

**This Week's
\$25 WINNER**
Mrs. Mary Kase
264 Michigan St.
WINNING CARRIER:
R. Luchterhand, 251 Curtis St.
Please Call at Shopping
News for your award

TOTAL TO DATE
Paid by Shopping
News to sustain-
ing subscribers. **\$840**

The Rochester Sun

SHOPPING NEWS

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SEVENTH YEAR—No. 10

ROCHESTER, N. Y., THURSDAY, JANUARY 6, 1944

PHONE, STONE 6000

Strike News Doesn't 'Listen Well' In Foxholes

By G. Curtis Gerling

While the government's seizure of the railroads has eliminated the projected railroad strike, the big argument as to whether or not the threat of strike really gave the Axis partners material for propaganda still rages.

No one seems to know just who first expressed the opinion that the Axis, jubilant with the news, had set about amplifying the dangers and spread their good news (to them) over their home and satellite networks. A half-dozen Washington big-wigs deny that it emanated from their offices and just recently a leading union official came out with the statement that it was just so much bunk anyway. He claimed the rail unions never really intended to go through with the strike; they were just bluffing to get governmental action.

The deep vexation on the part of those concerned seems to be what the public's reaction was in the matter: whether or not they thought it disloyal in war time; a case of government bungling or what. No one, to our knowledge, has been upset speculating about the reaction of ten or twelve million service men and women.

In a crowded downtown restaurant one evening this week, a bronzed boy in the uniform of the marines slid into the vacant chair directly opposite us. He carried two rows of ribbons on his tunic and used his right arm with difficulty. During dinner we fell to discussing many things. He'd been in four South Pacific engagements; had malaria; been bitten by a snake, and bayoneted by a Jap; killed, he estimated, fifty Nips, mostly with grenades; had seen four of his buddies killed, one blinded. He was to be here only overnight—had come to

tell the parents of a buddy that their son was well and would be home soon (but minus his right leg).

Eventually the subject of the rail strike and its Axis propaganda implications became the subject of discussion. The marine didn't have to fumble for words. He'd apparently had his opinion on the subject for some time.

"You've no idea," he said, "when lying in a foxhole dodging bullets, or in a swampy hospital fighting malaria, how our hearts bleed for those boys who are going to let us down because they want their pay raised from fifty to sixty bucks a week." The bitterness in his voice gave way to anger.

"Who in hell cares what the Axis thinks," he went on, "we're going to beat the pants off them—and most of 'em already know it—but the strike part of the picture is a little different."

"Maybe the government did bungle the whole thing—but the bungling in the opinion of the boys on 'Guadal,' is in the way recent strikes have been settled. The Marines have done a lot of tough, dirty work and done it well. We wish that they'd call us in on the strikes we'd settle 'em—damn fast!"

"Maybe ten million service men (who are going to be back home again and voting some day) should be the chief concern of both government and unions.

Gift Shower Greets 1944 Baby Contest Winner

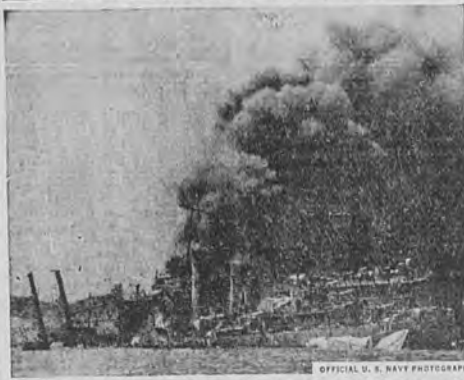
Perhaps it's the pressure of war work or just the era of efficiency but whatever the reason, little Miss Joanne Pisaturo did a full day's work on her first visit to Rochester.

Joanne chose to make her entrance into the world at 48 minutes past midnight, January 1, 1944 at the Municipal Hospital and thereby not only brought a superabundance of happiness into the home of Mr. and Mrs. Joseph Pisaturo, 123 Reynolds St., but won for herself acclaim as Rochester's first baby of 1944. She also garnered for herself and her parents an array of gifts showered upon her by merchants of Rochester in cooperation with Shopping News' annual First Baby Contest.

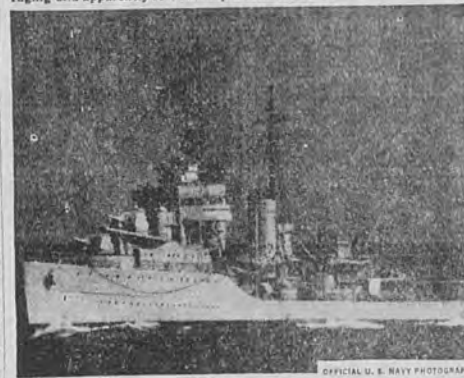
Included in the gifts which the Pisaturos are receiving this week is an invitation for mother and dad to dine at Laube's Old Spain, 11 East Ave.; a lovely chenille crib spread from Paul's Curtain Shop, 76 Clinton Ave. S.; a six-month supply of Trig direct from the manufacturer; a beacon crib blanket from Lincoln's, 118 Main St. E.; a month's supply of homogenized milk from Brighton Place Dairy; a certificate for a deluxe portrait from Brewer-Hayes Camera Portraits, 251 East Ave.; a special bouquet of flowers from Blanchard Florists, 58 Lake Ave.; and an electric bottle warmer from Kemp Equipment Co., 331 Main St. W.

The best wishes of the entire city go to Papa, Momma and heiress.

Down But Not Out—SRU's Fix Her Fast



The Japs crippled this American destroyer, sank a drydock from underneath it. A direct hit knocked out gun turrets, smashed the bow, set fires raging and apparently left the ship a total loss. But—



Here's the same destroyer, steaming out with the fleet to take its revenge. Fast temporary repairs—the kind of fixing Ship Repair Units are trained to do—enabled the ship to reach a mainland Navy Yard. There she was fitted with a new bow, rebuilt and returned to action. The SRU's need skilled mechanics from civilian life—carpenters, electricians, riggers, machinists, metalworkers, etc.—to do jobs like this. A new booklet, giving complete information about the SRU's, is available at the Navy Recruiting Station.

RATIONING At a Glance NOW VALID

FOOD
No. 29 sugar coupon (expires Jan. 15)
D. E. F. green coupons (expire Jan. 20)
G. H. J. green coupons (expire Feb. 20)
R. S. brown coupons (expire Jan. 29)
Spare coupon 2 in book 4 valid for 5 points worth of pork.

GASOLINE
A-8 coupon (expires Feb. 8)

FUEL
Period 2 coupons (expire Feb. 8)
Period 3 coupons (expire Mar. 13)

SHOES
No. 18 coupon good indefinitely
"Ampiana" No. 1 coupon good indefinitely.

Orchids To You!

The most sought after flower in the world; the flower which best expresses the very acme of esteem is certainly the orchid. Difficult to raise, expensive to buy but a thing of beauty, both to sight and smell, the orchid is truly in a class by itself, esthetically speaking.

Shopping News, in cooperation with Liddy's Flower Shop in the Power's Hotel Building, has instituted a campaign to spread the cheer of orchids through the bestowal of a blossom on some Rochesterian each week.

However, the basis for the award will not be for some meritorious service or other outstanding achievement. Names of the winner, according to the announcement, will be chosen at random from the city directory listings. Name of the winner will be published in Shopping News each week.

Amusements

AUDITORIUM
Sylvia Sidney and Luther Adler in "JANE EYRE." Mail orders now. Matinee Tues. Prices: Nights from \$1.10 to \$2.75. Matinee from \$1.00 to \$1.65. JAN. 17-18

CENTURY
Mary Martin, Dick Powell, Franchot Tone, Victor Moore in "TRUE TO LIFE." Plus George Sanders and Brenda Marshall in "PARIS AFTER DARK" 2ND BIG WEEK

LOEWS
2ND BIG WEEK
"THOUSANDS CHEER"
30 Stars — 3 Bands

PALACE
NOW PLAYING
Charles Boyer, Barbara Stanwyck, Betty Field and Edward G. Robinson in "FLESH AND FANTASY." Plus Walter Brown and Alan Carney in "ROOKIES IN BURMA."

CAPITOL
NOW PLAYING
Sonja Henie, Jack Oakie, Woody Herman and Orchestra and Cesa Romero in "WINTERTIME." Plus Randolph Scott in "CORVETTE K-225."

HUDSON
NOW PLAYING
"SO PROUDLY WE HAIL" with Claudette Colbert and Paulette Goddard. Plus "CALABOOSE" with Noah Berry and Mary Brian. SUN. AND MON.

LITTLE
STARTS SAT.
"CASABLANCA"
With Humphrey Bogart, Ingrid Bergman and Paul Henreid

REGENT
NOW PLAYING
Michele Morgan, Jack Haley and Frank Sinatra in "HIGHER AND HIGHER." Plus "GANGWAY FOR TOMORROW" with Margo.

REXY
NOW PLAYING
"THE IRON MAJOR" with Pat O'Brien and Ruth Warrick. Plus "SPOTLIGHT SCANDALS" with Bonnie Baker and Billy Gilbert.

TEMPLE
STARTS FRI.
On Stage in Person—3 Days: FRI. SAT. SUN. THE INK SPOTS. ELLA FITZGERALD. COOTIE WILLIAMS AND ORCH. On Screen: "CHARLIE CHAN IN SECRET SERVICE."

SEND YOUR SOLDIER, SAILOR OR MARINE A



Pin-up PHOTO OF YOU FOR VALENTINES

- Large 8x10 Size
- Portrait or Full Figure (Full Figure at No Extra Cost)
- 6 Permanent Proofs
- Proofs Mailed—2 Day Service

SPECIAL WITH THIS AD \$2

BREWER • HAYES CAMERA PORTRAITS
STONE 5819 251 EAST AVENUE

W.M. F. and S. GEO. SHAFER
Formerly President and Vice-President
MENG & SHAFER

SHAFER'S JANUARY SAVINGS

on FINE FUR COATS

each coat a prize

at **\$195**

- Black Persian Pony
- Natural Brown Pony
- Kaffa Brown Pony
- Sable Blend Marmot

at **\$265**

- Sable Blend Muskrat
- Natural Spotted Leopard Cat
- Raccoon

at **\$395**

- Black Persian
- Sable Blend Squirrel
- Natural Tipped Skunk
- Natural Ocelot

Proportionate Savings On All Other Coats In Our Wide Collection

SHAFER Co.
Charge Accts 51 EAST AVE. Furrers Budget Accts Since 1880

SALE!

HAND BAGS

HUNDREDS TO CHOOSE FROM!

VALUES TO 4.99 **\$1.49**

EVERY TICKET MARKED WITH ORIGINAL PRICE

This is not a special purchase of sale goods—but merchandise reduced from our own stock. Some are slightly shopworn—but most are in perfect condition.

ALL MATERIALS ALL COLORS PLENTY OF STYLES

Genuine Fur

BUNNY MITS

With Quilted Palms for Extra Warmth **\$1.99** Plus Tax

Darling Shop

190 MAIN ST. E.

URGENT!

FOR VICTORY

USED SEWING MACHINES WANTED AT ONCE!

No sewing machine should be idle during the present emergency. If you have a machine, telephone the Singer Sewing Machine Co. today. It will mean ready cash to you . . . a needed machine to someone who otherwise would have to do without.

PHONE STONE 7006

Our representative will call at your home to make an appraisal

OR CALL AT
SINGER SEWING MACHINE CO.
47 EAST AVE.

BIG SAVINGS NOW IN EVERYBODY'S ANNUAL January Clearance

★ Every Coat From Regular Stock
★ All New Season Styles

ALL FUR TRIM

Coats REDUCED 20%

Warm woolen coats, handsomely tailored in the best prevailing modes and sumptuously mounted with lovely furs. ALL SIZES. ALL COLORS.

NEED AN ELECTRIC IRON ??

We have just a limited number of these fine electric irons . . . NOT for sale but to GIVE to our customers . . . one each to the first 25 lucky women who buy FUR TRIMMED dress coats during our great January clearance.

PAY ONLY \$1.25 A WEEK

EVERYBODY'S
56 STATE ST

A good casual wool suit is the sizer the ground it covers, the perfect pedestrian. No wardrobe situations it can face. Sporty is complete without one. Con-accents route it ruraly—with

worrier ones it slaves at canteen or strolls up Fifth Ave. Try one and see for yourself.

KAY'S COMMENTS by kay shearer

Come-on-now—do something about that extra weight you've taken on through the holidays. Plan a course of treatments with PETTIS. That famous BATTLE CREEK REDUCING LOUNGE will whittle you down in no time. Treatments take only 35 minutes and are priced \$12. Hurry make an appointment today. Stone 6210. 327 BURKE BLDG.

SALE! Mrs. Zweig has returned from New York with a brand new spanking line of fresh dresses. Advance spring styles are yours at gentle prices. ZWEIG DRESSES are also having a clearance at great savings on their winter stock of dresses. If you hurry you'll "get" a real buy. 240 ROSEDALE ST. Opposite Court House. Main 6633. Open Eve and Sundays by appointment. Monroe 2208-W.

Make LLOYDS your family FLORIST, whether it is a single flower or a basket full—for gladness or for sadness. LLOYD'S FLOWER SHOP—POWERS HOTEL—Court House. Main 6633.

Look at your hair—everyone else does. MILDRED HAUPENTHAL is giving a permanent for \$5, regularly \$7.50. Mildred has another permanent she gives for \$7.50. A cream-oil permanent regularly \$10. Call today for an appointment. You'll like the way you look when Mildred finishes with you. Main 7871—323 BURKE BLDG.

For your legs and arms. Wonders. A pink cake to remove the hair from your legs and arms. These open-mesh stockings look terrible with a bristling effect. It's easy to use. Simply rub clock-wise then counter-clock and round clock-wise. Watch the fuzz fly off. The cake will last and last, if you file it lightly after each use.

GRANTS FOR HOSIERY

HOSIERY PURCHASE OF THE YEAR!

300,000 pairs!

Better Quality Hose

Rayon Irregulars

69¢

The tremendous buying power of the Grant Company has made this purchase possible. We even doubt that you'll be able to notice the slight imperfections in this nationally known brand. Every pair is full fashioned (to assure ankle trimness) . . . 45 gauge and 42 gauge, daytime sheers to wear from dawn to dusk. Every pair is cotton reinforced for maximum wear. Sizes 8½-10½.

Colors: Rico Sun, Rio Tan, Mexibeige

W. T. GRANT CO. 293 E. MAIN ST. Corner East Ave.

SO - SEW SEW FOR VICTORY. If outside of towels for Aunt Virginia or hankies for Uncle Jo, you've never sewn a stitch but have set your heart on a new wardrobe—well why not? Here's some good news to start you on your way. MISS RISMAN the representative from the SIMPLICITY PATTERN CO. will be at EDWARDS—today—Thursday, Jan. 6—Friday, 7th and Saturday, Jan. 8th. Miss Risman will give a demonstration at 10:30 A. M. and 3:15 P. M. on Edwards 2nd floor all three days. Miss Risman will help you with those problems that seem overwhelming to the amateur. An outfit can be made or botched you know just because of the wrong fabric. Some fabrics lend themselves more readily to some patterns than others. For instance soft fabrics for draped designs, firm fabrics for pleats. But don't listen to me—drop into EDWARDS

Be careful if you use pan-cake make-up. Too much gives the appearance of added years. Apply lightly with sponge. Blend it with your finger-tips. Powder over is you like.

Thursday—Friday on Saturday and take advantage of the valuable advice MISS RISMAN will give. She represents the SIMPLICITY PATTERN CO.—and will give a demonstration at 10:30 A. M. and 3:15 P. M. on EDWARDS on the second floor. This season the newest and smartest clothes are the simplest and therefore the most sewable—a snip—a seam—an easy one, two, three and you're the L&S belle of the ball.

ROCHESTER GAS & ELECTRIC asks you to please cooperate with your government by conserving GAS. With the extra demand on the Gas Co. made by war plants who operate night and day as you know—to avoid a serious shortage please, please don't turn on your oven to warm your house—and keep your gas furnace turned down when you're not at home—and when you retire at night. ROCHESTER GAS, 89 East Ave.

Buy yourself a dress not drab for this time of the year. To cut capers under coats to exhibit openly next spring.

I saw a burn repaired in a fool-stool (mohair) by EMPIRE WEAVERS. The owner was so pleased she had to tell me about it 'cause she had read the glowing accounts I have given EMPIRE WEAVERS about their skilled work. Both of us agreed that the damage was almost impossible to detect—it was a bad one too. 409 BURKE BLDG.

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 - \$2.25
\$2.75 (Tax included)

EASTMAN THEATER
of the University of Rochester

SALE! RIPTON DRESSES are still SALEING. Fresh winter frocks on sale for \$5.95 to \$12.95. These dresses were formerly priced \$8.95 to \$19.95. All sizes and some half sizes. Many thrifty women have taken advantage of this timely SALE—but there are some lovely dresses if you hurry to 739 MONROE AVE. RIPTON DRESSES. Open Eve.

SUPERMEN
—the morning after

(Drawn from actual photograph)

These captured members of The Master Race are bitter and broken in spirit. Hypnotized by promises of power and glory, they gave up every human freedom to follow a fanatic paperhanger. They fell upon the world and almost crushed it. But not quite. Free peoples applied the dynamics of free enterprise to the grim business of war—and accomplished production miracles. The sullen slaves of the swastika met a force they cannot master or comprehend.

That force is independence—the common heritage of Americans—the right and opportunity of every American, within reasonable limits, to enjoy the rewards that his own work may bring. This is the force that made America great. It must not be lost when the war is won.

ROCHESTER GAS and ELECTRIC
Save Electricity to Speed Victory

VISION FOR VICTORY
... On The Home Front!

In the Home, good eyesight is necessary—saves time, makes duties easier. If your vision is not up to par, have your eyes fitted with Corrective

GLASSES

Come in—no obligation. Talk it over with HARRY A. BENEWICK, Optician

We Use Only Bausch & Lomb and Shuren Lenses

Smalls
Jewelers • Opticians

28 EAST MAIN ST.

Pay Small Sums Weekly!

Start the New Year with a

Wardrobes

Room for Everything in This New Wardrobe!

Utile MAMMOTH HI-HATTER

Size 28"x21" x66"

\$3.95

E-Z Do

THE NEW SLIDADOR

WARDROBE

\$2.49

Decorative wood grain finish. Wood framed doorway. Touch the latch and the door slides down. Holds up to 20 garments. Size 60 in. by 24 in. by 20 1/2 in. Complete with 29c E-Z-Do Moth Humidifier.

MORE Closet Space Than You EVER Bought BEFORE At This Price

Utile DUBL-PAK GIANT

STORAGE CABINET

SO BIG IT HOLDS AN ENTIRE WARDROBE

in realistic Wood-Tone FINISH

Size 30"x20" x60"

\$2.98

MADE TO SELL FOR \$4.98

E-Z Slide Under Bed

Blanket Chest

Wood reinforced. Size 48 in. long, 20 in. wide and 8 in. deep. Complete with Para Moth killer.

\$1.89

TUDOR WARDROBE

Special **\$2.19**

Has a double swing, wide open door. Wood reinforced. Roomy size. Approximate size 58 in. high, 24 in. wide and 21 in. deep. Wood-tone finish.

Free City Delivery
Free Parking Opposite
With \$1 Purchase

Ward's

15 EXCHANGE STREET

MAIN 7900

No C.O.D.'s on Purchases Under \$1

Closeout!

SINGLE & DOUBLE DOOR UTILITY

CABINETS

White Enamel finish. Adjustable shelves. Made by master Rochester cabinet makers.

Single Door, 17 1/4 in. wide, 65 1/2 in. high, 12 in. deep. **\$6.95**
REG. \$9.95

Double Door, 27 in. wide, 69 in. high, 12 1/2 in. deep. **\$11.95**
REG. \$16.95

Sibley's

SELF SERVICE

Record Department

Biggest and Best in Town!

Right at Your Fingertips, a Vast Array of Records and Albums to Everybody's Taste — from Bach to Boogie-Woogie!

It's a wonderful new way to shop for records and albums! SELF SERVICE! Shelves and racks with the records and albums you want, classified as to kind . . . right out in plain sight. Browse to your heart's content. When you find a selection you'd like to try, take it to a private booth for listening, if it's classical . . . play it right in the department, if it's popular. Our salespeople will complete the transaction for you, and they're here to answer questions, too.

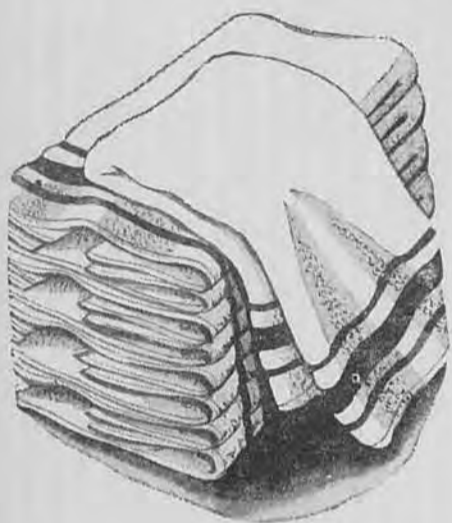
- Hundreds of Popular Single Records!
- Choice Classical Single Records!
- Wide Variety of Popular Albums!
- Superb Selections of Classical Albums!
- Educational Records and Sets!

RECORD DEPARTMENT, FOURTH FLOOR

SIBLEY, LINDSAY & CURR CO.

EDWARDS BASEMENT

GUEST TOWELS



14^c

Sizes
16" x 26"
16" x 29"

Bright! Colorful! Just like Spring! In rose, red, green, and blue borders! Also pastel colors of green and blue! You'll like them! You'll use them! Slightly imperfect! But, oh, so pretty!

Edwards Basement

TOWELS!
TOWELS!
TOWELS!

TOWELS!
TOWELS!

TOWELS!

TOWELS!

TOWELS!

TOWELS!
TOWELS!

TOWELS!

PRINTED DISH TOWELS

29^c

Size 16" x 28"



What a wonderful assortment! What wonderful towels! What lovely designs! Floral patterns! Blue, red, and green! They're pretty! Practical! And just right for the kitchen!

Edwards Basement

HEAVILY TUFFTED

JACQUARD TOWELS



69^c

Size 22" x 44"

... nice! Thick! Heavy! Soft tufts! First quality. Rich, gay shades of green, peach, maize, rose, blue, with white flowers! It's the perfect shower towel! And will match or harmonize with your color scheme!

Edwards Basement

LINEN DISH TOWELS

39^c

Size 18 x 29"

Look at this! 50% linen! 45% rayon! 5% cotton! What a towel! It's good! Red and blue border! Absorbent ... all you could ask for! How swell they launder!

Edwards Basement

PART WOOL BLANKETS



All this warmth! Yet only weights 3 pounds! Securely bound with sateen! Big, beautiful block plaids! In blue or rose with white! And most important ... all first quality! You'll welcome this ... and how! On cold nights!

Edwards Basement

2.57

 Pair

SIZE 70x80

'Cinderella' Coming To Eastman Stage In Children's Play Series

"Cinderella" will be the next offering of the Clare Tree Major Children's Theater Company at the Eastman Theater. The date is Saturday afternoon, January 22, and the time 2:30 p. m.

As part of the company's 20th anniversary season, this production of one of the most popular stories of all time is being given. Fiction and movie script

writers long have recognized the power of the Cinderella theme. In one form or another, it looms very large in the screen and magazine stories of the day. The reason is simple. It has all the elements which make a plot universal in its appeal. In any case, young and old alike enjoy the Cinderella idea. Substantial evidence of that is

given by the prevalence of Cinderella stories in the folk lore of the world. Marion Rolfe Cox, distinguished English folk-loreist, reported no less than 345 distinct variations of

The Service Department of Shopping News again affords its readers the opportunity of purchasing tickets for "Cinderella" 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 Theater is not only entirely wholesome, but it also represents the highest type of juvenile drama.

sion, they are forgiven and offered a chance to mend their evil ways. But in all, Cinderella marries her Prince

Your Resolution for 1944

See Lloyd's
"Your Family Florist"
At Least Once A Week
Give Flowers For
All Occasions



Lloyd Higbie
We Telegraph Flowers. Direct Wire With Western Union.
(Bonded Member T. D. S.)
YOUR FAMILY FLORIST
LLOYD'S FLOWER SHOP
Powers Hotel—(Opp. Court House) Main 6633

KEY COUPON
DUZ
Large Box Limit 1
18c

470N. GOODMAN NEAR MAIN
KEY
ROCHESTER'S MODERN
CUT RATE
457 RIDGE RD. NEAR DEWEY
1861 MONROE NEAR WINTON
DRUGSTORES
TODAY THROUGH WEDNESDAY

KEY COUPON
ALUMINUM HAIR CURLERS
Assorted Sizes Limit 6
5c

KEY COUPON
BORDEN'S CHOCOLATE MALTED MILK
Lb. Jar Limit 1
27c

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!
Vimms
REG. SIZE **49c** LARGE SIZE **1.69**

KEY COUPON
HILLS COLD TABLETS
30c Size Limit 1
11c

WALDORF TOILET TISSUE
Limit 6 **3 for 11c**

LUDEX'S COUGH DROPS
Reg. Size Limit 2 **2 for 5c**

VICKS NOSE DROPS
50c Size **39c**

SACCHARIN TABLETS
Bot. of 1000 1/4 or 1/2 grain
49c

SEND OLD GOLDS
Navy, Marines Coast Guard Overseas **80c**
ARMY OVERSEAS Anywhere in the United States
Per Carton **1.20** Per Carton **1.35**
Wrapping And Postage **FREE!**

IPANA TOOTH PASTE
50c Size **39c**

MOLESKIN
3 x 4" SQUARES
Box of 4 Reg. 25c **19c**

SALE!
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 **33c** 3c
STOCK UP—AT THESE LOW PRICES!

MARLIN BLADES DOUBLE EDGE
Pkg. of 15 **25c**

VIDELTA EMULSION
Pint Bottle **\$1.69**

A VALUABLE DOCUMENT
Your doctor's prescription is a valuable document. More than a piece of paper bearing queer words and odd characters, it represents his years of training, experience and skill applied directly to your individual case. As such, the prescription deserves the care and accuracy exercised by our registered pharmacists and the purity and uniformity of the prescription chemicals and drugs we dispense.
We use Merck Prescription Chemicals

SCHICK Injector Blades
Pkg. of 20 **69c**

ANACIN TABLETS
Bottle of 50 Reg. 75c **59c**

PRO-PHY-LAC-TIC NEW BONDED BRUSH
with 'Round-End' Bristle
FAMOUS FOR ITS DURABILITY
47c

MENNEN BABY OIL
50c Size **43c**

MODESS or KOTEX
Box of 12 **22c**

ALKA-SELTZER
For Relief in COLD DISTRESS
Try It Today
60c Size **49c**

SQUIBB COD LIVER OIL
12 oz. Bottle **98c**

BORDEN'S MALTED MILK
Plain 5 lb. can **\$1.29**

ONE A DAY
B COMPLEX VITAMIN TABLETS
2 WEEKS SUPPLY
only **44c**

PERTUSSIN for COUGHS
60c Size **49c**

DR. WEST TOOTH BRUSH
Nylon Bristles **25c**

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

HIND'S HONEY & ALMOND LOTION
5.00 Size **59c**

HOLLYWOOD
TUESDAY NIGHT ALL REG. GAMES AND SPECIALS **\$7.00**
WEDNESDAY & THURSDAY REGULAR GAMES **\$5.00**
SPECIALS PLAYED 4, 5 & 6 WAYS
FRIDAY REGULAR GAMES AND SPECIALS **\$5.00**
SATURDAY SPECIAL REG. GAMES **\$10** Specials \$5 - \$6 - \$7
SUNDAY SPECIAL REG. GAMES **\$7** — SPECIALS \$7 and \$8

COUPON
Bring this coupon to the back of special Jan. 11th, 1944
FOR YOU **45c**

COUPON
Bring this coupon to the back of special Jan. 11th, 1944
FOR A FRIEND **45c**

HOLLYWOOD
TUESDAY NIGHT ALL REG. GAMES AND SPECIALS **\$7.00**
WEDNESDAY & THURSDAY REGULAR GAMES **\$5.00**
SPECIALS PLAYED 4, 5 & 6 WAYS
FRIDAY REGULAR GAMES AND SPECIALS **\$5.00**
SATURDAY SPECIAL REG. GAMES **\$10** Specials \$5 - \$6 - \$7
SUNDAY SPECIAL REG. GAMES **\$7** — SPECIALS \$7 and \$8

TOWNER-HALL
WEDNESDAY and THURSDAY **\$250** IN PRIZES
SPECIALS 4, 5 & 6 WAYS
SATURDAY - TOWNER - REXY
ALL REGULAR GAMES **\$10-\$12**
OVER \$600 IN PRIZES
SUNDAY, JAN. 2nd
Reg. Games **\$7.00** Specials 4 & 5 Ways **\$7 & \$8**

COUPON
This Coupon Is Worth **10c**
Towards Price of Admission To See
"CINDERELLA"
EASTMAN THEATER
Saturday, Jan. 22, 1944
2:30 O'Clock
Seats: 30c, 40c, 55c, 83c (including Tax)
Present this coupon at theatre box office, before 6 p. m. Friday, Jan. 21. Good for 10c reduction on any priced seat in the theatre for the performance herein specified.
Name
Address
Age

the story in French, English, German, Swedish, Finnish, Italian, Slovakian, Russian, Serbian, Polish and even Indian literature. Occasionally, the stepmother and wicked stepisters meet horrible deaths. And sometimes, as in the Clare Tree Major ver-

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.
REG. GAMES **\$3**

Beeley's Bingo
SUNDAY AT 1 P. M.
MON. TUES. WED. THURS. FRI. SAT. at 8:30
EXTRA BOARD FREE WITH TRIPLE BOARD
142 GENESEE ST. in REAR

CARPENTER HALL
113 N. Fitzhugh St.
TUES. 8:15 P. M.
REG. GAMES **\$6.00**

CARPENTER HALL
113 N. FITZHUGH ST.
THURS. 8:15 P. M. **\$10**
EVE. 8:15 P. M. **\$5.00**
FRI. 1:30 23 GAMES **\$5.00**
SAT. EVE. 8:15 P. M. **\$5.00**
SUN. 2:30 23 GAMES **\$5.00**
FRI. - SUN. JACKPOT **\$20.00**
ADMISSION 25c — Plus Tax
Extra Triple Boards 25c — Books 25c

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

BINGO

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.

Begin '44 with a Resolution to do more for Uncle Sam



Rudolph's
MAURICE M. LEVY, Registered Optometrist
Corner East Main at South Ave. Open Mon. Eve.
IN BATAVIA—109 MAIN ST.

WHERE TO PLAY BINGO

UNION LEAGUE
South Ave. cor. Gregory
SUN. NIGHT 25 REG. GAMES **\$6.00**
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 & SATURDAY 25 Games **\$5-\$10**
On Reg. Boards Letter 'H', \$15 and \$15
ADM. 28c - INC. TAX

WEGMAN HALL
371 E. MAIN ST.
SUNDAY NIGHT REG. GAMES **\$5-\$10**
MONDAY NIGHT REG. GAMES **\$5-\$10**
AFTERNOON GAMES 1:30
WEDNESDAY FRIDAY SATURDAY **\$5 & \$10**
EARLY BIRD SPECIAL AT EACH GAME

BINGO • MON. NITE at the K of C • BINGO
MONDAY NIGHT JANUARY 10th
K of C "MON. NITE BINGO"
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.

"We laugh at epidemics. We live right and eat Vitamin-rich GOLDEN CENTER WHEAT GERM regularly!"



For the LIFT of your LIFE... eat GOLDEN CENTER WHEAT GERM. Nature's super-rich source of the B-complex family. It gives you the protective, nourishing, natural Vitamins, minerals and proteins so vital for energy. A tablespoonful of this SUPER FOOD in your cereal costs less than 1¢ per day. To "keep well and feel well" eat GOLDEN CENTER the WHEAT GERM for Good Health... At Grocers.

Golden Center WHEAT GERM

Golden Center Wheat Germ on sale at all I. G. A., A & P, Red & White, Hart's, Star Super Markets, Wegman, and other neighborhood grocers.

School Official Takes Office As Association Head

Dr. Verne, assistant superintendent of schools here and director of vocational training for war production took over the reins as president of the New York State Vocational and Practical Arts Association this week.

The new president heads one of the largest teacher and administrator associations in the nation.

Dr. Bird came to Rochester in 1912 and was assigned to Old Rochester Shop School as a teacher.

In 1936 he was appointed assistant superintendent of Schools of Rochester.

An Orchid To You



Each week Shopping News, in cooperation with Lloyd's Flower Shop, Powers Hotel, gives an orchid to a Rochester woman. This week the winner, selected from the city directory is Mrs. John E. Homan, 40 Magee Ave.

If the winner will call at Lloyd's Flower Shop and identify herself within the next week she will be given free a beautiful orchid.

If a friend's name appears as an orchid winner—telephone her immediately. Maybe by some day she will do the same for you.

Home Nursing Course Offered At Women's Home Making Center

A new home nursing course sponsored by the Red Cross gets underway today at the Home Making Center of the Women's Educational and Industrial Union, 86 North St., with classes scheduled for 1:30 to 3:30 and 7:30 to 9:30 p. m.

Information for the course, which is free, may be had at the center or by calling Mrs. Tillson at Main 341.

Eastman To Have Opera Favorites Monday, Tuesday

Two delightful operatic performances are in store for Rochester next week when the San Carlo Opera Co. presents "Aida" and "La Traviata" on Monday and Tuesday evening respectively at the Eastman Theatre.

The company, headed by Fortune Gallo has earned a nationwide reputation as America's outstanding travelling opera organization. They have been well received in earlier appearances here and are receiving the acclaim of critics this season for their well-rounded performances in metropolitan cities along the east coast.

The orchestra will be under the direction of Emerson Buckley. Both operas will be sung in the original Italian.

Sailors Donate Film Pay To Chapel

Hollywood—Four U. S. Merchant Marine cadets toiled a month in a Hollywood movie to buy their base a chapel.

The quartet, known professionally as The Vagabonds, gave all the salary they received as featured players in Columbia's "Sing Out the Blues" toward building a chapel at the Merchant Marine Cadet Basic School at San Mateo, Calif.

They were on leave for the purpose, furloughs having been granted the four, Pete Peterson, a native of Honolulu; Al Torrieri, Don Germano and Till Rizzo, all of San Francisco, by the station commandant, in the only known case of its sort since the nation went to war.

Capt. R. R. McNulty, supervisor for the U. S. Merchant Marine Cadet Corps, who visited The Vagabonds on the set at Columbia, stated that ground had been broken recently for the edifice.

Cool weather cup is canned Florida grapefruit juice heated with cinnamon, cloves.

But Living Costs Were Lower...

The best furniture craftsmen in the year 1857 earned \$12.00 a week. The men worked from six in the morning until six at night. There was no talk of eight-hour days, nor was the working period considered excessive. The average wage, however, was \$9.00 a week. Apprentices often worked for meals and board until they were experienced enough to command wages which seldom exceeded \$5.00 a week for a 12-hour day.

While the craftsmen were working for these wages, little

Jewelry Concern Acquires 2-Story Main St. Property

Concretely demonstrating their faith in the future of Rochester, Rudolph's, jewelers announced the purchase, this week, of the property they occupy at the southeast corner of Main and St. Paul Sts.

The deal, involving one of the largest cash considerations here in recent years brings the two story building under the ownership of the jewelry concern headed by Bernard G. Rudolph of Syracuse. Rudolph's have maintained a store in Rochester since 1925 and have been at their present location since 1936.

The building is the site of the old Merchants Bank, acquired by the Union Trust Co. in 1926. In 1936 the building was completely remodeled and now consists of two stories.

Other tenants, who will remain, include a finance concern, a hat store and a shoe store.

Here's A Cup of Coffee That's Guaranteed To Satisfy Or Wegmans Will Not Only Refund Your Money—But Give You...



DOUBLE YOUR MONEY BACK!

TRY FLAVORFUL FRESH ROASTED

KILBOURN HALL COFFEE

If you do not believe Wegmans Kilbourn Hall coffee to be the equal or better than any other coffee selling for as much as 10¢ lb. more Wegmans will give you double your money back!

23¢ lb.

ON SALE AT ALL WEGMANS HOME-OWNED SUPER MARKETS

RIB-END LOIN
PORK ROAST 29¢ lb.
TENDER, SHOULDER
BEEF ROAST

SHANK HALF, COOKED
HAMS 37¢ lb.
TENDER, SKINLESS
STEAMERS



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 an infant in absolute safety. Sold at All Good Drug Stores.

GUARANTEED REPAIRS ON ALL MAKES

Washing Machines
Refrigerators
Vacuum Cleaners
etc.

Cheerful, Free Estimates
Reasonable Charges
Prompt Service

STONE'S APPLIANCE SHOP
210 MONROE AVE.
Monroe 6420

Dolan's



WHERE YOU BUY THE CUTS OF **CHICKEN** YOU PREFER

DOLAN'S
600 JEFFERSON AVENUE
Cor. Bartlett
Telephone Genesee 1417

STARTS TODAY!

January Clearance WALLPAPER

Color-Perfect Patterns For Every Room!

REGULARLY \$3.48 NOW REDUCED TO **2.32**

Enough Paper and Border for a 12x12 Size Room!

YES... YOU SAVE! AT SEARS!

Not just pennies, either! Substantial savings that build up to a war bond before you know it! Save money, time by buying Sears quality, color-perfect wall paper complete with matching (or contrasting) borders!

BASEMENT, MONROE

ROOM LOTS PATTERNS FOR ALL ROOMS 77¢

Stripes, solids and floral patterns. Bundle contains enough wallpaper to cover rooms as large as 10x12 ft. high!

Both Stores

SPECIAL CHALLENGE BUNDLE

SAVE! BUY NOW ON EASY TERMS

PURCHASES TOTALING \$10 OR MORE CAN BE MADE ON **Sears Easy Payment Plan**

Sears, Roebuck and Co.

Monroe Ave. at S. Union St. Main 7000
Ridge Road W. Near Dewey Glen. 556

JOHN J. ANTHONY'S MOST DRAMATIC CASES

Behind the scene stories of the stories you hear over the air in the Court of Human Relations. Mr. Anthony reveals seven of his most dramatic cases.

AM I CHAINED BY MY PROMISE?

Roxy's plight will tear at your heart and, once you have read her story, you will never forget it.

Many other stories from life—special features, fashion, beauty, home articles and interesting short subjects. All stories complete in this issue, including a complete novel.

10c PER ISSUE **TRUE CONFESSIONS** NOW ON SALE 10c

THE MAGAZINE FOR A BETTER LIFE

Neisner's
Famous For Fine Portraits



There are Valentines... but a picture of you is set apart from all the rest. Especially for HIM... for HER... for any loved one here or far away. Your picture says it best!

