49.50
EASY TERMS
Handsome ring with choice of insignia on onyx. Set with two side diamonds.

This Christmas...

Give Her That Bigger, Better Diamond She Has Always Wanted

Here's a word to you men who have come up in the world since you married the sweetest girl on earth several years ago. Remember how thrilled she was with the diamond you gave her when you were engaged? It wasn't very big, but it was all you could afford at the time — and she was mighty proud of it. But didn't you wish then that the diamond were larger and a little nicer . . . something really befitting your love for her? Well, this Christmas you can give her the beautiful diamond she has dreamed of wearing . . . here are three of the many glamorous creations from which you can choose.

Banquet \$200 EASY TERMS

Admiral Duet \$127 EASY CREDIT

Miss Liberty \$500 EASY CREDIT

Rudolph's
CORNER E. MAIN AT SOUTH AVE.
Open Every Evening Beginning Dec. 17.
IN BATAVIA — 109 MAIN ST.

Rudolph's
CORNER E. MAIN AT SOUTH AVE.
Open Every Evening From December 17th
IN BATAVIA—109 MAIN ST.

The TRUTH about the Whiskey Shortage

Is there really a shortage?

IT IS APPARENT that there is great confusion on the subject of the present whiskey supply. Surely the public is entitled to the facts no matter how discouraging they may be. Following are frank answers to some of the most pertinent questions:

1. Is there really a whiskey shortage in this country?

Yes—a serious shortage... because not a drop of whiskey has been distilled since October 8, 1942. The distilling facilities of the entire industry are engaged night and day in producing nothing but alcohol for war purposes.

2. How much whiskey is there actually in storage?

Approximately 303,000,000 gallons.

While the Alcohol Tax Unit of the Treasury Department, as of October 31, 1943, reported an inventory of 399,023,881 gallons, ORIGINALLY put in barrels, 96,000,000 gallons have actually disappeared through leakage and evaporation which leaves a net of about 303,000,000 gallons. This evaporation is recognized by the Government approved table of allowances. There is no mystery about the amount of whiskey withdrawn from or in storage in Government bonded warehouses. The Alcohol Tax Unit publishes these figures monthly.

3. Is a comparison between whiskey stocks and whiskey withdrawals a true indication of how long the available supply will last?

No. It is an accepted practice to blend grain neutral spirits with straight whiskey. Normally, as a result of this blending, the total amount of whiskeys available to the public is increased. Today, however, the supply of grain neutral spirits is only a small fraction of that of straight whiskeys and soon the supply will be exhausted, making it necessary to withdraw more straight whiskey to replace the grain neutral spirits formerly used.

4. Can all of this 303 million gallons be sold now?

No. Prior to the war, the distilling industry carried a normal inventory in bonded warehouses of over 500 million gallons which was necessary to maintain reasonable standards of quality. To avoid repetition of conditions which existed in 1934, following repeal of prohibition, when young and immature whiskey was offered to the public, it is essential to the public interest that some reserve be maintained for post-war requirements. Otherwise, there will be a bone-dry period following the war, or the public will be compelled to drink green, unpalatable whiskey. Since the entire whiskey stocks now available are already dangerously lower than normal inventory needs, the reserving of not less than 100 million gallons is imperative, even though entirely inadequate.

5. How much, therefore, is really available until production is resumed?

About 203,000,000 proof gallons.

And it must be made clear that the only reason there is any legal whiskey at all, is because whiskey must be aged before it is suitable for consumption. It cannot be made today and sold tomorrow like most other products. If it could, the country would have been bone-dry months ago because there would have been no reason for a stock. Never was the old adage more applicable—"you can't have your cake and eat it, too".

6. How long would this supply last at the present unprecedented rate of demand aggravated by public hoarding, speculation and black market operations?

Certainly less than a year.

All present statements to the effect that there is "plenty of whiskey for five years" are completely false. Here's what would happen if, tomorrow morning each individual distiller abandoned his self-imposed ration-

How much whiskey is available?

ing plan and simply accepted all orders. Provided they could get enough bottles, corks, cartons and sufficient labor, the entire supply would move out about as fast as it could be packaged... certainly in LESS THAN A YEAR. And surely no one could possibly regard this as a service to the public, the Government or the industry.

7. What has been done to make the available supply last?

For almost a year each distiller has been following a self-imposed rationing program. Even so, it is estimated they are now bottling and releasing at the annual rate of from 90 to 100 million gallons of whiskeys, compared with an output of whiskey of 134,508,954 gallons in the Government fiscal year ending June 30, 1943, and 133,277,074 in the preceding fiscal year. Though some localities felt the shortage before others, the shortage is now universal. The majority of distillers are distributing their products fairly and equitably to the various markets on the basis of previous purchase records, with due allowances for shifts in population.

8. Is it true that some of the lower priced brands have disappeared from the market?

Yes. Many rectifiers and small distillers who supplied a large part of the low priced brands have exhausted their limited stocks. In many cases, among the larger distillers, critical inventory positions made it necessary to curtail or eliminate some brands. Quite naturally, such distillers sought to protect the continuity of their most important brands and these were generally in the higher quality brackets. In whiskey, as in many other commodities, consumer demand for higher quality products has greatly increased.

9. What have distillers done to help maintain O.P.A. ceiling prices?

They have published ceiling prices in their advertisements and have admonished the public not to pay more. They have urged the trade to cooperate with the Government by maintaining ceiling prices. They have urged retailers to display signs reading: "O.P.A. ceiling prices... do not pay more!" They have prepared a series of newspaper advertisements warning the public not to buy at black market prices. They have urged the O.P.A. to call a conference in Washington of the State liquor administrators for the purpose of urging them to lend their support in the enforcement of the O.P.A. price regulations.

10. Have distillers raised their prices on whiskey?

O.P.A. regulations provide that distillers' prices shall not exceed those in effect during March 1942. However, the regulations do permit the addition of Federal Excise Taxes and the elimination of promotional discounts. Just as there are no one cent sales of scarce drug items today, nor special sales of canned goods, cigarettes and other commodities greatly in demand, there are, of course, no cut-rate sales of whiskey. Wholesaler and retailer ceiling prices are also governed by O.P.A. regulations which provide fixed profit ceilings.

11. Have the distillers requested permission to resume the making of whiskey during the war?

The position of the industry has been that as long as the Government requires its entire distilling facilities for the production of war-alcohol, these facilities should be devoted 100% to that purpose. When the total facilities are no longer needed by the Government, the distillers feel that at least a partial resumption of the making of whiskey should be granted in order to alleviate the critical shortage and its resulting evils.

12. Is the shortage of whiskey and higher taxes bringing the bootlegger back?

Yes. The greater the incentive—the greater the temptation.

How long will the present supply last?

13. Is there a black market in whiskey?

There is undoubtedly a black market in whiskey as there is in other commodities where a shortage exists and where the consumer demand is great, such as nylon hose, butter, beef, gasoline, tires, etc. Only public cooperation, tighter regulation, more rigorous enforcement... or the resumption of whiskey production... can correct it.

14. Is it true that large distillers are trying to buy additional whiskey, when available?

Yes. Any large distiller who has his brands and trademarks to protect naturally will try to buy any acceptable whiskey which may be offered for sale. However, the purchase of whiskeys by one company from another does not increase or decrease, by a single quart, the supply available to the consumer.

15. Are consumers hoarding whiskey?

Unquestionably, many consumers have bought beyond their immediate needs as they have done with other scarce products.

16. Has the trade been hoarding whiskey?

Wholesale stocks are lower than at any time in the last nine years. Retail stocks are much lower than normal. Some package stores do reserve favorite brands for their regular customers thereby avoiding sales to those who might be hoarders, speculators or black market operators.

17. Are the profits of the distilling industry larger than those of other American industries?

According to a report printed in the New York Journal of Commerce of January 15, 1943, the distilling industry ranked in 13th position among 16 major industries from the standpoint of percentage of profit to sales and likewise in the percentage of profit to invested capital.

18. Why is rum and gin more plentiful than whiskey?

Today rums and gins are imported, largely from the West Indies, Mexico and South America. The alcoholic base for these beverages is distilled from blackstrap molasses and the labels indicate that they are products made from cane and not from grain.

19. Why do distillers continue to advertise their products when retailers have such meager supplies?

The trademarks and trade names of a producer are among his most valuable assets. The distiller, like other producers, is trying to keep his brand names before the public so that they will not be forgotten.

CONCLUSIONS

1. There is an acute shortage of whiskey. If the present abnormal rate of demand were fully satisfied, the supply would be exhausted in less than a year.

2. Even under the present rationing programs of the individual distillers, conditions will become progressively more acute and aggravated because not a single drop of whiskey sold since October 8, 1942 is being replaced. The public must realize that its consumption of whiskey must be curtailed, as has its consumption of all other scarce commodities.

3. There can be no solution of the present shortage until beverage production is resumed.

4. Black markets and other violations resulting from the shortage of liquor are condemned by the responsible members of the industry just as severely as they are by enforcement officials.

We know of no other industry in America which is devoting its production facilities 100% to war work... is accounting for over 1 billion dollars in Federal and State taxes annually... and, at the same time, is filling some portion of the current demands of its customers. When you consider all these facts, isn't it fair to ask your understanding and cooperation under the present difficult conditions?

Distilled Spirits Institute, Inc. MEMBER OF THE Conference of Alcoholic Beverage Industries, Inc.
WASHINGTON, D. C. NEW YORK, N. Y.

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Combination BILLFOLDS OF GENUINE CALFSKIN
New combination Billfold and Pass Case made of genuine Calfskin. Has 5 card windows — enough for carrying all his identification and license cards.

DAW'S Low Price **\$1.19** GIFT-BOXED

Other Billfolds from 69c to \$4.59

Fresh! CHRISTMAS Candy Assortment
• CHOCOLATE PANNED ASSORTMENT
• FRUIT JELLIES • CANDY MIX
• TROPICAL HARD CANDIES

3-LB. BOX 98c Quantities Limited BUY NOW FOR CHRISTMAS Attractively Boxed!

Just Received! — in time for Christmas — these big 3-pound boxes of your favorite Candies. A delicious assortment of tender Fruit Jellies, Tropical Hard Candies, Hollywood Candy Mix and assorted panned Chocolate Nuts, Raisins, Fudge and others.

DAW'S Low Prices

POUND TOBACCO
Raleigh . . . 74c
Rum & Maple \$2.10
Kentucky Club 74c
Edgeworth . . \$1.01
Prince Albert . 74c
Geo. Washington 61c
Half and Half . 74c
Union Leader . 61c
Big Ben 74c
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Granger 71c
Briggs . . . \$1.17
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CHRISTMAS GREETING CARDS
Large, varied assortments of beautifully colored, expensive-looking greeting cards. Many exclusive designs and verses—NO TWO ALIKE

Box of 21 With Envelopes **29c** Value
DeLuxe Box of 25 Cards **49c** Value

ELECTRIC WREATHS 39c
Full size, bright-red wreath with torch-type bulbs, cord and plug.

DECORATIONS
TREE LIGHT SETS . . . 69c
ICICLES . . . 2 boxes 9c
GARLANDS . . . 8c, 3 for 23c

Gift PIPES ★ **DUKE OF DUNDEE** ★
The Pipe to give him for Christmas! Here's a pipe he'll enjoy day in and day out—a pipe that always stays fresh and sweet from morning to night—the kind of pipe men tell their friends about. In all popular models, beautifully finished to bring out their handsome grain.

Duke's famous PURE-G-MATIC pipe, specially designed to trap impurities, is the secret of its finer smoking qualities—always dry, mellow and satisfying!

At Daw's **98c** Royal Duke, \$1.49

You'll find all the other famous brands of pipes at DAW'S, including: FRANK MEDICO, DIE GIABLOW, Sculptured PUREX, DUTCH BOY and others.

SHAVING BRUSH
Here's a brush that will last and last! Real Soft SET BRUSHES with pure sterilized bristles. Full size, pasty-colored handles. Give him a new brush at a saving price.

DAW'S LOW PRICE **98c**
OTHER BRUSHES TO \$9.89

Tobacco POUCH
POUCHES in zipped and fold-over styles, to keep his favorite tobacco fresh and aromatic. Choice of wide variety of hide coverings.

Gift Boxed **59c** To \$2.98

See the new Combination Pouches that hold BOTH pipe and tobacco!

SHAVING SETS
★ 4-Pc. COMMANDO
Contains: SHAVE CREAM, TALCUM, HAIR DRESSING and AFTER-SHAVE LOTION — 4 luxurious shaving essentials in a handsome gift box . . . **\$1.19**

★ OLD GOLD
Contains: SHAVE DOWL, TALCUM and AFTER-SHAVE LOTION in gift box . . . **\$1.19**

Gift CIGARS ★ **CIGARETTES**
ALL THE POPULAR BRANDS THAT ARE NOW AVAILABLE. Choose from Rochester's largest stocks — all humidifier-free

AT DAW'S SAVING PRICES
Popular brands such as Luckies, Chesterfields, Old Golds, Raleighs, Pall Mall, etc.
Carton of 10 Packs **\$1.46**

WESTINGHOUSE MAZDA BULBS
Choice of 25-40-60 Watts (Inside Frosted)
100-Watt Size . . . **15c**
150-Watt Size . . . **20c**

PERFUMES
● GARDENIA ● BOUQUET ● CHYPRE ● SWEET PEA
Floral Perfumes — everybody's favorite fragrance — subtle, charming and long-lasting! Choose any of the famous odors: Chypre, Gardenia, Bouquet, or Sweet Pea. In original-sealed bottles.

Half-Price Sale! COLOGNES
● APPLE BLOSSOM ● EAU DE COLOGNE ● WHITE LILAC ● FLORAL BOUQUET
They're usually \$2—for a limited time only at DAW'S—these famous Colognes are being offered at just HALF the price. Choose any of the 4 popular fragrances.
Giant 12-ounce Decanters **\$1.00** Reg. \$2 Value

DR. LYON'S TOOTH POWDER
50c Size **21c**

ISOPROPYL-RUBBING ALCOHOL
Pint Bottle **14c**

SIMILAC BABY FOOD
\$1.20 Size **66c**

ADHESIVE PLASTER
1/2" x 5 Yds. Reg. 10c Rolls **6c**

DRUG SPECIALS

CLEAN FALSE TEETH
In 15 minutes your plates sparkling bright and clean without any brushing. Simply submerge your plate in a solution of STIK-O-DENT and water for 10 or 15 minutes. This not only cleans them but also removes stains and discolorations. Also, checks denture breath. Absolutely safe. Size 24 Size 49c. Mail Orders Filled.

DON'T LET A HEAD COLD GET YOU DOWN
Many people are now taking SHERVAC Cold Vaccine Tablets to immunize themselves against colds. Clinical tests prove that this new discovery will reduce the severity and duration of a cold, in some reported cases giving complete relief in no short time as 24 to 48 hours. Try this new, amazing treatment—a tested product of the famous Sherman Laboratories. Safe, easy to take and costs as little as DAW'S. Almost a month's supply at only **69c**. Mail order filled.

Dental Needs
Listerine Tooth Paste 21c, 33c
Kleenee For Plates 29c
Dr. West Tooth Paste Giant, 40c Size 20c
Tek Tooth Brush 29c
Iodent 30c Size 37c
Squibb's Tooth Paste 21c, 37c

Cold Remedies
Grove's Cold Tablets 27c
Musterole Rub, 33c, 61c
Vick's Nose Drops 24c
Baume Ben-Gay 59c
Vick's Vapo-Rub 27c
Mistol Drops 23c, 59c

Laxatives
Phospho-Soda 49c
Fen-a-mint 19c
Petro-Syllium 89c
Syrup of Figs 31c
Eno Salts 99c
Alophen Pills 49c
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VIMMS VITAMIN TABLETS
6 VITAMINS
3 MINERALS
All In One Tasty Tablet

Nutritional Experts Say: 3 out of 4 need more Vitamins and Minerals.
VIMMS Contain Vitamin A, B1, B2, P-P, C, D and Calcium Iron.

Family Size Box of 288 . . . **\$4.79**
Box of 96 **49c** \$1.69

Get your daily Vitamins and Minerals this new, easy, economical way. VIMMS contain Vitamins A, B-1, B-2, P-P, C, D and Calcium Phosphorus and Iron.

DAW'S Extra-Value COUPON
OXYDOL Soap Powder
LARGE SIZE **19c** (Limit 1)

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NAIL POLISH REMOVER
LARGE 3-OZ. SIZE **11c** (Limit 2 Bottles)

DAW'S Extra-Value COUPON
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BOX OF 500 SHEETS **17c** (Limit 2 Boxes)

DAW'S Extra-Value COUPON
HAND LOTION
LEHN & FINK True American
White-moisture, softening, water-locking skin. Made by the makers of Hind's Honey and Amona Cream.
8c (Limit 2 Bottles)

Lounge-About

Cover Girl To Raise Her Own Fur Coats

Hollywood — Cover Girl Karen X. Gaylord, the eye-catching redhead from Devil's Lake, S. D., soon will be raising her own fur coats.

With her role completed in Columbia's Technicolor musical, "Cover Girl," Karen confides that she and her husband-to-be, Ted Knoll, are looking for ranch property in the San Fernando Valley. They plan to be married early in December. Knoll is an engineer and contractor.

In choosing their ranch site, they intend settling on one suitable for the raising of foxes.

STRATEGIC PLANNING of a far-sighted fashion designer has solved the busy women's battle against dressing time and chilly temperatures. Many exclusive designs and verses—NO TWO ALIKE

CBS actress Marguerite Kingway offers a comfortable acceptance of heat-rationed living. There's graceful beauty in the full sleeves flowing from the nee dropped shoulder, and the slenderizing waistline pleats give casual ease. Practical pockets and a high-style reptile-trimmed belt combine function and beauty.

Renew Garments With New Color
"Make it last as long as you can," consumers are urged by the War Production Board. In thus conserving fabrics, you needn't look drab or dated either. Home-dyeing will make your present wardrobe last longer, look better. You can tint practically every item in your wardrobe as well as curtains, clip covers, bedspreads, etc. Home-dyeing is really very simple, but remember, you must follow the directions on the package—experts wrote 'em.