Special! **4 LOVELY PORTRAITS \$4.95**

3... large lovely 6x10 ivory tone portraits and
1... Beautiful hand colored miniature portraits.

The ideal pocket size for your sweetheart. All for only.....

OLD PORTRAITS RESTORED—Made To Look Like New!
From Small Snapshots, Tintypes or Daguerreotypes

Neisner's
5¢ to \$1.00 Stores

200 MAIN STREET E. Studio Main Floor... Rear

SAVE Shop Sears Catalog Sales Dept. Too!



Sears MIDWINTER CATALOG Now Here

The Stocking Picture is Typical Of The Many

Big Values

Now Available At Sears Catalog Sales Dept.

Yes, the expensive looking but low-priced stockings pictured on the cover of Sears new Mid-Winter Catalog, now at Catalog Sales Department, is but one of the many, many big values offered thrifty buyers. Check it for things you now need for yourself, family and home... chances are you'll find them and priced at Sears famous savings. If the holidays have left you short of ready cash, buy on Sears easy payment plan.

EASY TERMS

Merchandise Shipped in Mid-Winter Catalog Available During Jan. and Feb. Only.

Catalog purchases of ten dollars or more may be made on Sears Easy Payment Plan.

Sears CATALOG SALES DEPT.

SEARS, ROEBUCK AND CO.
Monroe Ave. at S. Union St. Phone Main 7000
Ridge Road Near Dewey Glen. 556

**This Week's
\$25 WINNER**
Mrs. E. B. Purvis
203 Brookridge Dr.
WINNING CARRIER:
Al. Austin, 134 Wildwood Dr.
Please Call at Shopping
News for your award

TOTAL TO DATE
Paid by Shopping
News to sustain-
ing subscribers. **\$870**

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. 11

ROCHESTER, N. Y., THURSDAY, JANUARY 13, 1944

PHONE, STONE 6000

Police Seeking Top-Flight Band For Annual Ball

It's not that they're being rationed exactly, but finding a top-notch dance band for the annual Police Ball, to be held in the New York State Armory on February 14th is proving a more difficult task than in other years.

"Plenty of bands are available," says Deputy Chief of Police William R. Miller, in charge of arrangements, "but Rochester has learned to expect one of the nation's finest at the Police ball, and we just won't let them down this year particularly when we are celebrating our return to the Armory after a three-year absence."

According to members of the Police Benevolent Association, the sponsoring group, negotiations are under way with several of the nation's top-flight bands, but nothing definite has developed. Efforts are being made to secure Hal MacIntyre and his aggregation. MacIntyre has a national reputation through his regular appearance on NBC stations.

When the Armory was closed to public functions shortly before the outbreak of the war, the Police had to look for other quarters for their annual Valentine's Day dance. In 1941 and 1942 the ball was held in the former Civic Exhibits Bldg. But last year, even that was closed to them and the ball was held in three different halls, with a band at each.

In addition to the "name" band coming here for the affair, a local orchestra will be on hand. Name of this band will be announced within the next week, according to Miller.

Postal Zone Numbers Listed To Aid Mailers

It is probable that fewer than a dozen people in Rochester do not know about the zone system introduced by the Post Office in May 1943 to facilitate the handling of mail throughout the country. Reams of publicity in the press heralded the institution of the program and much comment has been made from time to time since.

Despite this wide-spread knowledge two-thirds of the holiday mail handled locally omitted the zone number of the recipient, according to figures released by the postoffice here. And approximately four-fifths of the incoming mail had no zone number.

Strangely enough, almost 100 per cent of the mail coming from the battlefronts carries the proper zone numbers. Those in the service realize from their own experience, the necessity for properly addressed mail.

Two reasons are ascribed for the omission of zone numbers. The first is the belief that they are a temporary war measure. This postal officials deny, emphasizing that zone numbers have become a permanent part of the country's mailing system. Other reason for the omission is carelessness on the part of the public. Many people know their own zone numbers but not that of their correspondents.

Offering a concrete example of the "good neighbor policy" the People's Outfitting company, whose showrooms are located on Central Avenue directly opposite the postoffice, have instituted a program to provide everyone in Rochester with a complete index of the city's zone numbers. They have chosen this paper to help in carrying out their self-imposed task.

Next week a full page and (Continued on Page 7)

Dinner Dance To Honor National Legion Head

A "full house" is expected to greet Warren H. Atherton, national commander of the American Legion when he comes to Rochester for a dinner dance in his honor, scheduled for the Powers Hotel on Saturday, January 22.

Reservations are reported going at a brisk rate by George B. McAvoy, general chairman of the sponsoring American Legion. Several local organizations have asked permission to attend the dinner, but the committee is postponing action on their reservations until all local legion posts and organizations throughout the seventh judicial district have been heard from.

From charter member of Karl Ross Post in Stockton, California in 1919, Commander Atherton has served in every successive Legion office in his post, county, district and state. He was elected national commander at the 25th national convention in Omaha, Nebraska last September. His tour of American battlefields in 1943 at the instigation of Chief of Staff, General George Marshall, covering more than 25,000 miles in seven weeks, has given him ample information as to how our army is being trained and fighting.

Comander Atherton will come to Rochester from Buffalo, stopping off at Batavia to inspect the U. S. facility there. He will be accompanied by State Commander William N. Lewis of Nassau, and Department Adjutant, Maurice Stember of Freeport, L. I.

National 'Headache Time' Ushered In With Arrival Of Income Tax Blanks

To many thousands of unsuspecting Rochesterians last week came a large white envelope containing the material for the greatest number of headaches since New Year's morning. The material was, in legal parlance, Form 1040 United States Individual Income and Victory Tax Return for 1943.

Involved and complicated, the 1943 return has even experienced taxpayers hanging on the ropes. Both Congress and the Treasury Department have experts at work trying to solve the complexities involved in the law but, with the blanks now in the hands of the public, it does not appear there will be any escape this spring.

To the average taxpayer the five pages of computations and the four pages of instructions present a maze, incapable of comprehension. The number of questions involved are made necessary by the change over to the pay-as-you-go plan. Until taxpayers are on a current basis, it is necessary for the government to ascertain the exact status of each taxpayer. For instance, in March many taxpayers will be compelled to pay a tax even while making current payments through payroll deductions. Not all of the unpaid portion of the 1942 tax has been forgiven and taxpayers are compelled to include in their 1943 return a calculation of the amount of the 1942 tax still unpaid. Other taxpayers will find that they are substantially paid up on their 1943 taxes and many may even be entitled to a refund.

However, whether you must pay a tax, owe none or expect a refund, you must file a return if in 1943 you were single.

Refreshments will be served by mothers of Seventh Grade children, with Mrs. Lemuel Bassett as social chairman, assisted by Mrs. Ralph Hughson and Mrs. James Coughlin.

Mothers of Miss Gladys Hamilton's and Miss Doris Dewey's grades will be hostesses with Mrs. Charles Granata, chairman.

Refreshments will be served by mothers of Seventh Grade children, with Mrs. Lemuel Bassett as social chairman, assisted by Mrs. Ralph Hughson and Mrs. James Coughlin.

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Film Showing Featured At No. 16 School PTA Meeting

Several films dealing with phases army life will be shown at a meeting of No. 16 School PTA next Tuesday at 8 p. m. in the school auditorium on Post Avenue.

The films, furnished by the University of Rochester show the changes in campus life brought about by the war training program; shipbuilding; the army engineers at work; and a Walt Disney technicolor film entitled "Defense Against Invasion — the Fight Against Disease."

Mrs. Theodore Trega, president of the group will officiate at a short business session prior to the movie showing.

Refreshments will be served under the direction of Mrs. Albert Burger, social chairman.

No. 36 School PTA To Meet Wednesday

PTA Unit of No. 36 School will meet next Wednesday at 2 p. m.

The speaker will be Miss Gertrude Libby, executive secretary of the Health Education Department of the Y. W. C. A. Her topic will be "Recreation and Character Building." All members and friends of the unit are cordially invited to attend.



ROCHESTER BUSINESS INSTITUTE
DIVISION OF AERONAUTICS
ROCHESTER, N. Y.

TO: The People of Rochester

SUBJECT: Their splendid support and cooperation in the establishment of the Army Air Student Training Program at Rochester Business Institute

FROM: Ernest W. Veigel, Jr., President, Rochester Business Institute

- For 10 months the streets of your city have echoed to the tread of marching feet; for 10 months the songs of a troop of student-soldiers have rung in your ears; for 10 months you have thrilled with pride in their youth and their fitness; for 10 months you have basked in the reflected glory of their inspiration and ideal.
- R. B. I. has shared your enthusiasm at every encounter with the Army Air Students. -- It has beamed with fatherly pride at their achievements -- and no Rochesterian lays claim to greater interest in them than R. B. I.
- But we recognize another enthusiasm: a wholly justifiable, richly-deserved pride that Rochester and Rochesterians produced these fighting men! We have helped to mold and to train them at R. B. I. -- but teachers alone, no matter how gifted or how devoted cannot create such a valiant group.
- Our work was initiated and continued, at every step of the way -- by your generous, whole-hearted cooperation and support.
- R. B. I. expresses its deep gratitude -- and looks forward to your continued help in a project that brings nearer day by day the great moment of Freedom when our singing student cadets will strike up the anthem of Peace.

ROCHESTER BUSINESS INSTITUTE
Ernest W. Veigel Jr.
PRESIDENT



ERNEST W. VEIGEL, JR.



Projansky

January

FUR Clearance

We are fortunate right now in having one of the most outstanding fur collections in our history, and with so many of the world's fur markets closed, and truly choice furs scarce AT ANY PRICE, our furs, at THEIR PRESENT PRICES, represent a sound investment for years to come. This fact alone makes our January Clearance of particular significance this year... in bringing your furs at important savings... furs with the fashion authority and quality that are Projansky hallmark.

7 Russian Caracul	\$295 to \$595
12 Northern Bonded Seal (dyed rabbit)	\$ 95 to \$139
9 Mendoza Beaver (dyed rabbit)	\$ 95 to \$139
6 Chekiang Lamb	\$198 to \$275
11 Persian Paw	\$139 to \$275
9 Black Persian	\$200 to \$495
12 Mink or Sable Blend Muskrat	\$250 to \$395
5 Tipped Skunk	\$195 to \$295
2 Let-out Raccoon	\$198 to \$395
6 Sable-dyed Skunk	\$295 to \$395
14 Hudson Seal (dyed Muskrat)	\$250 to \$395
2 Jaguar Leopard	\$295 to \$300
6 U. S. Alaska Seal	\$295 to \$695
4 Ocelot Leopard Gills	\$195 to \$325

39 EAST AVENUE

Right The First Time
Do away with the nuisance of having to remove storage pans from the ice box, by labeling each one with a wax pencil. When you change the contents, wipe off the old label and put on the new.

Cotton mesh in black stockings is dame fashion's latest whim. Very, very elegant. Sheer but durable, you'll love them. Try them and see.
Last word in jeweled gadgets is ceramic fob dangling from ribbon. Phony pearls and rubies glitter like real.

KAY'S COMMENTS by kay shearer

There's nothing that will give you a "lift" like a new coiffure plus a new permanent. Special prices still prevail on permanents. A Cream Oil \$10. permanent for \$1.50. A regularly \$7.50 permanent for \$5. Call Main 7671—MILDRED HAUPENTHAL—323 BURKE BLDG.

SALE! SALE — SALE at MARIENNE HAT SHOP. HAT values to \$5 for exactly 88c. Yes—mildly—88c. Smart wearable chapeau's to complement your winter wardrobe. Hurry—and take advantage of this sale at this popular shop. Located in HOTEL, SENeca.

Close your eyes and picture a little wooden bucket with a tangle of ivy cascading from it hanging in your sunny window or brightening your blank wall. You'll find them in the stores.

THE ROCHESTER GAS & ELECTRIC asks that you conserve your gas and light. Due to the demands of war plants who operate day and night "lines" are heavy with demands. Turn your gas-furnace down when you leave the house during the day and turn it way down when you retire at night. Don't light your oven in the kitchen—this is wasteful and unnecessary. ROCHESTER GAS, 89 East Ave.

Flat head—that's the new line for coiffure this spring. Do you like it? Try a center part drawn back in a single wide wave at each side. Ends massed in soft curls low on the back of the neck. This chignon-like effect is most flattering to a slender neck and well-poised head.

LLOYD'S FLORIST have a special service for Men and Women in uniform. Lloyd's offer them a discount on all purchases. Any orders placed by them will receive prompt and special attention. LLOYD'S FLORIST maintain a reliable telegraph service which insures the delivery of fresh beautiful flowers anywhere. Call Main 6633. LLOYD'S (Your family florist). POWERS HOTEL, Opposite the Court House.

Because it's January, the bud of a new year, why not "fix up" that room—where you spend considerable time—your KITCHEN. At EDWARDS on the Sixth Floor Kitchen Wood Cabinets—in three sizes—handmade—handy useful Oak top. If you're interested in a size 24x24, you'll find a lovely Cabinet priced at \$12.95. One large top drawer and one large storage compartment. Another in size 30x22 priced at \$16.95 with two small drawers, one separate compartment of metal for bread or cake—one large compartment. The last in size 29x24 priced at \$18.95 is very nice. Two medium sized storage drawers, one cake and bread drawer and one large compartment. All these cabinets mentioned are manufactured of first quality wood with nice detail in workmanship. Any of them would be a useful and helpful asset to your kitchen. An assortment of Wall and Base Wood Cabinets are yours for the asking. The Base cabinets have linoleum tops. If you've been longing and needing a new SINK EDWARDS is your "dish". Priced at \$59.95 white enamel wood cabinet base with linoleum top and stainless steel binding. Complete with faucets and strainer. EDWARDS—SIXTH FLOOR.

Double-breasted with gold-trimmed plastic buttons. Crease resistant spun rayon that looks like linen. Comes in gray, rose, citron, cocoa, white and blue. Sells for about \$19.95. A good basic dress for any wardrobe.

Get your wardrobe together and let EMPIRE WEAVERS put it in shape with their magic needles—they will weave-mend repair your garments at a reasonable cost—in a minimum of time. 409 BURKE BLDG.

Jewelry is on the silver standard. Large stones are favored. Fake of course. Clips sometimes come in two parts. May be worn together or one on your hat and one on your label.

SALE! SALE — SALE — RIP-TON DRESSES are having a clearance. Winter frocks priced \$5.95 to \$12.95. Formerly priced \$8.95 to \$19.95. All sizes and half sizes. This timely sale will save you money—add a fresh frock to your wardrobe. So hurry—hurry—to 739 MONROE AVE. RIPTON DRESSES. Open Eve.

Scoop neckline hold sway this season. One of rayon gabardine comes in lovely colors. Subtle cut short sleeves, self-belt and becoming too.

If you're fit—you're well—if you're well—you're normal weight. If you're over-weight see PETTIS. Ten treatments cost only \$12.50. Treatments take only 35 minutes. That famous BATTLE CREEK REDUCING LOUNGE will really whittle you down to your proper size—pleasantly—quickly, permanently. PETTIS—327 BURKE BLDG. Stone 6210.

Fine cotton released by our government has gone into the making of fine blouses. Wonderfully wearable with skirts and suits, washable in faultless white or soft natural. Comes high—sells for about \$7.95.

Half a hat is better than none—sometimes better than a whole. Adds spice to a soft suit—a fur coat and a dark winter dress. Nice with black. Inexpensive sells for about \$1 each. Smart investment is blazer vest of bright Botany flannel. Rayon satin vest adds cock-tail look to plainest suit.



If you're his Valentine be sure he gets your PICTURE Monday, February 14th It's Valentines Day 4 Lovely \$5.95 PORTRAITS Charge It To Your Account

12 PROOFS SUBMITTED NO APPOINTMENTS REQUIRED PHOTO STUDIO In the Green Room

Greatest Show Ever Put On Ice
Buffalo Memorial Auditorium
JAN. 25 THRU 30
Matinee Sun., Jan. 30
The Shipstads and Johnson
ICE FOLLIES OF 1944
Choice Seats on Sale in Rochester at KALBFLEISCH TRAVEL AGENCY
Lincoln-Alliance Bank Bldg.
WYDLER TRAVEL SERVICE
328 E. Main St.
Prices \$1.10, \$1.85, \$2.50, \$3.00, Tax Incl.

Sunday, Jan. 16 8 P. M.
The Swing Hit of the Season!
GOLDEN GATE QUARTET
Radio's Famous Purveyors of "Rolling Rhythm" With The **CIVIC ORCHESTRA**
Guy Fraser Harrison, Conducting
55c—\$3c—\$1.10 (Tax Incl.)

COME IN AND SELECT CHOICE SEATS DIRECT FROM FLOOR PLAN MEMORIAL AUDITORIUM **BUFFALO**
ICE FOLLIES Jan. 25th thru Jan. 30th MATINEE, JAN. 30th
KALBFLEISCH TRAVEL AGENCY
Lincoln Alliance Bank Bldg., Main cor. Stone St. Tickets On Sale Here Stone 878

EASTMAN THEATER
of the University of Rochester

Sibley, Lindsay & Currie
New Watches Are Scarce! HAVE YOURS CLEANED NOW!
Watches are like houses—they need a good cleaning from attic to cellar every so often! Don't let dirt and dust collect in yours. Let us "clean house" for you today!
Dependable WATCH REPAIRS
CENTER AISLE A, MAIN FLOOR

An **Orchid To You**
Each week Shopping News, in cooperation with Lloyd's Flower Shop, Powers Hotel, gives an orchid to a Rochester woman. This week the winner, selected from the city directory is **Mrs. Edwin E. Martin 35 Evangeline St.**
If the winner will call at Lloyd's Flower Shop and identify herself within the next week she will be given free a beautiful orchid.
If a friend's name appears as an orchid winner—telephone her immediately. Maybe some day she will do the same for you.

Semi-Annual Clearance MISSES' and WOMEN'S DRESSES
2⁰⁰ 2⁹⁰ 4⁵⁰
Twice a year—no matter how difficult merchandise is to procure—our stocks must be cleared of all broken sizes, colors, and styles. This year is no exception to that rule and we offer at exceptional savings a large selection of lovely fashions in rayon crepes, spuns, wools, velvets, corduroys and velveteens in both dressy and sport types.

Darling Shop
Annual Clearance of Winter Coats-Suits
A heart-warming collection of smartly styled fashions in a great variety of fabrics and colors in both dressy and sports types ranging from fur heaped loveys to reversibles, in misses and women's sizes.
SAVINGS UP TO 30%
190 MAIN ST. E.

Sound Construction! Attractively Styled! Modestly Priced!
MEPLE FINISHED BEDROOM
From top to bottom, inside and out, the selected hard woods in this bedroom suite are absolutely solid. When you come to Lauer's see for yourself what this means in construction and durability. The richly textured maple finish is somewhat unusual because it bears a deeper, ruddier tone than most. Take note that both the dresser and vanity have good sized swinging mirrors which you may adjust to the proper angle for your height. See the large drawers—three in the dresser, four in the chest and six in the vanity. Here is excellent value in furniture ideally suited to your children's room, guest room or spare room. Buy three pieces—bed, chest, vanity or dresser—for only \$69. The night stand is \$10.75.
\$69
Bed, Chest Vanity or Dresser
Lauer's
50 STATE **USE LAUER'S BUDGET TERMS**
You Pay Only \$14 Down — One Year to Pay the Balance

EDWARDS BASEMENT

Beautiful Sample FUR COATS

Samples! One-of-a-kind coats! Each one lovely! Lustrous! And meant for you! Will give your spirits a lift! Keep you so warm! Sizes 12 to 20, 38 to 44! Many, many, many furs . . . and here are but a few . . .

\$79 plus
10%
tax!



- ★ Sable-dyed opossum!
- ★ Seal-dyed coney!
- ★ Muskrat-dyed coney!
- ★ Skunk-dyed opossum!
- ★ Beaver-dyed coney!
- ★ Raccoon-dyed opossum!
- ★ Sable-dyed coney!

Edwards Basement

Winter Weight and Warm

UNION SUITS

1.39



Like a second skin! You'll be warm! With long sleeves and ankle length leg, you can laugh at cold! Fits snug, but not binding! Gray random and ecru colors! — Sizes 36 to 46!

Edwards Basement



CLEARANCE!

Misses' and Women's Sport COATS

17.77

Regularly . . . \$28

It's a CLEARANCE! Wonderful sport coats, selling for \$28 regularly! Popular styles . . . Chesterfields, casuals, sport coats! Boxy, fitted . . . in solid, plaid, or tweed colors! Interlined of course!

Edwards Basement

WORK SHOES THAT WEAR!

Safety Toe SHOES

6.24



Black elk Blucher shoe! Steel safety toe! Corded, heavy double duty sole! Solid welt! Rubber heel! Pocket lining!

Heavily Soled SHOES

3.97



Well-built work shoes! Leather or corded welted soles! Rubber heels! Plain or tip toes! Black leather! Sizes up to 12!

Edwards Basement

SOCKS SOCKS SOCKS SOCKS SOCKS

3 pair for . . . **50^c**

- ★ Hundreds of pairs!
- ★ Cotton and rayon!
- ★ Fancy and argyle patterns!
- ★ Colors! Colors! Colors!
- ★ Third Quality of fine socks!
- ★ Sizes 10 to 12!
- ★ Long and short lengths!
- ★ Slight imperfections!

Edwards Basement



For The Busy Boy . . .
Make It Sturdy

OXFORDS

3.49

Sturdy shoes! Bal or Blucher styles! Black or brown! Leather or corded soles! Welted sewed soles! Rubber or leather heels! For that young school boy . . . make this his shoe!

Edwards Basement

The Name Is "TOWNWAY" For
Men's Comfortable

SHOES

4.40

True foot comfort! And handsome styles! Algonquins, Brogues, or walled toe models! Leather or rubber soles! Black or brown! Variety of lasts!



Edwards Basement

Just To Remind YOU
Whether It Is A Single Flower
Or A Basketful
For Gladness or Sadness
Call **Lloyd's**
"Your Family Florist"
Powers Hotel (Opp. Court House) MAIN 6633

'Cinderella' Plot Remains Fiction Writer's Favorite

No one knows who first used the theme of virtue's triumph over greed as a story plot, but its most famous exploiter was certainly the writer of "Cinderella." Hardly a child in

dren's Theatre company of New York. The play, starting at 2:30 p. m. is the third in this season's series, sponsored by the Women's Committee of the Rochester Civic Music Association.



Cinderella's stepsisters and stepmother don't look nearly so sinister here as they do in the usual storybook illustrations. But their designs are just as selfish, and Cinderella, portrayed at the left is just as demure and wistful as ever.

America over the age of ten who has not heard the story and enjoyed it. Cinderella was written many years ago. But it is still a perennial favorite. Its theme

The Service Department of Shopping News again affords its readers the opportunity of purchasing tickets for "Cinderella" 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.

has been the stock in trade of Hollywood and there's rarely a movie produced on any other plot than boy-meets-girl-looses-girl-wins-girl.

The story with all its allure will be portrayed on the stage of the Eastman Theatre on Saturday afternoon, January 22 by the Clare Tree Major Children's Theatre.

COUPON
This Coupon Is Worth **10c**
Towards Price of Admission To See
"CINDERELLA"
EASTMAN THEATER
Saturday, Jan. 22, 1944
2:30 O'Clock
Seats: 30c, 40c, 55c, 83c (including Tax)
Present this coupon at theatre box office, before 6 p. m. Friday, Jan. 21. Good for 10c reduction on any priced seat in the theatre for the performance herein specified.

Young Wives Have a Right to Know
Are you risking happiness through ignorance of vital, intimate facts?
Your physical and mental health may depend on up-to-date information about certain vital facts. Every young wife should know the truth, to make her happiness more secure.
AND YET DOCTORS KNOW that even today there is widespread misunderstanding about intimate feminine problems. The majority of women have no idea how seriously their happiness is threatened.
There are two very definite threats about which you should be warned. First, the danger of infection present every day in every woman's life. Second, the most serious deodorization problem any woman has... one which you may not even suspect. And what to use is so important.
That's why you ought to know about Zonite Antiseptic.
USED IN THE DOUCHE (as well as for a simple everyday routine of external protection), Zonite is both antiseptic and deodorant. Zonite deodorizes, not by just masking, but by actually destroying odors. Leaves no lasting odor of its own.
Zonite also kills immediately all germs and bacteria on contact. Yet contains no poisons or acids. No other type of liquid antiseptic-germicide is more powerful, yet so safe. Your druggist has Zonite.

FREE! Just published! New, frank, frank-writer book.
Reveals intimate facts every woman should know. **Zonite Antiseptic**, Dept. 1285, 370 Lexington Ave., New York 17, N.Y.

Display Your Pride In Your Service Man
WITH A FAMOUS **TRIFARI** INSIGNIA PIN **7.95**
Fine workmanship for which Trifari is famous. We have beautifully designed pins for every branch of the service.

Rudolph's
CORNER EAST MAIN AT SOUTH AVE.
Open Monday Evenings
IN BATAVIA—109 MAIN STREET

SAVE Shop Sears Catalog Sales Dept. Too!

Sears MIDWINTER BOOK

Sears MIDWINTER CATALOG Now Here

The Stocking Picture is Typical Of The Many
Big Values
Now Available At Sears Catalog Sales Dept.

Yes, the expensive looking but low-priced stockings pictured on the cover of Sears new Mid-Winter Catalog, now at Catalog Sales Department, is but one of the many, many big values offered thrifty buyers. Check it for things you now need for yourself, family and home... chances are you'll find them and priced at Sears famous savings. If the holidays have left you short of ready cash, buy on Sears easy payment plan.

EASY TERMS
Merchandise Shown in Mid-Winter Catalog Available During Jan. and Feb. Only.
Catalog purchase of ten dollars or more may be made on Sears Easy Payment Plan.

Sears CATALOG SALES DEPT.
SEARS, ROEBUCK AND CO.
Monroe Ave. at S. Union St. Phone Main 7000
Ridge Road Near Dewey Glen, 556

GIVE the most cherished
Valentines
GIFT
A Beautiful Lincoln
PORTRAIT of YOU

Special at Lincoln's Now!
Beautiful Portrait
MINIATURE
\$1.69
A Valentine Special
Perfect for members of the Armed Forces
Choose from **12 PROOFS**

LINCOLN'S PHOTO STUDIO
Rear Main Floor

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 an infant in absolute safety.
Sold at All Good Drug Stores

FLU WAVE!
Here's One Way to Help **KEEP UP YOUR RESISTANCE TO INFECTION!**
When you feel over-tired, weak and "run-down" physically, you are more susceptible to colds! Often the reason you feel that way is because of a shortage of iron in your bloodstream. In cases of iron deficiency, Pepto-Mangan can go a long way toward helping you get back your normal strength and endurance. Pepto-Mangan replenishes winter iron from your blood may be lacking—helps give it that red, rosy glow so essential for radiant health and vitality. Recommended by many doctors and praised by thousands of men, women and children. At all druggists.

PEPTO-MANGAN
IN LIQUID OR THE NEW TABLET FORM WITH VITAMIN B-1

Cocoa imports are on the wane again, which is bad news for the sweets industry and cocoa drinkers. Cheer up though—there'll be plenty of tea and coffee.

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 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**

SEWING MACHINES (ALL MAKES) REPAIRED REASONABLY
Prompt Attention
All Work Guaranteed
GEN 6368-M

Personal To Certain Fat Women
You adult fat people may often slim down without starvation diets and backbreaking exercises when your excess fat is contributed to by thyroid deficiency. Just eat sensibly and take Marmola only in accordance with the directions, instructions and warnings on the package and in the enclosed circular, and not otherwise.
Marmola is not a cure-all. If in doubt at any time about advisability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician.
If you need Marmola, why not lose those ugly uncomfortable pounds the Marmola way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

Lemon Juice Recipe Checks Rheumatic Pain Quickly
If you suffer from rheumatic, arthritis or neuritis pain, try this simple inexpensive home recipe that thousands are using. Get a package of Ru-Ru 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 pain do not quickly leave and if you do not feel better, return the empty package and Ru-Ru will cost you nothing to try as it is sold by your druggist under an absolute money-back guarantee. Ru-Ru Compound is for sale and recommended by Drug Stores Everywhere.

WANTED IMMEDIATELY TRUCKS
TO DELIVER **RANGE SIZE COKE**
WILL PAY **\$1.25** PER TON SHOW OFF
CALL **FRANK MARSHALL**
GLEN 109

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

KEY COUPON
RUBBER FOAM SPONGE MAKE-UP PUFF
15c Value Limit 2 **9c**

HOUSEHOLD FUSES
Box of 5
Reg. 25c Value Limit 2 **16c**

ALKA-SELTZER
60c Size **49c**

ANACIN TABLETS
Bottle of 50
Reg. 75c **59c**

PARKE-DAVIS IRRADOL A
New Low Price 10 oz. size **99c**

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

MIDOL TABLETS
40c Size **32c**

VIDETA EMULSION
Pint Bottle **\$1.69**

Hinds Honey and Almond Lotion
5.00 Size **59c**

SQUIBB COD LIVER OIL
12-OZ.—88c
12 Oz. Size 24 Oz. Size **98c \$1.69**

KEY
ROCHESTER'S MODERN **CUT RATE** DRUG STORES
470 N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTON
457 RIDGE RD. NEAR DEWEY

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!
Vimms
REG. SIZE **49c** LARGE SIZE **1.69**

AMAZING PROFESSIONAL MOTHPROOFING METHOD
now available for Home use
LARVEX
ONLY 79c pt. \$1.19 qt.

SQUIBB B COMPLEX CAPSULES
Contain a special B Complex extract of brewers' yeast.
100's **\$3.39**

Luckies, Camels, Chesterfields, Raleigh, Old Gold, Philip Morris
Carton **\$1.46**
Tax Paid

Save Money 1st sale ON THIS
JERIS
Regular 75c value • Regular 60c value
HAIR TONIC HAIR OIL
Treat your scalp and hair to the benefits of these dependable hair preparations! Use Jeris Antiseptic Hair Tonic for invigorating massage, and to remove loose dandruff. Use Jeris Hair Oil to avoid dry scalp, and keep your hair immaculately groomed.
Both products for 76c
AT ALL DRUG STORES AND BARBER SHOPS

KEY COUPON
BANDAGE
2" x 10 Yds.
Reg. 15c Value Limit 2 **9c**

KEY COUPON
ADHESIVE Tape
Reg. 10c Value Limit 2 **2 for 13c**

ALUMINUM HAIR CURLERS
Ass'l. Size Limit 4 **5c**

MENNEN Antiseptic Oil
50c Size **43c**

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

BENZEDRINE INHALER
40c Size **49c**

GEO. WASHINGTON TOBACCO
3 for 13c

Squibb Aspirin TABLETS
Bottle of 200 **69c**

GROVES COLD TABLETS
35c Size **27c**

ELECTRIC IRON CORDS
49c

NUJOL MINERAL OIL
gallon **\$2.36**

ROBERTSHAW AUXILIARY
Mrs. Erma Karle, 48 Bloomfield Pl. next Wednesday evening, at 8:30 o'clock.
The Frank E. Robertshaw Post Auxillary will have a business meeting and social hour will follow.
A business meeting and social hour will follow.

Lost - A Ladder

Walter Legge writing in the Granby Leader-Mail of a recent trip to the Maritime Provinces, tells the following story: "On one of the fast trains of the Canadian National Railways between Montreal and Halifax a lady was trying to get into an upper berth but the porter could not find the ladder."

"Lady," he said, "I have been a porter for 18 years and this is the first time I ever lost my ladder. I had it right here a minute ago." An English sailor popped his head out of an upper berth and said "I'll lend you my ladder 'til morning." He had through the centuries than lavender, a gentle perfume admired by men and women alike.

LIKE A LETTER FROM A SWEETHEART

A complete book length true novel. The thrilling tale of two lovers. She left him without a word-by and it tore the heart out of him. He had small satisfaction in knowing that he had done the dearest thing.

MAKE BELIEVE—A GAME OF LOVE

Even when you've stopped loving a man, even when old wounds have healed, you can't see his again, without warning, and act as if you were just meeting him for the first time. Even when you've stopped loving him. Other fascinating true stories, articles, beauty hints and the True Story Victory Homemaker.

15c FEB. ISSUE **TRUE STORY** NOW ON SALE 15c

Sibley's

MAKES YOUR

Dream of Beauty

Yours . . .

FOR LOVELINESS BY DAY!

Harriet Hubbard Ayer

NIGHT CREAM

1.00

Check your calendar right now for a date with this luscious cream tonight! Look lovely for the tomorrows to come. A satin-smooth cream that helps to soften and enrich your complexion.

Larger size 1.75



Chen Yu

NAIL LACQUER AND LACQUEROL

75c

Miracle lacquer that brings your nails all the glamour of old China! You will be so pleased too, with its qualities of endurance and lasting luster. Made in U. S. A.



PERC WESTMORE'S

Overglo

1.50

Natural looking make-up that softens and smooths! Goes on evenly. Helps to cover tiny blemishes, wrinkles. Six skin-tones: Natural, Coral, Continental, Castilian, Rose Glow, Copper.



FOR HEALTH PLUS!

Vitamins Plus

2.69

Imagine feeling so full of charm and vitality that you radiate it to those around you! That inner glow comes through health. Health comes from the proper amounts of vitamins. Vitamin Plus contains ALL the essential vitamins. Two tiny capsules each day will help you to health and happiness!



Minipoo Dry Shampoo

30 SHAMPOOS AND MITTEN

1.00

Dry-wash your curls with this efficient DRY SHAMPOO. Restores lustre to your hair without disturbing your curls! Grand when you have a cold! Ten minutes and your hair is shining with that "newly washed" glow!

All Toiletries Prices Plus Tax TOILETRIES, FRONT TABLES 8 & 10 N. MAIN FLOOR



SIBLEY, LINDSAY & CURR CO.

Ward's present money-saving items for the home

5 PIECE DINETTE SET

Plastic top extension leaf table with 4 chairs to match that have upholstered leatherette seats. Maple or white trim.

Special \$64⁹⁵



NOT EXACTLY AS PICTURED

Sale! PORCELAIN TOP KITCHEN TABLES Slightly Imperfect \$10⁵⁰

If Perfect \$19.00

25 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.



STURDI SHOE RACKS \$1⁰⁰

Three tier racks, well made of hard wood in natural finish. Will hold 12 pairs of ladies' or 9 pairs of men's shoes.

Free Parking Opposite With \$1 Purchase

Ward's

15 EXCHANGE STREET

Free City Delivery

No C. O. D.'s on Purchases Under \$1.00

* Attention Everybody!
* Get Ready!
* It's Coming!

The 4TH WAR LOAN

Starts Tuesday, January 18th

Our Allies are on the march . . . Ready with the greatest offensive in the history of warfare.

This is everybody's war . . . and the least we can do on the home front is to invest our dollars to give our fighting men the weapons they need NOW for a quick victory.

EVERY INDIVIDUAL WILL BE ASKED TO BUY AT LEAST ONE EXTRA \$100 WAR BOND DURING THE 4TH WAR LOAN

* Let's All BACK THE ATTACK

* Let's Win the War in '44

* Let's Get it over with . . . with BONDS



Rochester's 4th WAR LOAN Committee

Wegmans
HOME OWNED SUPER MARKETS

THE LOWEST OPA CEILING PRICES IN THIS COMMUNITY

BAG FLOUR D MEDAL . . . bag \$1²⁷

BRAN FLAKES IN FLAKES 1ge pkg. 11^c

GABLES 24 OZ. JAR AD DRESSING jar 27^c

XTRACT SON'S B-V . . . jar 23^c

Two Sunday Dinner Favorites!

RIB-END ROAST

PORK LOIN

AND TENDER SHOULDER

EEF ROAST

29^c Lb

TERN .NET TISSUE . . . roll 5^c

CAN CUT (NO POINTS) EN BEANS . . . can 16^c

HESTER GOLDEN B. N can 11^c

CAN HUNT'S SUPREME IT G'KTAIL . . . can 33^c

Z. JAR HEINZ ED BEANS . . . Jar 15^c

CAN SHORT CUT (NO PTS) BEANS . . . can 12^c

CAN DICED ROTS can 14^c

CAN S can 16^c

Large Juicy Florida

ORANGES doz. 29^c

FANCY CALIFORNIA

ROCCOLLI

Large bunch

29^c

Wegmans
HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

Just To Remind YOU
Whether It Is A Single Flower
Or A Basketful
For Gladness or Sadness
Call **Lloyd's**
"Your Family Florist"
Powers Hotel (Opp. Court House) MAIN



Display Your Pride
In Your Service Man

WITH A FAMOUS
TRIFARI INSIGNIA
PIN

Fine workmanship for which
Trifari is famous. We have
beautifully designed pins for
every branch of the service. **7.95**

Rudolph
CORNER EAST MAIN AT SOUTH AVE
Open Monday Evenings
IN BATAVIA—109 MAIN STREET

SAVE Shop Sears Catalog Sales Dept.



The Stocking Picture is
Typical Of The Many

Big Values

Now Available At Sears
Catalog Sales Dept.

Yes, the expensive looking but low
stockings pictured on the cover of the
Mid-Winter Catalog, now at Catalog
Department, is but one of the many
big values offered thrifty buyers. Check
things you now need for yourself, fam-
ily home... chances are you'll find the
prices at Sears famous savings. If the
have left you short of ready cash,
Sears easy payment plan.

**EASY
TERMS**
Merchandise
shown in Mid-
winter Catalog
Available Dur-
ing Jan. and
Feb. Only.

Catalog purchases of
ten dollars or more
may be made on
Sears Easy Payment
Plan.

**Sears CATALOG
SALES DEPT.**

SEARS, ROEBUCK AND
Co.
Monroe Ave. at S. Union St. Phone Main 556
Ridge Road Near Dewey Glen, 556

If you are single and had an
income of \$500 in 1943 you must
file an Income Tax Return be-
fore March 15th.

If you are married and had
more than \$824 income in 1943
you must file an Income Tax Re-
turn before March 15th.

If you can't think of a salad
to "freshen" up your winter's
dinner, try an old fashioned
fruit salad — made with the
fruit you canned this summer,
of course. Dice an apple for
extra crispness; blend in may-
onnaise for extra flavor.

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

FILL OUT AND MAIL
THIS APPLICATION
TODAY!

HERE'S HOW
TO GET A
SHOPPING NEWS
ROUTE

Shopping News, Circulation Dep't
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 Parent's
Number Signature

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.

**Diabetes Increase
Cited By Medical
Writer In Magazine**

With diabetes on the increase
throughout the country, it is
estimated that this disease will
eventually claim as many lives
as tuberculosis, according to an
article by Maxine Davis, noted
medical writer, in the January
issue of Good Housekeeping
Magazine.

This startling fact, says Miss
Davis, should not cause dismay
but should serve as a warning
to persons over forty to have
regular examinations by their
physicians.