Home Health Hints
Water blisters usually occur where there has been rubbing, as of a shoe or handling of a work tool. Blood blisters are caused by pinching. It is best to protect blisters from breaking open if possible. To avoid infection in case blister may break, gently cleanse the blister and area around it with soap and water. When dry, paint with mild tincture of iodine. Cover with sterile dressing.

Babies should never be urged to bear their weight on their feet until they do it of their own accord. When the muscles are sufficiently developed, the normal baby will try to stand and walk without urging.

Soap and water, strong sunlight and fresh air are effective disease germ-killers.

A weak patient when lying on his side needs support at his back. Place a soft pillow lengthwise along the spine, tucking in firmly to hold back in straight line.

The baby should never have his nose, mouth or hands wiped with the used handkerchief of another person; doing so offers an opportunity for passing infection. Keep a handkerchief or have paper tissue for the baby's use.

REPORTS OF COLDS' BRONCHIAL IRRITATION RECEIVED HERE DAILY
Complaints of colds' chest-muscle soreness increasing

So as colds sweep every where with coughing, muscular aches, and nasal congestion—interfering with work and spoiling relaxation and rest, remember this. If you feel terrible, suffering with these ills, don't go around trying to throw them off without real aid. Count on the ready aid you get with Penetro, the saline with modern medication in a base containing old-fashioned mutton suet. Penetro works two ways: (1) Outside, Penetro's counter-irritant effect speeds up local blood circulation, ease tightness of cold-tortured chest muscles. (2) Inside, its medicated vapors soothe irritated nasal membranes and bring warming comfort. Clean, White, Stainless. Always pleasant to use. Only 45c. Double size 85c. For real relief from these colds' miseries always demand Penetro.

House Slippers NOT RATIONED

MISSES - CHILDREN - BOYS WILL ADORE THESE FOR CHRISTMAS

PLENTY OF STYLES AND PLENTY OF SIZES FROM THE TINY TOT TO THE COLLEGE GIRL

69c To \$1.98

The Ideal Christmas Gift

Neisner's 200 MAIN ST. E.
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IT'S TRUE! By Wiley Padan

GENE KELLY
AS A DANCING PARTNER, HE'S MOMENTOUSLY THE MOST FAMOUS OF THE CROISSANT CROISSANT!

SIR CEDRIC HARDWICKE
THE ROLE OF FRENCH RESISTANCE LEADER SIR CEDRIC HARDWICKE WAS SEEN AT WORLD WAR II. HE LECTURED AT COLUMBIA UNIVERSITY AND WAS A FRENCH KNOW SHAKER-SIGNATURE ACTOR!

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FAMOUS FRENCH STAR IS CAST AS A COURAGEOUS FRENCH RESISTANCE LEADER IN THIS INTENSIVE WAR DRAMA!

Peter LORRE
AS A FURBERGATED NAZI OFFICER

JOSEPH CALLEIA
STARTS HIS CAREER AS A CONCERT SINGER!

16-Page COMIC SECTION
Superman
Joe Palooka
Rory Drake
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Off the Record
Barney Baxter

Batman & Robin
Captain Easy
Alec Og
Freakles
Out Our War
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24-Page MAGAZINE SECTION
The world and its people in interesting stories told in words and pictures; many of them in natural color.

MAIN NEWS SECTION
An early edition of the SUNDAY MIRROR containing all the news in one place throughout the week at all newsdealers.

New York **SUNDAY MIRROR 10c**
NOW ON SALE

Inspired by the recent best seller, "A Thousand Shall Fall," written by Hans Habe, German refugee. "The Cross of Lorraine" is a stirring portrayal of the rigors suffered in a German prison camp by a group of patriotic French soldiers.

Like "Bataan," Metro-Goldwyn-Mayer's first all-male war drama, this new production boasts a supporting cast of top-ranking actors, including Sir Cedric Hardwicke, Hume Cronyn, Joseph Calleia, Wallace Ford, Jack Lambert, Donald Curtis, Jack Edwards, Jr., and an interesting youngster, Billy Roy. "The Cross of Lorraine" will soon be at Loew's.

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Want Ads

RUGS
FELT-BASED linoleum rugs. Room size \$1.75. Heavy weight \$2.12. Well-known brand \$2.25. Standard weight by the yard 50c. Heavy weight 40c. 12-ft. width floor covered without seam wall to wall. Standard weight 40c a yard. Heavy weight 50c. H. P. Fahrner, 96 State St.

FURNITURE FOR SALE
DINING SUITE. Buffet, table-top chairs. \$15 takes it. 650 Clinton Ave. South.

BEDDING
NEW COTTON mattresses any color. 11x12. 60-90. Cotton test mattresses. \$13.50. Flat springs \$2.00 up. Coil springs \$3.00 up. Metal Beds \$4.00 up. H. P. Fahrner, 96 State St.

PERSONAL
HAIR, Warts, Moles removed, roots dissolved. Call Stone 5890 after 11 A. M. or write Frances Friedman, 27 Clinton St. Evenings by appointment. Consultations or trials invited.

STAMP
USED STAMPS—Mint, U. S. and foreign. Foreign bank stamps. We specialize in individually priced space fillers both single and blocks. 1123 North St.

FOR SALE
GAS RANGE—white enamel with gray enamel trim. Side oven style. In excellent condition. \$10. 88 Jordan Pl. (between near University). Stone 5380.

WANTED TO BUY
BEIN, Spring, Stores, Rugs, Dining and Bedroom suites. Entire households. Phone Mr. Carter Main 5926.

SECOND HAND washing machine for cash. Any make. Call Monroe 2684-W.

Subscriber Awards . . .

(Continued from Page 1)
the front page of Shopping News.
All sections of the city are represented in the list of winner's names. Here are the names and addresses of the sustaining subscribers who have turned their ten cent contribution to their Shopping News carrier into a 25 dollar award during the past six months:

Mrs. Kathryn Tomassino, 1617 Clifford Ave.; Mrs. Elizabeth Vogt, 358 Electric St.; Mrs. Rose Lafferty, 100 Havenwood Ave.; Donald Leahy, 143 Sanford St.; Mrs. B. Spock, 183 Elm Dr.; Mrs. O. Fiedler, 685 Clara St.
Also Miss Frances A. Neff, 24 Wellington Ave.; Mrs. E. Siebert, 25 Colbourne Rd.; Mrs. H. Bradley, 612 Merchants St.; John Schwartz, 25 Leo St.; Miss H. Mialar, 371 Beaufort Dr.; Mrs. J. Sharp, 186 Cottage St.
Also Carl Schrot, 289 Spencer Rd.; Charles A. Fahy, 174 Weldon Ct.; C. Barley, Jr., 65 Fair Pl.; M. J. Bartley, 344 Conkey Ave.; Mrs. Edwin Eldredge, 422 E. Goodman St.; Mrs. Kunow, 401 Murray St.; Mrs. C. Truesdale, 303 Magnolia St.; O. W. Strasser, 148 Fairgate Rd.; Mrs. H. McDermott, 25 Merrick St.; Evelyn Platt, 17 Labarum Cres.

LEAVE YOUR CHILDREN UNDER EXPERT CARE While At Work or Shopping

We are helping meet America's Child problem by providing home care for the children of War Workers—Naps—Ood Liver, Oil—Orange Juice—loving supervision and recreational guidance are some of the things we furnish to make little life-tant at home! Phone for information between 1 and 3 P. M. daily.

● Educational Classes ● Play Rooms
● Noon Lunch ● Medical Supervision

PATRICIA RICKETT'S NURSERY SCHOOL
OPEN 6 DAYS WEEKLY 7 A. M. TO 6 P. M.
HOURLY RATES FOR SHORTER PERIODS

35 LYNCHSTER ST. (Off Dewey) GLEN, 2913

COLDS' IRRITATION HERE DAILY

a chest-muscle increasing
where with cough- and nasal congest- work and spoiling remember this. H- ing with those mis- trying to throw Count on the Penetro, the salve in a base ned mutton quest- (1) Outside, ant effect speeds on, ease tightness muscles. (2) In- ers soothe irritated bring warming. Staines. Air- Only 25c. Double relief from these demand Penetro.

NOT IONED

PLENTY SIZES AND THE TINY GIRL

9c 98

The Ideal Christmas Gift

200 MAIN ST. E.

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1 1/2 cups sweet milk
1 teaspoon sugar
2 eggs
2 cups flour
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Chop some good tart apples. Mix to batter and fry in hot shortening.

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3 veal kidneys
Salt
Flour
2 tbsp. chopped onion
2 tsp. butter
1 cup cooked tomatoes

Cut kidneys 1/2 half lengthwise. Remove white membrane. Soak in cold water 15 minutes. Cut into 1-inch pieces. Add kidneys and cook with onions for about 5 minutes or until well browned. Add tomatoes. Cover. Simmer 10 minutes or until kidneys are tender and sauce is thickened.

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Rochester Sun, December 16, 1943

German scientists have found that vitamin C and glutathione have the power of destroying various poisons in the human system.

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Ingenious Director Manages To Make Kids Seem Hungry

Hollywood—Director Andre De Toth has discovered that Hollywood screen kids are too well fed for their own screen good. And when he came to a scene which required the youngsters to register hunger for Columbia's "None Shall Escape," story of the post-war trials of Nazi leaders, the boys and girls just looked too healthy.

It was then that he took a handful of them to a corner drugstore and handed them each "mile-high sky-scraper" cones. Then he brought them back on the set, and placed them across the way from their companions and out of camera range. In short order, the "conesless"

kids started to pout and drool and look properly oppressed. When De Toth decided they were looking hungry and wistfully enough at those fast-disappearing "mile-highers," he started the cameras rolling and got one of the real poignant moments of his picture.

Dressing For The One

When Bill Lundigan, her favorite marine, came to town recently, and Marguerite Chapman wanted to look especially pretty, she wore a slim dark crepe dress with simple extended shoulders. Beltless, and finger slim, it featured a high draped bodice of pale pink satin. Marguerite further won his heart with long gloves, sparkling jewelry and a pink satin calot—her hair caught neatly up in a shimmering black snood.

"Princess O'Rourke" Held Over For Second Week At Regent

"Princess O'Rourke," the new Warner Brothers comedy starring Olivia de Havilland and Robert Cummings, is now in its second week's engagement at the Regent Theatre. Directed by Norman Kraasna, the film is an escapist comedy, with overtones of timely realism. "Princess O'Rourke" marks Kraasna's bow as a director, although he has been recognized for several years as a foremost member of Hollywood's young writing fraternity. Among his best-known screen plays are "Bachelor Mother" and "The Devil and Miss Jones."

A strong supporting cast features Charles Coburn, Jack Carson and Jane Wyman. Others in the cast include Minor Watson, Gladys Cooper, Harry Davenport and Nan Wynn. For the second feature, you will see "She's For Me," starring David Bruce and Grace McDonald, and Eddie LeBaron and his orchestra will add to the gaiety of this picture.

Life In Washington Shown in Capitol Theatre Feature

"Government Girl" and "Hostages" are the two features of this week's entertainment bill at the Capitol Theatre. Teaming lovely Olivia de Havilland with the new film "find" Sonny Tufts, "Government Girl" comes to the screen as a hilarious and romantic presentation of the hectic life behind the scenes in the nation's capital. Miss de Havilland has the title role of "Smookey" Allard.

A veteran cast which reads like Who's Who in filmdom adds punch and color to the exciting story. It includes such outstanding players as Luise Rainer who returns to the screen to demonstrate once again that she has lost none of the sparkle or talent which won for her two successive Academy awards. Arturo de Cordova, foremost Latin-American romantic star, Paul Lukas, acclaimed for his role in "Watch on the Rhine," Katina Paxinou, the vigorous guerrilla fighter in "For Whom the Bell Tolls," William Bendix, the Ingratiating "Slapsie" in "Wake Island."

Dehydrated mushrooms are new in pre-cooked food line. Soaked 30 minutes, they're "fresh" size and ready for use in soups, sauces, spaghetti, etc.

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SEVENTH YEAR—No. 8

ROCHESTER, N. Y., MONDAY, DECEMBER 20, 1943

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

CONSUMER NEWS

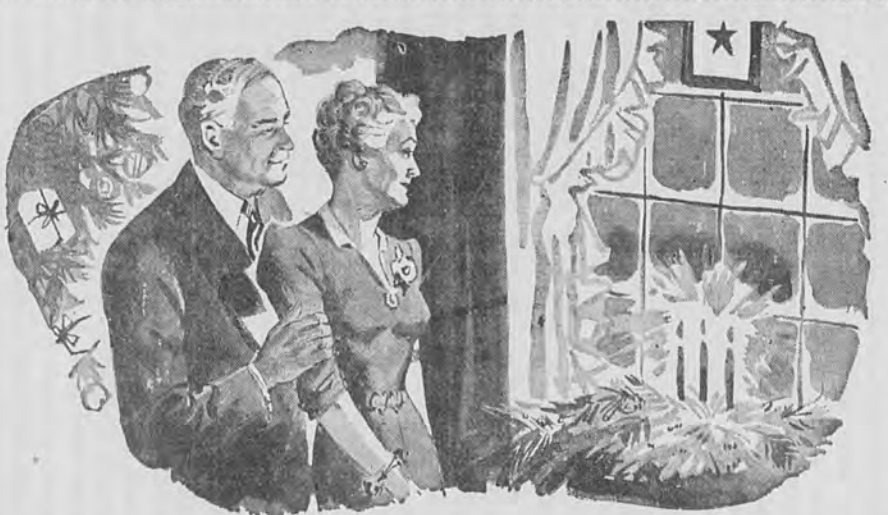
Let's make this a safe Christmas as well as a cheery one... Let's check over our Christmas decorations so as to avoid accidents, if possible.

A Christmas tree can be fire-proofed so that it will not ignite as quickly as if it had not been treated. This is done by making a solution of 7 ozs. borax, 3 ozs. boric acid and 1 gallon hot water. Stand the tree in this solution, until it absorbs as much of it as possible, making more of the solution if necessary.

This same solution can be used for fire-proofing absorbent cotton. Spread cotton on concrete floor, or any place that water will not injure, and sprinkle with the fire-proofing solution. Let the cotton dry thoroughly before handling.

Check over your Christmas tree lights before putting them on the tree. Be sure they are safe.

Remember that the series lights, where all lights go out (Continued on Page 5)



MERRY CHRISTMAS, Son...

It's Christmas Eve, son... the tree is trimmed and all aglow... the Lawsons and the Wrights have just said goodnight, and Mother and I are alone.

We miss you plenty, boy. Just as we did last year when you were at camp and we got your wire saying you couldn't get leave to come home. But there's this difference...

Last year we were looking backward; dreaming of Christmases past... harking back through the years to your very first Christmas when you neglected your new gifts to play with your old shoe... to the Christmas when Uncle Frank spent the whole day on the floor playing with your new electric train... to the Christmas, not too many years ago, when you got the chemical set and darned near blew up the whole house.

Last year it seemed—well, as though some of the happiest days of our lives had gone, never to return.

But this year we know that the happiest days of our lives is still to come. This year we are looking ahead, waiting for the Christmas when you and your Mary are here to help trim the tree; we are thinking of the Christmas not so far away when you will be home.

And though you're farther away than ever this year—though there's a lot of blue water between you and our front door here at home, we know that every day that passes brings a little closer the great day when you will come back to all of us.

We can never forget those Christmases Past; but the joy of Christmas present is made more real this year by the growing certainty of a Happier Christmas Yet to Come.

Merry Christmas, son.

Sigmund Romberg Listed For Holiday Concert Here

A musical treat is in store for Rochesterians when Sigmund Romberg, composer of the most beloved of our operettas, comes to the Eastman Theatre with his orchestra and for soloists on December 30 and 31.

Last year Romberg's two concerts here were not only well attended but warmly received. It was due to his success then that led to his return engagement next week.

Romberg is known to millions and his music is as familiar a part of America as the Grand Canyon or Times Square in New York. He has written a good share of the songs everyone knows and sings. Among them are "Love Come Back To Me," "When I Grow Too Old To Dream," "Sweethearts," "One Alone," and "Stout Hearted Men."

Romberg's 45-piece orchestra will be augmented by four soloists: Martha Errolle, soprano; Eric Mattson, tenor; Esther Borja, famed American singer; and Violinist Mary Becker.

A different program will be presented on each of the two nights here and will consist of medleys from the work of such composers as Victor Herbert, Franz Lehár, Jerome Kern, Johann Strauss as well as some Tchaikowsky, Schubert and Chopin.

There will be no Shopping News on Thursday of this week. Next issue will be distributed on Wednesday, December 29th.

Amusements

CENTURY SECOND BIG WEEK—"GUADALCANAL DIARY" with Preston Foster and Lloyd Nolan. Plus "FIRED WIFE" with Robert Paige and Louise Albritton.

LOEWS "The CROSS OF LORRAINE" with Jean Pierre Aumont and Gene Kelly. Plus "THE KANSAN"

PALACE "CORVETTE K225" with Randolph Scott Plus Alan Jones in "SING A JINGLE"

CAPITOL Olivia de Havilland and Sonny Tufts in "GOVERNMENT GIRL". Plus Luise Rainer and Paul Lukas in "HOSTAGES"

HUDSON "HOLIDAY INN" with Bing Crosby and Fred Astaire. Plus "MURDER IN TIMES SQUARE" with Edmund Lowe.

LITTLE Irving Berlin's "HOLIDAY INN" with Bing Crosby and Fred Astaire. STARTS DEC. 25TH. Closed Mon., Dec. 20 to Fri., Dec. 24.

REGENT Olivia de Havilland and Robert Cummings in "PRINCESS O'RORKE". Plus Grace McDonald in "SHE'S FOR ME."

REXY "THE LADY TAKES A CHANCE" with Jean Arthur and John Wayne. "POWER OF THE PRESS" with Lee Tracy SUN. MON. TUES. and Gloria Dickson.

TEMPLE "COLT COMRADES" with William Boyd. Plus "OH, MY DARLING CLEMENTINE" with Frank Albertson.



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BOYS' CORDUROY LONG PANTS \$3.98 Sizes 10 to 22	LADIES' JODHPURS \$3.25 to \$6.95 LADIES' JODHPUR BOOTS \$3.80 to \$4.50	MEN'S PLAID HUNTING SHIRTS Green Ploid \$7.95 All Sizes	ALFRED JOHNSON AND C. C. M. SKATES FIGURE AND TUBE SKATES \$3.69
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KAY'S COMMENTS by kay shearer

MERRY CHRISTMAS



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of the University of Rochester

LLOYD'S FLOWER SHOP will be open every evening this week - also Christmas morning 9AM till 1PM. Give some thought to the unusual floral novelties at LLOYD'S for those last minute gifts you must buy. Remember the shut-in with flowers this Christmas. Mr. Lloyd Higbie the owner of LLOYD'S Flower Shop wishes to extend the seasons greetings to his many friends and customers. They deliver so if you can't stop in - Call Main 8633 Personal service is yours at LLOYD'S FLOWER SHOP located POWERS HOTEL Opp. the Court House.

The town is "craving" with costume jewelry. Remember a year ago, when "they" said no more costume jewelry. I saw a pair of lovely gold earrings the other day in the shape of autumn leaves. Tiny brilliant running down the center. Pins to match.

Give yourself a Christmas present - a permanent given under the expert guidance of MILDRED HAUPENTHAL. A regular \$7.50 permanent is yours for exactly \$5. Call today for an appointment - Main 7671. I know you'll like Mildred's work - she is an experienced operator and her shop is pleasant, convenient and friendly. 323 BURKE BLDG.

Why not solve that last minute Christmas gift problem - by giving EASTMAN CONCERT TICKETS. Prices range from 55c to \$3.50 for the following concerts: A gala event is scheduled for December 30 and December 31 (New Year's Eve). SIGMUND ROMBERG and his Orchestra. Last year this event proved one of the most popular of the season. This year Sigmund Romberg is brought back by popular demand. MARIAN ANDERSON will follow in a recital January 7, 1944. SAN CARLO GRAND OPERA has been booked for January 10th and 11th. GOLDEN GATE QUARTET has been scheduled for January 16th. LAURITZ, MELCHIOR and ASTRID VARNAY will give a joint recital on January 23rd. Call Stone 2212 for individual prices on any of the concerts mentioned or drop in at the box-office in the EASTMAN THEATRE, Gibbs at East Main St.

For stocking stuffers - give cosmetics. They stuff nicely and make nice gifts for young and old - of the female and male species.

So you've burned a hole in that brand new dress and you're pretty sick about it. It can be repaired - you know - by EMPIRE WEAVERS. Their work is perfect - the cost is nominal - and you will be entirely happy with the results. I know. 409 BURKE BLDG.

You can't "beat" perfume for that last minute gift. EDWARDS presents American era in perfume - the famous LEIGH line. A tender, insistent perfume that plays upon the senses like the half-remembered melody of an impassioned serenade. Created by Leigh, it presents the epitome of perfume quality at an American price. There are four perfumes to choose from. DULCINEA - buy it for the love's sake. It is a lovely scent - it will give a lift to the wearer. Sells for \$3.50 per ounce. RISQUE is the heady scent for the daring women. This sells for \$3.50 per ounce also. If her heart is young and high buy her HEARTBEAT. It will make her a woman to be remembered. Sells for \$3.50 per ounce. POETIC DREAM should be given for sheer enchantment. A heady scent that will please the most discriminating of women. This also sells for \$3.50 per ounce. Drop into EDWARDS on the main floor and ask to "sniff" LEIGH PERFUMES. You'll find one or more of these scents that will fill that "gap" for the last minute gift - and will please your recipient no end. - EDWARDS *** Main Floor.

Good teeth are well fed teeth. People who get enough Vitamin D, suffer less from dental decay. The American Dental Association says: "Nutritional deficiencies were held to be the major cause of dental disease." The easy pleasant way to get enough Vitamin D is drink HOMOGENIZED VITAMIN D MILK delivered by BRIGHTON PLACE DAIRY located at 45 FULTON AVE. Doctors say children receiving extra Vitamin D have less than half as many cavities as those who do not receive it. HOMOGENIZED VITAMIN D MILK is rich in the minerals of which teeth are composed, and RICH in Vitamin D. Give yourself and your family this money-saving aid to tooth health and beauty. BRIGHTON PLACE DAIRY will deliver it at your request. Call GLENWOOD 144.

Would you like bright American Beauty velveteen or brighter gathered skirt. Soft rayon black "furgolis" on a beige graceful crepe is the major color.

RIPTON DRESSES says "It's been a pleasure to serve you through 1943 and they want to say MERRY XMAS & HAPPY NEW YEAR." Why don't you drop into this friendly shop, and buy yourself a Christmas present - a new frock. Every dress is smart and wearable and gently priced. 739 MONROE AVE. Open evenings.

Shopping sure wears you out. If you're looking for a quick pick-up drop into ODENBACH'S and have a leisurely lunch. As you know ODENBACH'S is a restful lovely place, where you always "run into" some of your friends. Food and drinks at ODENBACH'S are always delicious. Plenty of atmosphere - the kind that makes you shed your fatigue and cares at least for the time you spend at ODENBACH'S. Drop in these busy days - and see if you don't agree. Main at Clinton.

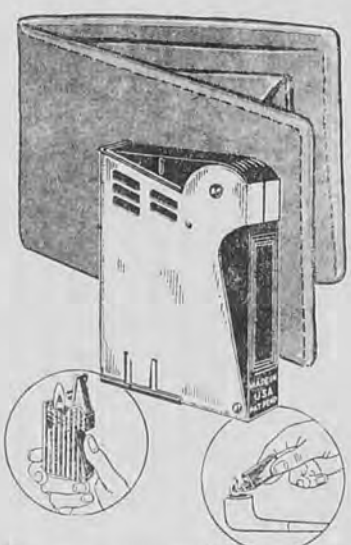
HOME SERVICE at ROCHESTER GAS & ELECTRIC says "If your holiday meal must be served after working all day, save time by partly cooking the turkey or other meat the night before. Remove the roaster from the oven and store partly roasted meat in a cool place. When ready to finish roasting place pan in preheated oven for at least one hour or longer if necessary to thoroughly cook the meat. Courtesy of HOME SERVICE 89 East Ave.

AUNT JENNIES BAKERY wishes to extend the season's greetings to their many friends and customers. It has been a pleasure to serve you in the year of 1943. Aunt Jennie and they hope to give you the same quality baked goods during 1944. 516 MONROE AVE. Monroe 635.

CARTER HAT SHOP should be first on your list if you're one of those last-minute shoppers. Open every evening for your convenience, you'll find Dolls, Costume Jewelry, Handkerchiefs, to say nothing of the smartest chapeaus you ever did see. Mrs. Carter wishes to extend the season's greetings to her many customers and to thank them for their patronage. 635 MONROE AVE.

Gift Scoop

Automatic Pocket LIGHTER and Genuine Leather WALLET



Both for **\$5.95**
With Six Flints

Smalls again does the impossible and brings you this hard-to-get famous American made lighter in an unusual Christmas Gift grouping. The Lighter is completely automatic with positive action that is ideal for cigars, cigarettes and pipes. The Wallet is smart and handsome. Quantities are limited. These Lighters will go fast. Get yours today.

- 3 Easy Ways to Buy
- CASH
 - CREDIT
 - DEFERRED PAYMENT

Smalls

28 EAST MAIN STREET
Open Every Night 'Til Christmas!

GRAVES... Home Gift Suggestions

Open Every Nite 'Til Christmas
Tables Make Charming Gifts!



SHERATION LAMP STAND
Pictured At Left
17x17 inch size, with attractive pierced gallery around top. Lovely mahogany finish.

MAHOGANY COCKTAIL TABLE
Top measures 17 1/2 x 33 inches. Has glass tray. Fine finish.

Gift Suggestions!
Just a Few Of The Varied Articles, Suitable For Home Gifts, That You Will Find At Graves.

- | | |
|------------------------------|---------------------|
| Breakfast & Dinette Sets | \$52.50 To \$159.50 |
| Maple Sunroom Sets | 84.50 To 203.50 |
| Colorful Boudoir Chairs | 5.95 To 38.50 |
| Occasional & Lamp Tables | 2.50 To 38.50 |
| Coffee & Cocktail Tables | 3.95 To 44.50 |
| Secretaries, Several Styles | 54.50 To 145.00 |
| Desks, In a Variety of Woods | 32.50 To 69.50 |
| Desk Chairs | 5.95 To 26.50 |
| Dining & Dinette Suites | 159.50 To 595.00 |
| Lounge Chairs, Many Styles | 26.50 To 98.50 |
| Occasional Chairs | 9.75 To 48.50 |
| Sewing Cabinets | 8.95 To 32.50 |
| Bedroom Suites, Many Woods | 74.50 To 313.50 |
| Poster Beds | 12.75 To 59.50 |
| Hanging Wall Racks | 1.75 To 20.50 |
| Living Room Suites | 129.50 To 275.00 |
| Dinnerware Sets | 4.95 To 129.50 |
| Fireplace Mantles | 34.50 To 59.50 |
| Bed Comfortables | 4.29 To 14.50 |
| Motorola Console Radios | 79.95 To 99.50 |
| Ritlenhouse Door Chimes | 6.95 |

Give A Beautiful Hall China
TEA POT
6-CUP
\$1.69
Finest Quality, Assorted Colors
Other Tea Pots, \$1.00 Up.

H.B. GRAVES Co.
78 STATE ST., CORNER OF MARKET

Dolan's
WHERE YOU BUY THE CUTS OF
CHICKEN
YOU PREFER
DOLAN'S
600 JEFFERSON AVENUE
Cor. Bartlett
Telephone Genesee 1417

- HIGH-TEST
OXYDOL Lg. 25c
- IVORY FLAKES
Large 25c Medium 11c
- NEW IVORY SNOW
Large 25c Medium 11c
- SUPER CREAMED CRISCO
1-lb. 26c 3lbs. 73c
- D U Z
Lg. 25c Med. 10c
- LAVA SOAP 7c
- CAMAY SOAP 8c
- IVORY SOAP
Large 11c Med. 3 for 20c
- GUEST IVORY SOAP
4 for 19c
- BUSY-BEE STORES**
Co-operating With B-K Co. Inc.

BULOVA
The Gift of a Lifetime

THOUSANDS OF FAMOUS BULOVA Ladies' Gift Watches
from 29.75 to 175.

There is no finer gift than a BULOVA Watch and no place in Rochester will you find such a large selection of beautiful modern ladies' Bulovas. Included are 15, 17 and 21 jewel movements in white or natural gold. Cases are modernly designed and some are set with diamonds. If "she" deserves a fine gift, why not give her a Bulova? You can't give a finer gift!

All Prices Include Federal Tax

You can buy with Confidence

at Smalls
28 EAST MAIN STREET
Open Every Night 'Til Christmas

3 Easy Ways to Buy
CASH
CHARGE
DEFERRED PAYMENTS

BEATRICE 133's
JANET 129's
DOLLY MADISON "C" 21 jewels \$49.50
ETHEL 17 jewels 2 diamonds \$57.50
ARLINE 17 jewels 8 diamonds \$85.00
CHRISTINE 17 jewels \$42.50
EILEEN 17 jewels \$52.50
DOLLY MADISON "G" 21 jewels \$57.50

STORE OPEN MONDAY THRU THURSDAY NIGHT 'TIL 9 P. M.

EDWARDS BASEMENT

Gift shop at Edwards for a good old fashioned Christmas!

**GLOVES! GLOVES!
MITTENS! MITTENS!
ALL RIGHT HERE!**

Women's unlined pigskin gloves	2.19
Women's fleece lined gloves	1.19 - 1.29 - 1.49
Men's fleece lined gloves	1.29 - 1.59 - 2.19
Men's 100% wool knit lined gloves	2.09 - 2.95
Youths' imported capeskin mittens	1.59
Men's unlined pigskin, capeskin, pig-grain glove	1.39 - 1.95 - 1.97
Children's ski gloves — red, blue, tan	2.27
Youths' ski gloves	35c and up
Children's leather mittens	49c
Children's and youths' ear muffs	1.29
Girls' red and blue leather mittens	1.39
Army and Navy 98% wool gloves	1.39 - 1.89
Men's unlined suede gloves	2.09
Men's lined suede gloves	

Edwards Basement

**Women's Plaid
80% Wool**



SLIPPERS

1.90

Of course! 80% wool! 20% cotton! In multi-colored plaids! So soft, warm, and easy to wear! With real leather soles! Oh, my ladies... let's hope Santa doesn't forget this slipper for you! They are simply swell!

RATION FREE!

Edwards Basement

**RAYON IRREGULARS
IN "EDWA"
HOSIERY**

EXTRA LONG LENGTHS . . . 93c

BUSINESS SHEERS 87c

SERVICE WEIGHTS 87c

ULTRA SHEERS 87c

And how wonderful! All "BEMBERG" RAYONS! Cotton top and foot! Sunny colors of Mexiboige, Rica Sun, Rio Tan! Sizes 8 1/2 to 11! The right hose for Gift Giving!

Edwards Basement

**Men's Really Remarkable
GIFT SHIRTS**

1.69

Give gifts that mean something! Something wearable! Something like a wonderful shirt! And these are the shirts! Fine Broadcloth! Collar attached style! Fancy striped patterns in many, many, many, colors! Sizes 14 to 17! You'll be glad you gave this gift!

Edwards Basement

Treat Beater Kindly

Never strike or hammer an egg-beater on the side of the bowl in order to shake off any

particles clinging to the beater. Such treatment will ruin even the finest beater because the slightest bend or nick will lessen its speed, efficiency and ease of operation.



Second Christmas after Bataan

Wonder where they're going for Christmas?
What songs will they sing Christmas Eve?
Who'll wish them "Merry Christmas?"
What's on their menu for Christmas dinner?
What Christmas gifts will they exchange?
What Christmas memories will haunt their hearts?

...the stillness of a snow-robed countryside, and the friendly laughter of free people?
...the glitter of acres of show windows, and the holiday bustle of free people?
...the stockings hung, the tree trimmed, the kids up at dawn, the presents unwrapped—the carols sung by free people?

Here at home let each one of us answer this question:

"What am I sacrificing this Christmas to help bring them home sooner?"

Rochester Gas and Electric

Open Evenings This Week, Monday Through Thursday

LIKLY'S

Gift Handbags
\$3.00 to \$48.50

A beautiful collection of the season's latest styles, in a fine assortment of material, sizes and colors.



Mark Cross and other fine makes among our fine, new collection.

—Street Floor

Est'd 1844 Mail Orders **LIKLY'S** Gift Center

271 Main St. East

Be Sure Your Holiday Meals Include Some Greens

JEANETTE B. McCAY, Nutrition Specialist

Holiday menus must certainly include something green to be in step with the Christmas season. Green foods along side cranberry jelly will not only make a good color scheme for the dinner plate but they improve the flavor scheme of a meal and the nutritional scheme for the whole day.

The reason that a green or yellow vegetable is recommended every day on the food charts is because they provide vitamin A so liberally. A serving of broccoli or beet greens or spinach or kale may provide a person's full day's requirement for this vitamin that keeps the linings of the nose and throat and eyes healthy and is needed for growth and good health.

In addition to vitamin A, many of the green vegetables are also good sources of vitamin C, iron, and calcium. Many health values can be associated with this beautiful color.

It takes a skillful cook to keep the color of green vegetables fresh and brilliant. A little neglect, and the bright green will turn to dirty brown. One of the secrets is to avoid over-cooking. If you have started the vegetable too early and it is done be-

fore the meal is ready—turn off the fire and reheat it later. Use a small amount of water, have it boiling before the vegetable is added. Cover the pan so that the tenderness will be uniform.

Here is a suggested time table for boiling green vegetables, worked out by Dr. Faith Fenton of the New York State College of Home Economics:

Vegetable	Boiling	Time only until tender
Asparagus	15 to 20	25 to 30
Beans, green lima	20 to 30	20 to 30
Beans, snap	20 to 30	20 to 30
Beet greens	15 to 25	15 to 25
Broccoli	10 to 20	10 to 20
Brussels sprouts	10 to 20	10 to 20
Cabbage	5 to 10	5 to 10
Chard	15 to 20	15 to 20
Dandelion greens	15 to 20	15 to 20
Kale	25 to 30	25 to 30
Mustard greens	20 to 30	20 to 30
Peas	10 to 15	10 to 15
Spinach	8 to 10	8 to 10
Turnip greens	20 to 30	20 to 30

Economy Fruit Cake

Yield: 8x8x2-inch cake

- 1/2 pkc Jewel Shortening
- 1 pkg raisins (12 ozs.)
- 1 c brown sugar
- 1 c hot water
- 1 t cinnamon
- 1/2 t nutmeg
- 1/2 t allspice
- 3/4 c sifted flour
- 1 t soda
- 1 t baking powder
- 1 teaspoon salt
- 1 cup chopped nuts
- 1 teaspoon vanilla
- 1 t lemon flavoring

Cook the raisins, Jewel, sugar, water, and spices together for 5 minutes. Cool. Sift flour with soda, baking powder, and salt. Combine with cooked mixture. Add nuts and flavoring. Pour into a paper-lined 8x8x2-inch pan. Bake in a low oven (325° F.) 45 minutes. This is a fruit cake type, which keeps moist 10 to 12 days.

Cranberry Butter

- 3 c. fresh cranberries
- 1 c. water
- 2 c. sugar
- 1/2 c. lemon juice
- 2 eggs, well beaten
- 1/2 lb. butter

Cook cranberries in water until all the skins pop open. Strain through cheese cloth in fine sieve. Combine juice with remaining ingredients; cook over hot water until thickened. Serve cold as a spread for bread, filling for cake or tarts or as a relish. Makes 3 cups.

Cole Slaw With Lemon Dressing

Mix well 3/4 teaspoon salt, dash of pepper, 1 1/2 tablespoons sugar, 6 tablespoons thin cream or evaporated milk, 3 tablespoons lemon juice. Combine with 2 1/2 cups chopped cabbage (Serves 6.)