Important facts on diabetes
are contained in the article and
the writer states that, while the
lot of diabetics is not a happy
one, they can look forward to a
long life by adhering strictly to
the diet prescribed by their
physician and by cooperating
with him to the fullest extent.

**Boost Expected
In Mackerel and
Tuna Supply**

Secretary of the Interior Har-
old L. Ickes recently gave high
hopes that the civilian supply
of tuna fish and mackerel would
be increased this year.

The secretary, who is also co-
ordinator of fisheries, said that
more tuna and mackerel had
been canned through Novem-
ber, 1943, than in the entire
year of 1942. The pack is placed
at 2,550,000 cases of tuna and
718,000 cases of mackerel.

The pre-war canning of tuna
ran about 3,500,000 cases and
about 1,000,000 cases of
mackerel.

**To Perk Up
Applesauce**

In making apple sauce, lemon
juice or a few slices of this
fruit cooked with the apple
gives a fragrant and addition-
ally pleasing flavor. This is some-
thing to remember especially in
making sauce from dried apples.
Try it, too, when preparing
apples for pies.

**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 depend-
able. And it's the world's largest seller
at ten cents. 36 tablets, 20¢; 100 for
56¢. Get genuine St. Joseph Aspirin.

**GUARANTEED
REPAIRS ON
ALL MAKES**

Washing Machines
Refrigerators
Vacuum Cleaners
etc.

Cheerful, Free Estimates
Reasonable Charges
Prompt Service
**STONE'S
APPLIANCE SHOP**
210 MONROE AVE.
Monroe 6420

The Woman's 7 Day Reducing Diet

A sensible, scientific diet for those who wish to reduce.
LOVE IS NOT HANDICAPPED
We have to face the fact that American boys are coming back to us
physically crippled and handicapped by the insupportable cruelty of war.
Read how their sweethearts refuse to let them down.
You'll find plenty of other interesting and instructive reading in this
handbag-sized magazine. Fiction, articles, beauty hints and homemaker's
guide and fashion notes by authoritative writers.

15c PER ISSUE **THE WOMAN** NOW ON SALE 15c

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 & SATURDAY
25 Games \$5-\$10
On Reg. Boards
Letter 'H', \$15 and \$15
ADM. 28c INC. TAX

**Where To Play
BINGO**

CARPENTER HALL
113 N. Fitzhugh St.
TUES. 8:15 P. M.
REG. GAMES **\$6.00**

WED. AFTERNOON
REG. GAMES **\$3.00**

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.
Wednesday Afternoon Games 3:30
* 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

WEGMAN HALL
371 E. MAIN ST.

SUNDAY NIGHT REG. GAMES \$5-\$10
MONDAY NIGHT REG. GAMES \$5-\$10
25 GAMES \$15 25 GAMES

AFTERNOON GAMES 1:30
**WEDNESDAY
FRIDAY
SATURDAY** \$5 & \$10

EARLY BIRD SPECIAL AT EACH GAME

UNION LEAGUE
South Ave. cor. Gregory

SPECIAL GAME
SUN. NIGHT 25 REG. GAMES **\$6.00**

MON. & FRI. NITES
30 REG. GAMES
\$5-\$10-\$15

SAT. AFTERNOONS
1:30 P. M. 25 REG. GAMES **\$4**
Early Bird Every Game

UNION LEAGUE
South Ave. cor. Gregory

**MONDAY
NIGHT**
30 REG. GAMES
\$5.00-\$10.00
\$15.00

NO GAMES
FRI. XMAS EVE.
or SAT. XMAS DAY

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

**\$1000
EACH NITE**
NO JACKPOTS
ALL PRIZES GO

BINGO

CARPENTER HALL
113 N. FITZHUGH ST.

THURS. 8:15 REG. GAMES **\$10**

FRI. 1:30 23 GAMES **\$5.00**

SAT. EVE. 8:15

SUN. 2:30 23 GAMES **\$5.00**

FRI. - SUN. JACKPOT **\$22.00**

ADMISSION 25c — Plus Tax
Extra Triple Boards 25c—Books 25c

BINGO • MON. NITE at the K of C • BINGO

**SMART PEOPLE PLAY
AT THE K. of C.**

**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.

HOLLYWOOD
35 PULLMAN AVE.

TUESDAY NIGHT
ALL REG. GAMES AND SPECIALS \$7.00

Wednesday - Thursday - Friday
REGULAR GAMES **\$5.00**
SPECIALS 4 - 6 WAYS

SATURDAY
SPECIALS REG. GAMES **\$10**
\$5 - \$6 - \$7

REG. GAMES **\$7** SUNDAY SPECIAL
— SPECIALS \$7 and \$8

COUPON
When buying
this board and
book of specials
Jan. 10th, 11th,
12th, 13th, 14th,
15th, 16th, 17th,
18th, 19th, 20th,
21st, 22nd, 23rd,
24th, 25th, 26th,
27th, 28th, 29th,
30th, 31st, 1944.
FOR YOU **45c**

SPECIAL PARTY
HOLLYWOOD-HUDSON
TUESDAY
All Games
JAN. 18th **\$7**

COUPON
When buying
this board and
book of specials
Jan. 10th, 11th,
12th, 13th, 14th,
15th, 16th, 17th,
18th, 19th, 20th,
21st, 22nd, 23rd,
24th, 25th, 26th,
27th, 28th, 29th,
30th, 31st, 1944.
FOR A FRIEND **45c**

PARK HALL
JEFFERSON AVE. AT PLYMOUTH

THURSDAY
23 GAMES ON BOARD **\$6-\$7-\$8**
JACKPOT \$175 — 1 FULL BOARD \$20

FRIDAY
23 GAMES ON BOARD **\$6.00** 1 Full Board **\$15.00**
SPECIAL FRI. JACKPOT \$165

SATURDAY **\$10.00**
ALL GAMES JACKPOT \$180

ADMISSION 28c, Tax Inc.

TOWNER-HALL

WEDNESDAY **\$250** IN PRIZES
SPECIALS 4, 5 & 6 WAYS

THURSDAY SPECIAL SURPRISE
BINGO GAME

SATURDAY - TOWNER - REXY
ALL REGULAR GAMES **\$10-\$12**
OVER \$600 IN PRIZES

SUNDAY, JAN. 16th
Reg. Games **\$7.00** Specials 4 & 5 Ways **\$7 & \$8**

National Headache . . .
(Continued from Page 1)
and had \$500 or more income, married and had more than \$624, married and together with husband or wife had \$1200 income or paid or owe a 1942 tax. Most taxpayers who had a 1942 tax must pay at least half of

the unforgiven portion on March 15th in addition to their 1943 tax.
The Department of Internal Revenue and the Treasury Department are urging taxpayers to file returns early. Due to the complexities of the 1943 form, it seems inevitable that the rush of taxpayers seeking as-

istance in preparing their returns will be greater than in any previous year.

Early filing of returns will allow for greater care in their preparation assuring taxpayers that all deductions and allowances are properly made. Remember, your government expects you to pay the taxes you owe but it is not anxious for overpayments or errors in your return. Early filing will allow you to make sure that your return is correctly filed when operators and auditors are not rushed.

Again this year the Rochester Sun-Shopping News will offer an Income Tax Clinic to facilitate filing of returns accurately, quickly and economically. The services of a leading audit company have been retained and expert counsel will be available to all.

Prior to the opening of the Shopping News Tax Clinic, an evening appointment service will be available at 93 Clinton Ave. S., for those who wish to avoid the rush and confusion of last-minute income tax filing. Beginning next Wednesday, appointments may be made for consultation any evening at no increase in the regular low charges made for this service. Expert tax accountants will be in attendance and taxpayers availing themselves of this special service will complete their returns in a minimum time and long before the "tax rush" is on.

For the present the evening service will be confined strictly to appointments. It will therefore be necessary that individual appointments be made, either by telephoning Stone 6000 or stopping at 93 Clinton Ave. S. between 9 a. m. and 5 p. m.

Regent Features Film Produced By Charles Boyer

Charles Boyer, celebrated screen star, makes his debut as a movie producer with the current release of Universal's "Flesh & Fantasy," appearing on the Regent screen for a week starting today.

Julien Duvivier, who directed the new picture, performed as Boyer's co-producer, Boyer also appears with Robert Benchley.

Golden Gate Quartet Has Quick Trip To Fame

When four colored lads get together, determined to sing — there is bound to be music — and what's more — good music.

Good music was surely the result when Willie Johnson, Orlando Wilson, Clyde Riddick and Henry Owens got together just a few years back. And they have consistently carried on with harmonious victories ever since.

Today they are known as the Golden Gate quartet and will appear in Rochester next Sunday evening as soloists with the Civic Orchestra at the Eastman Theatre.

The Golden Gate quartet first came to the public attention in an appearance at Carnegie Hall on a Christmas Eve just a few years back. They had travelled all the way from Charlotte, N. C., to the big city for a concert date which they knew spelled success or defeat. No wonder they were nervous as they mounted the platform in the big New York concert hall.

But they needn't have worried. The audience almost cheered the roof off when they had finished.

Since that fateful Carnegie Hall appearance the quartet has made hundreds of radio and personal appearances as well as recordings.

They feature a distinctive rhythm in their singing of swing, ballads and spirituals. To this they add rich Negro voices and an uncanny ability to imitate orchestral instruments for an evening of real enjoyment.

DIAMOND CIRCLE

Diamond Circle No. 443 Companions of the Forest of America will meet at 608 South Ave. next Wednesday evening at 7:30 p. m. for a short business session.

A program of games will follow, to which all companions are invited. Lunch will be served.

Olsen and Johnson Laugh Riot Features Century Bill

Olsen and Johnson, major funsters of stage and screen, are starring in their most lavish movie comedy, "Crazy House," which opened yesterday at the Century Theatre. The Universal funfilm has one of the largest groups of headline entertainers ever assembled.

Featured celebrities include Cass Daley, Martha O'Driscoll, Patric Knowles and Thomas Gomez. Winning special approval are Tony and Sally DeMarco, Count Bassie and his orchestra, Marion Hutton and the Glenn Miller Singers, Chandra Kally and his dancers and the Delta Rhythm Boys.

Other contributions to the merriment of "Crazy House" are Leighton Noble and his orchestra, Percy Kilbride, Richard Lane, Franklin Pangborn and Hans Conried, while guest stars include Allan Jones, Leo Carrillo, Andy Devine, Robert Paige and Alan Curtis. The hilarious film was directed by Edward F. Cline.

"Claudia" Opens At Capitol For Week's Showing

"Claudia," that gay, enchanting, half-woman half-girl, half-angel, half-devil, comes to the Capitol Theatre today.

And long awaited news it is, to the millions who have followed the adventures of that charming, unpredictable, typically American young lady in the pages of Redbook magazine, as a novel, as a sensational Broadway success, and as a tremendously popular radio program. The cast includes Dorothy McGuire, who brings her original stage role to the screen; Robert Young in the role of David; Olga Baclanova as Mme. Daruschka; Reginald Gardiner as Jerry Seymour and Jean Howard as Julia.

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

Be With Him... WHEREVER HE GOES!

Every serviceman wants a picture of his sweetheart—remember that when you think about Valentine's Day and YOUR man in the service!

Special 4 LOVELY PORTRAITS

3 . . . large lovely 8 x 10 Ivory tone portraits and
1 . . . Beautiful hand colored miniature portrait.
The ideal pocket size for your sweetheart. All for only . . .

OLD PORTRAITS RESTORED—Made To Look Like New!
From Small Snapshots, Tintypes or Daguerreotypes.

\$4.95

Neisner's
5c to \$1.00 Stores

200 MAIN STREET E. Studio Main Floor . . . Rear

Buy New License Plates NOW! or SELL YOUR CAR TO . . . FINCHER'S

★ ★ ★

Highest CASH Price for Any Make or Model
18 S. Union St.

OPEN EVENES. MAIN 2262

Paint Protects Property

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 29c

Special LINOLEUM OFFER

From our large selection of patterns, all color through to black. Its still possible to modernize that kitchen floor with

ARMSTRONG
INLAID LINO FLOOR
\$18.75

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

WEAR 'EM OUT

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.

Altered • Relined • Repaired
Buttons Replaced

SPEEDY'S
212 COURT ST.
Free Parking — Across the Street

"BREAKFAST BEGGING" ENDED
Now For Mrs. B!

She discovered **NEW CREAM OF RICE**
super digestible, energy cereal they love
even **BETTER THAN WHEAT!**

Digestible!
Abundant Energy!
Delicious!

So easy to digest it's recommended by doctors as babies' first solid food. All harsh, indigestible parts of the grain are removed. Recommended for people who suffer from wheat or corn allergies.

Packed with plenty of energy values—a food that turns into energy fast. Cream of Rice is ideal for active people—students who play hard, officers who work hard. It helps you start the day right!

Wonderful with cream or milk and sugar, this smooth, creamy cereal blends with any fruit. Rain makes an it. Serve it with chopped-up prunes, brown sugar or molasses. A different way for every day.

CREAM OF RICE
FORTIFIED TO WHOLE GRAIN LEVELS
Ready in 5 Minutes

Postal Zone . . .
(Continued from Page 1)
nouncement, sponsored by People's will be printed in Shopping News listing 2400 city streets and their proper zone numbers.
Walter M. Hart Jr., president of the sponsoring concern believes that this service will not only benefit the community at large but will help "the lads across the street" to speed up the mails.
A limited supply of reprints of the Shopping News announcement will be available without charge at the People's Outfitting Company showrooms on Central Avenue at Ormond St. beginning next Thursday.

BUSY BEE STORES
Co-operating With R. K. Co., Inc.

NEW SOAPY-RICH RINSO
Gets out more dirt
Lg. 23c
Reg. 2 for 19c

BETTER THAN EVER LIFEBOUOY
3 for 20c

SWAN NEW WHITE FLOATING SOAP
Lg. 10c Reg. 2 for 13c

LUX TOILET SOAP
Large Regular 23c 2 for 19c

NEW QUICK LUX
3 for 20c

MAKE 'M WITH SPRY

1 lb. 3 lbs.
24c 68c
5 pts. 15 pt.

Gold Dust Powder . . 17c
Fairy Soap 5c
Gold Dust Cleanser . . 5c

Wegmans
HOME OWNED SUPER MARKETS

THE LOWEST OPA CEILING PRICES IN THIS COMMUNITY

25 LB. BAG FLOUR
GOLD MEDAL . . bag \$1.27

POST'S BRAN FLAKES
BRAN FLAKES 1ge pkg. 11c

GREEN GABLES 24 OZ. JAR
SALAD DRESSING jar 27c

BEEF EXTRACT
WILSON'S B-V . . jar 23c

Two Sunday Dinner Favorites!
RIB-END ROAST
PORK LOIN
AND TENDER SHOULDER
BEEF ROAST 29c Lb

NORTHERN
TOILET TISSUE . . . roll 5c

No. 2 CAN CUT (NO POINTS)
GREEN BEANS . . can 16c

MANCHESTER GOLDEN B.
CORN can 11c

No. 2 1/2 CAN HUNT'S SUPREME
FRUIT C'KTAIL . can 33c

17 1/2 OZ. JAR HEINZ
BAKED BEANS . . jar 15c

No. 2 CAN SHORT CUT (NO PTS)
WAX BEANS . . . can 12c

No. 2 CAN DICED
CARROTS can 14c

No. 2 CAN
PEAS can 16c

Large Juicy Florida
ORANGES doz. 29c

FANCY CALIFORNIA
BROCCOLLI 29c
Large Bunch

Wegmans
HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

VISION FOR VICTORY
Keeping Up His Morale!

Letters from Mother are the greatest thing any boy can receive... write often. If this is difficult to do, because of failing vision, wear Corrective

GLASSES

Come in — no obligation. Talk it over with HARRY A. BENEWICK, Optician

Smalls

We Use ONLY
Bausch & Lomb
And
Sharon
Lenses



28 East Main St. Pay Small Sums Weekly

Payroll withholding tax does not relieve you from filing a return before March 15th. You may not owe a tax now and you may be entitled to a refund but

HELP WANTED MALE
MAN to lay linoleum. Full or part time, excellent salary. Call Main 2098. You must file a return. Don't guess — make sure.

CLAPP BABY FOODS CO. WANTS

MEN AND WOMEN

- A Modern Plant
- Good Working Conditions
- Excellent Opportunity
- No Experience Required
- Good Bus Service
- Help America's War Effort

FOOD IS ESSENTIAL
Apply At Employment Office
CLAPP BABY FOODS CO.

777 MT. READ BLVD. or Write In For Further Details
ROCHESTER, N. Y.

3 DAY SPECIAL
FUR CLEARANCE
NORTHERN SEAT
\$10500
(Dred Cooney) Farms
Finest Muskrat and Silver Beavers
at guaranteed savings.
CLIFFORD FUR CO.
1283 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

Mother's Comforting Hands
Soothe Colds' Aches

When colds strike in the home there is always added assurance when the medication is applied with the sympathetic touch that only mother's hands possess. And mothers have their own way to treat cold's miseries. Thousands upon thousands of mothers know from long experience that one good way to relieve cold's muscular aches—loosen tight coughs and soothe congested nostrils is to use Penetro—an excellent vaporizing counter irritant. Here is modern scientific medication in a base containing old-fashioned mutton suet. Penetro works fast to bring relief. It disappears quickly when you rub it on. And above all, it won't blister or burn. It is stainless—white with an agreeable aromatic odor and is always pleasant to use. Once you try Penetro, you'll always want to keep it handy for that next cold. If not delighted—the purchase price will be refunded—25¢—don't miss supply. Always demand Penetro.

If you paid or owe a 1942 Income Tax you must file a return before March 15th. Your Government asks you to file your 1943 Income Tax Return early. Don't put it off.

GENESEE LAGER BEER

Fight Infantile Paralysis
January 14th-31st

INCOME TAX HEADACHE?

Did you get dizzy when you saw the new income tax blank you must fill out? Are you confused by the page after page of questions and items. Millions of people are wondering "what to do about it".

EVEN HIGH GOVERNMENT OFFICIALS ARE CONFUSED BY THE TAX AND SECRETARY OF THE TREASURY HENRY MORGENTHAU, JR. HIMSELF SAYS THAT IT IS BEYOND ORDINARY COMPREHENSION

DON'T TAKE ASPIRIN! — DON'T LOSE SLEEP! TURN YOUR INCOME TAX HEAD-ACHES OVER TO OUR EXPERTS — THEY KNOW ALL THE ANSWERS.

THE ROCHESTER SUN-SHOPPING NEWS INCOME TAX CLINIC IS READY TO SERVE YOU

If you are one of the estimated 200,000 Rochesterians subject to income tax payment, you will be glad to know that again this year, The Rochester Sun offers a complete, accurate and rapid tax return filing service. A corps of schooled experts has been retained to solve your problems... to save you money... Don't hurt your pocketbook by paying too much tax—don't hurt yourself by paying too little! From now until February 1st you can make an appointment with one of our experts for any evening and he will fill out your tax return while you wait. There is no added charge for this individual appointment service. Take advantage of it! File your return early and avoid the last minute rush.

EVENING APPOINTMENT SERVICE AT 93 CLINTON AVE. S.

UNTIL FEBRUARY 1st
Evenings Only
— By —
APPOINTMENT

DON'T DELAY! ACT NOW!
AVOID THE RUSH!
Phone STONE 6000 FOR EVENING APPOINTMENT

RAZOR SET
GILLETTE-TYPE RAZOR... IN A COMPACT, PLASTIC CARRYING CASE
69c
Complete With 5 BLADES
Here's a perfectly balanced Razor for perfect shaving. Features a METAL head, with reinforced METAL, screw shank in an shodded handle—AND, it's practically unbreakable! Handsomely boxed (Sorry, No Mail or Phone Orders)

BADGE HOLDERS
For War Workers
17c
NO MORE PIN HOLE'S OR TEARS IN YOUR CLOTHES! Wear your identification badge attached to this sweater tab with spring clamp.

BORIC ACID POWDER 35c 1-Lb. Pkg. **14c**
MOLLE SHAVE CREAM 50c Size **21c**

CITRATE OF MAGNESIA 25c Size **12c**

LISTERINE TOOTH PASTE 40c Double Size **33c**
PALMOLIVE SHAVE CREAM Large Tube **27c**

FITCH'S AFTER SHAVE TALCUM POWDER 25c Size **11c**

BAYER ASPIRIN TABLETS Bottle of 100 **59c**
EDWARD'S OLIVE TABLETS 60c Size **31c**

MILK of MAGNESIA TABLETS Pkg. of 200 **23c**

SMITH BROS. COUGH DROPS Reg. 5c Boxes **3c**
CONTI CASTILE SHAMPOO 50c Size **37c**

LIP POMADE For Chapped Lips White or Rose 25c Size **19c**

ELECTRIC BULBS 75 WATT SIZE **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.

DAW'S ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. OFF. TRIPLE THERAPY	31 MAIN ST. E. CORNER CONSUMERS' MARKET	353 MAIN ST. E. 1/2 COR. RICHMOND ST.	452 W. RIDGE RD. COR. CHURCH ST.	880 MAIN ST. W. AT MILL HEAD	473 H. GOODMAN JUST OFF MAIN	539 MONROE AVE. NEW GOODMAN
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DAW'S COUPON
NAIL POLISH REMOVER OLIVE OIL BASE
Large 3-Ounce Size **11c** (Limit of 2)

DAW'S COUPON
SANITARY NAPKINS LARGE BOX OF 23 PADS **23c** (Limit of 2 Boxes)

OFF GOES FAT!
There is no need for you to be troubled with excess fat. It CAN be eliminated in a safe, easy way without resorting to strict diets and exhausting exercises. Take off those extra pounds that make you feel uncomfortable and self-conscious... start using Lavender Tablets... safe and harmless preparation that has given thousands complete satisfaction. Lavender Tablets are easy to take; simply take one tablet after each meal and watch the faty tissue disappear. Sold on a money-back guarantee! Get Lavender Tablets today! \$1.25 79c \$1.50 39c Size — MAIL ORDERS FILLED

SCHICK RAZOR BLADES Pkg. of 20 **69c**
MACAZINE OR INJECTOR TYPE

Rectal Soreness Get Relief New Easy Way — Sit In Comfort
Proctarmon 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, and soothes inflamed broken tissues. No oil — no grease to stain clothing. Hold on more back guarantee. Get the modern relief today!

Allen's Foot-Ease For tired, burning feet, and sore feet and to burn. Always prevents foot odors. Nothing like it to help ease or light bring about feet easier. **27c, 44c**

LIPSTICKS
As Featured In VOGUE by Christy
Christy lipstick has been famous for years for its fine, even texture, and its bright but natural colors that STAY on. While they're half-price at DAW'S buy a set of 3 in their most popular shades.
REGULAR \$1 VALUE
3 For 49c

DAW'S COUPON
LUX SOAP LARGE 10c BARS **2 FOR 11c** (Limit of 2 Bars)

DAW'S COUPON
TALCUM POWDER 25c Value **11c** (Limit of 2)

DON'T LET A HEAD COLD GET YOU DOWN
Many people are now taking SHERVAX 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 a few minutes! — 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 Orders Filled

Get That VIMMS Feeling!
VIMMS VITAMIN TABLETS
HERE NOW AT LOW COST.
... a concentrated, easy-to-take vitamin tablet for war-time deficient food diets—real LOW-COST health insurance!
6 VITAMINS 3 MINERALS
All In One Tasty Tablet
Nutritional Experts Say 3 out of 4 need more Vitamins and Minerals for normal well-being.
PKG. OF 96 } PKG. OF 288 } **\$1.69 \$4.79**
BOX of 24 Vimms 49c
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!

1944
you to
ix Re-
f.

THE FIRST SHALL BE LAST . . .
This message is too important for any other than the front page. Therefore the usual front page will be found at the back of this paper today.



Buy An Extra Bond Today!

SEVENTH YEAR—No. 12

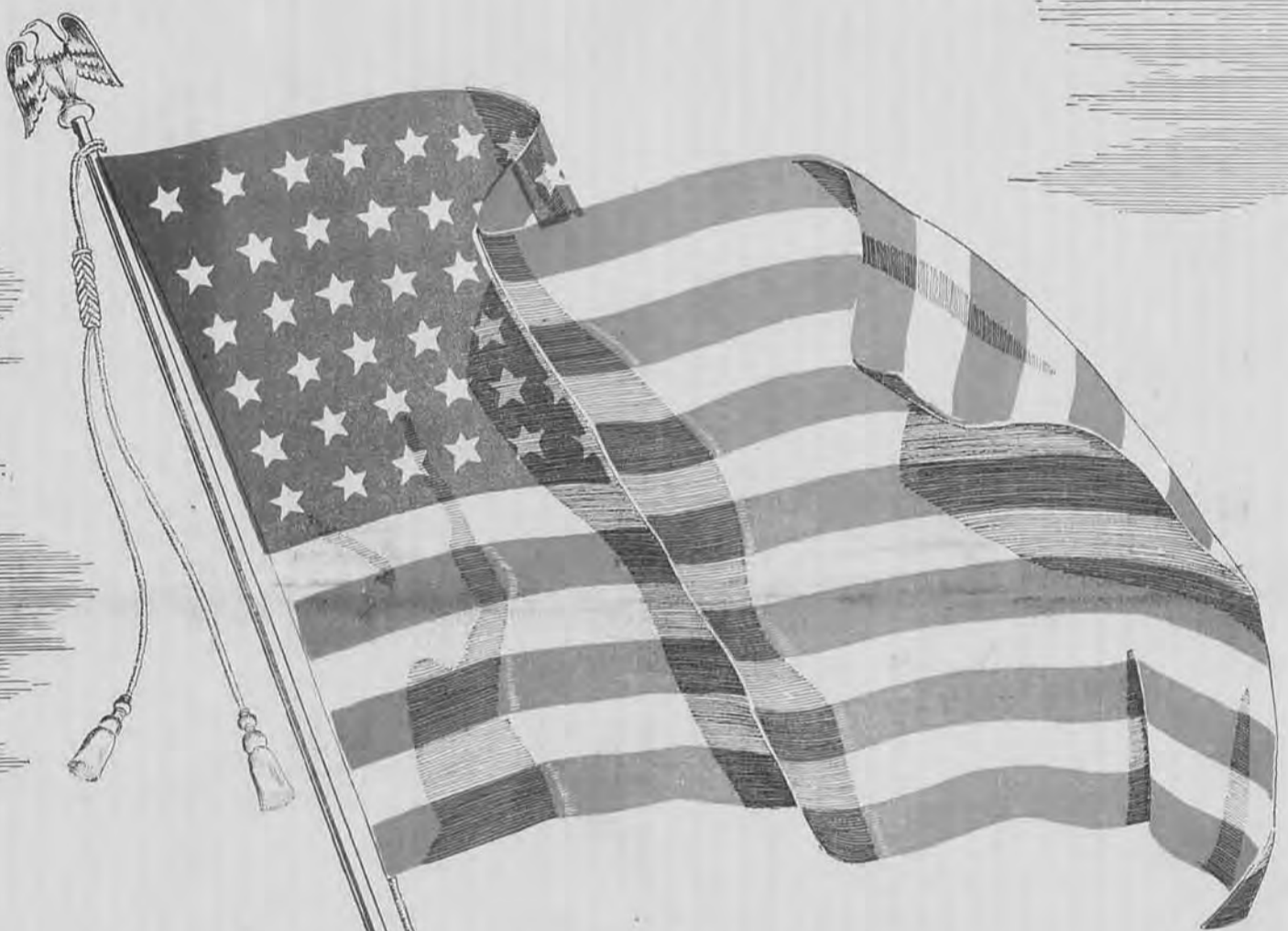
ROCHESTER, N. Y., THURSDAY, JANUARY 20, 1944

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

COME ON ROCHESTER!

Show Your Colors With War Bonds

It Takes More Than a Pledge To Win!



This sticker in your window means you have bought 4th War Loan securities.

"I pledge allegiance . . ." How many times you've solemnly sworn that oath with sincerity and honest feeling and how many times too, as you've uttered that pledge, you have added to yourself, " . . . next week . . . I'll buy that bond!"

Did last night's headlines make you shudder? Did you have a dread picture of 600 men trapped in bombers, crashing . . . burning . . . dying . . . over enemy soil? Of course you did . . . and with Americans everywhere, you hate it all.

There is a way, a simple way, in which you can express your appreciation to that man . . . or boy . . . way out there risking his every move so that you can be safe, here, with your family in Rochester.

Buy War Bonds . . . now . . . during the 4th War Loan! Save your money . . . save your country!



Let's Get it Over With...with **Bonds**

This advertisement prepared by Rochester's 4th War Loan Committee

KAY'S COMMENTS

THE ROCHESTER GAS & ELECTRIC ask your co-operation in the saving of GAS. Due to the unprecedented demand of war plants the Gas Co. asks you to be careful in your consumption of gas both in your furnace and your stove and all appliances. Don't turn your oven on in the morning to "take the chill off." This is unnecessary. Rochester Gas will appreciate your help in this matter. 89 EAST AVE.

LLOYDS LEAD A GAIN with Spring Plants in bloom. Any of these will brighten the home, cheer the sick — NARCISSUS — DAFNODIL — PRIMROSES. Priced 50c and up. **LLOYDS FLOWER SHOP**, POWERS HOTEL opposite Court House, Main 6533.

If you love a tailored shirt... and who doesn't... take a gander at the new ones in the store. They seem to be more becoming... and maybe I imagine it a little nicer.

SALE! SALE — SALE — a very smart group of HATS for 50c — values to \$5. One of these chapeaus will brighten your winter costume — and for 50c — how can you lose? — Where — at **MARLENE HAT SHOP** of course. **H O T E L SENECA**.

EMPIRE WEAVERS are experts in their field. They have gained the confidence of their many friends and customers... through the excellent work they have "turned out". Magic needles — held by skillful fingers do perfect jobs of mending, weaving and repairing. 409 BURKE BLDG.

SOAP SALE! Comes the Resolution — better grooming — better health habits — all these spell the word cleanliness — cleanliness spells SOAP. Check your needs and shop **EDWARDS** for their **SOAP SMASH**. You'll find all the kinds of soap you need to keep your house spot and span — for bath — for daily complexion care. You will be able to buy the **FAMOUS WOODBURY FACIAL SOAP** 12 bars for 97c. Of course you're familiar with this famous Woodbury Soap. You've heard Milton Cross on his program on Sunday night sponsored by **WOODBURY SOAP**. You've heard about those gorgeous girls who swear by **WOODBURY'S DAILY FACIAL COCKTAIL**. Well — what are you waiting for — make this **BUY** at **EDWARDS** and be lovely again. Many other soaps are on sale — for instance **MAXINE SOAP** 21 bars for \$1. — **RINSO** (you know how hard this soap is to find) 5 boxes for \$1. — **LUX FLAKES** — 5 boxes for \$1. — **LUX SOAP** 17 bars for \$1. — **LIFEBUOY SOAP** 17 bars for \$1. **WOOL SOAP** (this is excellent) 20 bars for \$1. You may call **EDWARDS**, Stone 2300 and place your phone order — or you may order by mail. **HURRY** to **EDWARDS** — Street Floor.

Would you like a really good permanent. At a special price too. Yes — well call **MILDRED HAUPENTHAL** and ask about the two special permanent. One formerly \$10 now \$7.50 a very nice Cream-Oil permanent. Another for \$5 — formerly \$7.50 that will please the most exacting. **MILDRED HAUPENTHAL**, 323 BURKE BLDG. Main 7671.

Those Half-Hats are all over town... on female noggins... in store windows... in millinery departments. They are adorable. Try them with the new smooth top coiffure.

Warm, Dry and Smart

Janet Blair, appearing in Columbia's "Curly" opposite Cary Grant, favors something individual to wear on rainy days. Being practical as well as smart, Janet chose a reversible style coat of black rayon fur fabric in broadtail effect on one side, with contrast of ice blue rayon and cotton twill with satin face on the other. Turning the satin surface out for dressy occasions, she wears a matching kerchief studded with small gold stars over her head. Being wind-resistant as well as water-repellent, Janet's coat makes a good winter sports type for all kinds of weather.

Coin Dots are being shown for spring again. Nice for office. Becoming too. Then you'll find the smaller dot... knowingly naive... with ruffled bib, some with dirndl skirt in a two-piece. **around \$14.95.**

Observations On Mistakes Made by Victory Gardeners

A man who spent a great deal of his time during the past year in counseling Victory Gardeners said the most frequent mistakes made were:

Sowing seeds too thickly. This is an inexcusable waste of seed, and furthermore, such a practice increases your work because of the necessity of thinning as young plants begin to grow larger.

Sowing seeds too deep. Often if seed is sown too deep, it will not germinate properly, and the tendency of the gardener is to

immediately hold the poor quality of the seed responsible, when the seed is probably not at fault at all.

Sowing too much of some crops and not enough of others. When you make this mistake, you penalize yourself in several ways. Waste results because you probably cannot use all of the produce from overplanted crops; and you become so tired of the crops you do have, they fail to offer the appetite appeal that a more varied selection of crops would offer.

Selecting varieties that are not suitable. Select varieties that are adapted to your soil and climate. For instance, if you have a heavy soil, do not attempt to grow the long, thin type of carrot, such as Emperor or Touchon; instead choose the blunt, half-long types such as Danvers.

Attempting to grow crops not suited to your climate and soil. If you live in a section that has a short growing season, do not attempt to grow crops that require a long growing season to mature, because it's a waste of time and seed. Or if you have a year to grow such a crop as watermelons, resist the impulse unless your soil is sandy and

well-drained. This crop will not thrive in heavy soil. These are just examples of poor judgment in selection of varieties.

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' MISERIES

1-2 AND IT'S GONE
— gone right to the sneezy 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 **PENETRO NOSE DROPS**

"Florence" and Mrs. **Beatrice Seavy** are now at your service at **HART HAIRDRESSING STUDIO** (formerly Flora Hair Dressing). **Beatrice Seavy** you'll remember was once a member of the staff of "Angie's Beauty Shop." Both these operators will give you the service you like when it comes to hairdressing. **SHARI HAIRDRESSING STUDIO** 650 SOUTH AVE. near Gregory, Monroe 9339. Evening Appointments — Wed. and Fri. P. S. Special — \$7.50 Oil Permanent for \$5 for limited time.

Spring has come to **RIPTON DRESSES**. Choose yours now while the selection is excellent. Gay prints... the beloved navies... becoming pastels... and a group of grey pin-striped flannels nicely tailored with bright colored buttons. (These are a mere \$3.95). **RIPTON DRESSES** also carry half-sizes and women's sizes. Prices range \$3.95 to \$19.95. **739 MONROE AVE.** Open evenings.

Treat yourself to a series of treatments with **PETTIE**. Her famous **BATTLE CREEK REDUCING LOUNGE** will not only reduce you — but put you in tip-top shape. You only need 35 minutes of times and \$12.50 to buy 10 treatments. Results are fast — permanent — and you'll have a new gleam in your eye — knowing you're pounds lighter. **327 BURKE BLDG. — Stone 6210.**

A perfect prop for your pearls... is the **Sweater Blouse**. Or you may wear jewelry if you like. Some of these comes in short sleeves and some in long sleeves.

Glitter Shawls
"In step with the dress-up trend, try shawls in floral or paisley patterns glitter with paillettes," says **Jinx Falkenburg**, Columbia player, appearing in "Nine Girls." Dining out in the evening in her pared-down, low-necked dinner dress, Jinx wears a spectacular shawl 2 and one-fourth yards square of imported black sheer silk brocade. The entire shawl is embroidered in bright sequins in a scroll design and long black silk fringes are added for the border. Under her new wind-breaker, Jinx adds a fine wool, hand fringed ascot, also with sequin designs. For sportswear, Jinx suggests a skating shawl in Scotch imported checked wool with bright-colored fringed border.

TOWNSEND CLUB
Townsend Prosperity Club 19 will meet in the club rooms 386 E. Main Street, Thursday, January 20th at 8:00 p. m.

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 contributed to by thyroid deficiency. Just eat Marmola only in accordance with the directions, instructions and warnings on the package and in the enclosed circular, and not otherwise. Marmola is not a cure-all. If in doubt at any time about advisability of treatment and for further information, consult a physician. If you need Marmola, why not lose those ugly uncomfortable pounds the Marmola way. Don't delay. Thousands have lost more than twenty million packages during the past thirty years.

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 **Ruick's 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 does not quickly leave and if you do not feel better, return the empty package and **Ruick's** will cost you nothing to try as it is sold by your druggist, under an absolute money-back guarantee. **Ruick's Compound** is for sale and recommended by Drug Stores Everywhere.

IN THIS WEEK'S SUNDAY MIRROR
U. S. PARATROOPER
FULL PAGE PHOTO IN COLOR TAKEN FROM LIFE
16 PAGES COMICS
24 PAGES MAGAZINE
12 PAGES NEWS

An early edition of the **SUNDAY MIRROR** containing all features is on sale throughout the week at all newsdealers.

NEW YORK SUNDAY MIRROR
On Sale Now **10c**



ROCHESTER, WE CAN DO IT, AGAIN!

LET'S ALL

Back the Attack

in this 4th

WAR LOAN DRIVE

You were right behind the "guns" in the 3rd War Drive... first district in the entire state to reach and exceed its quota. Rochester! We CAN do it again in this 4th War Loan Drive... on now! Everybody! Invest in at least an extra \$100 bond. Get others to invest, too. Every day the war is prolonged costs lives of Rochester sons! Let's get it over with... WITH BONDS.

Do It For Your Country!

America is in urgent need for the LOAN of your dollars to finance this tremendous war.

Do It For Yourself!

The eyes of the nation are on us... the city that always "goes over the top." We'll do it again.

Do It For Rochester!

It's your way of helping to WIN. And the world's greatest personal investment. In 10 years you'll get \$4 for every \$3 invested now in War Bonds.

U. S. War Bonds are Available through any Salesperson and at our Main Floor Bond Booths

SIBLEY, LINDSAY & CURR CO.

WHITNEY'S SEMI-ANNUAL DRESS SALE

Just 187! All Taken From Regular Stock For This Special Big Sales Event!

CERTIFIED O.P.A. PRICES ON THESE DRESSES ARE UP TO \$9.99!

5.59

OR... 2 DRESSES For \$11.00

SHOP EARLY FOR BEST SELECTION!