Shell Love a GIFT of HOSIERY

OPEN EACH NITE TO XMAS

SHOP NOW

EXTRA SHEER
First Quality
FULL FASHIONED
51 GAUGE
RAYONS
Fine quality hose ideal for Christmas gifts.

97¢ Pr.

Three lengths: Sizes 8 1/2 to 10 1/2. New shades—Rica Sun—Rio Tan.

HELPER'S 213 E. MAIN HOSIERY SHOP

Always... in Good Taste

Pete Hagen's DELUXE CORDIALS

BLACKBERRY APRICOT
CREME de CAFE CHERRY
PEACH
CREME de CACAO
CREME de MENTHE

To serve... To enjoy... Master blended rich bodied cordials made with mellow imported spirits. A variety to satisfy all tastes—at your neighborhood dealer. A "greater than ever" treat.

Time honored Quality Since 1889

PREPARED AND BOTTLED BY POPPER-MORSON COMPANY
ROCKEFELLER CENTER, NEW YORK 20, N. Y.

BUY MORE AND MORE BONDS

Don't Give Up! You Can't Disappoint Them Now!

RUDOLPH'S HAS A GIFT SOLUTION FOR YOU!

Yes, indeed, we've made lots of folks happy this Christmas and saved a lot of aching feet. If you're still looking without success, then you just haven't shopped Rudolph's. Better hurry right down. We still have plenty of fine gifts for you to select from.



RUDOLPH DIAMONDS
Are Glamorous Gifts of Enduring Worth

- Yankee Girl Duet 66.95 EASY TERMS
- Military Maid 39.95 EASY TERMS
- Banquet \$200 EASY CREDIT
- Miss Liberty \$500 EASY CREDIT
- Diamond and Ruby 89.50 EASY TERMS
- Men's Diamond and Ruby 89.50 EASY TERMS

FINE WATCHES
Women's Wrist Watches 19.75 up
Men's Wrist Watches 33.75 up
Women's Pendant Watches 21.50 up
Men's Pocket Watches 37.50 up

SMART RINGS
Women's Zircon Rings 14.95
Women's Diamond and Zircon 29.75
Men's Ruby Ring 19.95
Men's Diamond Onyx Ring 39.95

GIFTS FOR HER
3 Pc. Dresser Set 5.95
Diamond Cross 12.95
Diamond Earrings 49.50
Lustrous Pearls 5.95
Manicure Set 5.95
Smartly Styled Compacts 3.95

FOR SERVICE MEN
Sterling Silver Miscellaneous 4.95
Service Rosary 1.98
Pen and Pencil Set 7.95
Leather Billfold 4.95

COSTUME JEWELRY
Gold-Filled Locketts 7.95
Flower Spray Pins 6.95
Gold-Filled Earrings 2.95
Heavy Flexible Bracelets 6.95

Use Your Credit at...

Rudolph's

CORNER E. MAIN AT SOUTH AVENUE

Open Evenings Until Christmas
IN BATAVIA, 109 MAIN ST.

EGGS-PERT COOKS find the batter. More nutrition with all-phosphate baking powder; this good baking powder, too, fills the bill for volume lost for the all-phosphate kind when baking with less eggs in tains calcium and phosphorus.

Consumer News . . .

(Continued from Page 1)

if one goes out, is relatively short-lived. If one of the sockets go bad and it is not possible to replace it with a new one, discard the set.

Check up on the tiny cardboard collar or disc which fits between the bulb and the rim on the socket. This little disc prevents tin foil from getting into the socket and possibly causing a short circuit. You can make some little discs to replace any that are missing.

Tape any worn or bare spots in the wire.

Avoid kinking the wire as you put the lights on the tree and do not wrap the cord tightly around the branches, as there is danger of breaking the little fine wires and damaging the set.

Keep bulbs away from any trimmings on the tree. You know from experience how hot they get.

Most series sets are designed for 8 bulbs. One or two extra lights can safely be added by means of a gadget called a "pig-tail" which screws into one of the sockets. This procedure makes all the bulbs in the string last longer.

Remove Onion Odors

A little dry mustard or salt rubbed on the hands and then rinsed off will remove onion odors.

Each week some sustaining subscriber to Shopping News wins 25 dollars in cash. You too can become a sustaining subscriber for only ten cents a month. See your Shopping News carrier.

Liquify Sugared Honey

Place the jar containing the sugared honey in a saucepan of hot water and heat gently.

BUY WAR BONDS



THEY'RE SURE CALLING FOR "Tammy"

The reason people are calling for "Tammy" is because they enjoy the creamy, mellow smoothness and lip-smacking refreshment of Tam o'Shanter Lager Beer and Ales. So for "last satisfaction" be sure to say, "GIVE ME TAMMY".

AMERICAN BREWING COMPANY, ROCHESTER, N. Y.

Tam o'Shanter

LAGER BEER and ALES

ON TAP * * IN BOTTLES

OPEN AGAIN

IN OUR **NEW HOME**

318 South Ave.

1/2 BLOCK SOUTH OF OUR OLD LOCATION

FRESH JUST ARRIVED

SOLID CARLOAD

FLORIDA

TREE RIPE — Natural Color

ORANGES

10 lbs. **65^c**

THIS EQUALS A HEAPING PECK BASKET

1/2 Box Bags \$2.40

Our New Home 318 South Ave.

GRAPEFRUIT

8, 7, 6, 5 for **25^c**

1/2 Box Bags \$1.75

318 South Ave.

They're Fresher; They're Better Like Having a Tree by Your Table

Let Taste Decide

Our New Home 318 South Ave.

JOHNSON'S ORIGINAL ORANGE CAR

318 SOUTH AVE.

1/2 Block South Of Our Old Location

Sibley, Lindsay & Curr Co.



EVERY MINUTE COUNTS

Your watch is your ration book for time these days. You are given 1440 minutes a day—every minute counts so make certain that your watch counts every minute!

Dependable WATCH REPAIRS

CENTER AISLE A, MAIN FLOOR

Sibley's



a TIP for the TOE OF HER CHRISTMAS STOCKING

Chen Yu LIPSTICK
Made in U. S. A.

1.00 Plus Tax

Out of a Chinese sunset come these heavenly reds. To blend with her CHEN YU lacquers, to complement her costumes. "Golden Mauve", "Powder Blue Fuchsia", "Exotic Pink", "Dragon's Blood Ruby", "Flame Swept Red", "Black Rose". In an automatic plastic case that looks like a bit of hand-carved ivory from the Ming Dynasty.

TOILETRIES, FRONT AISLES K to N, MAIN FLOOR

SIBLEY, LINDSAY & CURR CO.

THE PRESENT WITH A FUTURE . . . GIVE BONDS . . . THE PRESENT WITH A FUTURE . . . GIVE BONDS . . .

Sibley's

Open Monday through Thursday until **9** at night



A Sibley Gift Says It!

Choose From Rochester's Greatest Gift Assortments!
Dinner With Candlelight and Music in The Tower Restaurant 5 to 7:30 . . . No Reservations

THE PRESENT WITH A FUTURE . . . GIVE BONDS . . . THE PRESENT WITH A FUTURE . . . GIVE BONDS . . .

E. Bausch & Son Co. Since 1851

USCH Certificate for eyeglasses

When you purchase a BAUSCH GIFT CERTIFICATE member on your list, you are giving that member the finest available scientific services in eye USCH 90 YEARS of experience and dependability assurance of scientific eye care for which there is no substitute.

Buy Store NOW for Your Gift Certificate

Large Accounts for Convenience

Bausch & Son Co.
CARL R. BAUSCH, Optometrist
6 MAIN ST. E.

Christmas to 9:30 P. M.

GIFTS

Gifts Galore

and GLOVES at SEARS

Woolens For Women, Woolens For Boys, Girls and Mittens for Tois.

When cold fingers — not when gloves for machine . . . are here, waiting for the real lambskin mittens with white kid . . . ones . . . to mention just two in a row today . . . tomorrow . . . 'cause winter!

Mittens and Gloves

9 ^c	Up To	3 ⁹⁸
casual patterns		49 ^c
patterns: red, white, blue		59 ^c
wool-and-cotton, 50% and		69 ^c
all-wool, solid colors		1 ⁰⁰
natural colors		1 ⁴⁹
with corded palms		1 ⁹⁸
leather palms		3 ¹⁵
Gloves: natural colors		3 ⁹⁸

and Gloves For Boys and Girls

all styles, colors: sizes 2-6	39 ^c
small, medium & large	49 ^c
all gloves: black, one style	1 ²⁹
dress gloves:	2 ⁴⁹

FLOOR, MONROE STORE



and Co.

1000 ST.—MAIN 7000
EY—GLENWOOD 556

Wc Treat Beater Kindly

Never strike or hammer an egg-beater on the side of the bowl in order to shake off any

particles clinging to it. Such treatment will be the finest beater be slightest bend or nick seen its speed, efficiency of operation.



Second Christmas after Bata

Wonder where they're going for Christmas?
What songs will they sing Christmas Eve?
Who'll wish them "Merry Christmas?"
What's on their menu for Christmas dinner?
What Christmas gifts will they exchange?
What Christmas memories will haunt their hearts?

- ...the stillness of a snow-robed countryside, the friendly laughter of free people?
- ...the glitter of acres of show windows, and holiday bustle of free people?
- ...the stockings hung, the tree trimmed, the k up at dawn, the presents unwrapped—carols sung by free people?

Here at home let each one of us answer this question:

"What am I sacrificing this Christmas to help bring them home sooner?"

Rochester Gas and Electric

Open Evenings This Week, Monday

LIKLY'S

Gift Handbags \$3.00 to \$48.50

A beautiful collection of the season's latest styles, in a fine assortment of material, sizes and colors.



Mark Cross and other fine makes among our fine, new collection.

Est'd 1844 Mail Orders **LIKLY'S**

Serve as a dessert salad. Just heap lightly on crisp lettuce and top with a ball of cream cheese rolled in chopped nuts. Prepare lime jello, chill and cube. Cube molded Cranberry Sauce and arrange alternate layers in tall sherbet glasses.

Beautifully Rebuilt
By Penn Craftsmen Using Guaranteed Penn Parts

HOOVER
COMPLETE With Attachments

Fully GUARANTEED \$19.95 FULL CASH PRICE

10-DAY TRIAL PLAN
Full O.P.A. Allowance On Your Old Cleaner — Sorry No Refund Can Be Sold By Us Unless You Have An Old Cleaner To Trade In, Subject To Our Acceptance. LIBERAL TRADE-IN ALLOWANCE

PENN VACUUM STORES
30 SOUTH AVENUE • STONE 6747
Open Every Evening Till 9 to Christmas

Want Ads

RUGS
FELT-BASE linoleum rugs, Room size \$1.75. Heavy weight 9x12. Well-known brands \$6.25. Standard weight by the yard 35c. Heavy weight 40c 12-ft. width (floor covered without seam wall to wall.) Standard weight 40c a yard. Heavy weight 60c H. P. Fahrer, 56 State St.

BEDDING
NEW COTTON mattresses any color like \$6.50. Custom felt mattresses, \$9.95. Flat springs \$2.00 up. Coil springs \$5.00 up. Metal Beds \$4.00 up. H. P. Fahrer, 56 State St.

PERSONAL
HAIR, Warts, Moles removed, roots dissolved. Call Stone 5880 after 11 A. M. or write Frances Friedman, 27 Clinton St. Evenings by appointment. Consultation or trial invited.

STAMP
USED STAMPS—Mint, U. S. and foreign; foreign bank notes. We specialize in individually priced space fillers both single and blocks. 1123 North St.

FURNITURE FOR SALE
OAK DINING SUITE, Buffet, table—four chairs, \$15 takes it. 649 Clinton Ave. South.

FOR SALE
GAS RANGE — white enamel with grey enamel trim. Side oven style. In operating condition. \$10. 58 Jolly Pl. (off 24th near University). Stone 5550.

WANTED TO BUY
BEDS, Spring, Stoves, Rugs, Dining and Bedroom suites. Entire households. Phone Mr. Carter, Main 8026.

SECOND HAND washing machine for cash. Any make. Call Monroe 2648-W.

★ STAR BINGO ★
372 FLINT ST. (rear)
MON. 8:15 P. M. \$3
TUES. 8:15 P. M. ALL
WED. 8:15 P. M. ALL
THURS. 8:15 P. M. ALL
FRIDAY 8:15 P. M. ALL
SAT. 8:15 P. M. ALL
SUNDAY 8:15 P. M. ALL
No Wed. Games Till Further Notice
★ 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

PARK HALL
JEFFERSON AVE. AT PLYMOUTH

WILL BE CLOSED UNTIL DECEMBER 30
WAIT FOR OUR BIG PARTY
DECEMBER 30th

Christmas PARTY SUGGESTIONS

Conway's Old Fashioned **CRANBERRY SAUCE** can 13c

Social Club **MINCE MEAT** 2 lb. jar 46c

Jello or Royal Gelatin **DESSERTS and PUDDINGS** pkg. 6c

DRINKING GLASSES 6 For 29c

PARTY FAVORITE **COCA-COLA** 6 for 25c

CLIQUEOT CLUB GINGER ALE OR **SODA WATER** qt. bot. 11c

CANADA DRY **GINGER ALE** lg. bot. 15c

IMPERIAL GINGER ALE OR **SODA** 3 for 25c

HOLLAND HOUSE Cocktail Mixes 44 pt. 69c

CONWAY'S OLD FASHIONED **Cranberry Sauce** can 13c

KILBOURN HALL COFFEE 23c lb.

If you do not believe Wegmans Kilbourn Hall coffee to be the equal or better than any other selling for as much as 10c lb. more Wegmans will give you double your money back!

Wegmans HOME OWNED SUPER MARKETS

CARPENTER HALL
113 N. Fitzhugh St.
TUES. 8:15 P. M.
\$6.00
SPECIAL XMAS PARTY
DEC. 21st
MANY FREE GIFTS
WED. AFTERNOON
30 GAMES \$3 & \$5

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MONDAY NIGHT
30 REG. GAMES
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\$15.00
NO GAMES
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Door Special \$25 to \$50
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25 Games \$5-\$10
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113 N. FITZHUGH ST.
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SUNDAY AFTERNOON 2:30

Special Offer: Triple Board and Book of Specials 25c plus tax
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MONDAY NIGHT
DECEMBER 27th
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EVERY MONDAY NITE
\$1000.00 IN CASH
EXTRA BOARDS 25c PLAY ALL GAMES
25 GAMES — \$20 MIN. PRIZE — ADM. \$1.10 TAX INCL.
K of C DELUXE BINGO AUDITORIUM 50 CHESTNUT ST.

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SOMETHING ENTIRELY DIFFERENT
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COLUMBUS AUDITORIUM
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IRONDEQUOIT POST 134 AMERICAN LEGION

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WILL BE CLOSED XMAS WEEK
And Will RE-OPEN Sun. Dec. 26
SATURDAY SPECIAL
Reg. Games \$10 — Specials \$5 — \$6 — \$7

MERRY XMAS TO ALL OUR FRIENDS and PATRONS
George and His Boys

COUPON: If you have a book of special 45c FOR YOU
SPECIAL PARTY: HOLLYWOOD-HUDSON TUESDAY All Games \$7 DEC. 28th
COUPON: If you have a book of special 45c FOR A FRIEND

TOWNER-HALL
WILL BE CLOSED
WEDNESDAY, THURSDAY, SATURDAY OF CHRISTMAS WEEK
WILL RE-OPEN
SUNDAY, DECEMBER 26th
ALL GAMES \$7 SPECIALS \$7 & \$8
WEDNESDAY, DECEMBER 29th
SPECIAL GAME
\$250.00 in cash
SPECIALS 4 - 5 and 6 WAYS
TOWNER & REXY
Extend to All Their Patrons and Friends
A MERRY XMAS

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**Premier Bonded
NORTHERN
SWEET**
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a day's work. At your very next
opportunity add the juice of a
lemon to the warm water drawn
for your bath and note its ex-
hilarating effect.

TRIPELINE FROM BERLIN
An informative article by Rex Stout, noted author and commentator, who
analyzes the biases of both sides that pour out of Berlin's microphones.
BABIES OF THE BIG HOUSE
If you were a judge, would you put a mother-to-be in prison? What would
be the effect on her child? A provocative article.
The January issue of Coronet, the leading size magazine, is crammed with
interesting and enlightening articles. Reserve your copy now at your
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Listen to "The Cornet Little Show" WSAY, Every Sunday 4:45 P. M.
JAN. 1944. **CORONET** ON SALE WED. DEC. 22. 25c

**Well, Make Up
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"Once Upon a Time" is the
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Janet Blair which was origi-
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during the course of produc-
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LEAD AGAIN WITH

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POWERS HOTEL—(Opp. Court House) Main 6633

Both Stores Open Every Night 'til Christmas to 9:30 P. M.

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FROM THE STORE OF GIFTS GALORE

**Warm MITTENS and GLOVES
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**Colorful Wool Mittens For Women, Wool
and Leather Mittens For Boys, Girls
Fluffy Gay Wool Mittens for Tots.**

No excuse for chapped hands, cold fingers — not when gloves for
every occasion... warm as sunshine... are here, waiting, for the
whole family to enjoy. Natural lambskin mittens with white kid
palms... engine red "fur-ey" ones... to mention just two in a
regular village of gloves. Shop today... tomorrow... 'cause
Christmas is just around the corner!

Women's Mittens and Gloves

- As Low As **49c** Up To **3.98**
- Mittens in gay peasant patterns 49c
 - Brushed rayon mittens; red, white, blue 59c
 - Knitted Gloves; wool-and-cotton, 3/4 and 69c
 - Knitted Gloves; all-wool solid colors ... 1.00
 - Pigtex Gloves; natural colors 1.49
 - Bunny Fur Mittens with corded palms .. 1.98
 - Lambs wool Mittens; leather palms
fur-lined 3.15
 - Genuine Pigskin Gloves; natural colors ... 3.98

**Mittens and Gloves
For Boys and Girls**

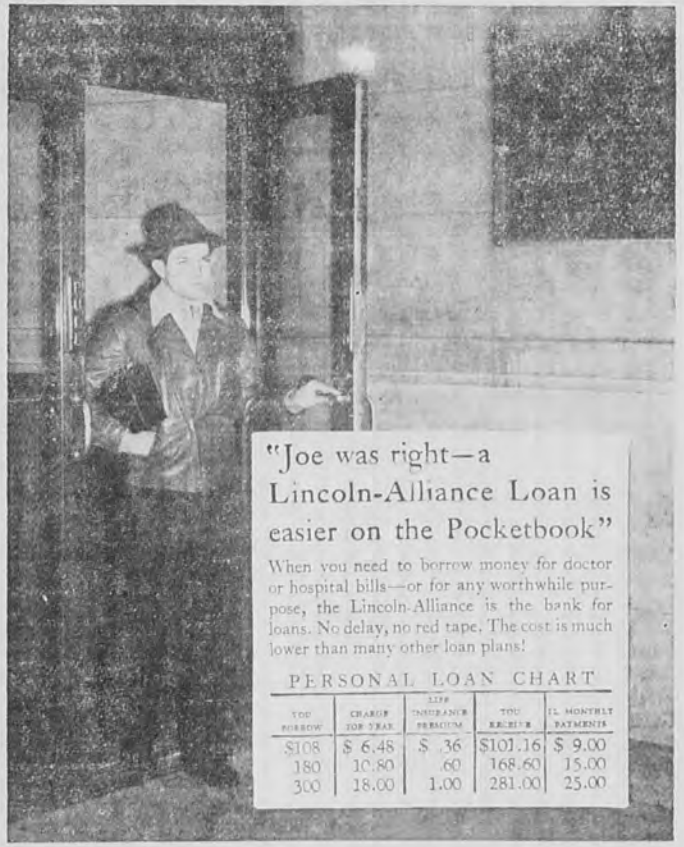
- Mittens with thumb; ash's, colors; sizes 2-6 39c
- Mackinaw mittens; small, medium & large 49c
- Boys' leather dress gloves; black,
brown; slip-on style 1.29
- Fur lined boy's dress gloves;
genuine leather 2.49

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Sears, Roebuck and Co.

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RIDGE ROAD NEAR DEWEY—GLENWOOD 556



"Joe was right—a
Lincoln-Alliance Loan is
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When you need to borrow money for doctor
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pose, the Lincoln-Alliance is the bank for
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lower than many other loan plans!

PERSONAL LOAN CHART

YOUR Borrow	CHARGE FOR YEAR	YOUR PAYMENTS	TOTAL PAID	YOUR SAVINGS
\$108	\$ 6.48	\$ 36	\$101.16	\$ 9.00
180	10.80	60	168.60	15.00
300	18.00	1.00	281.00	25.00

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- WEST END OFFICE: 659 Main St. W.
- EAST END OFFICE: 450 N. Goodman St.
- MONROE AVE. OFFICE: 462 Monroe Ave.
- PORTLAND-CLEFFORD OFFICE: 520 Portland Ave.
- TWELVE CORNERS OFFICE: 1813 Monroe Ave.
- DEWEY-STONE OFFICE: 2465 Dewey Ave.
- IRONDEQUOIT OFFICE: 621 Tins Ave. S.
- NEWARK OFFICE: Newark, N. Y.
- BROOKFORD OFFICE: Brookport, N. Y.

All City Offices Open Monday Evenings
6:30 to 8

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Phone Glen, 2913
Between 1-3 P. M. For Details
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Head Colds and Sinus Sufferers



Get Relief This Quick Easy Way
Use MAID'S Nose Spray

A guaranteed product. One dollar combination bottle gives relief, even in chronic cases—money will be refunded. Effective, non-irritating. May be used to treat an infant in absolute safety.
Sold at All Good Drug Stores

For Victory Buy Bonds

Fireside Fun

Wartime nights looming long and dull? Here's a cure! Have an old-fashioned corn-popping and ball-making party by your own fireside.

Fireplace or none, you'll find

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? 30 tablets, 20¢; 100 for 35¢. Demand

St. Joseph ASPIRIN

home-made popcorn balls are fun; buy your corn ready-popped, make your syrup quick with karo that's ready to use and rich in dextrose, the food-energy sugar, this way:

Old-Fashioned Popcorn Balls
1 teasp. vinegar 1 1/2 pts. popped corn
1 cup karo 1 egg
2 tbsp. butter 1/2 teasp. salt
Put karo and vinegar in saucepan and cook, stirring occasionally to prevent burning.

to 275 degrees F. (or until a little dropped in cold water is brittle). Add butter and stir only enough to mix. Pour the cooked karo slowly over the salted popped corn and mix well. Form into balls with the hands, 10 balls.

Apples-on-a-stick autumn's past and sugar to brittle favorite sweet, are simple with stage, dip apples, cool. Claim a coating of karo. Boil equal your share.

59 WAYS TO SERVE YOUR HOME-CANNED FOODS

Varied and delicious ways of preparing these victory garden fruits and vegetables. Your family will bless you for these tasty dishes.
HELP THE DOCTOR TO HELP YOU
A noted health writer gives you tips on when to call the doctor, how to call the doctor and how to stock your medicine chest for wartime efficiency. You won't want to miss this issue. Tips and useful suggestions on home furnishings and decoration, food and home management and helpful hints for the whole family.

15c JAN. ISSUE **BETTER HOMES & GARDENS** NOW ON SALE 15c

FOR COLDS' NASAL MISERIES



1-2 and it's gone
—gone right straight to the sneeze, sniffly misery zone in your nose. Just 2 drops Penetro Nose Drops in each nostril let you breathe free almost instantly. Prescription type medication with real ephedrine soothes, cools, and shrinks as it acts. Gives head cold the air. Caution: Use only as directed. Get **PENETRO NOSE DROPS**

JINGLES FROM THE JUNGLES

Cigarettes received, from good ol' Genesee. Putting with delight is my daily ecstasy. Your thoughtfulness appreciated — My thanks galore — **GENESEE, I salute you!** You sure know the score!



GENESEE IT'S GENESEE FOR 43

LINCOLN'S PRE-CHRISTMAS CLEARANCE LAST FOUR DAYS

BUY YOUR GIFTS NOW and POCKET the SAVINGS

Few of a kind... Limited quantities... Not all sizes in every color... Better be here early for best shopping.

GIRLS' 3 to 6 "WAC" and "WAVE" SUITS	Originally \$3.98	\$2.49
BOYS' 2 to 6 75% WOOL BATHROBES	Originally \$3.98	\$2.98
GIRLS' 1 to 4 FLEECE LEGGING SETS	Originally \$6.94	\$5.49
GIRLS' 1 to 3 PINAFORE DRESSES	Originally \$1.19	\$1.00
GIRLS' 10 to 16 CORDUROY SKIRTS	Originally \$2.98	\$2.49
GIRLS' 7 to 14 CORDUROY PINAFORES	Originally \$2.98	\$2.48
WOOL and LEATHERETTE HANDBAGS	Originally \$2.98	\$1.98
FAMOUS "KAYSER" ASCARFS	Originally 79c	39c
FAST COLOR DIMITY APRONS	Originally \$1.29	89c
WOMEN'S APPLIED NAINSOOK SLIPS	Originally \$2.19	\$1.49
WOMEN'S GIFT BLOUSES	Originally \$1.98	\$1.49
WOMEN'S 100% WOOL SLIPON SWEATERS	Originally \$2.39	\$1.39
WOMEN'S WOOL FUR TRIMMED COATS	Originally \$26.95	\$19.00
MEN'S GIFT HANDKERCHIEFS (4 in box)	Originally 59c	39c
MEN'S WOOL GLOVES with Leather Palm	Originally \$1.81	\$1.39
MEN'S AND BOYS' LEATHER JACKETS	Originally \$8.98	\$6.98
BOYS' MILITARY UNIFORMS (Complete with Hat)	Originally \$8.98	\$6.98
BOYS' FINGERTIP COATS	Originally \$10.98	\$8.98
BOYS' 100% WOOL HOODED MACKINAW	Originally \$10.98	\$7.98
MEN'S GENUINE LEATHER BILLFOLDS	Originally \$1	59c
MEN'S PURE SILK HALF HOSE With Initials	Originally 59c	39c
WOMEN'S LENO STRIPE RAYON SATIN GOWNS	Originally \$3.98	\$2.98
WOMEN'S RAYON SATIN PANTIES	Originally \$1.19	\$1.00
CHILDREN'S STUFFED CLOWN DOLLS	Originally \$2.98	\$1.98
WOMEN'S FLORAL D'ORSAY SLIPPERS	Originally \$1.19	89c
NOVELTY GIFT PILLOWS	Originally \$1.98	\$1.59

LAST-MINUTE GIFTS ALL PRICES GOOD THRU CHRISTMAS (Right Reserved To Limit Quantities)

Gift PIPES

IMPORTED BRIARS WITH PATENTED MOISTURE GUARD
Fine, aged, imported Briar roots have gone into the making of these beautifully grained pipes. Features a patented moisture trap — in a pure, white enamel all day.
Reg. \$1 Value **79c**
Others From 59c to \$5.00

TOBACCOS

Raleigh 74c
Rum & Maple \$2.10
Kentucky Club 74c
Edgeworth . . \$1.01
Prince Albert . 74c
Geo. Washington 61c
Half and Half . 74c
Union Leader . 61c
Big Ben 74c
Velvet 74c
Granger 71c
Briggs . . . \$1.17
Revelation . . \$1.51

SCHICK RAZOR BLADES

Each Blade Protected in Oil
MAGAZINE OR INJECTOR TYPE
Pkg. of 20 **69c**
For Extra Shaving Comfort

BILLFOLDS — Of Genuine CALFSKIN

New combination billfold and pass case — with enough room to carry all the things you wish.
Well-made of the finest quality calfskin. Has 4 double-faced transparent windows, identification space and other compartments for cards, bills, stamps, etc. In either brown or black.
Other Billfolds . . . from 69c to \$4.59

FOR COUGHS That Linger On
Famous FORMULA "1313" relieves persistent, hacking coughs due to colds. Recommended by many satisfied users "1313" has proved time and again the merit of the famous formula of Menthol, Flax Seed and Wild Cherry. Pleasant tasting, soothing expectorant.
DAW'S Low Price. 79c

IS A HEAD COLD DRIVING YOU CRAZY?
Many people are now taking SHERVAC Cold Vaccine Tablets to immunize themselves against colds. Clinical tests prove that this new discovery will reduce the severity and duration of a cold, in some recorded cases giving complete relief in as short time as 24 to 48 hours. Try this new, soothing treatment—a tested product of the famous Sherman Laboratories. Safe, easy to take and costs so little—SHERVAC. Almost a man's supply of only.
Mail orders filled. 69c

WHISKEY HABITS Can Be Stopped! TRY QUITTS
A quoniam hormone home treatment. Can be given secretly in food or drink to overcome whiskey, beer, gin, wine, etc.

DAW'S Extra-Value COUPON
IVORY SOAP MEDIUM BARS **3 for 16c**
DAW'S Extra-Value COUPON
SANITARY NAPKINS LARGE BOX OF 23 PADS **23c** (Limit 2 Boxes)
DAW'S Extra-Value COUPON
Wax Paper Large 125-Foot Rolls in Cutter Edge Box **13c** (Limit 2 Rolls)

DAW'S ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. THEATRE
31 MAIN ST. E. AGENT
353 MAIN ST. E. STILLSON
451 W. RIDGE RD. LINDSAY
880 MAIN ST. W. BULLS HEAD
473 H. GOODMAN ST. OFF MAIN
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Fresh! CHRISTMAS CANDY ASSORTMENT
• CHOCOLATE PANNED ASSORTMENT
• FRUIT JELLIES • CANDY MIX
• TROPICAL HARD CANDIES
3-LB. BOX 98c
BUY NOW FOR CHRISTMAS (Quantities Limited) Attractively Boxed!

Just Received! — in time for Christmas — these big 3-pound boxes of your favorite candies. A delicious assortment of tender fruit jellies, Tropical Hard Candies, Hollywood Candy Mix and assorted panned Chocolate Nuts, Raisins, Fudge and others.

TOBACCO POUCHES POUCHES in zippered and fold-over styles, to keep his favorite tobacco fresh and aromatic. **59c to \$2.98**

DAW'S COUPON VANILLA FLAVOR (Imitation) **8c** (Limit of 2) LARGE 25c 6-OZ. SIZE

GIFT CIGARS ALL THE POPULAR ADVERTISED BRANDS THAT ARE NOW AVAILABLE. Choose from Rochester's largest stock— all humidifier-fresh conditioned.
At DAW'S Saving Prices

SQUIBB HEAVY MINERAL OIL 59c Pint, 89c Quart

ANACIN TABS. Box of 12 Tabs 19c, Bottle of 50 Tabs 59c

VIMMS VITAMIN TABLETS 6 VITAMINS 3 MINERALS ALL IN ONE TABLET. Nutritional Experts Say: 3 out of 4 need more Vitamins and Minerals.
Box of 24 **49c**
Box of 96 \$1.69
Box of 288 \$4.79

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MAR-O-OIL SHAMPOO 60c Size **28c**

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The Rochester Sun

SHOPPING NEWS

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SEVENTH YEAR—No. 9

ROCHESTER, N. Y., WEDNESDAY, DECEMBER 29, 1943

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

Youth Groups Plan Gala 'Dry' New Years Fete

A New Year's Eve date for young people of Rochester and vicinity which promises noise, fun and frills of a gala party will be the dance, Friday, from 9 to 8 a. m. in the Chamber of Commerce, sponsored by three youth organizations.

The dance is held annually to provide "safe and sane" New Year's Eve entertainment. It is planned by young people for young people.

Darrell Gifford's Orchestra will play. There will be refreshments, noisemakers, novelties and congenial company.

Ticket sale will be limited to 300 couples, so young people are urged to get their early. Total cost of the dance will be \$3.50 per couple, including admission, favors and refreshments.

Chester Groth is chairman and Dave Van Horn, vice chairman of the committee.

Fanatic Bowling League Opens Tournament Sunday

The Fanatic Bowling League will hold its 36th Anniversary Open Doubles Tournament at Elm Hall next Sunday.

Seven prizes will be awarded as follows: First, \$35; second, \$20; third, \$10; fourth, \$8; fifth, \$5; sixth, \$4; seventh, \$3. Five dollars will be awarded high team on both the one and two o'clock squads, and \$5 for high single game.

Entry fee is \$4 per team.

1944 Fashion Trend



Silhouette News claims a headline story in the 36-inch swagger coat, forerunner of a 1944 trend. Timely model in fur is the soft gray India lamb selected for its all-purpose propriety. The casual cut has a marked affinity for daytime suits or dresses and registers an equally flattering compliment to evening formality, giving each costume a definitely outstanding personality.

Rochesterian To Serve On Yearbook Staff

Miss Ellen C. Garson, daughter of Mr. and Mrs. Charles Garson Jr., 1026 Harvard St., has been elected to the editorial staff of the "Penguin," yearbook of the Cushing Academy at Ashburnham, Mass. Miss Garson is in her senior year at the school.

Seal Sale Nears Goal With \$16,000 Reported In

A total of \$16,000 has been raised in the Christmas Seal Sale, which supports the work of the County Health Committee of the Tuberculosis and Health Association. This amount was raised by December 23rd towards the goal of \$18,000.

It was pointed out by officials of the Association that, while the 1943 Christmas Seal Sale officially closes Christmas Day, experience of other years indicates that approximately 20% of the total amount raised comes in after that date. Therefore, it is expected that additional funds will be available for the intensive health program planned to maintain the 1944 fight against any wartime increase in tuberculosis.

Follow-up cards were being sent out this week to those who have not yet replied to the letter which was sent out around Thanksgiving Day.

Adult Education Classes Open Monday

Registration for adult home-making education classes will get underway next Monday in the public schools of the city.

Included in the courses sponsored by the Board of Education are classes in dressmaking for adults and children.

CHRISTMAS PARTY

Townsend Prosperity Club No. 19 will hold a Christmas Party and dance at 386 Main St. E. tomorrow starting with a supper at 6:30 p. m.

'Home Test' for WAVE Prospects: Ten 'Aye, Aye's' Needed To Pass

WAVE-minded girls, wondering about their eligibility, may give themselves a simple "home examination" and get a good idea of whether they would be acceptable for this branch of the U. S. Navy.

It isn't an infallible or complete test, of course, but if a girl can answer these ten questions affirmatively, she can be reasonably confident the WAVES will be glad to have her:

- Can you prove you are a citizen — native-born or naturalized?
- Are you between 20 and 36? (If 20, written consent of parents or guardian is necessary.)
- Are you single, or married and without children under 18? (Wives of enlisted men are eligible, but not wives of Naval officers from Ensign on up.)
- Can you furnish three character references?
- Have you attended high school or business school for at least 2 years?
- Are you at least 5 feet tall and do you weigh at least 95 pounds, with weight in proportion to general body build?
- Can you read with either eye at 6 feet and with both eyes at 12 feet what perfect eyes can read at 20 feet?
- Can you hear whispered words at 15 feet?
- Are your teeth sound? (Dental replacements are no bar.)
- Will your physician give you a statement that you are in good health? (A thorough examination by Navy doctors is given later.)

WAVE aspirants answering "yes" to these questions, or who are in doubt, should write, visit or telephone the Navy Recruiting Station or Office of Naval Officer Procurement. Ask for a copy of the new WAVE booklet giving complete information about pay, ratings, duty, living quarters, etc.

Grand Opera At Eastman

Grand opera nights in Rochester, always an important musical event, will be celebrated on Monday and Tuesday, January 10 and 11, when the famous San Carlo Grand Opera Company will be at the Eastman Theatre for performances of two of the most widely known scores in the entire operatic world.

On Monday night the New York company will present Verdi's "Aida" and will follow with the same composer's "La Traviata" on Tuesday, January 11.