Whitney's
267 MAIN ST. East

GENESEE LAGER BEER

Fight Infantile Paralysis
January 14th-31st

Display This Sticker In Your Window
WE BOUGHT EXTRA WAR BONDS
4th WAR LOAN
It's your sign that you have invested in Bonds during this 4th War Loan Drive. Available wherever you buy your Bonds.

let's get it over with...with **Bonds**

EDWARDS BASEMENT

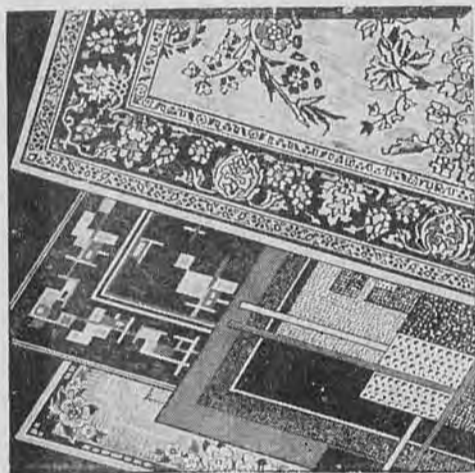
Heaviest Grade---

High Quality---

CONGOLEUM RUGS

5.47

9 x 12 size



Many, many patterns! New! Attractive! Congoleum de-luxe quality! Imperfections in rugs are slight . . . unnoticeable! Nothing to hinder the rug life! These are the rugs for that unattractive room!

- ★ SO EASY TO CLEAN!
- ★ HOLDS COLOR AND BRIGHTNESS!
- ★ LONG WEARING RUGS!
- ★ TO FIT PERFECTLY WITH COLOR SCHEMES!

Edwards Basement

Think Of Spring---

Think Of Colorful

GOSHEN SLIP COVERING

\$1 yard
46 inches wide

Thinking of Spring . . . you think of something new and bright! Here is another thought . . . bring Spring into your house! Cover up those chairs, couches, make drapes! This is crash cretonne! Comes in rich, strong tones of blue, wine, gold, natural! In floral designs! Contrasting colors!



Edwards Basement

Brilliantly Colored LUNCHCLOTHS



1.49

size
52" x 52"

Flowers on your table . . . in this floral lunchcloth! Blue, gold, purple, red . . . combined in post-clusters! Laundered up like magic too! Slight imperfections.

Edwards Basement

Bleached Mercerized DAMASK

59^c Yard

58 inches wide

Snowy plain white! Or blue, rose, gold, green borders! All first quality damask!

Edwards Basement

Cotton Crash TOWELING

17^c Yard

17 inches wide

Bleached cotton crash! Blue border! Absorbent, durable toweling! Ideal for glasswear . . . for all china!

Edwards Basement

Mercerized Damask LUNCHCLOTHS

\$1

size
45" x 45"



Just a bit different for you! Keystone border . . . Fleur-de-Lys center! Dainty! Light! Lovely! Slight imperfections . . . but in the home! And all bleached damask!

Edwards Basement

BUY YOUR EXTRA WAR BONDS FROM ANY EMPLOYEE AT EDWARDS

Ice Follies Opens In Buffalo For Week's Stay

Comedy runs riot in the new Ice Follies of 1944, the Shipsteads and Johnson mammoth musical revue on ice, which opens at Buffalo's Memorial Auditorium next Tuesday for a six-day stand.

But comedy is only one ingredient of the show. Replete with a cast of 130 and 33 featured acts, the sparkling extravaganza sets new standards in spectacle entertainment through its costuming, scenic investiture, spectacular lighting, originality of music and its wealth of gorgeous girls.

There will be performances nightly including Sunday at 8:30 with a Sunday matinee. Tickets can be purchased in Rochester at Kalbfleisch Travel



BETTY ATKINSON
Lovely Ice Follies Star

Bureau, Lincoln Alliance Bank Bldg. and Wylder Travel Services, 328 Main St. E.

If you find a lost ration book, drop it in the mail. Loser will be charged 5 cents postage when book is returned.

Taxpayers Warned

Don't wait until the last minute to file your tax return, is the warning being given by the Collector of Internal Revenue. An unprecedented rush of taxpayers is expected before March 15th and all persons are urged to file early, avoiding the congestion and possible disappointment.

Again this year the Rochester Sun-Shopping News Tax Clinic will be in operation to facilitate filing of returns accurately, economically and quickly. Prior to the opening of the regular Clinic evening appointment service is now available, for the convenience of tax-payers who wish to avoid the last-minute rush and confusion.

Expert tax accountants will be in attendance to complete returns in a minimum time and assure tax-payers of capable and accurate filing. You can make appointments for any evening in the week except Sunday by telephoning Stone 6000 or stopping at 93 Clinton Ave. S. between 9 a. m. and 5 p. m.

Auction Planned To Boost Bond Sales in Greece

To stimulate sales in the Greece Bondholder Contest, the PTA of the Greece Central School is sponsoring a War Bond auction and rally at the school tonight. The affair is open to the public. Refreshments will be served and a

short War Bond skit will be presented by Mrs. Howard Ott, Mrs. Raymond Munroe, Mrs. Floyd Robinson and Mrs. William Muthig.

Sales will be credited to any local organization the buyer wishes, according to Mrs. Lynn Galoway, who has charge of War Savings sales for the evening. Joseph Connelly is the volunteer auctioneer and will be assisted by Waldo Williams and James Wishart.

Liquor, Wine Dispensers Aid Bond Drive

Local members of the wine and liquor industry are in the midst of an all-out drive in behalf of the Fourth War Loan.

Package stores are co-operating in the drive by requesting patrons to take their change in War Stamps. Restaurant licensees are featuring the Victory Cocktail and installing signs urging support of the drive.

The campaign got off to an auspicious start last week when nearly \$75,000 in War Bond purchases was pledged at an organization meeting at the Elks' Club.

Heading the group in charge of the drive is George Frank, Seagram representative. Co-chairmen are Dolf Marschutz of National Distillers and Frank O'Brien, Carstairs' representative. Assisting is the general committee consisting of Chairman Frank, Package Stores President Tom Taylor, Restau-

rant and Liquor Operators' Fletcher Smith, Jack Turner, head of the restaurant ass'n., and Dick Murnighan, representing the liquor wholesalers of Rochester.

Headquarters of the drive is in the Elks' Club, where local distillery representatives and members of the Conference of Alcoholic Beverages Industries, are on hand to report sales of

bonds and accept orders. Participating merchants are requested to call headquarters, Main 9016, between the hours of 11 a. m. and 4 p. m.; or 7 p. m. and 8 p. m.

INSIDE JAP-HELD SHANGHAI
How the Japs treat conquered people. The most revealing and thrilling story that has been printed.

OUR WOMEN WAR BIRDS
The war in the air is a woman's war, too. Read how hundreds of girls are qualifying as pilots.

This issue is full of sparkling fiction, informative articles and thrilling features.

10c JAN. 29 ISSUE LIBERTY NOW ON SALE 10c

Rochester Radio Stations

Invite You to See
a Dramatic Exhibit of Official
WAR PHOTOGRAPHS
assembled for the
4th WAR LOAN
by the Folmer Graflex Corp.

Navy Dive Bomber over Wake Island Official U. S. Navy Photograph

Daily through January 31st
at the Main Office of the
LINCOLN-ALLIANCE
BANK AND TRUST COMPANY
183 Main Street East

Exhibit Open Specially in Addition to Regular Banking Hours
MONDAY EVENINGS, JANUARY 24, 31 — 6:30 TO 9:30 P. M.
SATURDAY AFTERNOONS, JANUARY 22, 29 — 2:30 TO 5 P. M.

This great free exhibit comes to Rochester through the combined sponsorship of radio stations WHAM, WHEC and WSAY.

"Graflex Sees the War" is the first exhibit of great land, sea and air official photographs from almost every U. S. battlefield. Come in and see your War Bond dollars in action.

ROCHESTER . . . LET'S GET IT OVER WITH . . . with BONDS

KEY COUPON
LUX TOILET SOAP
3 for 16c
Limit 3

470 N. GOODMAN NEAR MAIN
KEY
ROCHESTER'S MODERN
CUT RATE DRUG STORES
1861 MONROE NEAR VINTOS
457 RIDGEROAN NEAR DEWEY

TODAY THROUGH WEDNESDAY

KEY COUPON
SANITARY NAPKINS
Box of 12
11c
Limit 2

KEY COUPON
PHILLIPS Milk of Magnesia TOOTH PASTE
25c Size
11c
Limit 1

KEY COUPON
WAX PAPER
125 FEET
Cutter Box
13c
Limit 2

KEY COUPON
SACCHARIN TABLETS
Bottle of 1000
1/2 or 1/4 Grain
49c

KEY COUPON
AMAMI SHAMPOO
15c Size
9c

KEY COUPON
SODA MINT TABLETS
Bottle of 100
6c

KEY COUPON
ALKA-SELTZER
6c Size
49c

KEY COUPON
FEENAMINT
25c Size
19c

KEY COUPON
BORDEN'S MALTED MILK PLAIN
5-lb. Can
\$1.29

KEY COUPON
UPJOHN UNICAPS
Bottle of 100
\$3.95

KEY COUPON
Thermometers ORAL or RECTAL
\$1.00 Value
59c

KEY COUPON
6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!
REG. SIZE 49c
LARGE SIZE \$1.69

GENUINE NIAGARA FLASHLIGHT
NOW OFF PRIORITY
Sturdy Metal and Plastic Construction
FIXED FOCUS
BEAM TYPE
\$1.39
Complete With Eveready or U. S. A. Lite Batteries

POUND
Tobaccos
AT CUT PRICES
EDGEWORTH . . . \$1.01
MODEL . . . 71c
BLUE BOAR . . . \$1.70
PRINCE ALBERT . . . 74c
HALF & HALF . . . 74c
UNION LEADER, 14-Oz. . . 61c
GEO. WASHINGTON . . . 61c
KENTUCKY CLUB . . . 74c
WILLOUGHBY TAYLOR \$1.25
VELVET . . . 74c
DILL'S BEST . . . 74c
CRANGER . . . 71c
BRIGGS (Canister) . . . \$1.17
SIR W. RALEIGH . . . 74c

KEY COUPON
QUININE COLD TABLETS
Box of 24
Reg. 25c
9c
Limit 1

KEY COUPON
ABSORBENT COTTON
2-oz. Size
Reg. 20c
11c
Limit 2

KEY COUPON
Hinds Honey and Almond Lotion
\$1.00 Bottle
59c

KEY COUPON
MENNEN Antiseptic Oil
5c Size
43c

KEY COUPON
DR. WEST NYLON TOOTH BRUSH
25c

KEY COUPON
Playing Cards Bridge or Pinochle
39c Value
27c

KEY COUPON
CONTI SHAMPOO
5c Size
37c

KEY COUPON
SCHICK INJECTOR BLADES
Pkg. of 20
69c

KEY COUPON
TYPEWRITER PAPER
Pkg. of 150
Reg. 25c
19c

KEY COUPON
BORAX 1-LB. CAN
Reg. 15c
9c

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

Glamorous even with ELASTIC STOCKINGS
No Need to Suffer the Pain of SURFACO VARICOSE VEINS
You can get comforting relief and effective support in BAUER & BLACK Elastic Stockings - Built of "Lonsol" you get two-way stretch in cool, lightweight and comfortable stockings that are not conspicuous under sliver hose. Ask your doctor - . . . Stylen stylen for men and women.

BAUER & BLACK Elastic STOCKINGS

BEAMS
8 VITAMINS EXTRA-POTENCY B COMPLEX (Above Minimum Daily Requirements) plus A, D and C
10 DAY SIZE 49c
30 DAY SIZE \$1.29
90 DAY SIZE \$3.49

ADDRESS YOUR MAIL CORRECTLY --- USE YOUR UNIT NUMBER --- INSURE PROMPT AND SPEEDY DELIVERY!
YOUR POSTMAN WON'T HAVE TO RING TWICE!



SAVE THIS PAGE!

As everyone probably knows by now the Postal Unit Number is an ESSENTIAL PART of every address as well as the street and house number, in all the large cities of the country, because it gives your mail numerical identification in relation to its delivery district and benefits both sender and recipient in that greater accuracy is provided, distribution speeded, and prompt delivery is made.

Table listing street names and their corresponding postal unit numbers. Includes streets like Boston, Bedford, Belmont, etc.

The POSTAL UNIT NUMBER is a PERMANENT and ESSENTIAL part of your address. The PEOPLE'S OUTFITTING COMPANY, in cooperation with your Government urges you to use the POSTAL UNIT NUMBER and derive the benefits of a SPEEDIER MAIL SERVICE.

Harold A. Daley
POSTMASTER

Table listing street names and their corresponding postal unit numbers. Includes streets like Lyndale Drive, Lyndhurst, Lyndale Park, etc.

Table listing street names and their corresponding postal unit numbers. Includes streets like Overdale, Overland, Overbrook, etc.

MRS. LUTHER SMEDE, (SPECIMEN ADDRESS)
75 OHIO STREET,
ROCHESTER 9, N. Y.

PEOPLE'S OUTFITTING COMPANY,
Central Ave. & Ormond St. (Opposite Post Office)
Rochester 5,
New York.

PEOPLE'S OUTFITTING COMPANY
CENTRAL AVE. & ORMOND ST.—OPPOSITE THE POSTOFFICE—ROCHESTER 5, N. Y.

FOR ADDITIONAL COPIES OF THIS ADVERTISEMENT WRITE OR PHONE PEOPLE'S OUTFITTING CO. MAIN 5414

THIS PAGE IS PUBLISHED AS A PUBLIC SERVICE BY PEOPLE'S OUTFITTING COMPANY IN COOPERATION WITH THE UNITED STATES POST OFFICE

Good news! There'll be two million new electric irons made this year.

1ST THOUGHT
of millions at first warning of simple headache or cold's painful miseries is St. Joseph Aspirin. So it's the world's largest seller at 10c. No aspirin can do more for you, so why pay more? 25 tablets, 20¢; 100 for 35¢. Demand

St. Joseph ASPIRIN

Rochester Airman Readies For Active Duty

Soon to be shipped overseas is Lt. Arthur F. Pohl, 63 Farbridge St., now completing an intensive course in combat flying at the Alexandria Army Air Base, Alexandria, La. Lt. Pohl is a graduate of Benjamin Franklin High School here and is now a member of a Flying Fortress crew

Suggestions from
SHERWIN-WILLIAMS
PAINT HEADQUARTERS

STOP SEE OUR BIG SELECTION
Famous
ARMSTRONG'S LINOLEUM and LINOFLOR
Armstrong's Linoleum is a hit with so many homemakers because it's easy-to-clean, comfortable to walk on, and lastingly economical.
Make a DREAM KITCHEN at this LOW COST

More ARMSTRONG Values

QUAKER RUGS . . . 9x12 **\$6.95**
STANDARD RUGS . . . 9x12 **\$5.95**

INLAID LINO FLOOR ONLY FOR 9x12 **\$18.75**
KITCHEN Complete With Labor and Material

Visit Our Gift Shop!
SEE OUR SPECIAL WALLPAPER BARGAINS FOR EVERY ROOM
SHERWIN-WILLIAMS
64 EXCHANGE ST. & BROAD MAIN 1517
FREE PARKING NEXT DOOR
BUY MORE WAR BONDS NOW!

An **Orchid** To You



Each week Shopping News, in cooperation with Lloyd's Flower Shop, Powers Hotel, gives an orchid to a Rochester woman. This week the winner, selected from the city directory is Miss Lillian L. Oster 390 Grand Ave.

If the winner will call at Lloyd's Flower Shop and identify herself within the next week she will be given free a beautiful orchid.

If a friend's name appears as an orchid winner—telephone her immediately. Maybe some day she will do the same for you.

New Recreation Series Offered At YMCA

Fun and recreation for young men and women will again be offered in a new Y-Ed Club series starting next Tuesday at the YMCA in Franklin Street and continuing for six weeks. Informal classes will be conducted from 7:45 p. m. to 9:10 p. m. These will include singing in chorus, discussion of post-war problems, sketching, magic taught by a magician and music appreciation.

Instructor of the sketching group will be Fletcher Carpenter; of magic, Ralph Berckmuller and of music appreciation, Frank Morris.

Following the informal classes each Tuesday evening will be a recreation program from 9:10 to 10:30 p. m. The club is sponsored jointly by the YWCA and the YMCA. Miss Anne Soden, representing the YWCA, and Ward Gray, representing the YMCA, are counselors. Advance enrollment may be made by calling the YMCA or the YWCA.

Met' Stars In Joint Recital Here Friday

Two stars of the Metropolitan Opera Company will be in Rochester Friday evening for a recital at the Eastman Theatre; one of them already a favorite here; the other, the famous "Cinderella Girl" of opera.

Tenor Lauritz Melchior is familiar to Rochester music lovers through his appearances here with the Metropolitan and also as soloist with the Rochester Philharmonic.

Soprano Astrid Varnay gained her "Cinderella Girl" title two years ago when, as a comparative unknown, she was

cast in the roles made famous by Kirsten Flagstad and was immediately acclaimed by the New York critics and opera-going public. Her record since has been one of success after success.

No. 16 School PTA Continues Child Problem Studies

"Thinking Women Can Help to Shape the Pattern of Family Life After the War," is the contention of Miss Florence E. director of the Child Study Group at No. 16 school, sponsored by the PTA. Miss Winchell will discuss this thesis at the next meeting of the group planned for next Wednesday at 1:45 p. m.

The meeting is open to the public.

Makers of Swan Soap Upheld In Patent Infringement Claims

In an important decision just handed down in Richmond, Virginia, the United States Circuit Court of Appeals held that two patent claims of Lever Brothers Company, relative to Swan Soap, involving important principles in soap manufacture were valid and that these claims had been infringed by Procter & Gamble. In the opinion, copies of which became available today, Judge Armistead M. Dobie reversed the judgement of the U. S. District Court for Maryland.

This litigation has attracted widespread attention in the soap industry because of the

large interests involved. It grew out of Procter & Gamble's change in 1940 from the process long used in making "old" Ivory, to a different process by which its "new" Ivory has since been made. The difference in the process produced a floating soap which are said to have properties superior to those produced by former methods.

China's bootblack business reflects inflation there. A shine costs Chinese \$5.00 (35 cents). A good day will bring in as much as a hundred Chinese dollars.

SEWING MACHINES (ALL MAKES) REPAIRED REASONABLY
Prompt Attention
All Work Guaranteed
GEN 6368-M

Head Colds Catarrh and Sinus Sufferers
Get Relief This Quick Easy Way
Use **MAID'S Nose Spray**
A guaranteed product. One dollar in chronic cases—or money will be refunded. Effective, non-irritating. May be used to treat an infant in absolute safety.
Sold at All Good Drug Stores

Rochester.....
"SHELL OUT"

Before He's Shelled Out

LET'S ALL BACK THE ATTACK

Thousands upon thousands of boys who've never had a chance to begin to live . . . will die. Those same heroes who never for an instant hesitated to DEFEND YOU! Once they're gone—you can't bring 'em back! DON'T LET our BIGGEST ATTACKS become OUR GREATEST CASUALTIES! DON'T LET him fight ALONE WHEN HE NEEDS YOU THE MOST! SHELL OUT, ROCHESTER . . . BEFORE HE'S SHELLLED OUT!



\$100 extra in War Bonds is needed in addition to your regular bond purchases if Rochester is to go over the top again . . . buy it today!



LET'S GET IT OVER WITH.. WITH BONDS



This Sticker in your window means you have bought 4th War Loan Securities. Buy your War Bonds at Sears today or at any of the Bond booths located throughout the city.

Sears, Roebuck and Co.
MONROE AVE. AT S. UNION MAIN 7000
RIDGE ROAD NEAR DEWEY GLEN. 556

The Badge of a Successful Man



in 1944 and in the years to come

a Rudolph DIAMOND

The diamond is a symbol of success . . . a proud possession to enjoy forever. Choose yours at Rudolph's where you can find many handsomely styled diamond rings of quality.



\$110 EASY TERMS

Rudolph's

CORNER EAST MAIN at SOUTH AVENUE
Open Monday Evenings
IN BATAVIA — 109 MAIN STREET

'Missing'
Problem
Army's
Greatest

Securing definite and accurate information on which to determine the fate of American soldiers listed by their commanders as missing in action constitutes the greatest casualty problem confronting the Army, according to the War Department.

Modern battle tactics, such as large-scale landings, the mobility and scope of armored warfare, and the far-reaching aerial offensives of global conflict have greatly increased the percentage of casualties falling into this category as compared with the War War, when ground operations were more of a static and air activity was limited.

These same factors likewise have complicated the final determination of the fate of missing-in-action personnel. Hundreds of them later are reported by enemy governments as prisoners of war, some are located in Allied hospitals, and still others rejoin their units from which they have been separated by the ever-changing battle line. Lack of comprehensive reports from the enemy concerning the men, particularly the Philippine Scouts missing in the Philippines, is also a major cause for the large proportion of missing among the total casualties.

The fact remains that in a great many cases it has been impossible to supply the next of kin and the emergency addressee with any supplemental information relative to the circumstances or the nature of the action in which the soldier disappeared.

The reason for this difficulty is simple. The soldier has disappeared in or over territory held by the enemy, and there is no way for the unit commander to find out just what happened to him. Consequently, the War Department must rely almost entirely upon information which the enemy government is required to furnish through the International Red Cross under the terms of the Geneva Convention.

This dependence upon governments with which we are at war for information on the American dead, wounded or prisoners falling into their hands obviously results in great variations in the length of time elapsing before the reports are received by the War Department.

As soon as word reaches the Adjutant General's Office of the War Department that a man is listed as missing in action, the Army Service Forces sends a telegram to the next of kin or emergency addressee which that soldier previously has designated. In this telegram the date he was reported missing, as well as the theater of operations in which his unit was engaged when he disappeared, is given.

Shortly afterwards, under present procedure, a letter over the signature of the Adjutant General is dispatched to the next of kin confirming the telegram and explaining the difficulty in securing information, but giving assurance that when the War Department does receive any information it will be forwarded at once. In addition, the letter points out that "recent legislation makes provision to continue the pay, allowances and allotments of personnel being carried in this status."

Starting this week, the Casualty Branch of the Adjutant General's Office will make a report by letter at three month intervals to the next of kin and emergency addressee advising them of the status of the individual case until final determination is made. However, should any information be received throwing light on the soldier's fate it will be forwarded immediately without waiting for one of the three month reports.

Some idea of the size of the casualty problem of the missing in action which the Army is facing may be gathered from the fact that 52 per cent of the casualties announced fall into missing-in-action and prisoners of war categories. In other words, together they account for 46,546 of the 89,650 casualties.

However, included in the missing in action, which total 23,954, are 5,316 officers and men of the United States Army and 10,788 Philippine Scouts lost in the Philippine Islands. Some of the officers and men still are being reported from time to time as prisoners of war, but Japan has not furnished this country with lists of Philippine Scouts who are prisoners.

BOY TRACKS



☆ "Boy tracks," I used to say,
I'd get home evenings—
And everywhere I'd look
I'd see "boy tracks."
Not made by feet always—you know how it is,
A kid's dirty little finger-prints,
Or a broken toy.
Traces of muddy pant-seats on a chair,
Or my magazine torn up for wads.
"Boy tracks," I'd say to Martha,
Everywhere I'd look, they'd be.

Bobby was a swell kid—good to his mother,
Some boys you know . . . forget.
Oh, he worried us some, not much,
Well—he had a job . . .
And a girl we liked a lot,
Mother and I had visions of grand kids.
Then came Pearl Harbor . . . and suddenly
Bob was out over the Pacific.
We were scared—and proud.

The news almost killed his mother.
We were up in his room when it came,
Funny we'd be there . . . but we were.
Mother had just said:
"Oh dad, I do hope he's safe."
She was handling his old ball mitt—
Bob was a Sox fan you know,
I never figured why—I liked the Cubs.
But—well, the bell rang, and there it was,
I don't think I cried . . . too stunned.
Like somebody smashed my chest.
Hadn't any breath.
A little bird lit on the window-sill—
Then I could hear Bob—a little shaver—
Piping a poem about a "birdie's bill."
And now . . .

Look . . . mother and I want to win this war,
We're terribly earnest about being honest . . .
With all the kids
Making "boy tracks" in lead and flame
To preserve this country of ours.
Bob's head was clear—he saw the picture.
His letters said: "Either Hitler and the Japs
Will circle the earth with bases, or we will.
"Don't be overconfident . . .
"Our enemies are putting in everything.
"We'll have to too . . .
"At home, you'll do all you can, won't you?"
Well, if it was good enough for Bob to die for,
Mother and I will skimp and scrape for it.

Bob—I didn't tell you—did I? . . .
Used almost all his pay to buy bonds.

★ ★ ★

WELL, HOW ABOUT IT? Count it up—all
you're doing to win the war. All *you're* doing to
flow food and munitions and strength to our
men who are taking all the enemy can dish
out. *It's all-out war.* Far away, sure. But only
because men who fight are fronting for us. How
about getting down to bed-rock and loaning to
the very hilt to back them up? Go into any retail
store and buy STAMPS AND BONDS (at com-
pound interest!) to assure our fighters for the
present and your future for yourself. Right now
—get *right* on the war. Will you?

This page contributed by a group of

Patriotic Rochester Sportsmen

CONVALESCING FROM A COLD?

This May Help You Get Back Your Strength

If a cold, gripe or "flu" has lowered your reserve of blood-iron, leaving you feeling weak, rundown and peevish, a good iron tonic like Gude's Pepto-Mangan can go a long way toward helping you get back your normal strength, vitality and endurance.

Pepto-Mangan helps replenish whatever iron your blood may be lacking—gives it that rich redness so essential for radiant pep, healthy color and a hearty appetite.

PEPTO-MANGAN
THE FAMOUS IRON TONIC

IN LIQUID OR THE NEW TABLET FORM WITH VITAMIN B-1

"We laugh at epidemics. We live right and eat Vitamin-rich GOLDEN CENTER WHEAT GERM regularly."



For the LIFT of your LIFE...

eat GOLDEN CENTER WHEAT GERM, Nature's super-rich source of the B-complex family. It gives you the protective, nourishing, natural Vitamins, minerals and proteins so vital for energy. A tablespoonful of this SUPER FOOD in your cereal costs less than 1¢ per day. To "keep well and feel well" eat GOLDEN CENTER WHEAT GERM for Good Health. At Grocers.

Golden Center WHEAT GERM.
TOASTED Golden Center Wheat Germ on sale at all F. G. A., A. & P., Red & White, Hart's, Star Super Markets, Wegman, and other neighborhood grocers.

Guaranteed Repairs

On All Makes

WASHING MACHINES
REFRIGERATORS
VACUUM CLEANERS etc.

Cheerful. Free Estimates Reasonable Charges Prompt Service

Stone's Appliance Shop

210 MONROE AVENUE
MONROE 6420

INCOME TAX RETURNS ARE TOUGH

But We Can Handle Them

The Rochester Sun Shopping News
INCOME TAX CLINIC IS READY TO SERVE YOU

You, no doubt, are one of the estimated 200,000 Rochesterians subject to income tax payments and you'll be glad to know that again this year the The Rochester Sun offers a complete, accurate and rapid tax return filing service. A corps of qualified experts is ready to serve you.

DON'T DELAY! ACT NOW! AVOID THE RUSH

Evening Appointment Service NOW at
93 Clinton Ave. So.
PHONE STONE 6000

CONSUMER NEWS

CHILDREN'S CLOTHES... LIKE CHILDREN — TAKE A GREAT DEAL OF ATTENTION AND CARE.

Wear and tear on children's clothes calls for special care to keep up maximum protection for winter months. It pays to study labels carefully. Unless garments are labeled pre-shrunk, you can assume that the fabric WILL shrink. Sweaters should be washed carefully in lukewarm water with mild soap, rinsed twice in water the same temperature and blocked carefully. Measure the shoulder length and width of garment and sleeves, before washing. Lay on a flat surface to dry, stretching or shrinking in the garment to fit the measurements. A window screen stretched between two chairs is an excellent place to dry it. It will dry in much less time since air can circulate all around it — or — block by pulling over the ironing board at the right width according to the measurements is another practical method.

Reinforcing new garments at vulnerable points such as the plackets where there is extra strain and on seam finishes will lengthen the life of many cheaply produced war-time garments. Fasteners should also be reinforced for better service and to prevent loss of buttons, etc.

Washing Corduroys. Due to the scarcity of wool materials, cotton corduroy has become a favorite for cold weather. Fortunately many corduroys can be washed. Washable corduroy garments have labels giving special instructions for washing. If you did not keep the directions and are not sure whether the color will hold — try and take a small sample somewhere from the suit and test it.

Cotton corduroy needs gentle washing. Use lukewarm water and gentle suds. Squeeze the water through the fabric, but don't twist it, rub or mash it. If the garment is very soiled, work it up and down in the suds, or even in two sudsy waters, but don't rub. Rinse in lukewarm water two or three times. Then lift the suit from the water but don't wring it. Put on hangers to dry, with the water running down the nap. Dry out of doors in a stiff breeze if you can.

Drying will naturally be slow, since you can't wring any of the water out. When practically dry, brush well. Brush with the nap of the fabric, to help smooth it down. If you press corduroy iron it on the wrong side, over a thick towel.

Braised Ox-Joints



A hearty winter dish is this platter of browned, tender ox joints, meaty and delicious, served in savory style with well-cooked vegetables and a rich brown gravy.

Buy an oxtail and have it cut into 2-inch sections. Weight will be about 2 1/4 pounds. Wipe joints with a damp cloth. Roll in flour. Brown joints and 1 cup of diced onion in 3 tablespoons drippings. Add 2 teaspoons salt, 1/4 teaspoon pepper, 1 tablespoon vinegar and 2 cups of hot water. Cover. Simmer 3 hours. Add 2 large carrots, diced, 1 cup diced celery, a green pepper, diced, and 4 medium potatoes, peeled and halved. Cover and bring to boiling point. Simmer three-quarters of an hour. Place vegetables on hot platter, top with joints and thicken broth for gravy if desired. Pour brown gravy over meat and vegetables and serve hot. Serves 4 to 5.

Meat and Potatoes De Luxe Style

Yield: 6 servings

- 6 tbs bacon drippings
- 2 1/2 c diced raw potatoes
- 2 tbs chopped parsley
- 3 tbs chopped celery
- for 1/2 teaspoon celery salt
- 1 clove garlic
- 2 tbs flour
- 2 c milk
- 1 sliced cooked meat
- 1/4 t pepper
- 1/2 t salt

Melt bacon drippings in heavy skillet. Add potatoes, parsley, celery, and garlic and brown well. Remove vegetables. Add flour to bacon drippings in heavy skillet. Pour milk in gradually, stirring constantly. Add ground meat, pepper, and salt. Add the browned vegetables (except the garlic clove). Heat. Serve piping hot.

Lamb-Apple Topper

Yield: 4 servings

- 1/2 pound diced lamb
- 1 tablespoon fat
- 3 whole cloves
- 2 cups sliced tart apples
- 2 tablespoons water
- 1 teaspoon grated lemon rind
- 1/2 cup dry bread crumbs
- 1/4 cup brown sugar

Season lamb and brown in hot fat. Place in shallow baking dish, add cloves and cover with sliced apples. Add water, lemon rind, and salt as desired. Top with crumbs, then sugar. Cover. Bake in moderate oven (350 degrees F.) 30 minutes, then bake uncovered 15 minutes.

Sausage Queries

Q. Should the skins of link sausage be pricked before cooking?

A. The skins should not be pricked either before or during cooking, because the skin tends to hold in the fine full flavor and juices of the meat. Then too, an unbroken skin makes a better looking finished product. One tip on cooking sausage to prevent breaking the skins is to turn them with kitchen tongs, or a spoon, rather than using a fork.

Q. Our church always has a harvest festival, and the supper of flapjacks and sausage is cooked by the men. Will you tell us how to cook sausages in large quantities and how to keep them hot until serving time?

A. For large quantity service, we recommend baking the sausages in the oven. Lay links or patties in large baking pans, and bake uncovered in a hot oven (400 degrees F.) about 30 minutes. Turn once to brown both sides.

If there aren't adequate cooking facilities where the dinner is to be served, we suggest having several people bake sausages at home and keep them hot in a portable electric roaster or thermos container. In this way sausages will stay hot and good for an hour. (Need we mention that fresh pork sausages should always be thoroughly cooked?)

Brilliant but conservative bead embroidery or fur are the trimming for velvet this season.

If you are married and together with husband and wife had an income of \$1200 or more in 1943 you must file an Income Tax Return before March 15th

Paint Protects Property

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.
39c WITHOUT ROLLER 29c

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 **\$1875**

LUCAS PAINT STORE

80 St. Paul St. FREE PARKING Main 2090

No More "OH PRETTY PLEASE" AT BREAKFAST FOR MRS. T!

SHE DISCOVERED NEW CREAM OF RICE —SERVES IT DIFFERENT WAYS EACH DAY. THEY LIKE IT **BETTER THAN WHEAT!**

WONDERFULLY DIGESTIBLE!
A wonderful way to start the day! It's so creamy, so easy to digest, it's recommended by doctors as babies' first solid food. Recommended for people who suffer from wheat or corn allergies.

WONDERFUL ENERGY SOURCE!
Packed with plenty of energy value—it turns into energy fast. Cream of Rice is ideal for active people— youngsters who play hard, oldsters who work hard.

WONDERFULLY DELICIOUS!
Blends with any fruit. Smother it with syrup. Rain raisins on it. Serve it with chopped-up prunes, brown sugar or molasses. A different way every day!

CREAM OF RICE

CREAM OF RICE
FORTIFIED TO WHOLE GRAIN LEVELS

CREAM OF RICE
FORTIFIED TO WHOLE GRAIN LEVELS
Ready in 5 Minutes

Mothers tired of urging their families to eat nourishing breakfasts should turn the whole matter over to Cream of Rice. Smooth, creamy, delicious spoonfuls of this new fast energy cereal will speak more eloquently than any words. And it's so good for everyone—fortified to whole grain levels with Vitamin B1, G, Niacin plus the mineral iron. Think how important that is to all your families to combat vitamin deficiencies that make people feel listless, tired, blue and rundown. See how pleasant breakfasts really can be—with everybody acting hungry. Get Cream of Rice today!

Product of Creamery Store Products Sales Co., Inc., New York.

Wegmans
HOME OWNED SUPER MARKETS

THE LOWEST OPA CEILING PRICES IN THIS COMMUNITY

- DELICIOUS ASSORTED
- LAYER CAKES . . . ea. 37c**
 - OVEN-FRESH
 - APPLE PIES . . . ea. 25c**
 - LARGE JUICY FLORIDA
 - ORANGES doz. 29c**
 - GRADE A, ALL WHITE
 - EGGS med. 39c doz. lge. 49c**

Tender Young Roast

PORK LOINS

29c lb.

- BREAKFAST OF CHAMPIONS
- WHEATIES . . 2 pkgs. 19c**
 - WEGMANS COFFEE
 - KILBOURN HALL . lb. 23c**
 - FLAVORFULL CRACKERS
 - CRAX lb. pkg. 15c**
 - TALL CAN VAN CAMPS
 - MILK 6 cans 59c**
 - FANCY TENDER
 - FRESH FOWL . . . lb. 40c**
 - GENUINE SPRING
 - LEGS O' LAMB . . lb. 39c**
 - PRIME STANDING
 - RIBS O' BEEF . . lb. 32c**
 - SHANK HALF
 - FRESH HAMS . . lb. 34c**

TENDER FRESH CALIFORNIA

BROCCOLI

27c Bunch

Wegmans
HOME OWNED SUPER MARKETS

FREE PARKING FOR CUSTOMERS

Shopping News Pattern



No. 2045—Congenial Two-Piece, Sizes 10 to 40. Size 16, 3 yds. 54-in. fabric for the jacket and skirt.
No. 2020—A very festive frock, Sizes 10 to 20. Size 16, 3 1/2 yds. 39-in. fabric.
No. 2005—Child's dress, Sizes 2 to 10. Size 4, 2 1/4 yds. 35-in. fabric for dress and panties. No. 2004. Doll, 13 inches tall and complete wardrobe.
No. 2034—Bull for action, Sizes 12 to 20. Size 16, 2 1/2 yds. 54-in. fabric, jumper; 1 1/2 yds. 39-in. fabric, blouse.
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.

South Side Republican Club Plans Banquet

Third annual banquet of the Union League club has been planned for next Tuesday at 7 p. m. at the clubhouse, 290 Gregory St.

William J. Farnung will be toastmaster, Carl Diehl, chairman, and Irving Drew, co-chairman.

Installation of new officers recently elected will be installed by the club at the banquet. The Union League claims to be one of the oldest Republican groups in the country.

Here are the new officers:
William Pundt, pres.; Irving Drew, Peter Manning, Edgar Bastian, vice-pres.; Harry Bareham, sec.

CHILDREN'S COLDS' COUGHS SORE CHEST MUSCLES SWEEPING THROUGH CITY

Mothers are reporting relief with Grandma's type of medication. Now that colds everywhere are bringing children's coughs and sore chest muscles, remember what many modern mothers have learned from Grandmas. Grandma used nuxin and it acted like a warming plaster to stimulate circulation right where rubbed on. (2) Inside, comforta cold-irritated nose and throat passages with its medicated vapors. Penetro is stainless, clean, white and pleasant-tasting, double size 35c. For total relief from these miseries of a cold demand Penetro.

USED PORTABLE SEWING MACHINE

THIS MACHINE IS LIKE NEW COMPLETE WITH ATTACHMENTS AND INSTRUCTIONS

ALSO A FINE SELECTION OF ELECTRIC CABINET MODELS AND TREADLES

SINGER SEWING CENTER

47 East Avenue Stone 7006

Century Theatre Sponsors Baby Beauty Contest

A triple-threat aid to the Fourth War Loan Drive is the idea conceived by the management of the Century Theatre.

Idea of the contest is to choose Rochester's most beautiful child under five years of age and the method of choosing the winner will be by voting of bond buyers. Each bond purchased at the Century Theatre will entitle the purchaser to cast votes for his or her favorite.

Entrance in the contest will be made by the submission of a photograph of the child to either the Century Theatre or the Rochester Sun Shopping News office. All photographs will be displayed in the Century Theatre lobby so that voters may choose their favorites.

And that's where the triple threat comes in. Each time a bond is purchased the buyer will have gained a good investment for future financial gain; he will have helped his government to meet the drive's quota; he will be helping his favored contest candidate to first place.

Complete rules, regulations and details of the contest will be found in an announcement on Page 11 of this paper.

War Bond Sales Drive Mapped By Bowlers

Rochester Bowling Association directors, meeting last Sunday, discussed plans for the Fourth War Loan Drive and the raising of funds for the Bowlers' Victory Legion.

Secretary Ed Wilder reported that the RBA has to date raised \$1,600 for The Victory Legion, a figure far short of the goal. Consequently, bowlers will be requested to increase donations as much as possible during the next few weeks. Arrangements were also made for pinmen, buying bonds independently, to purchase them from RBA Treasurer Clay Kaul of the Union Trust Company. Such purchases will be credited to RBA.

An agreement was reached at the meeting to send an RBA-sponsored team to the New York State Tournament at Utica, for which Wilder has dates available, and the directors reapproved their former policy permitting city tournament entrants to bowl twice in five-man competition.