Still under the direction of Fortune Gallo, the San Carlo company has never failed to maintain the high artistic standards that have made it one of the world's outstanding operatic organizations. There is, in fact, general agreement that it is the nation's foremost travelling troupe.

The San Carlo Company will be embarking on a coast-to-coast tour—with Rochester as one of the early stops en route.

Engagement of the San Carlo singers recalls the early days of the Eastman Theater, when Impresario Gallo occupied the then new music hall for a solid week with his troupe.

Amusements

CENTURY Mary Martin, Dick Powell, Franchot Tone, Victor Moore in "TRUE TO LIFE". Plus George Sanders in "PARIS AFTER DARK." STARTS THURS.

LOEWS "THOUSANDS CHEER" 30 Stars — 3 Bands NOW PLAYING

PALACE Frank Sinatra, Michele Morgan, Jack Haley in "The Sinatra Show" HIGHER AND HIGHER. Plus Margo in "GANGWAY FOR TOMORROW." Reserve Seats for Midnite Stage and Screen Starts Thurs. Show New Year's Eve.

CAPITOL Olivia de Havilland and Robert Cummings in "PRINCESS O'BURKE". Plus Louise Albritton and Robert Paige in "FIRED WIFE." STARTS THURS.

HUDSON "FIVE GRAVES TO CAIRO" with Franchot Tone and Anne Baxter Plus "HENRY ALDRICH SWINGS IT" SUN. and MON. with Jimmy Lydon.

LITTLE Irving Berlin's "HOLIDAY INN" with Bing Crosby and Fred Astaire 2ND BIG WEEK

REGENT Deanna Durbin, Franchot Tone, Pat O'Brien in "HIS BUTLER'S SISTER". Plus Ritz Brothers in "NEVER A DULL MOMENT." STARTS THURS.

REXY "DESTROYER" with Glenn Ford and Marguerite Chapman. Plus "TWO SENORITAS FROM CHICAGO" SUN. MON. TUES. with Joan Davis and Jinx Falkenburg

TEMPLE 3 Days—On Stage In Person—VAUGHN MONROE AND HIS ORCHESTRA. On Screen—Billie Burke in "SO SIBS YOUR UNCLE." Continuous and Midnite Show New Year's Eve. STARTS FRI.



He'll Give His Life For You!

GIVE A PINT OF BLOOD TO HELP SAVE HIS LIFE

Maybe you can't go to the fighting fronts... but you can save a boy's life by sending your blood. Thousands of boys — maybe some of them friends of yours — owe their lives to donated blood. Go to the blood donor center now on Exchange St.

Donate Blood — Save Lives

VALENTINE'S DAY

IS Monday February 14th
SEND YOUR PHOTO
Be Photographed NOW!

"Photographs Make Loved Ones Happy"

At Our Photo Studio for VALENTINES DAY ONLY

4 Lovely PORTRAITS \$5.95 Charge It To Your Account

Lovely cabinet size portraits, one of them a miniature for his wallet.

Our unique cinema action camera way of being photographed is an exciting experience and loads of fun too. It's easy to get natural photographs that reflect your own charm and personality.

NO APPOINTMENT REQUIRED

12 PROOFS SUBMITTED

Photo Studio In The Green Room

Edwards

HARRIS NUSBAUM'S

Annual Pre-Inventory

COAT CLEARANCE

Offers Guaranteed Savings!

Beautiful Fur Trims

Here's value worth looking into! Many fine sample coats. Among others wanted styles all made to sell for much more! Choice of sable, dyed, squirrel, silver fox paw, skunk opposum, grey wolf and lynx-dyed wolf. All warmly inter-lined.

\$29.50

Gorgeous 100% wool fabrics that you'll delight in finding at this reduced clearance price. Rich, luxurious fur trimmed such as Norwegian Fox, London-dyed Squirrel, Mountain Sable, Natural Skunk, Raccoon. Dress and sport styles.

\$42.50 Formerly Up To \$69.50

Nusbaum's "Early-Bird" Special!

25 Untrimmed SPORT COATS **\$10.00** Only 25 So Shop Early!

SMART UNTRIMMED SPORT COATS **\$24.50** Formerly Priced at \$34.50

Sizes for Everyone 10 to 20, 38 to 44, 35 1/4 to 51 1/4

HARRIS NUSBAUM
221-229 JOSEPH AVENUE at KELLY — OPEN EVENINGS

Sears

Roebuck & Co.

Store-Wide Clearance

Now In Progress At

Both Stores

Every Department in both stores shares... Savings as high as 50% on some items. Look for the red and white clearance signs for these outstanding values.

Buy On Our Budget Plan

You may use our Easy Pay Budget Plan on anything and everything \$10 or over in this clearance sale. Details Credit Office, Second Floor Both Stores.

Sears, Roebuck and Co.
Monroe Ave. at S. Union
Ridge Road Near Dewey

KAY'S COMMENTS . . . by kay shearer

New Year's Greetings



The year 1944 will be easier to face with a new hair-do and a new permanent from MILDRED HAUP-ENTHAL. Call today for an appointment. Ask about the special prices on permanents. Let Mildred suggest a new coiffure for you. You'll feel better—you'll look better—honest! 323 BURKE BLDG. Main 7671.

Care For Flowers

1. As soon as the flowers arrive, cut their stems slantwise with a sharp knife. Don't use shears.
2. Stand the flowers in deep cold water for an hour or so before arranging them in vases.
3. Every day change the water. Scrub containers clean so that no green scum clings to them.
4. Cut the stems every day with a sharp knife and remove any foliage below the water line.
5. Keep flowers cool and moist, away from heat and drafts. Put them in a cool place overnight.

Have you seen that famous dance team at ODENBACH'S. If you haven't, you're missing a real treat. It's the type of entertainment you expect at ODENBACH'S. . . and the kind you always get. Truly a metropolitan "act". They are called WOODS and BRAY. Sophisticated swing is CARL DENGLER'S specialty. But Mr. Dengler goes pretty well with some of the old favorites. KAY HAMMOND, the "Triple Threat" is the lady who keeps "things going" at Odenbach's. I like the holiday spirit at this popular rendezvous. It's always fun to spend an hour there—or even more pleasant to spend the evening. ODENBACH'S—at Main and Clinton—where you always meet friends.

Tie a few sachets on your clothes hangers. Gives your clothes closet a nice scent. They sell in sets for about \$1.50.

Around The Switch

Protect your walls from finger marks by the charming expedient of cutting flower motifs from wallpaper and pasting them around electric switches which get a lot of traffic and therefore lots of finger marks. The flower trim is decorative, especially on plain walls, and may be easily replaced by a new design when soiled.

Did you ever notice how difficult it is to cook without milk. But here's a suggestion. . . use HOMOGENIZED VITAMIN D MILK and see how much more delicious your meals will be from soup to dessert. Little or no film or scum forms on this milk when you scald it as many recipes require. You'll always have better luck with your cooking because this milk is always uniform from the top of the bottle to the very last drop. Plan a couple of dinners by serving something creamed. Notice the difference when Homogenized Vitamin D Milk is used. Your cream sauce will be smoother, richer and your family will love it! I know. Call BRIGHTON PLACE DAIRY, Glen, 144 and have this delicious milk delivered for two weeks. You can't lose. If you don't like it better—you can always switch back to the milk you are now using. Remember HOMOGENIZED VITAMIN D for taste—quality. BRIGHTON PLACE DAIRY, 45 Fulton Ave.

You'll see bright heads—this winter—hats are small—bright and neat. Exciting eternally feminine. Flirty-flirty bows—shadows of stiff veiling.

One of your New Year's resolutions should be to take better care of your clothes. Gather them together—those with tears—rips—burns and drop them into EMPIRE WEAVERS located at 409 BURKE BLDG. Expert work at a minimum cost.

You don't have to pawn the family jewels to have your CAMERA PORTRAIT taken by BREWER-HAYES CAMERA PORTRAITS. Individual attention will be yours if you make an appointment. Three beautiful portraits 8x10 for \$8, with eight proofs to help you in your own personal selection. BREWER-HAYES CAMERA PORTRAITS, 251 EAST AVE., opposite Little Theatre, Stone 5819.

SALE! When RIPTON DRESSES for just that. Fresh winter dresses formerly \$8.95 to \$19.95 — now on sale for \$5.95 to \$12.95. All sizes also half sizes. A few MATERNITY DRESSES now on sale for \$5.95. So hurry to 739 MONROE AVE. Open evenings. RIPTON DRESSES.

Here's a suggestion — on how to spend that Christmas Check. Take advantage of EDWARDS AFTER-CHRISTMAS CLEARANCE! If you've been looking for a FUR TRIMMED COAT here's your chance. The entire stock of 58 coats now \$53. — Entire stock of 88 coats — now \$63. — Entire stock of 78 coats — now \$73. Every one of these coats are all wool—trimmed with your choice of London Dyed Squirrel, Mt. Sable, Persian, Wolf, Blue Fox, Red Fox, Kid Fox, Skunk. A variety of colors in sizes 12 to 20 also 31 to 35. The entire stock of BETTER COATS priced \$98 and up are now 10% off. Casual coats are selling at \$20 — In EDWARDS BUDGET SHOP there are a group of dresses priced at \$5-\$7-\$8. These dresses are hits of the current season. Rayon Jerseys, rayon crepes, printed rayon jerseys. One and two piece in black and high shades. In the YOUNG COLONY shop are dresses on SALE that will go on your holiday dates. Wool, crepe, jerseys. High shades. That Juniors love—sizes 9 to 15 priced \$7 to \$15. These represent worthwhile savings. A clearance in

All this — AND MORE IN YOUR SUNDAY MIRROR

16-Page COMIC SECTION
24-Page MAGAZINE SECTION
IN NATURAL COLORS AND MAIN NEWS SECTION

An early edition of the SUNDAY MIRROR containing all features is on sale throughout the week at all newsdealers.

New York SUNDAY MIRROR 10¢ NOW ON SALE

Special Attraction!
TWO NIGHTS of GRAND OPERA
(Sung in Italian)
January 10 "AIDA"
January 11 "LA TRAVIATA"
by the **SAN CARLO OPERA COMPANY**
Fortune Gallo, Director
SEATS NOW (Both Operas): \$1.10 - \$1.35 - \$1.65 - \$2.30 \$2.75 (Tax included)
EASTMAN THEATER
of the University of Rochester

Sibley, Lindsay & Currie Co.
To Cherish Forever
Every mother puts away baby's first shoes among her priceless possessions. We have a record of these precious shoes in metal. Bring them in today and have them perma-nized.
Dependable WATCH REPAIRS
CENTER ABLE A, MAIN FLOOR

First baby OF 1944 contest

GEE!
Is That Right!
Yep, Laube's Old Spain is going to give Ma and Pa a free congratulatory dinner all on account of you being Rochester's First Baby of 1944.
Being First is an old story with Laube's — they've been first in serving the best in Rochester food for many a year. Ma and Pa are assured of a wonderful dinner and when you're old enough to come, you'll be a Laube fan just like thousands of Rochesterians ahead of you.
Laube's Old Spain
ELEVEN EAST AVE.

OH BOY!
I Go For Quality
Early in life 1944's First Baby will learn to appreciate the quality and style of Pauls merchandise, because Pauls will give a beautiful chenille crib spread free to the first baby.
You will appreciate the wide selection of Curtains, Draperies, Bed Spreads and Bath Sets offered by Rochester's largest Curtain Shop.
PAULS CURTAIN SHOP
76 Clinton So.
Between Firmans and Weis & Fisher's

Who'll be the first baby of the new year? No one knows, but below are some of the things he or she will receive FREE in the annual Shopping News FIRST BABY CONTEST. Gifts from some of Rochester's leading stores. Look over these announcements—you'll find plenty of gift ideas for blessed events, whether they're first in forty-four or just runners-up.
Winner of the First Baby Contest will be announced in the Thursday, January 6 issue of Shopping News. To be eligible to compete for this honor, the parents of the baby must be resident of Rochester. All entries must be filed at Shopping News office before Tuesday, January 5. The judges' decision, as announced in Shopping News will be final.

YEP . . . I'm Falling Heir To A BEACON CRIB BLANKET from Lincoln's
My Reward For Being The First Youngster On The Rochester Scene In 1944.
Lincoln's is baby headquarters for warm, snugly comfortable clothes of every kind and description. Grand assortments of colors and new ideas for the 1944 boy and girl infancy. Everything scientifically clean. Items that are practical and different, at Lincoln's.
LINCOLN'S
INFANTS WEAR DEPT.
Main Floor

No kiddin' Mother, our gift to you is 8 HOURS LEISURE EVERY WEEK
FREE: 6 MONTHS SUPPLY OF TIME-SAVING TRIG
Cleaning is a special problem to busy mothers of small children . . . but TRIG saves half the time usually spent over washing, scrubbing and cleaning of all kinds.
TRIG MAKES ALL CLEANING EASY
TRIG is just as well for baby clothes as for your own things. . . ANYTHING SAFE IN WATER IS SAFE IN TRIG. . . TRIG's scientific cleaning action melts dirt on greasy kitchen walls, linoleum and woodwork so efficiently it will assure you Join the thousands of mothers who SAVE a day of leisure every week with TRIG.
At Your Grocers Too: Month-Size Box 25c

It's The Start That Counts!
And the proper start depends on the proper milk. Rochester's first baby will have everything in his favor. Brighton Place Dairy's Homogenized Vitamin D Milk was developed not only to insure good health and rapid development at the very outset of Baby's career but to maintain a vigorous diet-balanced life for adults as well.
With the compliments of the **BRIGHTON PLACE DAIRY** Rochester's First Baby will receive a bottle of their famous Homogenized Vitamin D Milk on the doorstep for thirty days free.
BRIGHTON PLACE DAIRY
PROVEN QUALITY SINCE 1887
MILK AND CREAM
Sealtest Sealtest

FREE TO MOTHERS
A Break For Every January Mother
We don't want to let the "close" ones down . . . EVERY January mother who presents this ad will be entitled to:
FREE 5x7 PHOTO
Please phone for appointment. St. 2519.
— **FIRST BABY** —
Extra Special Deluxe Job. Worth \$3.50.
Large 8 x 10 Photo Fully Colored Mounted
BREWER-HAYES

SPECIAL BOUQUET Flowers GIVEN TO FIRST MOTHER
NEW YEARS EVE SPECIAL
CORSAGES
ORCHIDS, VIOLETS, ROSES, GARDENIAS
Blanchard Florist
FREE DELIVERY OPEN TILL 10 P. M.
NEW YEAR'S EVE.
58 LAKE AVE. MAIN 1986

OH BOY!
Lucky Me! Lucky Mother!
We're getting an electric bottle warmer free from KEMP EQUIPMENT CO. I'll get quick service and mother will save time and trouble.
Electric bottle warmers are just one of the thousands of items distributed by the Kemp Co. Things that make for a happy, time saving, modern life.
KEMP EQUIPMENT CO.
331 MAIN ST. W. MAIN 1786
Distributors of
Motorik Radios, Quality Gas Ranges, Gibson Electric Refrigerators, Coolers, Freezers, Oil Burners, Tish Washers, Conion Ironers, Pierce Kitchen Cabinets.

EDWARDS BASEMENT

PART WOOL BLANKETS **2.57**
70" x 80"

Weights only 3 pounds! Sateen bound! Block plaids of blue or rose with white! First quality!

MERCERIZED COTTON DAMASK LUNCHCLOTHS **1.00**
58" x 54"

Good morning with the morning glory design! All hemstitched! Will launder up like new!

BROCADED SATEEN PILLOWS **1.19**
20" x 27"

Peach, green or blue bed pillows! Cotton filled... soft and plump! For those allergic to natural feathers!

FLORAL SATEEN COMFORTABLES **4.97**
72" x 84"

Rose, blue, green, patterned on one side, plain on the other! Thickly quilted! 50% reprocessed wool, 50% cotton!

BLEACHED DAMASK LUNCHCLOTHS **1.39**
54" x 50"

'Flour-de-Lys' design! Light and lovely! Keystone border! And... Matching napkins at 22c each! Make it a set!

FLORAL CRETONNE DRAPES **3.39**
33" Wide — 2 1/2 Yards Long

Big, beautiful floral designs! Blue, natural, dusty rose backgrounds! Pleated top, tieback!

HUCK TOWELS **14c**
Assorted Sizes

Hundreds to choose from! All sizes... regular hand size too! Imperfect!

WHITE TOWELS **69c**
Size 22" x 44"

Double thread, non-iron towels! Plain white! All first quality!

PRINTED TOWELS **24c**
Size 16" x 30"

For dishes! Floral and fruit designs! Red and blue! Fast colors!

DISH TOWELS **19c**
Size 17 1/2" x 28"

Bleached, with red stripe! Soft and absorbent! Does not shed lint!

BATH MATS **69c**
Size 28" x 17"

Slightly imperfect! Green, blue, or gold floral patterns! Attractive!

WASH CLOTHS **10c**
Size 12" x 12"

Soft, heavy, and absorbent! White only! Generous size!

PILLOW CASES **29c**
Size 42" x 36"

Finely woven muslin! Well hemmed and finished! Snowy white! And will wash!

PILLOW TICK **49c**
Size 21" x 27"

A C A types! Blue and white stripes! Imperfect types in light blue stripes! Imperfect!

VANITY SETS **69c**
Each

Plain, unbleached centers, scalloped edges! Finished in rose, green, or blue! Scarfs... 38c, 32c!

CLEARANCE!

FUR TRIMMED COATS

\$31

REGULAR 39.94



VARIETY OF FUR TRIMS!

Beautiful! Be-furred! And at a CLEARANCE price! All warmly interlined! In reds, blues, beige, black, green, trimmed with lovely, rich furs! Princess styles, tuxedos and more! More! More! You'll wear it right now and up 'til the day of Spring! It's that good!

EDWARDS BASEMENT

MEN'S 21.94 SUITS

19.94



All the qualities you want in a good suit! And here they! Twist and worsted fabrics... of blended yarns! Single and double breasted styles! Stripes, mixtures, plain, herringbones! Perfect fitting, of course! You'll be a truly "satisfied customer" with these suits!

For Regulars, Longs, Shorts, Slouts... Perfect Fitting!