Washington hears that poultry, eggs and tobacco won't be rationed.

East High Night School Begins New Term

Offering the only classes in the city's night schools leading to a high school diploma, the East High Evening School begins its new term next Monday. School will be in session each week night Monday through Thursday from 7 to 10 p. m. with a wide variety of study subjects.

In addition to regular high school subjects special classes in dramatics and public speaking, secretarial and business management, blue print reading, home economics, etc., are offered.

Jan. 28, 8 P. M.
Two Great Stars!
Lauritz **MELCHIOR**
Astrid **VARNAY**
in Joint Song RECITAL
Direct from the Metropolitan Opera
SEATS NOW:
\$1.10, \$1.38, \$1.65, \$2.20, \$2.75.—Tax incl.
EASTMAN THEATER
of the University of Rochester

Tickets On Sale Here
ICE FOLLIES
Buffalo Memorial Auditorium
Jan. 25th Thru 30th
Phone Orders Accepted Stone 527
WYDLER TRAVEL SERVICE
328 MAIN ST. E. Open 'til 6 P. M., Except Sat.

Greatest Show Ever Put On Ice
Buffalo Memorial Auditorium
JAN. 25 THRU 30
Matinee Sun., Jan. 30
The Shipsteads and Johnson
ICE FOLLIES OF 1944
Choice Seats on Sale in Rochester at
KALBFLEISCH TRAVEL AGENCY
Lincoln-Alliance Bank Bldg.
WYDLER TRAVEL SERVICE
328 E. Main St.
Prices \$1.10, \$1.35, \$2.20, \$3.00, 7.50 Inc.
Mail Orders Being Accepted at Buffalo Hockey Club, 174 Post St., Buffalo
NO OTHER ICE SHOW IN BUFFALO AUDITORIUM THIS SEASON

COME IN AND SELECT CHOICE SEATS DIRECT FROM FLOOR PLAN
ICE FOLLIES
KALBFLEISCH TRAVEL AGENCY
Lincoln Alliance Bank Bldg., Main cor. Stone St.
Stone 875
Buffalo Memorial Auditorium
JAN. 25th thru Jan. 30th
MATINEE, JAN. 30th
Tickets On Sale Here

Win Tickets To See
LOEW'S
MGM presents
Greer GARSON-PIDGEON
in "MADAME CURIE"
with Henry TRAVERS • Albert BASSERMAN • Robert WALKER • C. Aubrey SMITH • Dame May WHITTY • Victor FRANCON • Elsa BASSERMAN • Reginald OWEN • Van JOHNSON • Margaret O'BRIEN
Name three pictures Greer Garson and Walter Pidgeon appeared in. The first twenty-five persons answering correctly will be awarded a pass to see Madame Curie. Address: Conrail Station, Rochester Sun—Shopping News, 93 Clinton Ave. S., Rochester 2, N. Y. All entries must be received by noon, Monday, January 24th.

THE SPORT SHOP'S ANNUAL CLEARANCE

The Sport Shop's policy is not to carry over merchandise until the next season, hence these drastic reductions on our high quality sportswear.

GIRLS-LADIES BOXY 100% WOOL SWEATERS under \$10.00 uses to \$7.00 \$3	GIRLS-LADIES BLOUSES Values to \$5.00 \$2	SHIRTS All Wools—Part Wools Values to \$6.00 \$3	Jumpers-Dresses Values to \$12.00 Your Choice \$4
ODD LADIES WINTER JACKETS Wool—Gabardines Values to \$12.00 \$5	MEN'S Reversible Coats & Jackets \$6	MEN'S McGregor Sweaters Values to \$5.00 \$2.65	
GIRLS-LADIES 100% WOOL SUITS Values to \$35.00 balance of the Stock \$16	WINTER COATS 100% WOOL Chesterfield Boy Coats & Fitted Coats Values to \$30.00 \$19	ODD LADIES SPORT JACKETS Values to \$10 \$4	ODD MEN'S SPORT SHIRTS Values to \$5.00 \$2

Attack Buy An Extra Bond Today
THE SPORT SHOP
23 CLINTON AVE. 50.
Opposite The Seneca Hotel
Join The MARCH OF DIMES, Fight Infantile Paralysis

DAW'S ORIGINAL CUT-RATE DRUGS
9-Oz. Glass TUMBLERS
With Non-Chip Edge
3 For 10c
DOZEN 39c
Gleaming, crystal - clear table tumblers for every purpose. Popular 9-ounce size - non-chip edge.

56 TOM SO. TEMPLE BLDG.	31 MAIN ST. E. CORNER ADAMS ST.	353 MAIN ST. E. 1000 FROM STILLSON	452 RIDGE RD. CORNER DEWY	880 MAIN ST. W. AT BULLS HEAD	4003 MAIN ST. W. JUST OFF MAIN	539 MONROE AVE. NEAR GOODMAN
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Can Do It **4th WAR LOAN AGAIN!**
BUY MORE BONDS
WITH THIS COUPON
DILET TISSUE
HY-TEX QUALITY
1000 Sheet Rolls
5c
(Limit of 6 Rolls)
DAW'S COUPON
COTTON-KNITTED DISH CLOTHS
3 For 8c
(Limit of 6)

MILK OF MAGNESIA
U. S. P. Full Pint
12c
WESTINGHOUSE MAZDA BULBS
Choice of 25-40-60 Watts
10c each
100-Watt Size 15c
150-Watt Size 20c

WASH CLOTHS
FULL-SIZE — PASTEL COLORED
COLORS GUARANTEED FAST
3 For 17c
Limit of 12
DAW'S COUPON
WAX PAPER
LARGE, 125-FOOT ROLLS
In Cutter Edge Box
EXTRA HEAVY
13c
(Limit 2 Rolls)

HILLIP'S DOTH PASTE
25c Size
12c
ATTERIES
PENLIGHT SIZE
1.5c 2 For **11c**
PAPER TOWELS
50 Each roll
2 For 15c

VIMMS
--6 VITAMINS
--3 MINERALS
ALL IN ONE TASTY TABLET
VIMM's contain Vitamins A, B-1, B-2, P-P, C, D and Calcium, a Phosphorus and Iron.
Box of 24 **49c**
Box of 96 \$1.69
Box of 288 \$4.79

FITCH'S SHAMPOO
75c Size
59c
BORAXO CLEANSER
1.00 Size
2 For 21c
ICE-MINT
The very touch of this white stainless ointment is soothing and cooling to
TIRED BURNING FEET
Fine, too, to soften and relieve pain of STINGING CALLOUSES
Reg. size jar 43c
Large jar 77c
27c, 44c

Allen's Foot-Ease
For tired, burning feet, just sprinkle on feet and in shoes. Also for perspiration, prevents foot odors. Nothing like it to help new or tight fitting shoes fit easily.
27c, 44c
WIS Extra-Value COUPON
CHEN BAGS
Large, washable, heavy duty, suitable for artificial silk, rayon, polyester, etc. Machine washable. No ironing. No dry cleaning.
Pkg. of 10 **8c**
DAW'S Extra-Value COUPON
FOUNTAIN PEN INK
Large 15c Size
8c
DAW'S Extra-Value COUPON
VANILLA FLAVOR
(IMITATION)
LARGE 25c Size
8c
DAW'S Extra-Value COUPON
DUZ
LARGE 25c BOX
19c
(Limit of 1)

DAW'S Extra-Value COUPON
WAXED
Large, washable, heavy duty, suitable for artificial silk, rayon, polyester, etc. Machine washable. No ironing. No dry cleaning.
Pkg. of 10 **8c**
DAW'S Extra-Value COUPON
WAXED
Large, washable, heavy duty, suitable for artificial silk, rayon, polyester, etc. Machine washable. No ironing. No dry cleaning.
Pkg. of 10 **8c**

CONVALESCING FROM A COLD?

This May Help You Get Back Your Strength

If a cold, gripe or "flu" has lowered your reserve of blood-iron, leaving you feeling weak, run-down and peevish, a good iron tonic like Guide's Pepto-Mangan can go a long way toward helping you get back your normal strength, vitality and endurance.

essential for radiant pep, healthy color and a hearty appetite. Recommended by many doctors and used with great benefit by thousands of men, women and children whose blood is deficient in iron. Ask your druggist for—

PEPTO-MANGAN
THE FAMOUS IRON TONIC
IN LIQUID OR THE NEW TABLET FORM WITH VITAMIN B-1

"We laugh at epidemics. We live right and eat Vitamin-rich GOLDEN CENTER WHEAT GERM regularly."



For the LIFT of your LIFE...



eat GOLDEN CENTER WHEAT GERM, Nature's super-rich source of the B-complex family. It gives you the protective, nourishing, natural Vitamins, minerals and proteins so vital for energy. A tablespoonful of this SUPER FOOD in your cereal costs less than 1¢ per day. To "keep well and feel well" eat GOLDEN CENTER the WHEAT GERM for Good Health... At Grocers.

Golden Center WHEAT GERM.
TOASTED

Golden Center Wheat Germ on sale at all I. G. A., A & P, Red & White, Hart's, Star Super Markets, Wegman, and other neighborhood grocers.

Guaranteed Repairs

On All Makes

WASHING MACHINES
REFRIGERATORS
VACUUM CLEANERS etc.

Cheerful, Free Estimates Reasonable Charges
Prompt Service

Stone's Appliance Shop

210 MONROE AVENUE
MONROE 6420

INCOME TAX RETURNS ARE TOUGH

But We Can Handle Them

The Rochester Sun Shopping News
INCOME TAX CLINIC
IS READY TO SERVE YOU

You, no doubt, are one of the estimated 200,000 Rochesterians subject to income tax payments and you'll be glad to know that again this year the The Rochester Sun offers a complete, accurate and rapid tax return filing service. A corps of qualified experts is ready to serve you.

DON'T DELAY! ACT NOW!
AVOID THE RUSH

Evening Appointment Service NOW at
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CONSUMER NEWS

CHILDREN'S CLOTHES... LIKE CHILDREN - TAKE A GREAT DEAL OF ATTENTION AND CARE.

Wear and tear on children's clothes calls for special care to keep up maximum protection for winter months. It pays to study labels carefully. Unless garments are labeled pre-shrunk, you can assume that the fabric WILL shrink. Sweaters should be washed carefully in lukewarm water with mild soap, rinsed twice in water the same temperature and blocked carefully. Measure the shoulder length and width of garment and sleeves, before washing. Lay on a flat surface to dry, stretching or shrinking in the garment to fit the measurements. A window screen stretched between two chairs is an excellent place to dry it. It will dry in much less time since air can circulate all around it — or — block by pulling over the ironing board at the right width according to the measurements is another practical method.

Reinforcing new garments at vulnerable points such as the plackets where there is extra strain and on seam finishes will lengthen the life of many cheaply produced war-time garments. Fasteners should also be reinforced for better service and to prevent loss of buttons, etc.

Washing Corduroys.

Due to the scarcity of wool materials, cotton corduroy has become a favorite for cold weather. Fortunately many corduroys can be washed. Washable corduroy garments have labels giving special instructions for washing. If you did not keep the directions and are not sure whether the color will hold — try and take a small sample somewhere from the suit and test it.

Cotton corduroy needs gentle washing. Use lukewarm water and gentle suds. Squeeze the water through the fabric, but don't twist it, rub or mash it. If the garment is very soiled, work it up and down in the suds... or even in two sudsy waters, but don't rub.

Rinse in lukewarm water two or three times. Then lift the suit from the water but don't wring it. Put on hangers to dry, with the water running down the nap. Dry out of doors in a stiff breeze if you can.

Drying will naturally be slow, since you can't wring any of the water out. When practically dry, brush well. Brush with the nap of the fabric, to help smooth it down. If you press corduroy iron it on the wrong side, over a thick towel.

Braised O



A hearty winter dish is this platter and delicious, served in savory style with brown gravy.

Buy an oxtail and have it cut into about 2 1/2 pounds. Wipe joints with a joints and 1 cup of diced onion in 3 tablespoons, 1/2 teaspoon pepper, 1 tablespoon Cover. Simmer 3 hours. Add 2 large green pepper, diced, and 4 medium p and bring to boiling point. Simmer vegetables on hot platter, top with desired. Pour brown gravy over m. Serves 4 to 5.

Sausage Queries

Q. Should the skins of link sausage be pricked before cooking?

A. The skins should not be pricked either before or during cooking, because the skin tends to hold in the fine full flavor and juices of the meat. Then, too, an unbroken skin makes a better looking finished product. One tip on cooking sausage to prevent breaking the skins is to turn them with kitchen tongs, or a spoon, rather than using a fork.

Q. Our church always has a harvest festival, and the supper of flapjacks and sausage is cooked by the men. Will you tell us how to cook sausages in large quantities and how to keep them hot until serving time?

A. For large quantity service, we recommend baking the sausages in the oven. Lay links or patties in large baking pans, and bake uncovered in a hot oven (400 degrees F.) about 30 minutes. Turn once to brown both sides.

If there aren't adequate cooking facilities where the dinner is to be served, we suggest having several people bake sausages at home and keep them hot in a portable electric roaster or thermo container. In this way sausages will stay hot and good for an hour. (Need we mention that fresh pork sausages should always be thoroughly cooked?)

Brilliant but conservative head embroidery or fur are the trimming for velvet this season.

No More "OH PA" AT BREAKFAST FOR

BETTER THAN WHEAT!

SHE DISCOVERED NEW CREAM OF RICE — SERVES IT DIFFERENT WAYS EACH DAY. THEY LIKE IT

WONDERFULLY DIGESTIBLE!
A wonderful way to start the day! It's as creamy, so easy to digest, is recommended by doctors as babies' first solid food. Recommended for people who suffer from wheat or corn allergies.

WONDERFUL ENERGY SOURCE!
Packed with plenty of energy value—it turns into energy fast. Cream of Rice is ideal for active people—youngsters who play hard, oldsters who work hard.

WONDERFULLY DELICIOUS!
Blends with any food. Sauté with eggs, Rain raisins on it. Serve it with dropped-up prunes, brown sugar or molasses. A different way every day!

Mothers tired of urging their families to eat nourishing breakfasts should turn the whole matter over to Cream of Rice. Smooth, creamy, delicious spoonfuls of this new fast energy cereal will speak more eloquently than any words. And it's so good for everyone—fortified to whole grain levels with Vitamin B₁, G. Niacin plus... Think how important families to combat that make people thin and run-down. See how pleasant be—with every bowl Get Cream of Rice

Product of Conroy Stone Products Sales Co., Inc., Ne

Bette Davis Shares Top Billing With Miriam Hopkins At Regent

"Old Acquaintance," adapted from the successful Broadway production of the same name by John Van Druten, starring Bette Davis and Miriam Hopkins, is the new screen fare now being presented at the Regent Theatre.

The new Warner Brothers picture features Gig Young, John Loder and Dolores Moran. Directed by Vincent Sherman, "Old Acquaintance" is the story of two women, complete opposites as to character and intelligence, whose lives run parallel in the course of many years.

For the co-feature, "Find the Blackmailer" is the clueless, baffling, and startling mystery of the "Shake-Down" murders, starring Jerome Cowan and Faye Emerson.

14th Ward Women Republicans Install New Officers

New officers were installed recently by the 14th Ward Women's Republican Club at the Erie Social Club rooms.

The following will serve for 1944: Mrs. Isaac Russell, pres.; Mrs. Alice Russell and Mrs. Ralph Hutchings, vice-pres.; Mrs. John Wahl, treas.; Miss Margaret Doe, rec. sec.; Miss Francis Young, cor. sec.; Mrs. Wm. Burden, publicity; Mrs. Irving Drew, Mrs. Velma Ring and Mrs. Wm. Murdock, auditors.

Dot-Dot-Dot-Dash, the Victory symbol, has now become the motif for one of the prettiest prints to be introduced very shortly. The model shown was a navy with pink pattern, made as a coat dress with collarless V-neckline. The design, running in horizontal stripes, is good for the very tall woman.

Swoon-Crooner Stars In Capitol Film

Based on the Broadway musical comedy success of the same name, RKO Radio's "Higher and Higher," starting at the Capitol Theatre today presents a cast headed by Michele Morgan, Jack Haley, and the one and only Frank Sinatra, in a rollicking and tuneful story of a synthetic debutante and what happens to her.

Leon Errol heads the featured cast as a penniless playboy in whose ornate Fifth Avenue mansion all the happenings take place, and eight Jimmy McHugh-Harold Adamson songs plus a flock of romantic mixups keep things moving.

Marcy McGuire, Paul and Grace Hartman, Victor Borge, Doolley Wilson and Barbara Hale also have important roles. In the companion feature two of Hollywood's top-flight players, James Cagney and Bogart, are seen together in Warner Bros.' "The Oklahoma Kid." Rosemary Lane and Donald Crisp head the supporting cast of this popular thriller of the old West.

FLOWER CITY CIRCLE

Flower City Circle, No. 464; Companions of the Forest of America, will conduct a party, next Monday night after a short business meeting at the Ukrainian Civic Center, 831 1/2 Joseph Ave.

Where to Play BINGO!

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

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 N. Fitzhugh St.
TUES. 8:15 P. M.
REG. GAMES \$6.00
WED. AFTERNOON REG. GAMES \$3.00

WEGMAN HALL

371 E. MAIN ST.
SUNDAY NIGHT REG. GAMES 25 GAMES \$5-\$10 \$15
MONDAY NIGHT REG. GAMES 25 GAMES \$5-\$10
AFTERNOON GAMES 1.30
WEDNESDAY FRIDAY SATURDAY \$5 & \$10
EARLY BIRD SPECIAL AT EACH GAME

PARK HALL

JEFFERSON AVE. AT PLYMOUTH
THURSDAY 23 GAMES ON BOARD \$6-\$7-\$8 JACKPOT \$180 — 1 FULL BOARD \$20
FRIDAY 23 GAMES ON BOARD \$6.00 1 Full Board \$15.00 SPECIAL FRI. JACKPOT \$170
SATURDAY \$10.00
ALL GAMES → JACKPOT \$185 If Not Claimed Thursday
WATCH FOR OUR BIG VALENTINE PARTY
ADMISSION 28c, Tax Inc.

CARPENTER HALL

113 N. FITZHUGH ST.
THURS. REG. GAMES 8:15 \$10 Guaranteed
FRI. 1:30 23 GAMES \$5.00
SAT. EVE. 8:15
SUN. 2:30 23 GAMES \$5.00
FRI. - SUN. JACKPOT \$24.00
ADMISSION 25c — Plus Tax
Extra Triple Boards 25c — Books 25c

K of C DELUXE BINGO

MON. NITE at the K of C • BINGO
EVERY MONDAY NITE \$1000.00 IN CASH
EXTRA BOARDS 25c PLAY ALL GAMES
25 GAMES — \$20 MIN. PRIZE — ADM. \$1.10 TAX INCL.
SPECIAL VALENTINE PARTY, FEB. 14 OVER \$1200 CASH PRIZES
PURCHASE TICKETS IN ADVANCE AND SAVE NO INCREASE IN PRICE OF ADMISSION
K of C DELUXE BINGO 50 CHESTNUT ST.

TOWNER HALL

WEDNESDAY \$250 IN PRIZES
SPECIALS 4, 5 & 6 WAYS
THURSDAY SPECIAL 23 On Board And 23 Ways On Special
50 GAMES
SATURDAY - TOWNER - REXY
ALL REGULAR GAMES \$10-\$12
JACKPOT \$100 CONSOLATION PRIZE \$25
SUNDAY, JAN. 23rd
Reg. Games \$7.00 Specials 4 & 5 Ways \$7 & \$8

HOLLYWOOD

35 PULLMAN AVE.
TUESDAY NIGHT ALL REG. GAMES AND SPECIALS \$700
Wednesday - Thursday - Friday REGULAR GAMES \$5.00 SPECIALS 4 - 6 WAYS
SATURDAY SPECIALS REG. GAMES \$10 \$5 - \$6 - \$7
REG. GAMES \$7 SUNDAY SPECIAL \$7 — SPECIALS \$7 and \$8
COUPON \$4.50 Buy 4 tickets (one board and one of special) for you FOR YOU
SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY All Games \$7 JAN. 25th
COUPON \$4.50 Buy 4 tickets (one board and one of special) for a friend FOR A FRIEND

Buy WAR BONDS Today



to own that DREAM HOUSE To-morrow

It will be the home you have always dreamed of with many new comforts and conveniences. New streamlined ranges, refrigerators and other household appliances. Buy WAR BONDS NOW to enjoy better living tomorrow.

ROCHESTER GAS and ELECTRIC

DECREES of FASHION

Night and day could well be the theme song of the fascinator brigade which has sprung up spontaneously this winter. Once considered a country cousin, the wool scarf has been glorified through fine, lacy weaving in brilliant colors to accompany the finest fur coat happily to opera and theater as a beautiful head-dress. Drape gracefully, as



Jeri Sullivan suggests, and hold in place at the brow with invisible hairpins for evening wear. The wool filament may also be tied over the hat like a veil on windy days and tucked inside the coat collar to give dual service of warmth and anchorage. All of which goes to prove that materials need not be stodgy to be practical.

"The quickest road to happiness and good looks is to do your chores, regardless of their nature, in a manner that interests and excites you," advises Kate Smith. If it's exercise you want, discard dull bending, stretching routines for a sport you enjoy, like swimming, tennis or bowling. Even housework can be a lark and not a drudgery if approached with the proper frame of mind. Miss Smith contends it's not the thing you do but your method of doing it that earns the "interesting" or "monotonous" label and measures the degree of success attained.



Kate Smith

Who Is Rochester's BOND BABY?



CENTURY THEATRE OFFERS \$100.00 WAR BOND For the Winner of

CENTURY THEATRE BABY BEAUTY BOND CONTEST

Calling all babies — red heads, blondes, brunettes, curly heads, even those with fizzes as a topper, boys and girls not over 5 years of age, to enter the Century Theatre Baby Beauty Bond Contest being conducted in conjunction with the 4th War Loan Drive. The Century Theatre is offering \$100.00 in bonds as prizes for Rochester's most popular babies. First Prize \$100.00 bond second and third prize 25.00 bond each. The contest will be conducted via votes, starts immediately. Every time a person buys \$25.00 in bonds at the Century Theatre, he or she will receive a 100 votes to cast for a favorite youngster whose photograph will be among the many others displayed in the Century Theatre Lobby. Purchases of higher than \$25.00 bonds will receive votes in proportion — in other words a \$100.00 bond equals 400 votes.

Parents and guardians are invited to enter their babies' photographs in this contest immediately. Application blanks and rules of contest are now available. There is no entry fee — it's absolutely free — simply bring a 5x7 inch photograph of the baby to the Century Theatre and fill out an application blank. No admission is required to enter the contest or to purchase bonds or to cast votes for contestants. Photo entries close Wed., Feb. 15, 1944.

Rules

CENTURY THEATRE BABY BEAUTY BOND CONTEST

Winning babies determined by number of votes received.

All babies' photographs with applications must be entered at Century Theatre or Roch. Sun office before Wed. Feb. 15, 1944 at midnight.

This contest limited to babies not over five (5) years of age. No photographs returned. All photographs entered become the property of the Century Theatre.

It is also understood that babies' photographs and all necessary information may be used by the Century Theatre for reproduction, display and advertising purposes in any manner whatsoever in connection with contest.

100 votes will be given for each \$25.00 in "E" bonds purchased at the Century Theatre.

Voting starts immediately.

All vote certificates must be deposited in ballot box in lobby of Century Theatre.

Employees of Century Theatre and their families are not eligible. No admission is required to enter your baby or to purchase bonds, or to cast votes for contestants.

Vote certificates issued only at the time of bond purchase. Winning babies will be determined by number of votes received. In case of tie the beauty will be considered. Judges decision final. Winners will be announced on Mar. 1, 1944.

ENTER YOUR BABY NOW!

Rules To Give Your Powder Puff A Longer Life

- (1) Keep the puff in a tightly sealed compact or box when not in use, to prevent contamination from the dust particles in the air or dirt from other sources.
- (2) Don't use a puff to apply powder until you've cleansed the skin. Preferably this should be a thorough clean-up with cleansing cream, etc., in preparation for a completely fresh make-up. If this isn't feasible, then at least wipe your face with a tissue to remove surface dust before powdering.
- (3) Wash powderpuffs in luke-warm water with mild soap, slosh them around in the lather, and squeeze them in and out till they are freshly colored as new. Rinse in clean water and pat into shape to dry thoroughly before using.

It is important to make the present supply last as long as possible because today more women workers in business and industry rely on powder to enhance their appearance, protect their faces from harmful dust, and prevent chafing. The powderpuff is the only satisfactory means by which the powder can be applied quickly and economically. Because of other current demands for the cotton yarn needed to make the puffs, manufacturers have been searching for other materials. But to date they have found no substitute that will provide as satisfactory an article at a comparable price. Until such a substitute is found or until more yarn becomes available, women should cooperate by conserving the existing supply.

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

THE SPORT SHOP'S ANNUAL CLEARANCE

The Sport Shop's policy is not to carry over merchandise until the next season, hence these drastic reductions on our high quality sportswear.

GIRLS-LADIES BOXY 100% WOOL SWEATERS Counter Solved Values to \$7.00 \$3	GIRLS-LADIES BLOUSES Values to \$5.00 \$2	SHIRTS All Wools-Part Wools Values to \$6.00 \$3	Jumpers-Dresses Values to \$12.00 Your Choice \$4
ODD LADIES WINTER JACKETS Wools - Gabardines Values to \$12.00 \$5	MEN'S Reversible Coats & Jackets \$6	MEN'S McGregor Sweaters Values to \$5.00 \$2.65	
GIRLS-LADIES 100% WOOL SUITS Values to \$25.00 Balance of Our Stock \$16	WINTER COATS 100% WOOL • Chesterfield • Boy Coats • Fitted Coats Values to \$30.00 \$19	ODD LADIES SPORT JACKETS Values to \$10 \$4	ODD MEN'S SPORT SHIRTS Values to \$1.00 \$2

Back The Attack Buy An Extra Bond Today

THE SPORT SHOP

23 CLINTON AVE. SO.
Opposite The Seneca Hotel

Join The MARCH OF DIMES, Fight Infantile Paralysis

DAW'S ORIGINAL CUT-RATE DRUGS

9-Oz. Glass TUMBLERS With Non-Chip Edge
3 For 10¢
DOZEN 39¢
Gleaming, crystal-clear table tumblers for every purpose. Popular 9-ounce size — non-chip edge.

56 CLINTON RD. OPP. TEMPLE THEATRE
31 MAIN ST. E. CORNER KENNEDY
353 MAIN ST. E. 1000 BRGA STILLSON
452 W. RIDGE RD. CORNER DRIFT
880 MAIN ST. W. BALLS HEAD
473 H. GOODMAN JUST OFF MAIN
539 MONROE AVE. NEAR GOODMAN

You Can Do It 4th WAR LOAN AGAIN!

BUY MORE BONDS WITH THIS COUPON

TOILET TISSUE

HY-TEX QUALITY
1000 Sheet Rolls
5¢
(Limit of 6 Rolls)

SUPER VALUES
Bon-Ami Powder 15¢ size 9¢
Diamond Dyes 15¢ size 11¢
Dichloricide 1 lb. size 49¢
Water Glass Egg Preserve Quart 23¢
Old English Wax Pine Size 39¢
Pro-Tek Cream Dupont 1/2-lb. jar 29¢
Rat Nip Kills Rats 35¢ size 23¢

DAW'S COUPON

COTTON-KNITTED DISH CLOTHS

3 For 8¢
(Limit of 6)

DAW'S COUPON

WAX PAPER

LARGE, 125-FOOT ROLLS
In Cutter Edge Box
EXTRA HEAVY
13¢
(Limit 2 Rolls)

MILK OF MAGNESIA

Pure U. S. P. Full Pint
12¢

WESTINGHOUSE MAZDA BULBS

Choice of 25-40-60 Watts
10¢ each
100-Watt Size 15¢
150-Watt Size 20¢

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 recorded cases giving complete relief in a few minutes. SHERVAC is a tested product of the famous Sherman Laboratories. Safe, easy to take and costs as little as DAW'S. Almost a month's supply 69¢ at only 1¢ per tablet. Mail Orders Filled.

BARBASOL SHAVE CREAM

Tube or Jar 50¢ Size
19¢

WITCH HAZEL

Pint Bottle
18¢

WASH CLOTHS

COLORS GUARANTEED FAST
FULL-SIZE — PASTEL COLORED
3 For 17¢
Limit of 12

FOR COUGHS That Linger On

Famous FORMULA "131" relieves persistent, hacking coughs due to colds. Recommended by many satisfied users "131" has proved time and again the merit of the famous formula (Ferrous Iodide, Fluid Seed and Wild Cherry, Pleasant Tasting, soothing expectorant).
DAW'S Low Price **79¢**

PHILLIP'S TOOTH PASTE

25¢ Size
12¢

VIMMS

--6 VITAMINS
--3 MINERALS
ALL IN ONE TASTY TABLET

VIMMS contain Vitamins A, B-1, B-2, P.P., C, D and Calcium Phosphorus and Iron.

Box of 24 **49¢**
Box of 96 \$1.69
Box of 288 \$4.79

A scientifically balanced food supplement containing fish liver oil concentrated, Thiamine, Riboflavin, Nicotin Acid, Ascorbic Acid, activated Ergosterol, Calcium Pyrophosphate, Saccharin for (sweetenings) and natural and artificial flavors.

FEET ITCH?

Quick, Amusing Relief! The most effective preparation we have for the treatment and prevention of Athlete's Foot and other itching skin conditions. THYRENE is a white non-irritating and sterile cream which relieves itching and soothes the skin. It is a safe application. No unpleasant odor. Sold in a money back guarantee. For the complete relief of Athlete's Foot Itch and other itchy skin conditions, try THYRENE. It's the most effective relief you can get. DAW'S Low Price **1.39**
Reg. \$1.50 Mail Orders Filled

BATTERIES

PENLIGHT SIZE
Reg. 10¢ **2 For 11¢**

PAPER TOWELS

150 In. Each Roll
2 For 15¢

ICE-MINT

The very touch of this white stainless ointment is soothing and cooling to
TIRED BURNING FEET
Fine, too, to soften and relieve pain of
STINGING CALLOUSES
Reg. size jar 43¢
Large jar 77¢

Allen's Foot-Ease

For tired burning feet, just sprinkle on feet and rub in. Absorbs perspiration, soothes foot and relieves itching. Like it to help you on long driving hours feet rest.
27¢, 44¢

AMAZING FAST RELIEF For HEADACHE PAIN

Take ARCO TABLETS in place of Aspirin. This new relief remedy gives prompt extra effective relief because it contains PLUS 3 other widely prescribed ingredients. Most Helpful For... Or Money Back!
100 Tablets **69¢**
24 Tabs. **21¢** Mail Orders Filled
30 Tabs. **39¢**

FITCH'S SHAMPOO

75¢ Size
59¢

BORAXO CLEANSER

Large Size **2 For 21¢**

DAW'S COUPON

KITCHEN BAGS

WAXED
Large, waxed paper bags suitable for salt, sugar, flour, oil, etc. 100 bags per pack. 100% cotton lined. Heat and moisture resistant. No wax on inside. No wax on outside.
Pkg. of 10 **8¢**
Limit 3 Pkgs.

DAW'S COUPON

FOUNTAIN PEN INK

Large 15¢ Size
8¢
For office and general use. Large 1-ounce bottle. Blue, black, navy (Limit 2)

DAW'S COUPON

VANILLA FLAVOR

(IMITATION)
LARGE 25¢ 6-Oz. Size
8¢
(Limit of 2)

DAW'S COUPON

DUZ

LARGE 25¢ BOX
19¢
(Limit of 1)

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.

This Week's \$25 WINNER
Mrs. N. Frank
51 Fourth St.
WINNING CARRIER:
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Please Call at Shopping News for your award

TOTAL TO DATE
Paid by Shopping News to sustain-ing subscribers. **900**

SEVENTH YEAR—No. 12

ROCHESTER, N. Y., THURSDAY, JANUARY 20, 1944

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

Police Name Band For Annual Valentine Ball



HAL MCINTYRE

Successful in their efforts to sign Hal McIntyre and his orchestra to provide music, police redoubled their ticket sales endeavors this week for the annual Valentine Ball to be held at the New York State Armory on Monday night, February 14.

McIntyre formed his band only three years ago, but since then has had a sensational climb up the ladder of fame and is considered among the leading organizations of the country.

Deputy Chief William R. Miller, chairman of the ball committee, has announced that McIntyre will bring his full organization to the Armory, including lovely Gloria Van, as featured soloist and Al Nobel. The group recently completed a six-year engagement in Broadway's Hurricane Club.

Tickets for the Valentine Ball are now being sold at all precinct stations in the city. Proceeds will go to the Police benevolent fund.

County Towns To Be Honored By Red Cross Unit

The 19 towns of Monroe County and the outstanding service they have rendered in procuring donations of blood to the Blood Donor Service of the Rochester Chapter of the American Red Cross will be paid a tribute next Thursday, over station WHAM at 7:15 p. m.

An account of these towns' fine record of contributions, both at the center and to the Mobile Unit of the Rochester Chapter, will be given by Walter E. Hastings, chairman of the Public Information Service of the Rochester Chapter, whose talks on blood plasma are featured on "The Little Show", a WHAM program that has acquired a large audience during the 64 weeks it has been on the air.

Similar praise was also given to members of the Rochester Chapters' 21 branches and thousands of other patriotic residents of Monroe County's towns by Madison W. Pierce, chairman of the Blood Donor Service.

"During 1944", said Pierce, "the residents of Monroe County must contribute 2,400 pints of blood every week if the demands of the armed forces for life-giving blood plasma are to be met. Thanks to the patriotic residents of Monroe County, our record last year was satisfactory.

However, the imminence of new invasions and the casualties that are certain to follow mean we cannot afford to fail in this area's share of providing blood plasma," said Pierce.

Zone Number 'Speed Up' Demonstrated at Post Office



Are postal zone numbers important? How much easier and faster is the work of sorting under the new zone system is illustrated in the two photos above. At the left is Albert J. Baetzel, sorting mail in the old style case. Notice the circled sections marked NE, E, S, AG, H, P. Each represents a section of the city. To sort mail properly without the zone numbers it is necessary to know the exact location of every street in the city. That's easy for Baetzel, he's been at it for 30 years.

Now look at the new-style case at the right. Instead of N, E etc. this case is marked with zone numbers, all Clifford C. Clarke has to do is find the corresponding section number and service can accomplish just as much in the same length of time the mail is sorted. This means Clarke, a newcomer to the postal as an experienced clerk when the proper zone number is included as a part of the address.

To acquaint everyone in Rochester with the zone number of each street in the city, the People's Outfitting Company today sponsors a full page bulletin containing that information. The bulletin will be found on Page 5 and it is suggested that it be clipped and displayed in each home or place of business for ready reference.

Use of zone numbers on every piece of mail will considerably speed up delivery.

Amusements

CENTURY NOW PLAYING "WHERE ARE YOUR CHILDREN?" with Jackie Cooper and Gale Storm. Plus Basil Rathbone and Nigel Bruce in "SPIDER WOMAN"

LOEWS NOW PLAYING Greer Garson and Walter Pidgeon in "MADAME CURIE"

PALACE NOW PLAYING Alice Faye, Carmen Miranda and Benny Goodman and Orchestra in "THE GANG'S ALL HERE" in Technicolor. Plus Richard Arlen and Jean Parker in "MINESWEEPER."

CAPITOL NOW PLAYING Frank Sinatra, Michele Morgan and Jack Haley in "HIGHER AND HIGHER". Plus James Cagney and Humphrey Bogart in "OKLAHOMA KID."

HUDSON NOW PLAYING "LET'S FACE IT" with Bob Hope and Betty Hutton. Plus "SUBMARINE ALERT" with Richard Arlen and Wendy Barrie.

LITTLE 3RD BIG WEEK "CASABLANCA" with Humphrey Bogart, Ingrid Bergman and Paul Henreid

REGENT NOW PLAYING Bette Davis and Miriam Hopkins in "OLD ACQUAINTANCE". Plus "COASTAL COMMAND" with RAF Fliers

REXY SUN. MON. TUES. "WATCH ON THE RHINE" with Bette Davis and Paul Lukas. Plus "HERE COMES KELLY" with Eddie Quillan.

TEMPLE STARTS FRI. "THE BATTLE OF RUSSIA" 81 Minutes of the greatest thrill of your life. Plus "MYSTERY BROADCAST" with Ruth Terry.

Dear Daddy
Let Me Be Your VALENTINE

Children's Special THIS WEEK ONLY

CANDID PHOTOS

\$1 For a 5x7 Size Photo and 10 Natural Proofs.

STONE 5819

Brewer-Hayes Camera Portraits
251 EAST AVE. JUST A LITTLE PAST THE 'LITTLE'

CLIFFORD FUR'S JANUARY CLEARANCE

\$89.00 Opossum Dyed Skunk Black and Grey Caracul Paw Seal Dyed Coney Northern Sable Blended Muskrat Heads Black and Brown Pony	\$169.00 Black Persian Lamb Paw Let Out Baum Martin Dyed Opossum Silvertone Muskrat
\$119.00 Natural Red Fox 3/4 Black Pony Black Arabian Kidskin Grey Caracul Mouton Lamb	\$209.00 and up Sable Blended Muskrat
\$100.00 Premier Bonded Northern Seal and Mendoza Beaver Dyed Coney . . . \$105.00	\$92.50 to \$109.00 Natural Opossum
\$319.00 Pair Silver Foxes 5 Squirrel carfs Mink Tails . . . \$30.00	\$189.00 to \$198.00 Grey Persian Lamb Paw Hudson Seal

CLIFFORD FUR CO.
1283 CLIFFORD AVE.
One Block Off Portland
"Clifford Fur Sells For Less"

TERMS
YOU CAN ARRANGE
TERMS TO SUIT YOUR
CONVENIENCE

OPEN EVENINGS

STARTS TOMORROW

Two Thrilling Style-Packed Groups of Finest

DRESSES

2.90
4.50

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 and 16 1/2 TO 24 1/2
- BLACK AND ALL WANTED COLORS
- FINE RAYON CREPES, WOOLS AND WOOL MIXTURES
- POLKA DOTS, PLAIDS, PASTELS, PRINTS IN ONE AND TWO PIECE STYLES

Darling Shop
FASHION CENTER DOWNSTAIRS
190 MAIN ST. E.

The Rochester Sun

SHOPPING NEWS

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SEVENTH YEAR—No. 13

ROCHESTER, N. Y., THURSDAY, JANUARY 27, 1944

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

Earn One
of These
for Your
Window

This Week's
\$25 WINNER
Mrs. Walter D. Montagne
9 Emanon St.
WINNING CARRIER:
Dolores Barrows, 498 Conkey
Please Call at Shopping
News for your award

TOTAL TO DATE
Paid by Shopping
News to sustain-
ing subscribers, **\$930**

K. of C. Plans Degree Ceremony

Candidates in the "Sergeant Joseph H. Streb Class" of the Knights of Columbus will be given the first degree on Sunday, Feb. 6, in Columbus Civic Centre according to Grand Knight Thomas H. O'Connor.

These candidates are the first procured in the current selective membership campaign being conducted by Membership chairman Frank T. Toomey, deputy grand knight.

The 1944 class has been named after Sergeant Joseph H. Streb, first member of Rochester Council No. 178, Knights of Columbus to lose his life in the present world war. He was reported killed in action in the North Africa area on April 23, 1943.

Heading the three divisions in the membership campaign are Stephen P. Gould, Martin T. Herst and Francis Thomas. Lending assistance is George W. Vreney, field representative of the Supreme Council in New Haven, Conn.

Officers of Rochester Council will conduct the degree ritual on Sunday, Feb. 6

Songstress Coming With McIntyre Band For Police Ball



GLORIA VAN

Even if lovely Gloria Van, featured soloist with Hal McIntyre's Band, couldn't sing a note, she'd still be a big attraction "figuratively" speaking. But the charming songstress most certainly can sing and she'll be in Rochester with the McIntyre organization on Monday evening, Feb. 14 to provide musical entertainment at the annual Police Valentine Ball, to be held at the New York State Armory.

The ball, which annually is sponsored by the Police to refill the coffers of their benevolent fund, returns to the scene of its former glory after an absence of four years. Shortly after the rumblings of war were first

(Continued on Page 5)

Join The March of Dimes

A last-minute appeal to residents of Monroe County to join the "March of Dimes" was issued this week by county headquarters of the campaign of the National Foundation for Infantile Paralysis.

"The work the national foundation is doing is too important to be halted at this crucial stage for lack of funds," Louis A. Wehle, state and county drive chairman, declared.

"Every little contribution helps out. It goes into the fund, being raised all over the nation, to carry on extensive research and educational work in the field.

"One illustration of the type of research work can be seen right in Rochester where the foundation awarded a grant of \$42,000 to the University of Rochester School of Medicine and Dentistry. Only last week a grant of \$150,000 was made to the University of Pennsylvania for research."

Contributions can be made directly to Hotel Seneca headquarters, through the "March of Dimes" banks located in public places, or through birthday greeting cards to President Roosevelt, each containing room for 20 dimes, it was explained.

The drive closes next Monday, Wehle said in stressing need for contributions.

Civic To Offer Victor Herbert Program Sunday

If you were to ask the first ten people you met on the street to name their favorite American composer it is a safe bet that more than half of them would immediately designate Victor Herbert. The Irish American operetta king has a continuing hold upon the affections of music lovers which seems to abate not one whit with the passing years.

Sunday evening in the Eastman Theatre the Civic orchestra under the baton of Guy Fraser Harrison will offer an all-Victor Herbert program and it is sure to be one of the best attended concerts of the series.

Last year the All-Victor Herbert program drew a banner attendance.

Many of the best known works of the former cellist will be included as orchestral numbers and as solos and duets sung by Virginia Hand, soprano and Charles John Sullivan, tenor.

Sure to be listed on the program will be music from such Herbert operettas as "Naughty Marietta," "Babes Toyland," "The Fortune Teller," and "Sweethearts."

GERMANIA CHAPTER
Germania Chapter, O. E. S., will hold a card party on Saturday, Jan. 29 in the Masonic Temple Star Dining Room. The public is welcome.

BAN LIFTED
WPB has lifted all restrictions on the use of wool in production of clothing, draperies and upholstery fabrics. Ban continues on finer grades of alpaca except for military use.

RATIONING At a Glance NOW VALID

FOOD
No. 30 sugar coupon (expires Mar. 31)
G, H, J green coupons (expire Feb. 29)
R, S, T, U brown coupons (expire Jan. 29)
V brown coupons (expire Feb. 29)

GASOLINE
A-8 coupon (expires Feb. 8)

FUEL
Period 2 coupons (expire Feb. 8)
Period 3 coupons (expire Mar. 13)

SHOES
No. 18 coupon good indefinitely.
"Airplane" No. 1 coupon good indefinitely.

Women's State Bowling Tourney Listed Here

Annual championship tournament of the New York Women's Bowling Association will be held at Ridge Hall, beginning April 13th.

The tournament which last year was cancelled is conducted on a classified basis with three team classes, A, B, and Booster. The highest average as of January 1, 1944 is to be used in deciding class entry.

Annual meeting for delegates and members will be held at the Sagamore Hotel, Saturday, April 22, at 8:30 p. m.

Reservations for teams may be made now with midnight, March 20 closing date for entries.

TOWNSEND CLUB
Townsend Club No. 23 will meet at 668 South Ave. tomorrow at 8 p. m.

Dalton Warns Taxpayers To File Early

Taxpayers accustomed to drifting into the Federal Building at the last minute to file their Income Tax Returns will be sadly disappointed this year.

So says Frank Dalton, deputy in charge of the Rochester office, who estimates that the additional information required on the 1943 returns, due March 15th, will make it necessary for his men to spend three times as long as formerly with each client in other years most taxpayers didn't have to wait too long, but it will be different this year.

Taxpayers wishing to avoid the confusion and possible disappointment of late filing are invited to avail themselves of the convenience of The Rochester Sun Shopping News Income Tax Clinic evening appointment service.

Expert tax accountants are on hand each evening except Sunday to complete returns in minimum time and offer the assurance of accurate and capable filing. Appointments may be made by telephoning Stone 6000 or at 93 Clinton Ave. S. between 9 a. m. and 5 p. m.

'GAS' STILL SHORT

Washington authorities say chances are slender that civilians will get more gasoline in 1944. In fact, unforeseen military requirements might necessitate regional reductions.

LESS MEAT DUE

U. S. civilians will get about three-quarters as much meat in 1944 as they did in 1943, says the Department of Agriculture.

Amusements

Auditorium "THE DOUGHGIRLS" America's Reigning Laugh Hit. Mail Orders Now. Nights—Orch.: \$2.75-2.20-1.65. Loges, \$2.20. Bal. \$1.65-1.10. Pop. Mat. Orch.: \$1.65-1.10. Loges, \$1.10. Bal. 83c-55c.

CENTURY Errol Flynn in "NORTHERN PURSUIT" Plus Dickie Moore in "JIVE JUNCTION" NOW PLAYING

LOEWS Greer Garson and Walter Pidgeon in "MADAME CURIE" 2ND BIG WEEK

PALACE "DESTINATION TOKYO" with Cary Grant and John Garfield. Plus Noah Berry, Jr., in "PRAIRIE CHICKENS." NOW PLAYING

CAPITOL Deanna Durbin, Franchot Tone and Pat O'Brien in "HIS BUTLER'S SISTER." Plus Rita Brothers in "NEVER A DULL MOMENT." NOW PLAYING

HUDSON "WATCH ON THE RHINE" with Bette Davis and Paul Lukas. Plus "SALUDOS AMIGOS", a Walt Disney Technicolor Feature. SUN. AND MON.

LITTLE "CASABLANCA" with Humphrey Bogart, Ingrid Bergman and Paul Henreid. 4th BIG WEEK

REGENT Alice Faye, Carmen Miranda, Benny Goodman and his Orchestra and Phil Baker in "THE GANG'S ALL HERE" in Technicolor. Plus Lum and Abner in "TWO WEEKS TO LIVE." NOW PLAYING

REXY "LET'S FACE IT" with Bob Hope and Betty Hutton. Plus "HIGH EXPLOSIVE" with Chester Morris. SUN. MON. TUES.

TEMPLE 3 Days Only—On Stage in Person—EARL CARROLL'S VANITIES OF 1944. On Screen—Johnny Downs in "WHAT A MAN." STARTS FRI.

MONEY WORRIES QUICKLY SOLVED

Here's a modern practical way to get rid of worrisome debts and take care of unexpected expenses. If you have a lot of old medical, grocer, furniture, or other household bills that are piling up—bring them to Domestic. Here you can obtain the cash you need to pay all of your bills in full and get extra cash besides.

At Domestic you can borrow easily and simply—respectably and in complete privacy. Figure the amount of money you need and how long a period you want to repay it. The table at right shows sample repayment plans.

DOMESTIC FINANCE CORPORATION
SUITE 512, GRANITE BLDG., 130 E. MAIN STREET
PHONE STONE 1782 W. R. STEVES, MANAGER
"A Friendly Place to Borrow"

Cash	Choose The Payment That Fits Your Budget
\$25	2 Mo. 4 Mo. 6 Mo. 12 Mo.
\$50	\$12.97 \$16.64
\$75	\$25.94 \$33.29 \$40.08
\$100	\$51.88 \$66.58 \$80.16 \$97.75
\$200	\$103.76 \$133.16 \$160.32 \$195.50
\$300	\$155.64 \$200.00 \$240.48 \$293.25

2 1/2% per month on balances of \$100 or less—2% per month on that part of balance in excess of \$100.

FREE HOME ADVISORY SERVICE
Want free personal advice on how to budget, prepare inexpensive meals, remodel clothes stylishly? Ask for our free Home Advisory Service conducted by Lisa Foster, graduate home economist.

CHAMPIONS ODDS AND ENDS SALE -STARTS TODAY-

ALL THE SURPLUS MERCHANDISE FROM OUR 3 FACTORIES
BIGGER AND BETTER THAN EVER!

Hundreds of Sportswear Items
At a Fraction of Their Cost

SWEAT SHIRTS, GYM PANTS, BOWLING SHIRTS FOR MEN & WOMEN, CREW SHIRTS, BASKETBALL PANTS & SHIRTS, SOFT-BALL PANTS & SHIRTS, SOFT-BALL PANTS AND JERSEYS, F SKATING SHIRTS AND PANTS AND HUNDREDS OF OTHER ITEMS TOO NUMEROUS TO MENTION THAT CAN BE USED FOR FACTORY OR SPORTS WEAR.

Decorate the Boy's Room With
ALL KINDS OF
PENNANTS
10^c EA.

Champion
KNITWEAR CO. 171 ST. PAUL ST.
1/2 Hour Free Parking for Customers, Strand Parking Station

ARMY AND NAVY
SATIN
PILLOW TOPS
and
TABLE RUNNERS
25^c EA.

Hunter
FURRIERS

Every garment is from our regular stock with genuine savings to those women who like QUALITY along with their BARGAINS!

Here is a partial list to illustrate:—
A few of the Many Values

- Camel-Tone Lapin, Dyed Coney . . . \$69
- Blue Fox Dyed Guanaco Jackets . . . \$72.50
- Natural Hair Seal . . . \$99
- Sable Dyed Fox Paw . . . \$99
- Hud Seals, Dyed Coney . . . \$129
- Mendoza Beavers, Dyed Coney . . . \$129
- Black Russian Persian Paw . . . \$179
- Silvertone Dyed Muskrat . . . \$179
- Black Russian Pony . . . \$229
- Natural Gray Persian Paw . . . \$229
- Hollander Hudson Seal, Dyed Muskrat . . . \$295
- Natural Tipped Skunk . . . \$295
- Black Persian Lamb Coat . . . \$295
- So. Amer. Sable Dyed Otter . . . \$350

- Silver Fox Tipped Raccoon Stroller \$360
- Natural Australian Opossum . . . \$395
- Fine Silver Raccoon . . . \$395
- Nat. Dark Gray Russian Persian . . . \$495
- Mink Bl'd. Let. Nor. Back Muskrat \$595
- Majara Alaska Seal Coat . . . \$595
- Blk. Russ. Per. Lamb Tuxedo . . . \$595
- 5 Stripe Sheared Can. Beaver . . . \$695

Limited Quantity
London Dyed Sable
Russian Squirrel

SCARFS

Plus \$30 Tax

The Hunter Fur Co.
One Clinton Ave. South

WE BOUGHT EXTRA WAR BONDS
4TH
WAR LOAN

KAY'S COMMENTS by kay shearer

LLOYD'S LEAD AGAIN with the gayest most heartening bloom in spring plants. NARCISSUS — DAFFODILS — TULIPS — PRIMROSES priced 50¢ and up. Remember that shut-in with one — or take one home for that dark spot in your room. . . . **LLOYD'S FLOWER SHOP** is always at your service by calling Main 6633. **POWERS HOTEL** — Opposite Court House.

Gray is very smart for spring. Young and pert! It goes very well with pink. Try a hat and sweater and gloves in pink as a contrast with the grey.

So you're going to be married — are you going to be the traditional cathedral bride or marry on a week-end leave? . . . **EDWARDS** have Bridal dresses for all kinds of Brides. Prices range from \$19.95 up. For Bridesmaids they start at \$16.95. Once particularly love of a Bride's dress in the traditional ivory satin with sweetheart neckline, fitted bodice and button-trim down the front of the bodice. Self-corded trimming down the shoulder and front. Long tight fitting sleeves, full shirred skirt in the traditional ivory satin (brides dress you know), court length train. This sells for only \$49.95. If you're the Grecian type there's a revival fashion for brides of the graceful Grecian lines — one in all jersey with fitted bodice and sheer marquisette yoke outlined with strips of jersey. Court length train — long fitted sleeves, simplicity of design at its very finest. Sells for \$48. Bridesmaids dresses comes in a variety of styles and colors. To match the Grecian bride — a Grecian type for the bridesmaid. Jersey with fitted bodice, square neckline and shawl effect collar, flower trimmed at neckline. Full skirt falls from shirred waistline. Comes in Aqua and Salmon. Sells for \$25. **EDWARDS BRIDAL SHOP** is located on the Third Floor. The personnel of the Bride shop will be of invaluable assistance to you — why not drop into **EDWARDS**.

MILK is your BEST FOOD. It is not only most nourishing of all food, it is also the best food for protecting health. It helps give you a clear lovely complexion and it is the most important of all foods for nourishing and protecting your teeth. It is a known fact that milk drinking peoples over the world are healthier, stronger, taller more alert and successful. **HOMOGENIZED VITAMIN D MILK** is a better MILK. It is delivered by **BRIGHTON PLACE DAIRY**. They ask you to try this famous milk for two weeks. If you're not entirely satisfied, no questions asked, but I'm betting on **HOMOGENIZED VITAMIN D MILK** delivered by **BRIGHTON PLACE DAIRY**. 45 FULTON AVE. Glen 144.

Scorch stains . . . Remove from colored fabrics by brushing gently with fine sandpaper. Bleach out of white fabric with hydrogen peroxide. Sponge with water. Scorch stains generally require several treatments.

If you've been careless and allowed the moths to feast on your woolen clothes — you should be "spanked" — but take heart the damage is not irreparable. **EMPIRE WEAVERS** with their skillful needles do wonderful work in a minimum of time at gentle prices. Try them won't you? 409 BURKE BLDG.

Hats may be whimsical, but they are definitely wearable this spring. Whatever silhouette, you choose, you'll probably keep your hair smooth, chic, with the new hairnet in brilliant colors "hooked" right on your hat. Mme. Dache with her flair for the unusual points out "to be neat is to be chic" and expressed the opinion that the netted bob or chignon looks like one of the important 1944 silhouettes. If you're wearing your hair "up" a fine mesh topped with flowers, birds, etc., will keep your tresses in place. "Bobbie" hats (tiny bowlers with heavy, over-size crowns and diminutive brims) should find favor with the juniors. While it's a little early to worry about your new spring chapeau, "look 'round" . . . and soon you'll succumb to a gay knot of "something" to top your noggin.

That extra few inches 'round your waistline — those buiges here and there — will ruin your appearance in that new spring suit you've been longing for. Well why not let **PELTIS** with the aid of her famous **BELLE GARDEN REDUCING LOUNGE** reduce you quickly, permanently, and pleasantly. Ten treatments for 12.50. Treatments only take 35 minutes. **PELTIS**, 327 BURKE BLDG. Stone 6210.

A striped rayon faille with a crisp flip of white fluttering at the V neckline. Usually comes in two-piece.

Scaled to suit small girls a two-piece of rayon gabardine, with ceramic buttons down the side. Nice if you're tiny. Sells for about \$18.

Cinnamon Toast Sticks . . . Toast standard size slices of bread lightly. Remove from toaster, butter, sprinkle with cinnamon and pop into hot oven for about one minute. Cut into "fingers" and serve.

MILDRED HAUPENTHAL who presides over her very nice beauty shop located at 323 BURKE BLDG. is having a special in permanents. A Cream-oil permanent formerly 10 now \$7.50. Another very nice permanent formerly \$7.50 now \$5. Ask about these will you? Main 7671.

Every Wednesday at 2:00 P.M. and 7:30 P.M. B. G. & E. offers you a free demonstration on food preparation. This event is planned by **HOME SERVICE** to help you with that ever present problem of rationing. As you know "Home Service" is staffed with experts in their field. Miss Irene Muntz presides over this helpful department and is always planning something to help the housewife. Why not take advantage of this demonstration at **ROCHESTER GAS & ELECTRIC** — 89 East Ave.

Water rings. Coax out by rubbing with an underside of hem or a piece of similar fabric.

Our diets will get a boost from cutbacks in war needs. Shortly you will be able to buy more pineapple, pumpkin, figs, asparagus, corn and spinach. Maybe for less ration points, too!

The "wobbie" is a new vegetable the British are eating. It's a cross between a beet and carrot and they claim its vitamin content is twice that of either.

An Orchid To You



Each week Shopping News, in cooperation with Lloyd's Flower Shop, Powers Hotel, gives an orchid to a Rochester woman. This week the winner, selected from the city directory is

Mrs. Ella M. Pierce
167 Crossman Terrace

If the winner will call at Lloyd's Flower Shop and identify herself within the next week she will be given free a beautiful orchid.

If a friend's name appears as an orchid winner — telephone her immediately. Maybe some day she will do the same for you.

Treasure good leather luggage for future days of travel. Guard against leather deterioration with a treatment of saddle soap, and inspect for rusty locks or other signs of neglect.

New blackberries have been developed at Oregon State College. A cross between loganberries with selected blackberries, they're especially good for frozen packs, jams and preserves.

Ladies' Plain DRESSES Beautifully CLEANED & PRESSED	All Types OF GARMENTS REPAIRED ALTERED and RELINED	Use Speedy's While-U-Wait • CLEANING • PRESSING SERVICE . When In A Hurry!
85c	SPEEDY'S CLEANERS & HATTERS 212 COURT ST. Free Parking Across the Street	

Whatever Your Job . . . Check On Your Eyes

IT TAKES GOOD EYES TO WIN A WAR. Whatever your job is—in your home or in an important war plant, your eyes must be good to do the war-winning job that must be done. Have your eyes checked—now. If necessary, wear CORRECTIVE . . .

GLASSES

Come in—no obligation. Talk it over with **HARRY A. BENEWICK**, Optician at—

We Use Only Bausch & Lomb and Shuron Lenses

Smalls Pay Small Sums Weekly

28 EAST MAIN ST. BUY U. S. WAR SAVING BONDS



"God bless Mama—and God bless Papa
—and bring him home safe and soon."
To assure not only the safe and speedy return of fathers, sons, husbands, brothers; but also to guarantee freedom to all people everywhere, and to preserve the things we're fighting for, you help most by your continued and self-sacrificing, purchase of U. S. War Bonds in the Fourth War Loan.



Sun., Jan. 30, 8 P. M.

All-Victor Herbert Program By

CIVIC ORCHESTRA
Guy Fraser Harrison Conducting

Soloists:
Virginia Hand, Soprano
Charles John Sullivan, Tenor
55c and 70c (Tax Incl.)

EASTMAN THEATER
of the University of Rochester

Girdle Shortage Need Not Worry Certain Fat Women

You adult fat people may often slum down without starvation diets and back-breaking exercises when your excess fat is contributed to by thyroid deficiency. Just eat sensibly and take Marmola only in accordance with the directions, instructions and warnings on the package and in the enclosed circular, and not otherwise.

Marmola is not a cure-all. If in doubt at any time about advisability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician.

If you need Marmola, why not lose those ugly uncomfortable pounds the Marmola way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

Let's Get It Over...with **WAR BONDS**

EDWARDS BASEMENT

Heavy Cotton Knit SWEATERS For Boys



It's what the boys are wearing!
Button coat or slipon sweater
styles! Fits easily under jackets
... go swell over shirts! Comes
in many assorted colors! 30 to 36!

1.29

COTTON SLACKS 2.69

That extra pair of slacks!
Washable! Made of cotton
suiting patterns! Several
color and pattern styles!
Sizes 8 to 18!

Edwards Basement

Boys' Winter-Weight Cotton UNION SUITS

SIZES
8 TO 16

97^c

Great news! Sure-fire against any cold
weather! Warm knit suits! Short sleeve,
knee length leg! Ecru color!

Other Union Suits COTTON KNIT

1.39

Made by CHALMERS! Just like dad's!
Easy, comfortable fit! Winter weight!
Short sleeves, knee length leg! Gray
random! Sizes 26 to 34!



Edwards Basement

Boys' 2 Piece Flannel PAJAMAS

Soft cotton flannel! In coat and
middy styles! Various striped pat-
terns! Sizes 8 to 18!

1.59

Edwards Basement

Boys' Irregular SLACK SOCKS

It's bright colors! Cross stripes! Rib-
bed socks! From finer makes! Sizes
7½ to 11!

19^c

Edwards Basement

Boys' Large Size Handkerchiefs

Snow white cotton! Stitched hems!
Plain! They always use these!

10^c

Edwards Basement

Boys' Cotton Khaki T-SHIRTS

Fine quality cotton yarn! Crew neck,
short sleeves! Small, medium, large sizes!

39^c

Edwards Basement

Fleece Lined SNOW BOOTS

5.94



They're ration free!
Protection against cold feet!
Weather proofed!
Strongly stitched!
Conforms to all heel heights!
"Commando" rubber soles!
Turndown sheepskin cuff!
Durable leather uppers!
Laced front!

MAIL AND PHONE ORDERS FILLED — GIVE SHOE SIZE!

Edwards Basement

Boys' Comfortable OXFORD SHOES

3.97



Stepping in the right
direction! Perfect fit-
ting oxfords! Moccasin
or tip toe! Black or
brown! Rubber, raw
cord, or leather soles!

Edwards Basement

Men's Black Elk WORK SHOES



Treated with DURA-
KROME oil! Good-
year welted soles! U.
S. rubber heels! Won-
derful fit! It's tops
in work shoes!

6³⁹

Men's Soft Leather "Townway" SHOES

4.40

Pliable calf leather! Algonquins
Brogues, and Walled-toe styles!
Leather or rubber soles! Each
shoe fashion right made by
"TOWNWAY!"



Edwards Basement

Shopping News Pattern



No. 3656—Dress for tots, Sizes 6 mos., 1, 2, 3 yrs. Size 2, 1 1/2 yds. 35-in. fabric, 3/4 yd. contrasting, 3/4 yds. ruffling.
No. 2037—Perky ensemble for a perky little miss! Sizes 2 to 8. Size 4, dress, 1 1/2 yds. 35-in. fabric, 3/4 yd. contrasting; coat, 1 1/2 yds. 34-in. fabric.
No. 3638—This crisp little frock buttons on in a jiffy! Sizes 6 mos., 1, 2, 3, 4 yrs. Size 2, dress, 1 1/2 yds. 35-in. fabric, 3/4 yd. contrasting; panties, 3/4 yd. 35-in. fabric.
Send 15c for PATTERN, which includes a complete sewing guide. Print your Name, Address and Style Number plainly. Be sure to state size you wish. Include postal unit or zone number in your address. Address to Pattern Dept., Shopping News, 93 Clinton Ave. So., Rochester, 4, N. Y.

Put a Glisten In Your Home Dressed Hair

American women, like their sisters all over the world, are working hard these days, and with beauty parlors so busy, many of them are doing their own hair more than occasionally. Here are some suggestions that may help in the home quest for hair beauty.

A good emergency shampoo when there isn't time to give it a complete washing, is this: comb cotton into hair brush by stroking the cotton with the bristles until they are covered, then brushing the hair a few strokes to push the cotton to the base of the bristles. A good stiff brush is best for this purpose — a limp one isn't much good at all. Moisten the cotton with hair tonic, or if the hair is very oily, with cologne, and brush vigorously. It does wonders, and leaves you feeling spic and span.

Always wash your brush, comb, and bobbie pins when you wash your hair, and keep the bands in your hats clean. This will help keep your hair clean longer.

When you shampoo your hair, the rinse is important. If there is soap left in your hair, you have wasted your time. Lemon juice or vinegar in the rinse water will help remove the soap.

After the soap is all rinsed out, try putting a few drops of your favorite cologne in clear water and giving your hair one more dip. The cologne will leave a faint, pleasing fragrance.

Don't try to trim your own

hair. Decide how you want to keep your hair styled, then have it cut right. Upsweeps can be kept in place by use of lacquer, in liquid or on pads, which may be purchased at downtown department stores toiletries counters.

Post-war homes will have such rubber-constructed innovations as bendable and "expandable" water pipes, coated wall paper, permanent window screens that will roll up like shades.

Sibley Lindsay & Curr Co.



Preserve Your Baby's Shoes

Every wrinkle, every crease of baby's tiny shoes is permanized. See our display of baby shoe ash trays, book ends, novelties.

Dependable WATCH REPAIRS

CENTER AISLE A MAIN FLOOR

ROCHESTER!

Here's Your Chance... To Bomb the Daylights Out of HITLER and HIROHITO!

Here's a way to let all you people on the Home Front get right up there on the War Front... with BOMBS! Sure you're investing an extra \$100 in War Bonds during this 4th War Loan. You're doing it for your country, Rochester, yourself! And if you're feeling the way you say you do... that you'd "like to get right over there and blow up those guys with a personal bomb"... here's your chance!

DURING THIS



WAR LOAN



Every War Bond You Invest In at Sibley's Entitles You to

SEND AN AUTOGRAPHED BOMB to HITLER or HIROHITO

The Makers of Textron fabrics will attach your autographed label to a parachute fragmentation bomb to be dropped over enemy territory.

Be Sure to Autograph Your Label When You Purchase your Bond from any Sibley Salesperson, or at our Main Floor Bond Booths.

See Our Thrilling Display of Textron Materials "at War" in our Clinton Avenue Window

SIBLEY, LINDSAY & CURR CO.

LET'S INVEST OUR SHARE for Bombs

Let's Get It Over...with WAR BONDS

FOURTH WAR LOAN

January 18 to February 15, 1944



BUY WAR BONDS at Rochester Trust

ROCHESTER TRUST & SAFE DEPOSIT COMPANY... Main Office, Main Street West & Exchange. First Industrial Branch, 200 Clinton Ave. North. Member Federal Deposit Insurance Corporation

**FIRST QUALITY
PERFECT
EXTRA SHEER RAYON
BARELEG
HOSE
36¢ pr.
3 Pairs for \$1.00**

WITH
**NYLON
AND
COTTON
HEEL
AND
TOE**

BUY
PLENTY!

NO
LIMIT



ALL
SIZES
★
ALL
NEW
SHADES



190 MAIN ST. E.

**The Donut
Marches On**

The donut has taken another step forward in its amazing career. The little cake with the hole, for many generations a palate-pal in America, only recently in the twentieth century won social recognition, proportionate to its popularity. Long symbol of the friendly, easy-to-get-along-with attitude of Americans, it fostered camaraderie with the dunk.

Now it has taken another stride forward, under no less a sponsor than Uncle Sam. Uncle Sam long has recognized the value of the donut as a morale-builder for the boys in service, but now he has given it added stature.

Because the donut is such a favorite with Americans, the powers-that-be in Washington have seen fit to use it to advance the nationwide nutrition-for-victory program. Thanks to the cooperation of America's bakers, all store-bought donuts from now on will be made with enriched flour, making the donut not only a taste-treat but a definite body-builder. So don't just eat them at breakfast—pick one up at any time during the day and have no fear of little Johnny eating a handful, for not are they delicious—they're also nutritious.

Ice Comedians



One of the top comedy acts of the 1944 Ice Follies, at the Memorial Auditorium, Buffalo through Sunday night is the team of Erick and Frack, billed as the greatest comedians ever to appear in an ice show.

Many Rochesterians have made the trek to Buffalo this week to see the show, but the bulk of the Rochester business is expected to be on hand for the Saturday and Sunday evening performances. Tickets may be secured locally at the Kalbfleisch Travel Agency and at Wylder Travel Services.

**Hairdressers
Stress
Simplicity**

The New York State Hairdressers Association, whose members at present are planning the new hair-do's and hair-don'ts for Miss and Mrs. America, which they will reveal for the first time at the annual convention in New York next month, suggest venida-lacquered coiffures for loveliness, neatness and safety. The day of the elaborate hair-do is gone, and so is the extreme mannish styles. Today it's patriotic to be practical and pretty at the same time.

**Y. W. Offers
Program For
Working Girls**

Recreation Round-up, a new feature for young women who work, offering recreation and fun, will start tonight at 8:30 at the YWCA in Franklin St.

Dancing, roller-skating, swimming, coffee and refreshments and a chance to sit down and "talk it out" with congenial company is offered.

Young people are invited to come "on their own" or to bring a crowd from their factory or their place of business. There will be room for as many as come.

Recreation Round-Up will be held each Thursday night at the YWCA Mrs. Agnes Healy, member of the staff of the YWCA Young Adult Department will be in charge.

CAN YOU ADD? Then you can make candy—just add 1/2 cup of bran cereal to 8 oz. semi-sweet chocolate melted over hot water. Stir, pour into oiled pan. Harden, cut into squares—candy!

Buy War Bonds and give the change to fight infantile Paralysis.

★ **LET'S ALL
BACK THE
ATTACK** ★

4th WAR LOAN

The War Bonds you buy and hold are the world's best investment and the strongest safeguard for your future protection. You are invited to use our services as investment specialists in choosing War Loan issues to meet your own needs.

**George D. B.
Bonbright &
Company**

100 POWERS BLDG.
Main 4830
Members
New York Stock Exchange

**WE AIN'T FUSSY
FULL
OR
PART TIME
Men or Women**
You can earn up to \$70.00 per week for 6 hrs. 5 days a week.
PHONE GLEN. 7340
For Appointment
JEWEL TEA CO.

Police Ball . . .

(Continued from Page 1) heard, the armory was closed to the public and the coppers had to look elsewhere for a hall. In 1941 and 1942 the ball was held in the former Civic Exhibits Bldg. but last year the Rochester War Council chased them out of there. And so the 1943 Valentine Ball was held in three separate halls in the downtown area. This year they are back in the "big acre" and have made extensive plans for elaborate decorations.

In addition to McIntyre's band, which is rapidly achieving a national reputation as one of the top ten bands, a local dance band will be on hand so that continuous music will be provided.

Tickets are on sale at all precincts. In fact, there probably isn't a bluecoat in Rochester who doesn't have a pocketful of ducats with which he will be glad to part. All you need is the money.

CODDLING SPOILS THE CHILD, but not the apple when the unpeeled whole fruit is placed in a flat sauce pan with 2 cups boiling water, 3/4 cup of karo added, spices to suit, then covered, simmered till tender. When done, remove apples, pour over syrup from pan, chill, serve.

Paint Protects Property
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 8 ft. x 26 inches.
WITHOUT ROLLER 29¢
39¢
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**
LUCAS PAINT STORE
80 St. Paul St. FREE PARKING Main 2090

SEARS For Complete Plumbing and Repair Parts
Both Stores Are Open 'Til 9 P. M. Fri. and Sat.
Unit Type
Closet Outfit
22.95 Both Stores
Made of Aristocrat white vitreous china that's designed so tank and bowl appear as one unit. Shelf-top tank rests on bowl which permits installation away from wall if desired. 8 1/2 x 10 in. water area; washdown action; 29 1/2 in. high.
China Lavatory
19.95 Both Stores
Distinctive styling, quality construction. Stain and acid-proof, easy to keep sparkling clean. 31" from floor to rim. Fittings included.
White China Tank
11.95 Both Stores
Wall-hung type, complete with flushing mechanism and float. Trip level handle and flush elbow included. Squarish, modern, attractive-looking design.
China Closet Bowls
7.75 Both Stores
Vitreous china washdown bowl with large water area. 8 1/2 x 10 in. size bowl; 2 1/2 in. water seal. Rough-in. 14 inches.
Closet Seat Hinges
95¢ Ea.
Both Stores
White plastic with 4 leather washers, 2 nuts included.
Ball Cocks **2.15** Both Stores
Drain Solvent **23¢** Both Stores
Force Cup **29¢** Both Stores
It's Sears—first—for quality closet replacements! For low tanks; includes float rod and refill tube.
One of the most efficient, quick-acting solvents on the market. Extremely reliable, it acts best in cold water.
Long lasting, speedy suction force cup, complete with firm-grip, wooden 5 1/2" handle. At a special January Sears price!

**Sears Standard-Sized
Closet Seats**
3.25 Both Stores
Made of solid 1-in. stock; no seams or joints, reinforced with spiral dowels front and back for added sturdiness. Complete with fittings.
4.98 Both Stores
Seamless core is molded in one piece from specially treated wood fibre. Has 3 coats of long lasting, sprayed-on, white finish with high polished lustre.
5.98 Both Stores
Deluxe closet seat, made of seamless, selected heavy stock. Warp-treated; 5 coats of fine quality finish; will not chip, discolor, crack; Black, orchid, green, white.

WE'RE JUST WHAT THE DOCTOR ORDERED
(For Your Income Tax Problem)
Filing an Income Tax is as important as filling a prescription. It takes knowledge—knowledge that comes only after years of study.
THE ROCHESTER SUN SHOPPING NEWS INCOME TAX CLINIC Is Ready To Serve You
The same corps of qualified experts that completed the returns for hundreds of Rochesterians last year have been re-engaged to give you the same accurate service.
There are 200,000 Rochesterians that must file a tax return this year.
The forms are more complex than ever before and accuracy more necessary to save you time and money.
Until February 1st. Evening only by appointments at our office.
39 CLINTON AVENUE SO.
PHONE STONE 6000 NOW
For an appointment.

Will you be showing this Badge of Honor in YOUR window?
WE BOUGHT EXTRA WAR BONDS
4TH WAR LOAN
This window sticker identifies you as a purchaser of extra War Bonds during the FOURTH WAR LOAN. It is a Badge of Honor to be displayed with pride. Buy your Bond Today, at Sears.
LET'S ALL BACK THE ATTACK!
Let's Get It Over With . . . WAR BONDS
Sears, Roebuck and Co.
MONROE AVE. AT S. UNION RIDGE ROAD NEAR DEWEY MAIN 7000 GLEN. 556
Sears, Roebuck and Co.
Phone Main 7000—Monroe Ave. At S. Union St. Phone Glen. 556—Ridge Road W. Near Dewey

CONSUMER NEWS

...A STITCH IN TIME ...
You'll stretch the life of your sheets if you mend tiny tears or worn spots as they happen. Use the handy mending tape that is pressed on with a hot iron, or sew on a fine patch of matching fabric cut from a discarded sheet or pillow case. Trim ragged edges to a neat square. Cut a square piece $\frac{1}{2}$ " larger all around than the hole. Match the grain of the fabric and baste the piece in place over the hole. Turn raw edges under and fell flat with tiny stitches. Turn the sheet on the other side, miter-clip to four corners.

Blankets . . . Bindings worn?
It's easy to replace them. You can buy them ready made, or cut your own strips of left-over dress or drapery material. Cut 4" strips, fold in center and press. Then press $\frac{1}{2}$ " turn-under edges. Baste in place; then stitch with a double row of loose machine stitching; or blanket stitch by hand with coarse pearl cotton to match. A deep cuff of contrasting fabric may be buttoned to the blanket (easy to remove for washing) and will hide more wear than a new binding.

HELPFUL HINTS FOR THE WOMAN WHO PLYS THE NEEDLE

You will find when knitting with angora . . . that a matching thread (mercerized) carried along and knitted in with the yarn will prevent the angora from shrinking when washed.

Also . . . that matching mercerized thread carried along the same way on the heel of a sock will make it wear twice as long, maybe longer!

When making hooked rugs, crocheted rugs, or braided rugs from old rags . . . which are apt to be worn in spots . . . insert a piece of heavy twine in the fold . . . the rug will wear much longer.

To Prevent Lopsided Cakes

Even expert bakers sometimes turn out cakes that are higher on one side than the other. You'll be glad to know that you can avoid this by (1) spreading the batter evenly, (2) making sure that your range and oven racks are absolutely level, and (3) setting the pans with plenty of clearing space between them and the oven walls for air to circulate.

The clearing space is also important in keeping cake from burning on the side toward the wall, where heat might congest.



INTIMATE FACTS to Make You a Happier Wife!

Vital up-to-date information is every woman's right!

Don't let false modesty or ignorance of certain physical facts play havoc with your happiness. You don't need to any more! Authentic scientific knowledge is now available to every woman!

AND YET DOCTORS KNOW that even today there is widespread misunderstanding about intimate feminine problems. The majority of women have no idea how seriously their happiness is threatened.

There are two very definite threats about which you should be warned. First, the danger of infection present every day in every woman's life. Second, the most serious deodorization problem any woman has . . . one which you may not even suspect. And what to use is so important.

That's why you ought to know about Zonite Antiseptic.

USED IN THE POUCE (as well as for a simple everyday routine of external protection) Zonite is both antiseptic and deodorant. Zonite deodorizes, not by just masking, but by actually destroying odors. Leaves no lasting odor of its own.

Zonite also kills immediately all germs and bacteria on contact. Yet contains no poisons or acids. No other type of liquid antiseptic-germicide is more powerful, yet so safe. Your druggist has Zonite.

FREE: Send me the booklet "Intimate Facts Every Woman Should Know." Address: Zonite Dept., 1200 E. Lexington Ave., New York 17, N. Y.

Name: _____
Address: _____
City: _____



Private H. T. . . . son of Mr. and Mrs. W. T. . . . of 200 . . . Street, Rochester.

Even if the war ends tomorrow...

THIS BOY MAY Die!

LET'S FACE THE FACTS, ROCHESTER. War doesn't "taper off." Right up to the last second of the last minute of the last battle, men die like flies. That boy in the picture above—he could be your own kid brother, or your daughter's sweetheart, or the nice youngster who used to work in the corner drug store. Every extra day this war lasts lessens his chances of coming back home alive. Sure we're winning. But instead of computing the day of Victory as so many months away, let's think of it as so many thousands of dead away. Then only will we realize the precious, life-saving value of the dollars that we invest when we answer the call of the Fourth War Loan. Let's all back the attack—for America, for Victory, and for the boys we want to see back home again, safe!

This Advertisement Produced and Contributed by the Rochester Fourth War Loan Committee



The sticker in your window means you have bought 4th War Loan securities.