EDWARDS BASEMENT

GIVE YOUR HEAD COLD THE AIR...

Don't let head colds' nasal mucus get a head start. Do this—now! Use just 2 drops of Penetro Nose Drops in each nostril. They soothe as they touch, and shrink as they act. Open cold-clogged nose. You breathe free almost instantly to give your head cold the air. Penetro Nose Drops are real prescription type medication, containing genuine ephedrine. You'll agree they're tops in drops and their top quality is guaranteed by Plough, Inc. Economical, too. 25¢ for a generous size—25¢ more for 50¢. Caution: Use only as directed and always be sure that you ask for and get **PENETRO NOSE DROPS**

Mold Tropical Relish in prepared fruit or plain gelatin and serve as a salad

Lemon Juice Recipe Checks Rheumatic Pain Quickly

If you suffer from rheumatic, arthritic or neuritic pain, try this simple, inexpensive home recipe that thousands are utilizing. A teaspoon of Ru-Ea Compound, a two-week supply, today. Mix it with a quart of water, add the juice of 4 lemons. It's easy. No trouble at all and pleasant. You need only 3 tablespoons 120 times a day. Order within 48 hours—sometimes overnight—special results are obtained. If the pain do not quickly leave and if you do not feel better, return the empty package and Ru-Ea will cost you nothing to try as it is added to your drug bill under an absolute money-back guarantee. Ru-Ea Compound is for sale and recommended by drug stores everywhere.

Six Year Molars Most Important Teeth

The most important teeth in your mouth, according to leading dental authorities are the first permanent teeth to erupt, the so-called "six-year molars." Parents frequently mistake these teeth for baby teeth, soon to be lost and replaced. But they are the first permanent teeth and should not be neglected.

There are four first molars, two in the upper jaw and two in the lower jaw, erupting immediately behind the last baby teeth. They usually come in between the fifth and seventh years, about four years before any of the baby molars are lost.

These four teeth are the most valuable teeth in the entire denture, as they are the guiding posts for the other permanent teeth. If even one of these first molars is lost, or if it is not in exactly the right place, the other teeth shift and are thrown out of alignment. The result is irregular teeth and an ugly mouth.

Because these teeth are so important, they should be watched closely so that any defects can be remedied before the trouble becomes serious.

A baked apple family treat—Fill centers with Ten-Minute Cranberry Sauce and spoon over some of the juice just before serving.

Paramount Comedy Stars Powell, Tone, Martin at Century

No matter how heartily you have ever laughed, prepare to laugh louder and harder when you see Paramount's hilarious comedy with music, "True to Life," which opens today at the Century Theatre. It is without doubt the funniest picture you have seen in a long time and if you don't see it, you will have missed the kind of laughs from down deep that are all too rare these days.

The picture stars Mary Martin, Franchot Tone, Dick Powell and Victor Moore with Mabel Page and William Demarest in

Mary arranges for Powell to live with them until he finds a job and Dick proceeds to use the family for a true to life radio program.

Dolan's

WHERE YOU BUY THE CUTS OF CHICKEN YOU PREFER

DOLAN'S

600 JEFFERSON AVENUE
Cor. Bartlett
Telephone Genesee 1417

GIANT TWO-DAY SALE

★ WEDNESDAY and THURSDAY (And Tonight If Asked For) (RIGHT RESERVED TO LIMIT QUANTITIES) WITH THIS COUPON

SANITARY NAPKINS

20c BOX of 12 PADS **12c**

ONLY ONE CENT EACH—Compare This Value! New, super-soft, highly absorbent pads for more comfort and security. (LIMIT 2 BOXES)

56 CLINTON ST. 31 MAIN ST. 353 MAIN ST. 452 W. RIDGE RD. 880 MAIN ST. 473 ALGODMAN ST. 539 MONROE ST.

SCHICK RAZOR BLADES

Each Blade Protected in Oil MAGAZINE OR INJECTOR TYPE

Pkg of 20 **69c**

For Extra Shaving Comfort

DAW'S COUPON

LIP POMADE

FOR CHAPPED, SORE AND CRACKING LIPS

Choice of Rose or White **19c**

REG. 25c SIZE (Limit of 2)

Scoop!

75 WATT ELECTRIC BULBS

15c

DAW'S have just received a shipment of these popular 75-Watt size bulbs, heretofore practically unobtainable. Made and guaranteed by Sylvania for more and better light.

ROSEWATER and GLYCERIN COMP. Pint Size **33c**

BORAX POWDER 1-LB. BOX **9c**

for COUGHS That Linger

Relieves persistent, hacking coughs due to colds. Recommended by many well-known doctors. Proven time and again the merit of the famous formula of Menthol, Eucalyptus and Wild Cherry. Pleasant taste, soothing action. Forest. DAW's out price **79c**

DAW'S COUPON

LIGHTHOUSE CLEANSER

Large Size **2 FOR 7c**

(Limit of 2)

TOILET TISSUE WALDORF

LARGE ROLLS **4 ROLLS FOR 15c**

(Limit of 4 ROLLS)

MARLIN Double-Edge BLADES BOX OF 18 **25c**

SAYMAN'S SOAP 3 for **20c**

Large Bars

New Discovery For Stomach ULCERS

Thousands of people who suffer with stomach ulcers, gas, pain, heartburn and indigestion due to excess acid have been relieved of the pain by using a new preparation recommended by doctors and used in most hospitals. It is now on the market for home use under the name ALMO. It is harmless and easy to take. Two teaspoonfuls in a half glass of milk has given constant relief in many cases. If you are suffering with any of these stomach disorders, you owe yourself this treatment. **98c**

Quart. \$1.79. Mail Orders Filled

THE NEW BONDED PRO-PHY-LACTIC TOOTH BRUSH

GUARANTEED 6 MONTHS!

WITH AMATING TEMPERED BRISTLES SURGICALLY STERILE **47c**

JOHNSON & JOHNSON BAND-AIDS

Affords protection for minor cuts and bruises. New large box contains 72 assorted size Band-Aids.

GIANT FAMILY SIZE DAW'S LOW PRICE **39c**

ATHLETE'S FOOT RELIEF

New sensation application for relief of Athlete's Foot—single strength of the feet and feet. Easy and safe for use. Money-Back Guarantee. **59c**

SILVERROYL

PHILLIP'S MILK OF MAGNESIA 26-oz. Size **48c**

TINCTURE IODINE 15c SIZE **4c**

CLEAN FALSE TEETH

In 15 minutes your plates are sparkling bright and clean without any brushing. Simply add one drop of a solution of STIX-DENT and water for 10 to 15 minutes. This not only cleans, but also removes stains and discoloration. Also, checks dental decay. Absolutely harmless. **49c**

Box 24 Size 49c. Mail Orders Filled

IS A HEAD COLD DRIVING YOU CRAZY?

Many people are now taking SHIRAZI Cold Vaccine Tablets to minimize the discomforts of colds. Clinical tests prove that this new discovery will reduce the severity and duration of a cold in some cases, giving complete relief in as little time as 10 minutes. Try this new, amazing treatment—tested product of the famous Sherman Laboratories, safe, easy to take and costs so little—At DAW'S. Almost a month's supply at only **69c**

SUPER VALUES

repto-bismol 47c
Kondon's Jelly 26c
Qansana Powder 47c
Camphor Ice 27c
Vick's Inhaler 27c
Humphrey's Pills 19c
Pinoleum 41c
Miles Nerveine 83c
Iron & Yeast 29c
Father John's 79c
Musterole Rub 33c

FALSE TEETH

Fit Like Real Teeth. At last! An application cushion, plastic maxillary lower plates at comfortable for weeks. **59c**

PINKHAM VEGETABLE COMPOUND 1.35 Size **69c**

ZINC OINTMENT 25c SIZE **13c**

You Can Eliminate CONSTIPATION

Scientifically formulated, non-habit-forming, non-toxic, non-drowsy, non-stimulating. **69c**

Size 69c. Mail Orders Filled

STOP DANDRUFF WITH SULPHUR

SULPHUR is recognized by dermatologists and scalp specialists as the most outstanding aid for combating dandruff. LAWRENCE'S SULPHUR SHAMPOO is a more concentrated shampoo formulated with Coloidal Dispersed Sulphur—mixed from natural deposits and purified before use. This makes it more effective than the ordinary sulphur in common use. You'll be amazed the way this new shampoo removes dandruff—leaving your scalp clean and vibrant.

THE SECRET OF SOFT Romantic Hands

Frostilla

FRAGRANT LOTION 50c Size **39c**

Get That VIMMS Feeling!

FORTIFY YOUR HEALTH THIS ECONOMICAL WAY

HERE NOW AT LOW COST...

...a concentrated, easy-to-take vitamin tablet for war-time deficient food diets—real LOW-COST health insurance!

VIMMS

6 VITAMINS 3 MINERALS ALL IN ONE TASTY TABLET

For only a few pennies a day—you can make sure your family gets all the vitamins and minerals they may need to maintain their normal health and well-being! Each tasty VIMMS tablet supplies all six vitamins (A, B-1, B-2, C, D, P-P), together with 3 vital minerals—calcium, phosphorus and iron. Guard against vitamin deficiency. Get VIMMS for low cost vitamin insurance. Get that VIMMS feeling!

Pkg. of 24 . . . Pkg. of 96 . . . Pkg. of 288 . . .

49c **\$1.69** **\$4.79**

Special NEW LOW PRICE!

SQUIBB A-B-D-G

FORMER PRICE \$2.69 FOR 100 CAPSULES

Now **\$1.79**

100 CAPSULES

TRY Alka-Seltzer

60c Size **49c**

Also Sold at Soda Fountains

WHISKEY HABITS Can Be Stopped! TRY QUIT

A guaranteed harmless home treatment. Can be given secretly in food or drink to anyone who drinks or craves Whiskey, Beer, Gin, Wine, etc.

NEW ORGANIC IODINE DISCOVERY RELIEVES RHEUMATISM

No matter how many remedies you have tried, or how discouraged you may be—DON'T GIVE UP HOPE—here is a proven remedy to relieve the pain of RHEUMATISM, NEURALGIA, LUMBAGO, COXS, SCIATICA, NEURALGIA and ARTHRITIS. So effective is this new treatment that we will not freely refund every penny you paid for it if you do not feel 100% better in just 3 days' time! Ask for HART'S TABLETS TODAY!

Size 89c 2.00 \$1.59

Rectal Soreness Get Relief New Easy Way—Sit in Comfort

PROLARMON RECTAL

Shopping News Pattern

Style No. 3489 in size 36 requires 1 1/2 yds. 39-in. fabric. Includes complete sewing guide. Print your Name, Address and Style Number plainly. Be sure to state size you wish.

PATTERN DEPARTMENT
Shopping News
91 Clinton Ave., S., Rochester, N. Y.

NOW! IN 3 LB. AND 1 LB. GLASS JARS

3 lbs. 75c 1 lb. 26c
15 points 5 points

SWAN PURE AS FINE CASTLES

Regular . . . 2 for 13c
Large . . . 2 for 21c

2 for 15c

Regular 10c
Large 25c

Regular 10c
Large 25c

LIFEBUOY SOAP, 2 for 15c
GOLD DUST POWDER 19c
FAIRY SOAP . . . 3 for 17c
GOLD DUST CLEANSER 6c
CRITCO STORES

Turn Your PENNIES Into War Stamps!

This penny counting and wrapping machine, demonstrated by Rita Lucas of the Lincoln-Alliance, can take a lot more than it is getting.

The penny shortage here in Rochester is serious. You're doing your community and your Government a service when you turn them in for bills—or better still—for War Stamps. So break open the piggy banks and get those much-needed coppers back in circulation!

LINCOLN-ALLIANCE BANK & TRUST CO.
Member Federal Reserve System Member F.D.I.C.

Your Choice of 5

MANHATTAN Ready-to-Serve
DRY MARTINI Ready-to-Serve
SIDE CAR Ready-to-Serve
OLD FASHIONED Ready-to-Serve
DAIQUIRI Ready-to-Serve

Pete Hagen's

Ready-to-Serve COCKTAILS

BUY U.S. WAR BONDS & STAMPS

AT NEIGHBORHOOD LIQUOR STORES
POPPER MORSON CO., ROCKEFELLER CENTER, NEW YORK
"Time-Honored Quality—Since 1880"

BUY MORE AND MORE BONDS

OXYD Large 25c
NEW Large 25c
SUP 1-lb. 26c
Lg. 25c
CA
IV Large 11c
GUEST
BUSY-
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Label With Nail Lacquer

Tin and glass canisters can be readily labeled with nail lacquer. It does not wash off easily and is attractive. Use the brush provided with the lacquer.

- HIGH-TEST**
- OXYDOL . . . Lg. 25c
 - IVORY FLAKES Large 25c Medium 11c
 - NEW IVORY SNOW Large 25c Medium 11c
 - SUPER CREAMED CRISCO 1-lb. 26c 3lbs. 73c
 - D U Z Lg. 25c Med. 10c
 - LAVA SOAP 7c
 - CAMAY SOAP 8c
 - IVORY SOAP Large 11c Med. 3 for 20c
 - GUEST IVORY SOAP 4 for 19c
- BUSY-BEE STORES**
Co-operating With B-K Co. Inc.

Tropical Relish

(Vitamin-rich—no cooking)
4 cups fresh cranberries
1 lemon
1 cup canned shredded pineapple
2 cups sugar

Put cranberries through food chopper. Quarter whole lemon, remove seeds and put through chopper. Add shredded pineapple through food chopper to make 1 cup. Combine all with sugar. Chill in refrigerator a few hours before serving. Makes 1 quart relish. This relish will keep well in the refrigerator for several weeks.

"If you are saving sugar: Substitute on of these:
1 cup sugar and 1 cup corn syrup (dark or white) or 1 cup sugar and 1 cup maple syrup or 1 cup sugar and 1/2 cup honey."

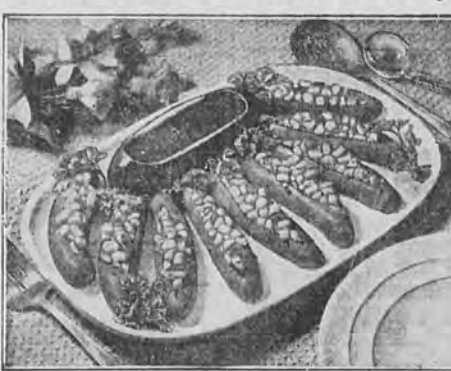
Head Colds, Coughs and Sinus Sufferers

Get Relief This Quick Easy Way

Use **MAID'S Nose Spray**

A guaranteed product. One dollar. In chronic cases—no money will be refunded. Effective, non-irritating. May be used to treat an infant in absolute safety. Sold at All Good Drug Stores.

Frankfurters For A Party



Planning to welcome the New Year in with an at-home party? If so, here's a menu suggestion that will please your guests, fit your pocketbook and not take too many ration points. It's a platter of hot, corn-stuffed frankfurters, served with a cucumber boat of chili sauce. Something new, but easy to prepare. Slit the plump, juicy frankfurters down one side, but don't cut open. Fill the slit with whole-kernel corn—for a colorful service, use corn mixed with green pepper and pimento. Brush stuffed frankfurters with melted fat and broil about 10 minutes or until piping hot. The "franks" can be stuffed several hours earlier, stored in the refrigerator, then broiled at mealtime.

In serving these corn-stuffed "franks," a green pepper, pump tomato, or orange cut in halves and scooped out, will provide "boats" for catsup and pickle relish or mustard.

Dampen . . . Then Iron
Dampen clothes with a whisk broom. The tiny drops do a much better job than a spring bottle, and leave the clothes ready to iron the minute after you have dipped the broom in water and dusted the clothing with the mist.

Do Your Own KP The Easiest Way

Regulation kitchen equipment doesn't include a child's slate, but it should. It gives invaluable help in remembering such things as when to remove the cake from the oven, an idea for tomorrow's dinner, and countless other memory evaders. Transferring butter back and forth from its covered dish to a dainty one for serving is wasteful. Buy a china or glass dish which with its cover, is substantial enough for the icebox, and then, without a cover, is pretty enough to grace the table.

Late comers for meals are too often the rule these days, so save your food—and your temper. Put the saucepans, covered, into a shallow roasting pan. Partly fill with water and place over a low flame.

Meat should not be tightly wrapped when placed in the refrigerator. Remove store wrappings and place meat in special compartments, if any, otherwise wrap lightly in waxed paper. Meat needs a little drying to retard bacteria growth.

You can still have your toast even if you can't find a toaster and don't like oven-toasted bread. Get out your skillet, butter your bread on both sides and fry it. Tastes wonderfully like French toast.

That half-cup of leftover tomato, vegetable or whatever will turn nicely into two light cups of soup if it's augmented by consomme made from one bouillon cube and a cup of boiling water.

Save Refrigerator Bags

Stuff your oiled silk refrigerator bags with a paper towel after you have washed them. These bags are unobtainable now, so handle them gently. When not in use, the bag folds and sticks together. Paper stuffing will save tearing it when you are ready for it in a hurry.

Comedy Romance Opens At Capitol On Holiday Bill

Olivia de Havilland and Robert Cummings head a royal recipe for romantic merriment in the new Warner Bros. production, "Princess O'Rourke," which opens tomorrow at the Capitol. With Charles Coburn, Jack Carson and Jane Wyman and a smart lot of supporting players the effervescent comedy is skillfully played for a steady succession of laughs.

The companion feature, "Fired Wife," is a strikingly clever comedy-drama. It detours daringly from the beaten track and the result is something for moviegoers to get excited about. Outstanding performances are delivered by the film's co-stars Robert Paige and Louise Allbritton.

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!

6.95

All This at One Low Price

- ★ NEW BAG
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- ★ NEW MOTOR BRUSHES
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Parts for All Make Cleaners

WANTED
WE NEED 500 OLD VACUUM CLEANERS AT ONCE

If you have an old one around the house that you don't want us to repair or one that you have no future use for (no matter how old) bring it in or phone and we will call—you'll be surprised to know how much you get for it.