Let's Get It Over...with **WAR BONDS**

Decrees of Fashion

Clothes may make the man, but not the woman. She requires a basically trim silhouette and appropriate styling—both of which she may cultivate in this era of self-made beauty. Study your face and figure, honestly admitting the faults requiring correction, advises CBS actress Frances Woodbury. Never did a style season permit a woman as much personal latitude as Spring 1944, and there is little excuse for the woman who fails to promote a flattering individuality in dress and beauty before her Easter shopping is completed.

Clipper fashions, designed for post war travel by air, are receiving the attention of style creators. Indicative of the light-travel era are dual purpose clothes, forerunner of which trend is a checked coat-dress of sheer wool which serves as a dress or as a coat over smooth, slim dresses.

Housewives who are irked with planning menus for a family of four or five will appreciate the headache of hotel chefs and managers throughout the country who are providing non-rationed dinners for groups of a thousand or more war bond salesmen and women to promote the Fourth War Loan Drive. Having settled on chicken for the entire New York's Commodore Hotel learned their order could not be filled, thereby necessitating a complete revision of plans.

Companion suits bid fair to be the outstanding spring wardrobe novelty. Drawing a lesson from the sleek, bulkless silhouette of dresses, the suits are of the cardigan type and the short topper limited to modified revers. Dressmaker influence is frequently effected by drawing a taffeta scarf through a short collar band to give a crisp feminine air.

Want your feet to look smaller? It's all a matter of correct walking. Always stand or walk with your toes pointed straight ahead. You'll have more pep in your step, too, and be far less tired after a day on your feet. Lines of distress and fatigue caused by tired, aching feet can't be hidden by any amount of makeup, but they can be avoided.

We're a contradictory lot according to a recent New York store's advertisement. "The more Superwoman our lives, the more Victorian our loves," they say. Maybe that's the reason for the current revival of sentimental jewelry like heart-shaped lockets, the romantic black velvet dog collar and the decline of heavy meaningless hunks of junk.

The meat situation being what it is we're passing on the tenderizing suggestion given by Marjorie Anderson. Add a few drops of lemon juice if you're boiling a tough piece of mutton or beef or simmering a not-so-young chicken. And fish will be much more palatable if it is cooked quickly and not too long.

The problem of dry cleaning or laundering tailored fabric belts will soon be a thing of the past. A new interlining called Lamcel has just been developed by the Celanese Corporation of America. The method not only saves leather formerly used as belt backing but has been used successfully to give body to lapels, facings and the bottom edge of women's and men's coats. Materials, thus processed, may be dry cleaned, washed and ironed with no fear of losing the original body or flexibility.

Don't give up the idea of a navy blue ensemble this spring merely because there's a scarcity of matching shoes. Fashion promoters are busily advancing the propriety of black patent leather.

Pleasant nightcap on a chilly evening is a grapefruit bracer. Heat a few whole cloves and a stick of cinnamon in the fruit juice, sweeten to taste, remove spices and serve piping hot.

Pillows and Pillars For Victory

Thinking of something to give that soldier-boy for St. Valentine's Day? There are at least two gifts that can be given and should be given this year above all years. Both can be used by servicemen. The first is the fox-hole pillow, the mid-gut miracle mat that gives servicemen sleep when they need

it, and the second is War Bonds. Remember then, so that your distant loved ones can sleep well now, buy fox-hole pillows, and so that we can all sleep well eventually, buy War Bonds!

Sparkling frosters are the evening sweaters for the cold folks at home. Never has a utilitarian, fuel-fooling item been so stylized as the current crop of knitted woolen pull-overs and cardigans.

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¢. 25 tablets 20¢, 100 tablets only 35¢—so be sure you get St. Joseph Aspirin.

Chicory may reappear on your pantry shelves as a flavor

3 DAY SPECIAL FUR CLEARANCE NORTHERN SEAT \$105.00

(Dred Coats) Terms Finest Mink and Silver Marmoset at guaranteed savings.
CLIFFORD FUR CO.
1233 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

Personal To Certain Fat Women

You adult fat people may often slim down without starvation diets and backbreaking exercises when your excess fat is contributed to by thyroid deficiency. Just eat sensible and take Marmola only in accordance with the directions, instructions and warnings on the package and in the enclosed circular, and get results.

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 extra pounds through the Marmola way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

I FOUGHT FOR THE NAZIS

The story of a Finu who fought with the German army. The first full picture of what is happening in the minds of the Nazi soldiers under their terrific punishment in Russia.

THE CHURCH DID IT

Hiller boasted that the Christian Church in Europe was soft and decadent. Read how the church has stood steadfast and stated the Nazis openly from the pulpits.

Also Ivan Dmitri's six full-color pages of action pictures in Italy and Sicily, sparkling fiction and interesting and instructive stories.

10¢ Jan. 29 Issue The Saturday Evening POST Now On Sale 10¢

CONVALESCING FROM A COLD?

This May Help You Get Back Your Strength

essential for radiant pep, healthy color and a hearty appetite. Recommended by many doctors and used with great benefits by thousands of men, women and children whose blood is deficient in iron. Ask your druggist for—

PEPTO-MANGAN

THE FAMOUS IRON TONIC

IN LIQUID OR THE NEW TABLET FORM WITH VITAMIN B-1

WOMEN WANTED

For light, clean work in a modern printing plant. Essential work... No experience necessary. Day or night shift.

THE CASE-HOYT CORPORATION

800 ST. PAUL STREET • MAIN 5422
DO NOT APPLY IF NOW ENGAGED IN WAR WORK

Why Wait?

BUY YOUR WAR BONDS NOW!

Erickson Perkins & Co.

Members New York Stock Exchange
139 POWERS BUILDING MAIN 1144

for valentine-and forever send your photo-try Lincoln's

Famous Polyfoto **PORTRAITS**
Made Superior with the aid of the Kodatron Speed Lamp

TRY OUR VALENTINE Special at this low price

Beautiful Portrait **MINIATURE 1.69**

No Appointment Necessary

Choose from **12 PROOFS**

LINCOLN'S

Photo Studio
Main St. E. at St. Paul Rear Main Floor



HOW'D YOU LIKE A POSTCARD FROM BERLIN?

How much would it be worth? How much would a picture post card of a smiling Yank. walking down Unter den Linden be worth to you?

Would it be worth an extra hundred dollars in War Bonds to you? Would you help get our men set for the big push that will make such a thing possible?

You can help... and you can help shorten the War, too. With an extra War Bond now!

Now's the time to dig deep. Now's the time to get 'em the guns and the tanks that'll help save soldiers' lives—and get this war over!

Get an extra War Bond now!

Let's all **BACK THE ATTACK!**

LINCOLN'S

118 EAST MAIN ST.

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

SWAN FLOATING SOAP
Lg. 10c Reg. 2 for 13c

BETTER THAN EVER LIFEBOUY
3 for 20c

RINSO
LARGE 23c REGULAR 2 for 19c

LUX TOILET SOAP
Large Regular 23c 2 for 19c

NEW QUICK LUX
REGULAR LARGE 3 for 20c

MAKE'EM WITH SPRY
Spry 1 lb. 3 lbs. 24c 68c 5 pts. 15 pts.
Gold Dust Powder... 17c
Fairy Soap... 5c
Gold Dust Cleanser... 5c

RINSO
LARGE BOX 18c
Limit 1

BORAXO
15c Size 10c
Limit 2

ABSORBENT COTTON
3-in. Reg. 20c 11c
Limit 2

George Washington TOBACCO
10c Size 2 for 13c

Valentines
Large Assortment 1c to 25c

ANACIN TABLETS
25c Size 19c

SEAMLESS RUBBER
PACKETTE FOLDING SYRINGE
Convenient. Trial set can be turned away in large or medicine chest. Ideal for personal use. \$2.00 Value \$1.69

HEAVY AMERICAN Mineral OIL
Guaranteed Free From Chemical Impurities
PINT 25c
QUART 45c
1/2 GALLON 85c
GALLON \$1.49

Luckies, Camels, Chesterfields, Raleigh, Old Gold, Philip Morris
Carton \$1.46 Tax Paid

KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
457 RIDGEMONT NEAR DEWITT

BEAMS
8 VITAMINS EXTRA-POTENCY B COMPLEX plus A, D and C
10 DAY SIZE 49c
30 DAY SIZE \$1.29
90 DAY SIZE \$3.49

FURLOUGH BAG
20-INCH SIZE
So suitable because it folds into small space, attached identification tag holder, and its water repellent. Strong handles made of strongest khaki duck with zipper tops.
Reg. \$3.00
\$1.98

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 vitamins 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—2000 U.S.P. Units
Vitamin B—1000 U.S.P. Units
Vitamin C—500 U.S.P. Units
Vitamin D—1000 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 Grains
Ribo Flavin
Liver Concentrate 2 Grains
Iron Sulphate—U.S.P. 1/2 Grain

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

NEW! LISTERINE TOOTH POWDER
NEW—QUICK-FOAM POWDER
NEW—WAR-ECONOMY PACKAGE
NEW—WHIRLPOOL CLEANSING
only 33c Double-size

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!
Vimms
REG. SIZE 49c LARGE SIZE 1.69

ALUMINUM HAIR CURLERS
Assorted Sizes 5c
Limit 4

HILL'S COLD TABLETS
Reg. 30c Size 11c
Limit 1

BORDEN'S Choc. Malted Milk
Lb. 27c Jar Limit 1

PHILLIPS MILK OF MAGNESIA TABLETS
Bot. of 75 Reg. 50c 21c

SQUIBB NAVITOL WITH VIOSTEROL
10c Bottle 67c

SCHICK INJECTOR BLADES
Pkg. of 30 69c

OUR STOCK
We reach with full confidence for the chemicals and pharmaceuticals in our prescription department, because only products of known dependability are given space on our shelves. By keeping our stock up-to-date through the regular addition of newly-developed products, we are cooperating with science in its battle against disease.

We use Merck Prescription Chemicals

BILLOWY SUDS - CLEAR WATER RINSE - LUSTROUS HAIR
medium 49c
large 79c
Shampoo

JUST ONE EXTRA MINUTE A WEEK
THE SAFE NEW TEST WAY TO BRONCHITIS TEST
Teel
LIQUID BENZYLIC
39c

And You say you "Can't Afford" an Extra War Bond?



THEY say that after a while we become callous to death and suffering.

They say that in wartime people cannot understand the little heartaches and tragedies that touch individual lives. For when death and destruction occur on a mass scale, what happened to this *one* American soldier may not mean so much to you.

But to his parents and to a girl back home, his death means the end of everything.

It means the end of *his* dreams of a happy home, a family, a future...

That's war... the damnable hell of war. Still, there's a job to be done, and it IS being done by heroes like this boy. Heroes who fight and die that we, who still enjoy safety and plenty, may look to Victory with greater assurance today than ever before.

Think of this boy for just a moment, please. Think of him... of his family... of what might

have been. Think of the sacrifice *he* made.

Can *you*, in all decency, say that you "can't afford" an extra War Bond *now*—when your country calls on you to do your all to help hasten the knockout blow?

We know you won't fail America now. We know you'll come through—as you have in every other War Loan Drive—and INVEST IN AT LEAST ONE EXTRA HUNDRED DOLLAR BOND *today*. That's the least you can do. You should do more, if you can. Invest \$200, \$300, \$400—as much as possible. Remember, a hundred dollar Series E War Bond costs only seventy-five dollars. You get back \$4.00 at maturity for every \$3.00 you put up.

So... let's do it the American way! Let's invest proudly of our own free will to put this 4th War Loan Drive over the top. Get that extra hundred dollar Bond today at your bank. Or tell your employer to take it out of your salary. Help the company you work for to meet its quota.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

★ Build for Your Future With the World's Safest Investment ★

All over the country men and women look to the future with confidence. They are the ones who have put part of their extra wartime earnings into the world's safest investment—U. S. Government War Bonds.

Yes, they are helping their country in its grimmest struggle. But they are helping themselves, too! They are helping to secure their future, to weather any troubled days that may lie ahead.

What about *you*? Are you letting the dollars slip through your fingers—dollars that should be put safely away in War Bonds?

There are War Bonds to fit your needs... Bonds which are backed up by the strongest "company" in the world. Build that home you have always dreamed about. Send your child to college. Buy the wonderful things that are coming after the war. YOU CAN DO IT WITH YOUR WAR BOND SAVINGS.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

★ Display Your Colors ★

Invest to the limit in 4th War Loan Bonds—and display this red, white and blue emblem on your door or window to show you're doing your part!



Let's All

BACK THE ATTACK!

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

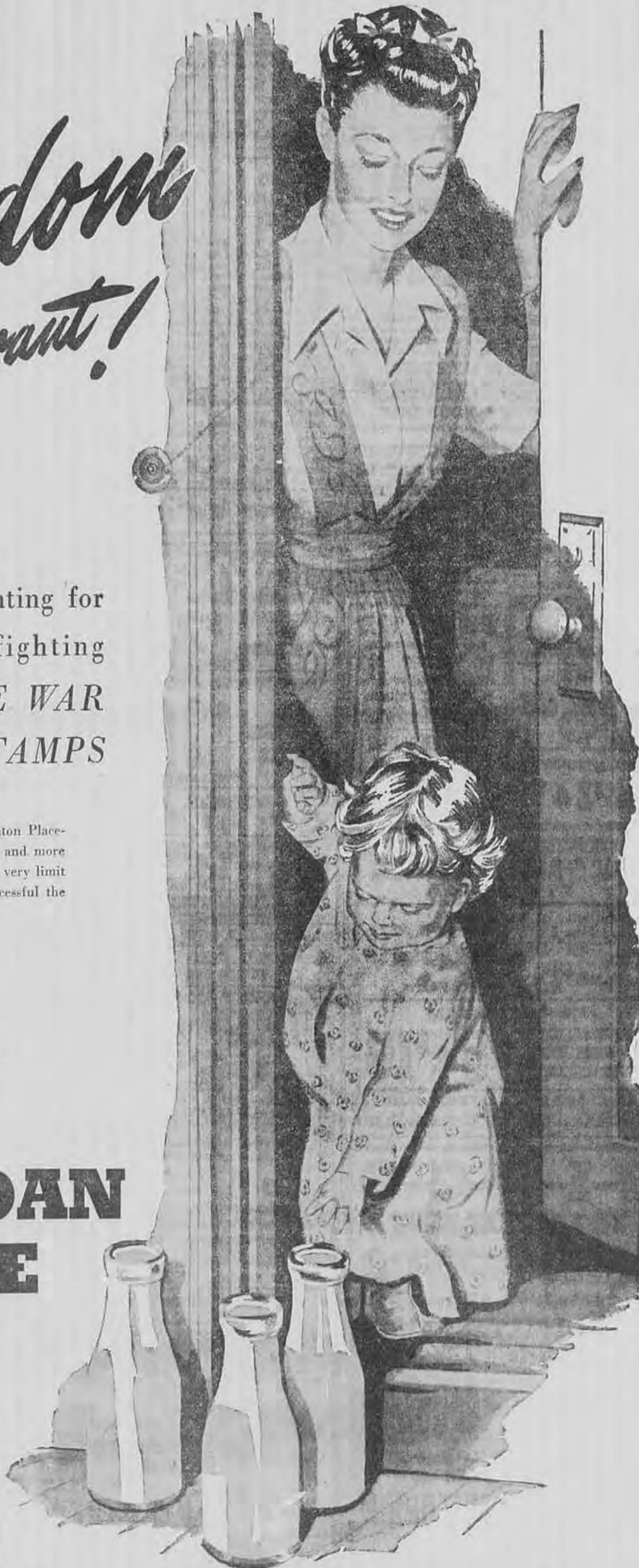
ROCHESTER LIQUOR CORP.
175 N. Water Street

*Freedom
from want!*

That's what we're fighting for
... and our way of fighting
is to **BUY MORE WAR
BONDS AND STAMPS**

The employees and officials of Brighton Place-Sealtest urge you to buy War Bonds and more War Bonds — and War Bonds to the very limit of your ability — to help make successful the nation wide

**4th
WAR LOAN
DRIVE**



Deamans
HOME OWNED SUPER MARKETS

**THE
LOWEST
DPA CEILING
RICES IN THIS
COMMUNITY**

- CAKES ... ea. **39^c**
- OR
PIES ea. **25^c**
- OR
PIES ... ea. **35^c**
- L FRENCH
R ROLLS .. doz. **19^c**

**Tender Young
Rib-end Roast
PORK LOINS**

**29^c
lb.**

- FRUIT JUICE can **35^c**
- PURE
A Jar **15^c**
- MILK .. 3 cans **25^c**
- ALMON ... can **40^c**
- MEAT
H can **35^c**
- HALL
E lb. **23^c**
- T OF CHAMPIONS
TIES .. 2 pkgs. **19^c**
- pkg. **23^c**

Genuine Spring

**LEGS O'
LAMB**

**39^c
lb.**

Deamans
HOME OWNED SUPER MARKETS

**FREE PARKING FOR
CUSTOMERS**

GE EIGHT

And Yo ar

STUFFING A LA SAMBA is your favorite bread dressing good-neighbored with a generous handful of chopped Brazil nuts. It you can't get turkey, try it heaped on baked spareribs or tucked into the pocket of a braised pork chop. It you can't get Brazil, keep the memory green of their good flavor, protein richness and use another nut 'til they return!

ARE ALL PLUMS PRUNES? No, but all prunes are plums, and she who tacks chopped cooked prunes into a tidy envelope of pastry made light with all-phosphate baking powder shall have thrifty turnovers for a truly good dessert.

Head Colds Catarrh and Sinus Sufferers

Get Relief This Quick Easy Way

Use **MAID'S Nose Spray**

A guaranteed product. One of the best combination bottles gives relief, even in chronic cases—no money will be refunded. Effective, non-irritating. May be used to treat infant in absolute safety. Sold at All Good Drug Stores

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How to plan your 1944 food garden to get the most out of it. This article tells you the proper size of your garden, how much of each crop, distance between rows, everything you need to know for successful planting.

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A simple way to re-dress your furniture. Detailed instructions for home repairs and up-dress.

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15c Feb. Issue **Better Homes & Gardens** Now On Sale 15c

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372 FLINT ST. (rear)
MON. 8:30 P. M.
TUES. 8:00 P. M.
WED. 8:00 P. M.
THURS. 8:00 P. M.
FRI. 8:00 P. M.
SAT. 8:00 P. M.
SUNDAY 8:00 P. M.

ALL BOARD GAMES
JEFFERSON BUS
Monday Afternoon Games 1:30
* 23 GAMES *

Errol Flynn Catches Nazis In "Northern Pursuit"

Errol Flynn, this time as a Royal Canadian mounted policeman, again fights guile with wit and ruthlessness with tenacity in the new Warner Bros. film, "Northern Pursuit," which opened yesterday at the Century Theatre. Flynn is cast as a mounted policeman who is called upon to break up a ring of clever antagonists led by Helmut Dantine as Colonel Hugo von Keller, vicious, arrogant head of a band of Nazis landed by submarine on the coast of Hudson Bay, whose objective is to bomb the Welland Canal.

Climax of the picture comes when Flynn discovers the Nazi hide-out, gets control of their plane and wrecks it, breaking up the ring. Playing opposite Flynn is Julie Bishop, pretty blonde actress whose work in "Action in the North Atlantic" elevated her to stardom. Others in the supporting cast include John Ridgely and Gene Lockhart.

You can swoop from swing to opera in "Jive Junction," a musical film which is the second feature in the Century program.

Regent Shows New 20th Century Technicolor Musical

"The Gang's All Here" brilliant new Technicolor musical triumph of the 20th Century-Fox Studio comes to the Regent Theatre starting today.

Starred in the production are Alice Faye, Carmen Miranda, Phil Baker and the King of Swing—Benny Goodman and his orchestra. Backing them up is a galaxy of many of the screen's top favorites, including Eugene Pallette, Charlotte Greenwood, Edward Everett Horton, Tony De Marco, James Ellison, Sheila Ryan and Dave Willock.

Former Stars Seen In Capitol Screen Build

Filmom's "big games" of yesterday had a field day during the filming of the butler's ball sequences for Frank Borzage's Universal production, "His Butler's Sister," opening today at the Capitol, which co-stars Deanna Durbin, Franchot Tone and Pat O'Brien. Former marquee personalities spotted among the 300 extras include Maurice Costello, William Desmond, Gertrude Astor, Wilbur Mack, Eddie Polo, Virginia Dare, Ann Cornwall and Frank O'Connor.

Comedy action, described as strictly furious, is the main-spring of Universal's new tune-film, "Never a Dull Moment," the companion feature. The Ritz Brothers are starred.

Hobbies Pay-Mentally, Physically

There was never a time when adults as well as children needed to learn the importance of stability, release of expression, and proper balance as today. The war has brought about a tenseness and nervousness. We all need some sort of hobby as a recreational outlet for these pent-up inhibited feelings. Inhibitions are unhealthy. Pent-up expression leads to the feeling of inferiority and repression. The mind must be active but restfully and creatively active. A hobby is the best cure for both over-tired and under-stimulated nerves.

Presidents Ride Hobbies

Our presidents have realized the need for recreational outlets. Thomas Jefferson was a creative hobbyist. His research led to invention of the swivel chair and copying press. Riding and hunting were the choice of Theodore Roosevelt. Howard Taft enjoyed golf. Presidents Cleveland, Coolidge and Hoover sought relaxation in fishing. Mystery books were a means of escape from a tragic world war for Woodrow Wilson. President Roosevelt has a colossal stamp collection.

Music, art and literature have proved pleasant retreats for talented persons who have earned their living in other fields. Many doctors are noted fiction writers and their work in photography has taken many a coveted prize.

Hobbies Healthful

Hobbies promote mental and physical relaxation and, unquestionably serve to prevent many nervous disorders. A real hobby acts like a tonic and is a builder of health. Those persons who worked in victory gardens this last summer found release from their worries and cares. Work with their hands was satisfying. A hobby must be pursued with zeal and delight, then it will bring enjoyment, pleasure and composure.

★ ★ ★ ★ ★

GENESEE LAGER BEER

Fight Infantile Paralysis
January 14th-31st

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MON. TUES. WED. THURS.
FRI. SAT. at 8:30

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REG. GAMES **\$6.00**

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Wed. 30 Games **\$5**

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WEDNESDAY **\$5 & \$10**

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SAT. EVE. 8:15

SUN. 2:30 23 GAMES **\$5.00**

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23 GAMES ON BOARD
\$6-\$7-\$8 JACKPOT **\$190**

FRIDAY
23 GAMES ON BOARD **\$6.00** 1 Full Board **\$15.00**
SPECIAL FRIDAY JACKPOT **\$175**

SATURDAY
ALL GAMES **\$10.00** JACKPOT **\$195.00**
If Not Claimed Thursday

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ADMISSION 28c, Tax Inc.

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ALL REG. GAMES AND SPECIALS **\$7.00**

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Who's having triple board and book of specials? For you **45c**

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Pep up pates, those tinned meat spreads you use for sandwiches, by mixing them with chunky chopped Brazil nuts and real mayonnaise.

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'Cabbagey' Greens Require Special Cooking Care

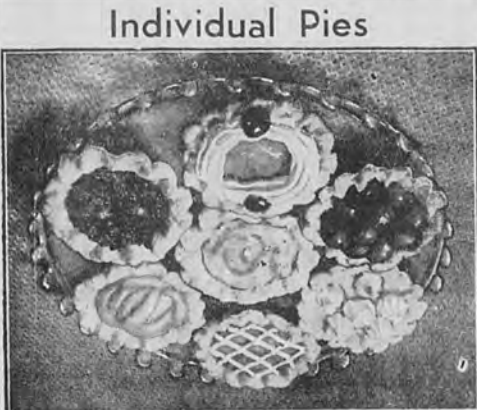
By Jeanette B. McCay, Nutrition Specialist

A "cabbagey" green such as brussels sprouts, broccoli, or kale is a perfect accompaniment for almost any dinner. That is if it is perfectly cooked.

This means that the flavor should be delicate, the texture should be tender and yet firm enough to chew, and the color should be a brilliant green. The terrible things that are done to these delicious, beautiful vegetables turning them into sloppy, bad tasting, brown wisps is shocking to good cooks who know better.

Here are the secrets to success:

Trim off the tough and fibrous parts of the plants. This means that the heavy base



Individual Pies

As tempting an array of individual pastries as can be found in the finest French pastry shop, is this holiday party suggestion for you. Prepare individual pastry shells and fill with your choicest fillings. At the same time you can prepare large pastry shells and extra filling for a family treat. For our party buffet we are serving hot mince meat, pumpkin, butterscotch, lemon, cream, peach and cherry filled pies. Your bridge dessert luncheon guests will be delighted with this personalized service.

A "Never-Too-Cold" Dish

By Frances Lee Barton

IT'S never too cold nor too hot for a fruit refresher like the following: Make it the night before serving (or that morning, if you prefer), place it in the refrigerator to chill and you may go to sleep or to work, knowing that tomorrow's dessert is the least of your worries.

Fruit Refresher
1 package fruit-flavored gelatin (any flavor); 2 1/2 cups hot water and fruit juice; 1/2 teaspoon almond extract or 1 teaspoon grated orange rind; 1 cup canned fruit.

Dissolve gelatin in hot water and fruit juice. Add flavoring and pour over fruit. Chill, stirring occasionally as gelatin sets to give set, jellied appearance. Pile lightly in sherbet glasses. Serve plain or with cream. Makes 6 to 8 servings.

*Use canned fruits, such as peaches, pears, Queen Anne cherries, grapefruit, or berries.

Did you know that food and equipment are being shipped by the United States to at least 32 different fronts, some of them 17,000 miles away?

LEMON IN VEGETABLES

Tender young carrots, shredded raisins, lemon juice and a bit of salt combine in a salad to delight the family's sweet tooth. The lemon juice emphasizes the sweetness of the carrots. Good additions to this salad are a sprinkle of chopped nuts or shredded dates.

For quick casserole toppings, keep a covered jar of margarine bread crumbs in your refrigerator.

Mother's Comforting Hands Soothe Colds' Aches

When colds strike in the home there is always added assurance when the medication is applied with the sympathetic touch that only mothers' hands possess. And mothers have their own way to treat colds' miseries. Thousands upon thousands of mothers know from long experience that one good way to relieve cold's muscular aches—loosen tight coughs and soothe congested nostrils is to use Penetro—an excellent vaporizing counter-irritant. Here is modern scientific medication in a base containing old-fashioned eucalyptus. Penetro works fast to bring relief. It disappears quickly when you rub it on. And above all, it won't blister or burn. It is stainless—white with an agreeable aromatic odor and is always pleasant to use. Once you try Penetro, you'll always want to keep it handy for that next cold. If not delighted—the purchase price will be refunded—25¢—double supply 50¢. Always demand Penetro.

stems of the broccoli may need to be peeled. The coarse midribs of the kale should be discarded.

Cut the large pieces rather small and thin, somewhat uniform in size so that all will be done about the same time.

Put about an inch of water in the bottom of a kettle with a tight lid. Add salt and bring to a fast boil.

Add the vegetable. Cover the kettle tightly and keep the water boiling steadily about 15 minutes. The vegetables that are not covered by the water will cook in the steam.

At the end of fifteen minutes (25 to 30 minutes for kale) these greens should be tender. Much of the water will have evaporated. What is left may be added to the soup.

Season the greens. Turn into a hot dish and serve at once. They are good just as they are, and even better with

Mock Hollandaise Sauce

2 tbs. flour 1/2 t. salt
1/2 c. fat 1/2 t. paprika
1 c. bouillon or 2 egg yolks, slightly beaten
1 tbs. lemon juice

Stir flour into 2 tablespoons melted fat; add bouillon gradually, and cook 5 minutes, stirring constantly, until mixture is smooth and thick; add salt and paprika. Mix 2 tablespoons of hot sauce into egg yolks; then add this to remaining sauce and blend. Stir in lemon juice and remaining 2 tablespoons fat, and cook over very low heat 1 minute. Do not boil. Serve over cooked green vegetables. Yield: 1 1/2 cups.

Milk may be rationed soon. If necessary, rationing plans will operate on a regional basis where a crisis area pops up.

Buy War Bonds — and give the change to the March of Dimes.



Buy an extra '100 bond in the 4th WAR LOAN

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Fancy TUNA FISH

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GIVE what you can but GIVE IT NOW!
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Help Your Neighbors
FIGHT INFANTILE PARALYSIS

PUZZLE

Why Isn't She Begging Them To Eat Breakfast Any More?

ANSWER:

SHE SERVES NEW CREAM OF RICE! "BETTER THAN WHEAT THEY AGREE!"

SO EASILY DIGESTIBLE!
A wonderful way to start the day! It's so creamy, so easy to digest, it's recommended by doctors as babies' first solid food. Recommended for people who suffer from wheat or corn allergies.

RICH SOURCE OF FOOD ENERGY!
Packed with plenty of energy value—it turns into energy fast! Cream of Rice is ideal for active people— youngsters who play hard, athletes who work hard.

FOR DELICIOUS TASTE!
Blends with any fruit. Smother it with syrup. Rain rain come in. Serve it with chopped-up prunes, brown sugar or molasses. A different way every day!

MOTHERS puzzled about how to make families really enjoy breakfast, try Cream of Rice. It's delicious! And it's fortified to whole grain levels with vitamins and iron. Yes, it's just as rich in these precious food elements as rice in the field. Think what a protection that is against vitamin deficiencies that tend to make people listless, nerves jittery, appetites poor.

See how all the family thank you for discovering delicious Cream of Rice. Get a package today.

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Ready in 5 Minutes
Fortified To Whole Grain Levels

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Let's All Back The Attack
Buy At Least One Extra Bond.

Writer Urges Diet Care For Blood Donors

Prospective blood donors should watch their diet to safeguard their health, according to Good Housekeeping Magazine.

The article in the February issue, suggests the following diet for people who are going to contribute to blood banks: Four ounces of meat, poultry or fish; one or more eggs; one pint or more of milk; two or more servings of fruit and vegetables two or more servings of soy beans, dried beans, lentils or peanut butter; some whole wheat grain breads and cereals; and occasionally fats and sweets. Hot cocoa or flavored milk is recommended immediately after blood is donated.

DON'T GROPE FOR GARLIC in your home-made French dressing when all you need to spic up your ketchup with a toothpick before you add it to your good mayonnaise, vinegar and seasonings. Shake well, lift out garlic by toothpick before dress goes to greens.

MISSING DATES? Console yourself that the best pasteurized dates from Iraq are doing duty on home soil feeding allied desert fighters with a fruit that's a food.

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GOLD MEDAL Kitchen-Tested Flour 25 lbs. \$1.39

IVORY SOAP Medium 2 for 13c
Large 11c
Guest Size 5c

IVORY FLAKES Lg. Pkg. . . . 24c
IVORY SNOW lg. 24c

CAMAY 8c
LAVA SOAP 7c
CHIPSO lg. . . . 24c
DUZ lg. 24c

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CRISCO 1 lb. 26c 3 lbs. 74c

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prevented by many un-
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Keep, super-
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ICE-MINT

The very touch of this
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is soothing and
cooling to

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Fine, too, to soften
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STINGING CALLOUSES
Reg. size jar 43c
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Completely deodorizes—choice
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Economic. LARGE 15c SIZE **6c** (Limit of 3)

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Large 26-oz. Size **48c**

BELL-ANS TABLETS

75c Size **34c**

DRENE SHAMPOO



Leaves hair silkier, smoother, easier to comb. Reveals up to 33% more lustre.

60c Size **49c** \$1.00 Size 79c

FIT LIKE NEW!

One application yields like denture-like makes teeth sparkle. Fit comfortably for weeks. Not a plaster-like or a paste. Economical. Ask for Denture-like. Handy size 50c. Large size 82c. MONEY-BACK GUARANTEE. DENTUR-LIKE

Get That VIMMS Feeling!

VIMMS VITAMIN TABLETS

HERE NOW AT LOW COST!

... a concentrated, easy-to-take vitamin tablet for war-time deficient food diets — real LOW-COST health insurance!

6 — VITAMINS
3 — MINERALS

All In One Tasty Tablet

Nutritional experts say... 3 out of 4 need more vitamins and minerals for normal well-being.

PKG. OF 96 . . . \$1.69

BOX of 24 Vimms 49c FAMILY SIZE OF 288 TABLETS **\$4.79**



A scientifically balanced food supplement containing fish liver oil concentrated, Thiamine, Riboflavin, Nicotinamide, Ascorbic Acid, activated Ergosterol, Calcium Phosphosphate, Saccharin for (sweetenings) and natural and artificial flavors.

This Week's
\$25 WINNER
Miss Alice M. Ford
457 Hawley St.
WINNING CARRIER:
Ken Englert, 107 Hawley St.
Please Call at Shopping
News for your award

TOTAL TO DATE
Paid by Shopping
News to sustain-
ing subscribers.
\$960

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. 14 ROCHESTER, N. Y., THURSDAY, FEBRUARY 3, 1944

Public Urged To File Tax Returns Early

The Treasury Department has appealed to wage earners to begin filling out their income tax returns as soon as they receive wage and tax receipts from their employers.

Early filing will avoid the last-minute rush and confusion and, more important, determine how much tax must be paid. Some taxpayers will owe a substantial amount, many will owe a small figure, others will get refunds. Each taxpayer owes it to himself, the Treasury Department points out, to find out at once about his own situation.

The Rochester Sun Shopping News Income Tax Clinic, located this year at 20 State St., corner Corinthian St., opens tomorrow to serve the taxpayers.

(Continued on Page 4)

Marines Open Recruiting Office For Women

The Genesee Valley Platoon of the United States Marine Corps has opened a special headquarters here in the Triangle Building on Main St. E. From this recruiting station, the Marines are forming a platoon of "Lady Leathernecks" who will represent the Genesee country throughout the basic training course at Camp Lejeune, New River, North Carolina.

Staff Sergeant Frank L. Sanford, in charge of the Marine Recruiting Office in Rochester says:

"The platoon headquarters

(Continued on Page 4)

AMERICA... I Love Me!

Have you ever stopped to ponder why some "Americans" have so long raved that it's from our very own neighbors, that this country must be saved?

Didn't the Puritans found America, to escape from persecution? But didn't they quickly make the Quakers, the object of retribution?

When the early Dutch first settled here in the land called "of the free" weren't they labelled "lousy foreigners" by our Indians on a spree?

But the Dutch, they were a hardy lot, they quietly settled down. They went about their business, and established New York Town.

The Irish, fighting the British, heard some exciting news, that America welcomed all comers, with or without their shoes.

Many Sons of Erin soon set sail westward, across the ocean, but weren't they often badly beaten for their "foreign" religious devotion?

The Swedes, the Poles, the Slavs, the Jews next discovered with great elation, that making their homes in the U. S. A. was like a permanent vacation.

When the Negroes joined our swelling hordes to add their racial strains, of all the people landing here they alone had come in chains.

Then our Civil War unshackled them and disproved a Master Race. That Blacks and Whites are equals is a fact, even scientist face.

We've built our America rich and strong with tolerance as our basis. Your own ancestors would be the first to call it "God's Oasis".

But some "Americans" forget all this and keep their hatreds aflame. When trouble arises, they look around for another religion to blame.

The Nazis know this all too well, it's the one thing that can lick us. So they've planted "Divide and Conquer" here. In our weakest spot, they'd kick us.

In Gentile ears they've steadily whispered that our enemies are the Jews. They're egged on all good Protestants, the Catholics to accuse.

They would set the Negroes against the Whites the rich against the poor. They know that class and religious hate is a most irresistible lure.

Those stories you hear are Nazi lies, they prove America's been invaded. They're Germany's one last, desperate hope against a Giant she's underrated.

Wise Blacks and Whites know all too well that it's "stick together" or a Nazi Hell. That's why Jews and Gentiles fight side by side to knock off Hitler and Tojo as well.

America still has one terrible foe. It's the toughest that she faces. It's those gullible, misguided "Patriots", who hate all other creeds and races.

So our country's greatest danger lies not from German bombers. It comes right from within ourselves, from our Racial and Religious alarmers.

Remember how France fell apart in a month from Fifth Columnists she never sighted? Mightn't France have been alive today if her people had stood united?

The Nazis are pulling their same old tricks to sell YOU the hate of your neighbor. America's future depends on YOU. Can YOU resist Hitler's best enslaver?

Let us never forget this important fact As we look for someone to abuse, In the last ten years, Hitler's hokum has killed More Whites than Blacks, as many Christian as Jew

(Copyright 1943 by American Fight "Divide & Conquer" 121 Fifth Ave., New York)

Red Cross Offers War Bond In Letter Contest

A first award of a 25 dollar War Bond has been offered through the Rochester Chapter of the American Red Cross for the best letter or excerpt therefrom received by a Rochester area relative of friend of a service man in which an activity of the Red Cross overseas is described or its services to the armed praised.

The War Bond and five awards of \$5 in War Savings Stamps were donated to the Red Cross for this use by Lieut. Russell P. Fellerski, 11 Vose St. who served in the African campaign and was wounded in the Sicilian campaign, according to Walter E. Hastings, chairman of the Public Information Service.

"Despite the wide general

(Continued on Page 4)

United Airlines Pushes Plans For Route Through City

Rochester this week was given some conception of the kind of high-speed air passenger-mail-express flights by which it will be linked with major points throughout the country if United Air Lines is granted its application to place this city on its nation-wide airway system.

In a bulletin from United's Chicago headquarters, the company outlined typical elapsed times which would apply between Rochester and other cities on United's 6000-mile coast-to-coast and Pacific Coast routes. Cleveland would be only one and one-half hours from here by air, while cities as far distant as Los Angeles, San Francisco, Seattle and Portland could be reached overnight.

United's application to serve Rochester is in line with its program of extending direct air passenger-mail-express services to cities adjoining or tributary to its mid-continent transcontinental airway.

Stromberg Band Signed For Police Valentine Ball

In addition to Hal McInture and his nationally known radio band, the 16-pc. Stromberg-Carlson orchestra, under the baton of Art Birdsall will provide music at the annual Police Valentine Ball scheduled for February 14 in the New York State Armory.

The Stromberg-Carlson group is composed of Stromberg-Carlson workers and is fast gaining a local reputation through frequent appearances here. They play three times weekly in the company dining room, as well

(Continued on Page 4)

RATIONING At A Glance NOW VALID

FOOD
No. 40 coupon in Book 4 good for 5 lbs. of sugar
K. L. M. green coupons (expire Mar. 13).
V. W. brown coupons (expire Feb. 26)

GASOLINE
A-8 coupon (expires Feb. 8)

FUEL
Period 2 coupons (expire Feb. 8)
Period 3 coupons (expire Mar. 13)

SHOES
No. 18 coupon good indefinitely.
"Airplane" No. 1 coupon good indefinitely.

Amusements

Auditorium "THE DOUGHGIRLS". The Nation's No. 1 Laugh Hit. SEATS NOW ON SALE. MATINEE TUES. Nights — Orch.; \$2.75-2.20-1.65. Loges, \$2.20. Bal., \$1.65-1.10. Matinee—Orch., \$1.65-1.10. Loges, \$1.10. Bal., \$3c-55c.