WE PAY HIGHEST PRICES

PENN VACUUM STORES

WE PAY HIGHEST PRICES FOR USED CLEANERS

30 SOUTH AVENUE, STONE 6747

OPEN 'TIL 7 P. M. MONDAYS AND THURSDAYS 'TIL 9

ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

TOWNER-HALL

WEDNESDAY and THURSDAY **\$250** IN PRIZES

SPECIALS 4, 5 & 6 WAYS

FRIDAY NIGHT—TOWNER-HOLLYWOOD HOOK-UP

NEW YEAR'S EVE PARTY

ALL REGULAR GAMES **\$10**

SPECIALS PLAYED 4 & 5 WAYS

ADM. 25c Inc. Tax. Triple Board and Book of Specials 50c TOTAL 75c

SATURDAY - TOWNER - REXY

ALL GAMES **\$10 & \$12**

SPECIALS 5 & 6 WAYS

SUNDAY, JAN. 2nd

Reg. Games **\$7.00** Specials 4 & 5 Ways **\$7 & \$8**

BINGO • MON. NITE at the K of C • BINGO

MONDAY NIGHT JANUARY 3rd

K of C "MON. NITE BINGO"

EVERY MONDAY NITE **\$1000.00 IN CASH**

EXTRA 25c PLAY ALL GAMES

25 GAMES — \$20 MIN. PRIZE — ADM. \$1.10 TAX INCL.

K of C DELUXE AUDITORIUM 50 CHESTNUT ST.

HOLLYWOOD

TUESDAY NIGHT ALL REG. GAMES AND SPECIALS **\$7.00**

WEDNESDAY & THURSDAY REGULAR GAMES **\$5.00**

SPECIALS PLAYED 4 - 5 & 6 WAYS

FRIDAY NIGHT—TOWNER-HOLLYWOOD HOOK-UP

NEW YEAR'S EVE PARTY

ALL REGULAR GAMES **\$10**

SPECIALS PLAYED 4 & 5 WAYS

ADM. 25c Inc. Tax. Triple Board and Book of Specials 50c TOTAL 75c

SATURDAY SPECIAL

Reg. Games **\$10** — Specials **\$5 - \$6 - \$7**

GAMES SATURDAY SPECIAL REG. **\$7** — SPECIALS **\$7 and \$8**

COUPON: With a bottle of special 45c. Jan. 4th. Hold. (round Hudson) FOR YOU

SPECIAL PARTY: HOLLYWOOD-HUDSON TUESDAY All Games **\$7** JAN. 4th

COUPON: With a bottle of special 45c. Jan. 4th. Hold. (round Hudson) FOR A FRIEND

STRAND

DO TO HUNDREDS OF REQUESTS WE WILL RUN A **GALA** NEW YEAR'S EVE **BINGO PARTY**

FRI. DEC. 31st at 9:00 P.M.

No Jackpots All Money Will Go! IT WILL BE A GALA EVENING PLAN NOW TO ATTEND

PLAY BINGO

AND SEE A GREAT DOUBLE FEATURE SHOW

HERE IS THE LIST:

- 29 GAMES -

- 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 . . . \$10
- Game No. 12 . . . \$10

GAME NO. 13 NEW YEAR'S EVE

SPECIAL **\$125**

- Game No. 14 . . . \$15
- Game No. 15 . . . \$15
- Game No. 16 . . . \$15
- Game No. 17 . . . \$15
- Game No. 18 . . . \$15

GAME NO. 19 Giant Game \$400

Game No. 20 . . . \$20

Game No. 21 . . . \$20

Game No. 22 . . . \$20

Game No. 23 . . . \$20

Game No. 24 . . . \$20

Game No. 25 . . . \$20

Game No. 26 . . . \$20

Game No. 27 . . . \$20

Game No. 28 . . . \$20

GAME NO. 29 \$100

DOORS OPEN 6 P. M. 1st FEATURE "Parachute Battalion" **BINGO 9 P.M.** AFTER BINGO "SOULS AT SEA" GARY COOPER GEORGE RAFT ADM. \$1.10 TAX INCL.

Always... in Good Taste

Pete Hagen's DELUXE CORDIALS

- BLACKBERRY
- APRICOT
- CREME de CAFE
- CHERRY
- PEACH
- CREME de CACAO
- CREME de MENTHE

To serve... To enjoy. Master blended rich bodied cordials made with mellow imported spirits. A variety to satisfy all tastes—at your neighborhood dealer. A "greater than ever" treat.

Time honored Quality Since 1889

PREPARED AND BOTTLED BY POPPER-MORSON COMPANY
ROCKEFELLER CENTER, NEW YORK 20, N. Y.

BUY MORE AND MORE BONDS

Paint Protects Property

Special **LINOLEUM OFFER**

From our large selection of patterns, all color through to black. It's still possible to modernize that kitchen floor with

ANY ROOM SIZE UP TO 9x12 COMPLETE WITH LABOR AND MATERIALS

ARMSTRONG INLAID LINO FLOOR \$18.75

REDECORATE AND RE-NEW YOUR BREAKFAST SET, ODD CHAIRS OR INTERIOR WOODWORK WITH

LUCO-KWIK (Quick Drying) 4 HOUR ENAMEL **\$1.50** QT.

WITHOUT ROLLER **29c**

Selection of colors. New roller included. Sizes 6 ft. x 36 inches. **39c**

Clean your Draperies, Rugs, Furniture, etc., with these sensational new cleaners.

- DEXTEK DRY CLEANER—FOR FABRICS . . . \$1.25 Qt.
- DEXTEK FOAM—FOR RUGS & UPHOLSTERY . . . \$1.25 Qt.
- KLENS—FOR GLASS, PAINTED SURFACES . . . 98c Qt.

LUCAS PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

Where To Play BINGO

CAPITOL HALL
85 W. MAIN ST.
Door Special \$25 to \$50

Mon. - Thurs. - Thurs. 1:30 P. M. - 7:30 P. M.
WED. - SAT. 8:15 P. M.

Games Sun Afternoon **\$4**

Mon. 30 Games **\$3**

Games Tues. Aft. **\$5**

Wed. 30 Games **\$5**

Games Thurs. Aft. **\$5**

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

SATURDAY
25 Games **\$5-10**
On Reg. Boards and **\$15**
Letter 'H', \$15
ADM. 25c INC. TAX

UNION LEAGUE
South Ave. cor. Gregory

SPECIAL GAME SUN. NIGHT 25 **\$6.00**

REG. GAMES **\$5-10-15**

MON. & FRI. NITES 30 REG. GAMES **\$5-10-15**

SAT. AFTERNOONS 1:30 P. M. 25 REG. GAMES **\$4**

Early Bird Every Game

CARPENTER HALL
113 N. FITZHUGH ST.

TUES. 8:15 P. M.

REG. GAMES **\$6.00**

WED. AFTERNOON REG. GAMES **\$3 & \$5**

CARPENTER HALL
113 N. FITZHUGH ST.

TUES. 8:15 P. M.

REG. GAMES **\$6.00**

WED. AFTERNOON REG. GAMES **\$3 & \$5**

WEGMAN HALL
371 E. MAIN ST.

SUNDAY NIGHT **\$5-10** MONDAY NIGHT **\$5-10**

REG. GAMES 25 GAMES **\$15** REG. GAMES 25 GAMES

AFTERNOON GAMES 1:30

WEDNESDAY FRIDAY **\$5 & \$10**

No Game Sat.

EARLY BIRD SPECIAL AT EACH GAME

STAR BINGO
372 FLINT ST. (rear) **\$3**

MON. 8:15 P. M. ALL TUES. BOARD GAMES

Jefferson Bldg No Wed. Game Till Further Notice * 23 GAMES *

ATTENTION BINGO OPERATORS

FOR SALE MASTER BOARD REASONABLE Call GLEN. 3377

PARK HALL
JEFFERSON AVE. AT PLYMOUTH

THURS. ALL GAMES **\$10**

FRI. GAMES

SAT. GAMES

Thur. & Sat. JACKPOT **\$160.00**

Special Fri. JACKPOT **\$165.00**

SPECIALS 5 & 6 WAYS

ADMISSION 28c, Tax Inc.

JUST SAY "AS ADVERTISED IN SHOPPING NEWS"

Lauer's Have An Excellent Stock of Fine Living Room Furniture

It's a fact! Lauer's expansive living room floors are replete with sofas, chairs and living room suites of every description. New, smart, modern sectionals and all the pieces that go with them... Big, fully upholstered, deep seated conventional styles in two and three-piece groups... Ruddy amber maple framed Colonial suites... And a host of graceful, perfectly tailored 18th Century sofas and chairs await you when you come to buy living room furniture at Lauer's. What's more, you'll find springs—fine carbon steel—in most of our attractive furniture. Right now is the time for you to select your living room furniture at Lauer's.



3-Pc. MAPLE LIVING ROOM

Notice the distinctive patterns of these three pieces. You'll like the gracefully curved davenport and chair base. You'll find comfort in the broad shaped arms... the lounge-y, well filled seat and back cushions. When you buy this suite you buy years of comfort, service and beauty.

\$89

Davenport and 2 Chairs

USE LAUER'S BUDGET TERMS

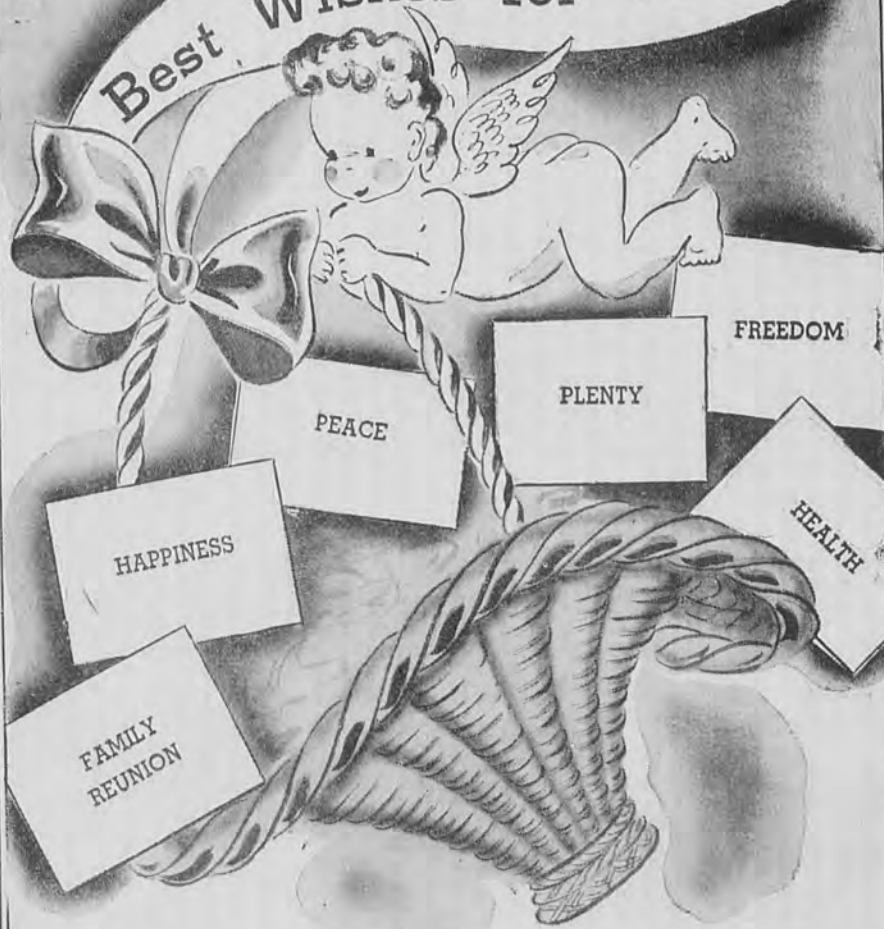
Pay 20% down on your furniture purchase at Lauer's (33 1/3% down on stoves, rugs, draperies or slip covers). You have as long as one year to complete your payments.

Lauer's
50 STATE

TRADE-IN YOUR OLD FURNITURE

You get fair value at Lauer's because we renovate your used furniture and sell it in our own basement.

Best Wishes for 1944



SIBLEY, LINDSAY & CURR CO.

No meat for dinner? Try a delicious puffy omelet spread with slightly warmed Ten-Minute Cranberry Sauce. It's a real taste treat!

REPORTS OF COLDS' BRONCHIAL IRRITATION RECEIVED HERE DAILY

Complaints of colds' chest-muscle soreness increasing. So as colds sweep everywhere with roughing, muscular aches, and nasal congestion—interfering with work and spoiling relaxation and rest, remember this. If you feel terrible, suffering with these miseries, don't go around trying to throw them off without real aid. Count on the ready aid you get with Penetro, the saliva with modern medication in a base containing old-fashioned molton aint. Penetro works two ways: (1) Outside, Penetro's counter-irritant effect speeds up local blood circulation, eases tightness of cold-tortured chest muscles. (2) Inside, its medicated vapors soothe the irritated nasal membranes and bring warming comfort. Clean, White, Stainless. Always pleasant to use. Only 25c. Double size 35c. For real relief from these colds' miseries always demand Penetro.

YOUR HEART WILL TELL YOU

Her heart guided Juanita to the man she loved. A thrilling and dramatic story of the African desert.

TAPS FOR PRIVATE TUSSIE

A 25,000-word condensation of Jesse Stuart's best-selling novel of the mountaineers of Kentucky.

Also a complete novel, sparkling short stories, special features, fashions and beauty, food and homemaking and up-to-the-minute articles.

15c JAN. ISSUE LADIES HOME JOURNAL NOW ON SALE 15c

Want Ads

RUGS

FELT-BASE linoleum rugs, Room size \$1.75. Heavy weight \$2.12. Well-known brands \$6.25. Standard weight by the yard 35c. Heavy weight 40c. 12-ft. width floor covered without seam wall to wall. Standard weight 49c a yard. Heavy weight 50c. H. P. Fahrner, 96 State St.

BEDDING

NEW COTTON mattresses any color tick, \$9.50. Cotton felt mattresses, \$9.55. Flat springs \$2.00 up. Coil springs \$3.00 up. Metal Beds \$4.00 up. H. P. Fahrner, 96 State St.

INNERSPRING mattresses and upholstered cushions rebuilt. Call Genesee 3307.

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HAIR, Warts, Moles removed, roots dissolved. Call Stone 5850 after 11 A. M. or write Frances Friedman, 27 Clinton St. Evenings by appointment. Consultation or trial invited.

STAMP

USED STAMPS—Mint, U. S. and foreign; foreign bank notes. We specialize in individually priced space fillers both single and blocks. 1123 North St.

WANTED TO BUY

BEDS, Spring, Stoves, Rugs, Dining and Bedroom suites. Entire households. Phone Mr. Carter, Main 8624.

SECOND HAND electric refrigerator for cash. Any make. Call MONROE 2648-W.

DON'T ASK FOR ASPIRIN

—you can't buy aspirin that do more for you than genuine, pure St. Joseph Aspirin. There's none faster—none surer—none more dependable. It's the world's largest seller at 10c—80 tablets 20c, 100 tablets only 35c—so be sure you get St. Joseph Aspirin.



JINGLES FROM THE JUNGLES

You can travel the wide world over, On either side of the sea, But you'll never find a better beer Than Rochester's GENESEE!

S/SGT. Z.



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

KEY COUPON
SANITARY NAPKINS
Box of 12 Reg. 20c Limit 2 **11c**

LILAC AFTER SHAVE LOTION
8-oz. Size Reg. 60c Limit 1 **29c**

G. WASHINGTON TOBACCO
2 for **13c**
Regular 10c Size

Aspirin Tabs.
5 Grain Bottle of 100 **11c**

Hind's Honey and Almond Lotion
\$1.00 Size **59c**

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Quart Size **89c**

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BOTTLE OF 100 **\$3.95**

MOLESKIN
3 x 4" SQUARES Box of 4 Reg. 25c **19c**

VIDelta EMULSION
Pint Bottle **\$1.69**

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!

KEY
ROCHESTER'S MODERN CUT RATE DRUGSTORES
457 RIDGEMAN DEWEY

TODAY THROUGH WEDNESDAY

LEGS CAN BE Beautiful
even in ELASTIC STOCKINGS
RELIEF FROM PAIN OF Surface VARICOSE VEINS
Wear BAUER & BLACK Elastic Stockings when your doctor prescribes stockings for relief from surface varicose veins. Knit of "Laster" yarn these cool, lightweight, comfortable stockings with two-way stretch are not conspicuous under sheer hosiery. Seven styles for men and women.

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A generation ago the physician carried a small assortment of drugs with him. The modern physician prescribes drugs exactly suited to your case, and registered pharmacists compound them with care and skill. We cooperate with your physician by maintaining complete stocks of modern medicines and chemicals. We use Merck Prescription Chemicals.

LUCKIES, Camels, Chesterfields, Raleigh, Old Gold, Philip Morris
Carton **\$1.46**
Tax Paid

PRO-PHY-LAC-TIC NEW BONDED BRUSH with 'Round-End' Bristle
FAMOUS FOR ITS DURABILITY **47c**

HEAVY AMERICAN MINERAL OIL
\$1.49 Gallon

Vimms
REG. SIZE **49c** LARGE SIZE **1.69**

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!

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WAX PAPER
CUTTER BOX 125 Feet Reg. 25c Limit 2 **13c**

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Woodbury Shampoo
Coconut Oil, Tar or Castile 50c. 4-oz. 1 **21c**

KEY COUPON
QUININE COLD TABLETS
Box of 24 Limit 1 **9c**

ANACIN TABLETS
Box of 50 Reg. 75c **59c**

ORAL or RECTAL Thermometer
Reg. \$1.00 **59c**

Vicks Vapo Rub
Reg. 25c Size **27c**

Soda Mint Tabs.
Bottle of 100 **6c**

BORDEN'S MALTED MILK
Plain 5-lb. Can **\$1.29**

BORDEN'S HEMO
THE NEW WAY TO DRINK YOUR VITAMINS AND IRON... 59c

IDEAL for FEMININE HYGIENE

Zonite
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Val. \$22-\$31. 50c 75c \$1.00