CENTURY Errol Flynn in "NORTHERN PURSUIT" Plus "JIVE JUNCTION" with Dickie Moore

LOEWS Red Skelton in "WHISTLING IN BROOKLYN" NOW PLAYING Plus "YOUNG IDEAS" with Susan Peters

PALACE Dorothy Lamour, Dick Powell and Victor Moore in "RIDING HIGH" in Technicolor. Plus John Hubbard in "WHISPERING FOOTSTEPS".

CAPITOL Dick Powell, Mary Martin and Franchot Tone in "TRUE TO LIFE". Plus Charles Boyer and Barbara Stanwyck in "FLESH AND FANTASY".

HUDSON "DESTROYER" with Edward G. Robinson and Glen Ford. Plus "HOOSIER HOLIDAY" with Dale Evans.

LITTLE "CASABLANCA" with Humphrey Bogart, Ingrid Bergman and Paul Henreid

REGENT Cary Grant and John Garfield in "DESTINATION TOKYO". Plus Noah Beery, Jr. in "PRAIRIE CHICKENS."

REXY "THIS IS THE ARMY" with an All-Soldier cast. Plus West Side Kids with Don Barry, Dale Evans.

TEMPLE THREE DAYS—ON STAGE IN PERSON — Iris Ray Hutton and her All Male Orchestra and Grace McDonald, Hollywood Screen Star. On screen East Side Kids in "MILLION DOLLAR KID."

MONEY WORRIES QUICKLY SOLVED

Here's a modern practical way to get rid of worrisome debts and take care of unexpected expenses. If you have a lot of old medical, grocery, furniture, or other household bills that are piling up — bring them to Domestic. Here you can obtain the cash you need to pay all of your bills in full and get extra cash besides.

At Domestic you can borrow easily and simply — respectfully and in complete privacy. Figure the amount of money you need and how long a period you want to repay it. The table at right shows sample repayment plans.

CASH LOANS \$10 to \$300

Cash	Check	The Payment That Fits Your Budget
\$10	\$2.00	4 Mo. 6 Mo. 12 Mo.
\$25	\$5.00	4 Mo. 6 Mo. 12 Mo.
\$50	\$10.00	4 Mo. 6 Mo. 12 Mo.
\$100	\$20.00	4 Mo. 6 Mo. 12 Mo.
\$200	\$40.00	4 Mo. 6 Mo. 12 Mo.
\$300	\$60.00	4 Mo. 6 Mo. 12 Mo.

2 1/2% per month on balances of \$100 or less — 2% per month on that part of balance in excess of \$100.

FREE HOME ADVISORY SERVICE
Want free personal advice on how to budget, prepare inexpensive menus, remodel clothes stylishly? Ask for our free Home Advisory Service conducted by Lou Foster, graduate home economist.

DOMESTIC FINANCE CORPORATION
SUITE 512, GRANITE BLDG., 130 E. MAIN STREET
PHONE STONE 1782 W. R. STEVES, MANAGER
"A Friendly Place to Borrow"

IT CAN'T HAPPEN HERE

Income Tax Problems Can't Stump Our Experts

NOW OPEN TO SERVE YOU

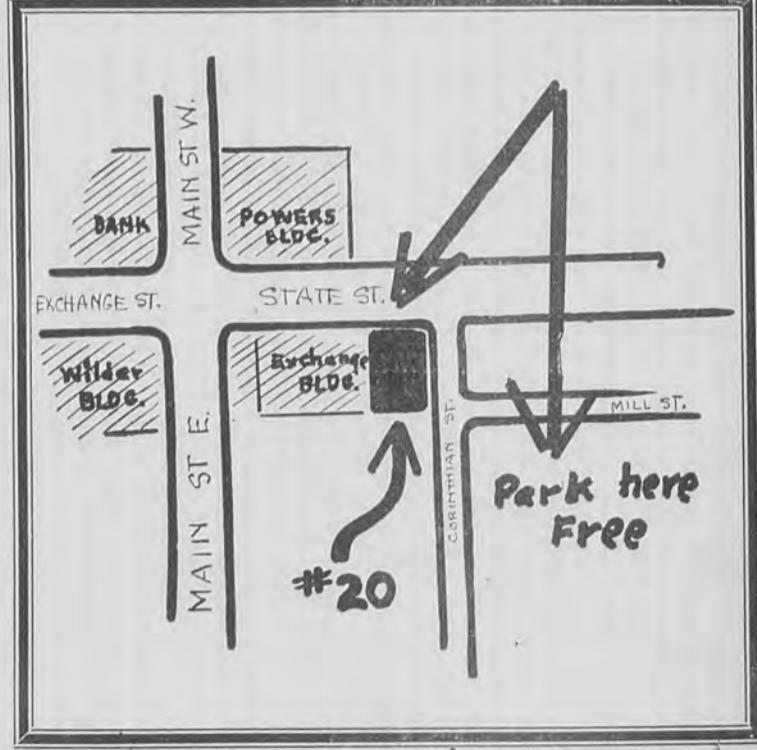
ROCHESTER SUN SHOPPING NEWS

INCOME TAX CLINIC

20 STATE ST.

(COR. CORINTHIAN—JUST ONE STEP FROM MAIN)

FREE PARKING
Casino Parking Station
Cor. Corinthian and Mills Sts.



BRING THIS INFORMATION WITH YOU

Record of all income received during 1942, wages, rents, interest, dividends, annuities, etc. Form W-2, furnished by your employer, listing earnings during the year and amount withheld by employer for withholding and Victory tax.

Form 1125, furnished you by Collector of Internal Revenue, which shows amount of 1942 tax and payments made direct during 1943.

Copy of 1942 Income Tax Return, if you have one.

List of medical expenses incurred during 1942, doctor and dental bills, hospital expenses, medicines, hospitalization, health and accident insurance premiums, optical bills, etc.

List of contributions, interest and taxes paid, and all other deductions authorized by law.

OPEN DAILY 9 to 9

Hundreds of Rochesterians already consider The Sun Shopping News their qualified source of tax advice. More than a thousand satisfied customers is your guarantee of complete accuracy and integrity.

You can file and pay your tax in one stop. Fulfill all your tax obligations at one time.

THE SAME EFFICIENT SERVICE

at

93 Clinton Ave. S.
(Next to Penney's)

LOW COST \$3 up

EVENINGS BY APPOINTMENT STONE 6000

KAY'S COMMENTS

by kay shearer

For your spring offensive—mildly—try one of those **WOMEN'S DRESSES**. In half sizes and regular sizes Navy—black and pastels. Some with lingerie trim. Darling becoming frocks—perfect for the woman who wears half-sizes and larger sizes. Priced \$8.95 to \$16.50. **RIFTON DRESSES** have your **COITONS** \$7.95 and up, ready for that trip to Florida. Why don't you drop in and see them at 739 MONROE AVE. Open evenings.

LLOYD'S LEAD AGAIN with a large variety of **VALENTINE NOVELTIES**. Heart shaped vases filled with red and white growing plants or cut flowers, \$1.50. Many other Valentine novelties, to gladden the heart of your beloved. Order early by calling **LLOYD'S FLOWER SHOP**. — **POWERS HOTEL**, opposite Court House. Main 6633.

The store windows show nothing but tailored suits, it seems. They are nice—in a smart tailored suit you can face the boss—the business of living—the facts of life. It's your surety of success, your armour of invincibility against the world. Brave-shouldered—spanking neat—most flattering efficient fashion a gal can wear. It will take you through that unexpected invitation to a cocktail—leave you unruffled if HE calls you at the office without warning. One is a must—these busy days, two last more than twice as long—three are like money in the bank. Alternate—change the face of each daily with a deft shift of accessories. Embellish with gay trinkets like the identification bangle—the brilliants—the pearls. My only advice is take care in choosing one or more suits. First look to the material—then to tailoring—one isn't any good without the other. Dark colors are your best bet—but if you can afford it a light shade is very nice. Blouses, weskit, dickies are all adorable and feminine this season. Choose a small hat with suits—they are much smarter this year. A good buy these suits—but the best buy in town is still the **WAR BOND**.

Even though you've lost your own figure and must forget about clothes for the time being—you can spurge for the little one, who is coming soon to join your family circle. Whether your child will be pink or blue in gender **EDWARDS Baby Department** have your answer in baby needs. A 60 piece complete Layette for as little as \$21.98. Space doesn't permit us to itemize this layette, but take my word for it—it's complete in every detail. Generous too in the amounts of items. Gauze Diapers—in fine grade very absorbent quality—easy to wash and dry sizes 21x40, \$2.25 per dozen. Birdseye diapers of fine quality all hemmed, ready to use in a large size 30x30 12 in package for \$2.50. Outing Flannel Diapers all hemmed ready to use—12 in a package size 27x27 for \$1.69. Vanta Diapers no pins needed, made with lies, heavy reinforced diapers for night wear. Give extra absorbency. If you're the smart young woman I think you are—buy some of those Diaper Linings, they fit any diaper—easy to dispose of—50 in a package for \$1. A Darling Baby Bunting just the thing for bundling baby up in during chilly weather. Has a detachable hood is ribbon bound and the hood is lined. It's trimmed with a pretty applique. Comes in pink, blue or white. Another nice almost indispensable item for baby is the Nite Guard meaning a sleeping blanket affording complete protection for your little darling from colds and drafts. Keeps baby snug, safe and warm all night long. Full crib size—comes in blue and pink and sells for \$6.98. Try to manage this item, it is wonderful. Don't wait

til the last minute—have things ready—it will give you a sense of well-being. Take advantage of this special sale at **EDWARDS THIRD FLOOR**.

Do your tresses have the winter doldrums? Well how about a brand new permanent... one of those **SPECIALS** given by **MILDRED HAUPENTHAL**.

THAL. A Cream-Oil permanent regularly \$10—now \$7.50. Or a regularly \$7.50 for \$5. Let Mildred design a new coiffure for you. Call **MILDRED HAUPENTHAL**, 323 BURKE BLDG. Main 7671.

Little harbor bag of rayon falls in spring's first choice. Sell for about \$5.

That **PETTIS GAL** is "sumptin". She has turned out more perfect figures with the aid of her famous **BATTLE CREEK REDUCING LOUNGE**. Treatments take only 35 minutes—cost a mere 10 for \$12.50. Why don't you try a series—you'll lose weight—feel loads better—and look elegant in that new spring suit you're dreaming about. Call **PETTIS**—Stone 6210—327 BURKE BLDG.

Why Wait?
BUY YOUR WAR BONDS NOW!
Erickson Perkins & Co.
Members New York Stock Exchange
139 POWERS BUILDING MAIN 1144

Feb. 11 and 12
Two Nights of
GRAND OPERA
von Flotow's
"MARTHA"
(Sung in English)
with
Josephine Antoine
Armand Tokatyan
John Gurney
Thelma Altman
All of the Metropolitan Opera Company
Prices (both nights):
\$1.10, \$1.35, \$1.65, \$2.20, \$2.75
(Tax included)
EASTMAN THEATER
at the University of Rochester

Have you seen the **"WEAPONS SHOW"** at the **ROCHESTER GAS & ELECTRIC** Building. New exhibits were added this week. See what Rochester workers and Rochester plants are producing to help win the war. Captured German and Japanese weapons taken from the enemy in South Seas, Aleutians, North Africa and Italy. All very interesting. Rochester Gas says **"BUY MORE WAR BONDS"**.

CHILDREN'S COLDS' COUGHS SORE CHEST MUSCLES SWEEPING THROUGH CITY
Mothers are reporting relief with **Grandma's type of medication**. Now that colds everywhere are bringing children's coughs and sore chest muscles, remember what many modern mothers have learned from Grandma. Grandma used mutton suet she medicated at home. Today mothers just get **Penetro**. Penetro is a salve with modern medication in a base containing old-fashioned mutton suet, like Grandma used. Penetro works two ways. (1) Outside, eases ache of child's sore chest muscles as it acts like a warming plaster to stimulate circulation right where rubbed on. (2) Inside, comforts cold-irritated nose and throat passages with its medicated vapors. Penetro is stainless, clean, white and pleasant. 25c, double size 35c. For real relief from these miseries of a cold demand **Penetro**.

Is your Baby doing as well as he might do on the feeding he is getting? Ask your Doctor about **HOMOGENIZED VITAMIN D MILK**. He will tell you that the butterfat particles in **HOMOGENIZED MILK** are split up 200 times. Many babies don't split up as much because they can tolerate butterfat when it's broken up. The curd that forms in babies' stomachs is softer, flakier—not tough and coarse. It's a gentle milk for tiny stomachs. **HOMOGENIZED VITAMIN D MILK** is uniform, one drop is just like the next drop. That means that baby's formula is always the same. This solves an important infant feeding problem. No need to shake the bottle. Nipples do not stop up. Many babies are better babies when **HOMOGENIZED VITAMIN D MILK** is used. As I said before—Ask your doc-

tor. When he agrees call **Glenwood 144, BRIGHTON PLACE DAIRY—45 FULTON AVE.**

Decide right now to do something about your figure. Drop into **VIRGINIA'S BEAUTY AND REDUCING** and let them advise you just what you need—a specific goal and their practical plan of attaining it. You'll have more pep—to say nothing of those lost pounds—after a series of treatments at **VIRGINIA'S REDUCING**, 27 CLINTON AVE. SO. Present Bldg. Stone 340.

Needles fly—in nimble fingers—at **EMPIRE WEAVERS**. Beautiful work turned out. Burns, tears, moth damage repaired at this well known shop. Prices are gentle. Work turned out in a minimum of time. Why not try them. **EMPIRE WEAVERS**, 409 BURKE BLDG.

*** You Can Buy With Confidence at SMALL'S**

A Practical Investment In Beauty For Thrifty Folks... A SMALLS 'Attested Perfect' DIAMOND

Whether She's your Bride-to-be, or a Bride of many years, every woman hopes for a fine Diamond Ring... For a Diamond is the eternal symbol of true love. SMALLS has hundreds of gorgeous "Attested Perfect" Diamond Rings and Bridal Sets. All are priced surprisingly low... all in exquisite mountings. Each Diamond has been carefully inspected for purity, quality and cutting perfection. If you want to make Her truly happy with something She will always cherish, come in and choose from our enormous selection of these "Attested Perfect" Diamonds.

Small's "Attested Perfect" Diamonds are guaranteed. NO CRACKS... NO FLAWS... NO CARBON SPOTS.
All Prices Include Federal Tax!

Open Every Monday Night!
Small's
28 EAST MAIN STREET

Credit? Certainly!
Take up to a Year to Pay after Down Payment!

● Felt and Cotton Mattress!
● Tempered Steel Coil Spring!
● Full Size Jenny Lind Bed!

BED OUTFIT COMPLETE

Buy the bed, the steel coil spring, the felt and cotton mattress—all three pieces—for only \$38.00. A good, serviceable bed outfit that will give you satisfactory sleeping comfort. The Jenny Lind bed is beautifully turned and carefully finished in maple or walnut... it is heavy and strong too. The coil spring has a full steel edge that gives when you sit or lie on it and springs back to shape just as soon as you get up. There are 70 steel coils scientifically placed to assure you proper rest. The mattress is filled with carefully selected cotton layer felt and light fluffy cotton fibers. It is upholstered in heavy woven ACA ticking. For a better bed outfit, come to Lauer's just as soon as you can!

\$38
3 Pieces

'A Big Comfortable Fully Upholstered PLATFORM ROCKER

\$39.95

Notice the extra depth of this amazingly comfortable platform rocker. It rocks quietly and easily on a well designed platform that simply cannot move. The thickly padded seat and back and the fully upholstered sides assure you the utmost relaxation. Here is a gift to remind you of the "good old days" when the family gathered nightly in the sitting room.

Lauer's
50 STATE ST.

Back the Attack! Buy an Extra Bond!

TRADE IN YOUR OLD FURNITURE
You get fair value because Lauer's renovate your used furniture and sell it in their own basement.

USE LAUER'S BUDGET TERMS
Pay only 20% down when you budget your furniture purchases at Lauer's (33 1/3% down on rugs, appliances, draperies and slip covers). You have as long as one year to pay the balance. Minimum payments are \$5 monthly.

EDWARDS BASEMENT

FOR SHOPPING NEWS READERS!

Oh, Yes . . . Winter Is Still Here!
You'll Be Using and Wearing Our

Fisher Striped Coney FUR COATS

\$65 PLUS 10% TAX



This is wonderful! Flattering styles! Splendid fur pelts! Expertly made! Beautiful lining! Every good coat feature combined in one coat... the one coat for you! And for this changeable weather . . . you could ask for nothing better!

MISSES' and WOMEN'S

Edwards Basement

Sparkling Collection
Of New Styles In
DRESSES

5.97

Yes! New styles! Sparkling and different! Here again in the 5.97 group! With Spring in mind . . . dresses to go under that fur coat . . . then do "double duty" in Spring! What a grand selection!



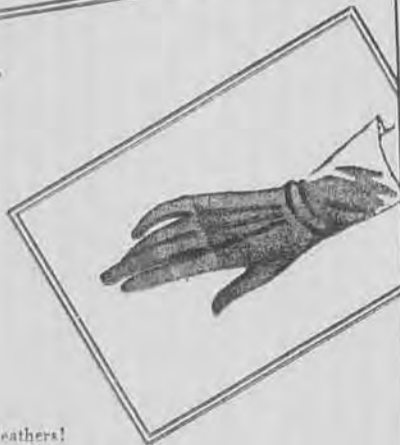
MISSES'
and
WOMEN'S

Edwards Basement

Color In Leather

GLOVES

2.29



Imagine! Soft capskin! Imported leathers! 4 button length! Novelty backs! Gold, chartreuse, fuchsia, kelly green, black, brown, beige! First quality! Sizes 6 to 8!

Edwards Basement

Smooth "Bareleg"

Rayon

HOSIERY

THIRDS 27^c

You'll be delighted! This hosiery will save precious sheers! Wear to work . . . during the day . . . let them take the hard wear! Sheer 340 needle rayons! Cotton top, reinforced foot! Sizes 8 1/2 to 10 1/2!

Edwards Basement



Income Tax . . .

(Continued from Page 1)
ers of this community. Just a step from Main St., the clinic will be open daily from 9 a. m. to 9 p. m. with a staff of qualified consultants in attendance.

More than a thousand satisfied clients attest to the accuracy and competent service of The Sun Tax Clinic and its many additional advantages. Among these are the permanent record system whereby copies of returns are kept on file available for reference at any time. Taxpayers are appreciative, also, of the fact that taxes may be filed and paid at The Sun Clinic, making it possible to fulfill all tax obligations at one time. Free parking facilities are available at the Casino Parking Station at no extra cost. Patrons of The Sun Clinic may also take advantage of the call-back system, whereby returns are completed while taxpayers are shopping. Evening appointment service is maintained at The Sun Shopping News office. The same

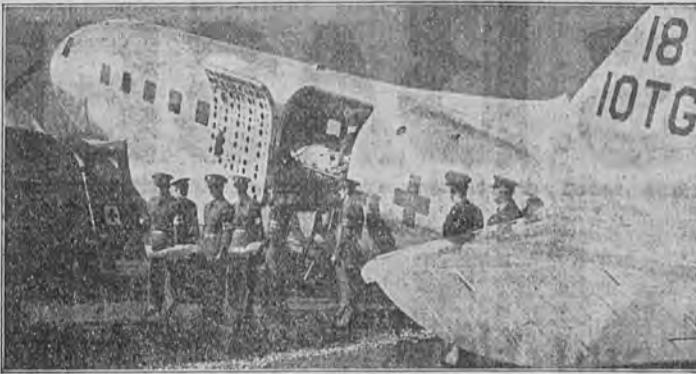
competent service is available for clients unable to come downtown during the day. Call Stone 6000 for reservation or stop in at The Sun Office, 93 South Clinton Avenue, during the day from 9 to 5 to make your appointment.

Marines . . .

(Continued from Page 1)
has been opened for the convenience of young women who wish to join the Genesee Valley Platoon and be United States Marines. We are accepting applications from young women who have stamina, courage and unwavering devotion to their country.

Women between the ages of 20 and 36 years of age with at least 2 years of high school or business college training are eligible for enlistment in the Marine Corps. The "Lady Leathernecks" are earning unstinted praise for efficiency as they relieve trained fighters to strengthen the forces at the battle fronts.

Lady Bowlers To Buy Air Ambulance



Plans to raise funds to purchase one of these ambulance planes have been announced by the Women's International Bowling Congress. Leagues throughout the country are being asked to make their contributions for this purpose during February, which has been designated "Wings of Mercy" month by the International group.

Red Cross . . .

(Continued from Page 1)

appeal of the work of the Red Cross," said Hastings, we here in Rochester would like to know more of the many things the Red Cross is doing for our

boys, Rochester boys in particular, and pass them on to others. If your boy, brother or friend has written home about the Red Cross, the Rochester Chapter wants to know about it and Lieut. Felerski has made this possible by his generous offer.

Hastings urged that the letters or parts of them referring to the Red Cross be sent to the Public Information Office of the Rochester Chapter at 199 Plymouth Avenue South, Rochester, 8, New York.

The contest closes February 15. Winners will be announced a few days later.

Police Ball . . .

(Continued from Page 1)

as for dances in various halls throughout the city. It was expected that arrangements for their appearance at the Police Ball would be completed this week by Bob Gifford, business manager and Deputy-Chief William R. Miller who heads the arrangements committee for the Police Benevolent Association.

The usual "full house" is expected by the bluecoats. Tickets are already reported selling rapidly. They are on sale at all precinct stations and at the Columbia Music Shop, 53 Clinton Ave. S.

TOWNSEND CLUB

Townsend Prosperity Club No. 19, will meet in the club rooms 386 Main st. E. tonight at 9 o'clock.

Lovely, Romantic COSTUME JEWELRY from Rudolph's Treasure Isle

Your "Valentine" deserves the best—so give her a piece of costume jewelry of traditional jeweler's quality and craftsmanship. Choose from many beautiful designs in pins, clips, earrings, bracelets, pendants.

2.95 TO \$100

Feb. 14 is Valentine's Day

USE YOUR CREDIT

Rudolph's
CORNER EAST MAIN AT SOUTH AVENUE
Open Monday Evenings
In Batavia — 109 Main Street

Weed's JUST RECEIVED MORE

FLUORESCENT

For Bath; Kitchen HOME LIGHTING FIXTURES For Cellar; Workroom

NATURAL DAYLIGHT-LIKE LIGHT SIMPLE AS INSTALLING A NEW BULB

\$7.95 Complete

WITH TWO 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 putting in new bulb. 8—All parts Underwriters' Approved.

Clean Fresh Air All The Time

NEW "V-AIR"
Neutralizes Odors Nature's Way

Wick Bottle **59c**

Freshens stagnant air, removes kitchen smells; deodorizes clothes closets by releasing nascent oxygen when wick is extended from bottle

Final mark-downs in

LIKLY'S
CLEARANCE
of FINE HANDBAGS

- SUEDES
- FELTS
- BROADCLOTHS

Regularly \$3.00	Regularly \$3.95	Regularly \$5.95	Regularly \$7.50	Regularly \$10.50	Regularly \$12.50
\$1.95	\$2.95	\$3.95	\$4.95	\$7.95	\$9.95

MANY OF OUR HIGHER PRICED BAGS REDUCED AS MUCH AS 25%

1844 Our 100th year was

LIKLY'S
271 MAIN ST. E.

STORE HOURS:
8:30 A. M. to 5:30 P. M.
MONDAY, NOON TO 9 P. M.

SHOPPING Basket \$3.50

Made of woven oak splint. Easy roll wheels.

Sale!
DRIPLESS SMOKELESS Candles

Colors: Ivory, Lemon, Tea Green, Flag Blue, Daffodil, Primrose and Peinsetta Red.

10" SIZEDOZ. **59c**
18" SIZEDOZ. **\$1.19**

Let's Get This Shield Up!

4th WAR LOAN

FREE CITY DELIVERY
No C. O. D.'s on Purchase Under \$1

MAIN 7900

NEED MONEY?

The Lincoln-Alliance Is the Bank for Loans

Bring Your Financial Problems to Us. We'll Try to Help.

12 Convenient Offices

LINCOLN-ALLIANCE BANK & TRUST CO.
183 Main St. E.
Member Federal Reserve System Member F.D.I.C.

PERSONAL LOAN CHART

You Borrow	Charge Per Year	Wife Insurance Premium	You Receive	12 Monthly Payments
\$108	\$6.48	.36	\$101.16	\$9.00
132	7.92	.44	123.84	11.00
180	10.80	.60	168.60	15.00
216	12.96	.72	203.32	18.00
300	18.00	1.00	281.00	25.00
360	21.60	1.20	337.20	30.00

*Insurance pays up loan in case borrower dies

FREE CITY DELIVERY
No C. O. D.'s on Purchase Under \$1

MAIN 7900

Weed's
Free Parking Opposite With \$1 Purchase

15 EXCHANGE ST.

Guaranteed Repairs
On All Makes

**WASHING MACHINES
REFRIGERATORS
VACUUM CLEANERS, ETC.**

Cheerful, Free Estimates Reasonable Charges Prompt Service

Stone's Appliance Shop
210 MONROE AVENUE
MAIN 6420

Going to a Show?

Swell . . . So Are Some of These Boys . . . But They May Not Live Through All the "Scenes"

You don't want us to re-tell the grim details of the show our men in uniform are putting on. By this time all of us know what war means—and none of us has the right to live blissfully from day to day without doing what we can to help. What can you do? You can buy War Bonds.

When you buy Bonds you help supply the equipment that is so desperately needed at the fronts, to keep our country financially sound. Remember: You are not giving your money. You are lending it. It is safe, and you get handsome interest. Be thankful that you are escaping the agonies of actual combat. Dig deep. If it hurts a little it is the sort of hurt that makes you feel good. Let's all BUY ANOTHER \$100 WAR BOND NOW!

4th WAR LOAN

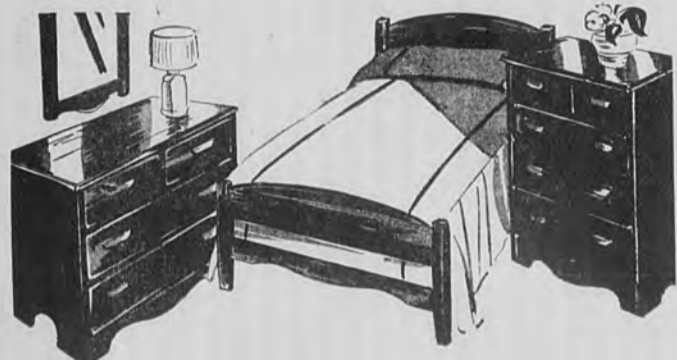
BUY YOUR WAR BONDS from Any Employee at

E. W. EDWARDS & SON

This sticker in your window means you have bought 4th War Loan Securities.

In FEBRUARY Get SEARS FOR FURNITURE and RUGS

Put Your Savings Into War Bonds



3-Pc. Maple Bedroom Suite

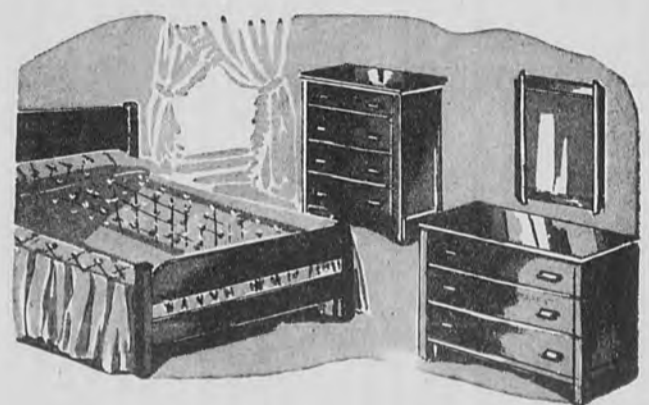
79.⁹⁵ Bed, Chest and Vanity or Dresser
Sunny maple suite, Honor Bilt constructed throughout. Full-sized bed, sturdy, generous-sized chest-of-drawers and your choice of vanity or dresser. Or your choice of the same suite with antique white and maple combination.
Second Floor, Monroe



Soft Bed Pillows
2 For 1.⁸⁸
A comfortable enduring bed pillow, plumply filled with cotton. Large size with a durable ticking. Second Floor, Monroe.



Folding Chairs
4 For 10.⁸⁸
Hardwood folding chair, ideal for churches, schools, home use, etc. Buy on our easy pay Budget Plan. Second Floor, Monroe.

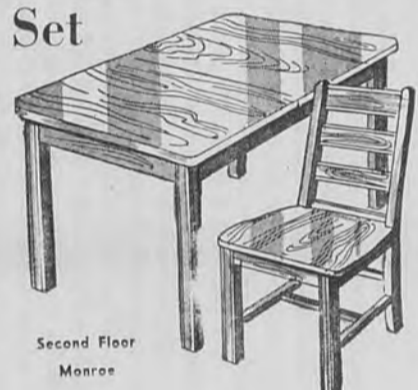


3-Pc. Walnut Bedroom Suite

69.⁹⁵ Bed, Chest and Vanity or Dresser
Rich finished walnut, perfectly simple in its modern design. Dresser with detachable mirror, 4 deep drawers in chest, full sized bed. Honorbilt construction, furniture you'll be proud to own. Buy on our Budget Plan.
Second Floor Monroe

Breakfast Set

5-Pieces
32.⁸⁸



Natural Briar with its inimitable rich grain, piped in a narrow strip of red. Practically indestructible, the "seat's" four-table with its 4 stout chairs will prove a timeless investment. Buy on Our Budget Plan.
Second Floor Monroe



Wood Frame Cable Springs
Regular \$12.50
9.⁵⁰
Full bed size, sturdy wood frame, at a small price to give you years of satisfactory service.
Second Floor Monroe

Felt Mattress Cotton Filled
16.⁹⁵
ACA felt mattress noted for its durability, comfort, luxurious soft cotton filling. Full as well as single bed-size.
Second Floor Monroe

Folding Daveno Bed

With Bedding Compartment
59.⁹⁵
Beautifully upholstered (red or blue tapestry) Daveno bed. Smart as a day-time divan it opens up into a double bed at night. Concealed bedding drawer.
Second Floor, Monroe

Inlaid Linoleum

With New Patented Felt Back
1.²⁹ Sq. Yd.
A low-cost way to make your rooms look shining... new! Patented felt back! Tested for wear, richly colored patterns, stain and spot-proof! Pre-waxed surface!
Both Stores

Six Foot Felt Base

45^c Sq. Yd.
Best quality enameled floor covering you can buy—with baked-on enamel surface, waterproof felt back. Have it cut to your room measurements—keep it brightly waxed monthly!
Both Stores

Felt Base Rug

5.⁹⁵ 9 x 12 Size
Marbelized, geometric and unique designs on crisply colorful backgrounds. Such a versatile collection—you'll find rugs for most any room in the house.
Both Stores

Sears, Roebuck and Co.

Super Velmere... Broadwidth Carpet

In a Choice of Five Beautiful Colors
2.⁴⁹ Sq. Yd.
Blue, Green, Cherry Red, Brown, and Blue Green.
Cut to your room measurements in any size you desire, no binding necessary—here's carpeting noted for its long-life, rich lustre, unusual colors. Buy on our Budget Plan.
Second Floor Monroe

Shaggy Rugs... Oblong 21x32 Size

2.⁴⁹ Both Stores
Thick loop upon loop, washable cotton makes these colorful "scatters" downright expensive looking. A huge selection of pastels to choose from!

PHONE: MAIN 7000—MONROE AVE. AT S. UNION ST.
PHONE: GLEN. 556—RIDGE ROAD W. NEAR DEWEY

FOR WOMEN ONLY!



Most girls and women are at some time troubled by a whitish discharge, burning, itching and irritation due to simple leucorrhoea.

This is often accompanied by a run-down, weakened condition. If neglected, it may be very offensive and a menace to feminine distinctness.

You should relieve these symptoms as soon as possible. So try douching with Lydia E. Pinkham's SANATIVE WASH! Hospital tests showed it a mighty effective "bacteriostatic" to relieve such discharge, burning, itching and minor irritation.

Be Careful What Product You Use!

Some products for feminine hygiene may be harmful germicides that burn, harden or damage sensitive tissues. But not SANATIVE WASH. SANATIVE WASH is a mighty effective "bacteriostatic" (a new modern trend) with an inhibitory action which retards growth of bacteria in simple leucorrhoea. Yet despite its great strength, SANATIVE WASH has a wonderfully beneficial, comforting and refreshing effect on delicate membranes. May be used every day if necessary.

SANATIVE WASH is made by the Lydia E. Pinkham Medicine Co.—makers of world-famous Lydia E. Pinkham's Vegetable Compound. Buy SANATIVE WASH (a modern "bacteriostatic") today at any drugstore. An inexpensive bottle lasts for weeks!

Lydia E. Pinkham's
SANATIVE WASH

Don't Shake Rugs
Never shake a small rug. Shaking breaks threads, loosens knots, frays fringe, damages backing and tears the binding.

WANTED USED TRUNKS
LUGGAGE, GOOD CONDITION... TOP PRICES
KRIEGER'S
135 CLINTON AVE., S. STONE 2281

CLAPP BABY FOODS CO. WANTS MEN AND WOMEN PERMANENT JOBS—GOOD PAY

- A Modern Plant
- Good Working Conditions
- Excellent Opportunity
- No Experience Required
- Good Bus Service
- Help America's War Effort

FOOD IS ESSENTIAL
Apply At Employment Office

CLAPP BABY FOODS CO.
777 MT. READ BLVD.
Or Write for Further Details.

NEW SICKNESS AND ACCIDENT PLAN PAYS \$25 WEEKLY BENEFITS
Costs Only \$12 a Year — Down Payment \$2.50 — Hospital Benefit Included

NEWARK, N. J.—The 57-year-old North American Accident Insurance Company of Chicago, announces a new plan that pays \$25 a week for 10 weeks for both stated accidents and sickness. Plus an additional \$25 a week for 4 weeks for accidents requiring hospital confinement. Yet the total cost is only \$12 a year. The purpose of this new Premier Limited Double Duty Policy is to bring sickness and accident protection within the reach of men and women who do not have large savings with which to meet sudden doctor or hospital bills, or lost income.

This new plan also has a double-indemnity feature covering travel accidents. You receive \$50 a week if disabled by an accident in a bus, trolley, street car, train, etc., and \$75 a week if the accident requires hospital confinement. There is another new special clause that pays up to \$25 cash for doctor bills, even for a minor accident such as a cut finger. Thus all accidents are provided for. In case of death by a common accident, the policy pays one thousand dollars cash to your family. Two thousand dollars if caused by a travel accident. In addition, it covers many common sicknesses such as pneumonia, cancer, appendicitis, etc., paying the weekly

New Rice Cereal Now Available At All Grocers

A new hot breakfast cereal has been placed on the market which is being greeted with enthusiasm everywhere. Housewives, long concerned over the lack of variety in hot breakfast cereals, now can add Cream of Rice to their list of "musts" for breakfast.

Cream of Rice, according to B. C. Ohlandt, president of Grocery Store Products Sales Co., the cereal's maker, is the first food of its kind on the market. Manufacturers have tried for years to find a satisfactory method of fortifying white rice up to whole grain levels. This, says Ohlandt, has finally been accomplished in Cream of Rice.

The cereal contains vitamin B, vitamin G, niacin (another B vitamin and iron). Since the product contains only fortified rice and skim milk, it is highly recommended for people who suffer from wheat or corn allergies.

DAW'S

ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. OP. THEATRE	31 MAIN ST. E. CORNER ADRIANT	353 MAIN ST. E. 1 DOOR FROM STILLSON	452 W. BROAD RD. CORNER DEWITT	880 MAIN ST. W. BULLS HEAD	473 H. GOODMAN JUST OFF MAIN	539 MONROE AVE. NEAR GOODMAN
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Genuine CUT-GLASS Tumblers
With famous LAUREL WREATH Cut Design.

3 FOR 19c Large 10-oz. Size
DOZEN 73c

Beautiful table glasses of genuine cut glass with the famous Laurel Wreath design—smart, distinctive—serviceable! Look at the price—the lowest ever for glassware of this quality!

WITH THIS COUPON BLADES
Single-Edge
8 FOR 11c
(Limit of 16 Blades)

Made of the finest surgical steel. Super-honed for more and smoother shaves. Fits all single-edge razors.

DAW'S COUPON WOODBURY'S TOOTH PASTE
LARGE 25c SIZE
13c
(Limit 1)

Please bring an old tube of any type in exchange.

SPECIALS FOR TODAY THRU SATURDAY
(Right Reserved To Limit Quantities.)

Pure Castile SOAP 15c BARS
3 For 19c

DAW'S COUPON GILLETTE SHAVE CREAM
(Brushless) GIANT SIZE
33c

You'll like the Gillette shaving cream because it's the kind that's kind to your skin.

SMITH BROS. COUGH DROPS
5c Boxes
2 For 6c

THE NEW BONDED PRO-PHY-LAC-TIC TOOTH BRUSH
GUARANTEED 6 MONTHS!
47c

WITH AMAZING TEMPERED BRISTLES SURGICALLY STERILE

HEAT-PROOF NURSERS
4 or 8-oz. Sizes
15c Value
8c

ICE-MINT
The very touch of this white ointment is soothing and cooling to
TIRED BURNING FEET
Fines, too, to soften and relieve pain of STINGING CALLOUSES
Reg. size jar 43c Large jar 77c

MINT-FLAVORED Milk Of Magnesia TABLETS
Pkg. of 200
23c

SCHICK RAZOR BLADES
PKG. OF 20
69c

MAGAZINE OR INJECTOR TYPE

BORDEN'S Malted Milk
Reg. \$1.75
5-lb. Tin
\$1.24

STOP FLAKE-DANDRUFF
LACO's mountain of fine-bubble lather cleanses deeply and gets at unpleasant flake-dandruff. Try this really finer, higher-quality GENUINE Castile shampoo for only **29c**

HILL'S COLD TABLETS
30c Size
9c

LACO SHAMPOO
TODAY'S BEST HAIR TONIC BUY!

PURE U. S. P. MINERAL OIL
Pint Size
12c

WILDROOT CREAM-OIL FORMULA
NON-ALCOHOLIC
7. GROOMS THE HAIR
2. RELIEVES DRYNESS
3. REMOVES LOOSE DANDRUFF
79c

For feminine hygiene Zonite
79c

Get That VIMMS Feeling! VIMMS VITAMIN TABLETS
HERE NOW AT LOW COST!
... a concentrated, easy-to-take vitamin tablet for war-time deficient food diets—real LOW COST health insurance!

6 VITAMINS ALL IN ONE TASTY TABLET
3 MINERALS

Nutritional Experts Say:
3 out of 4 Need More Vitamins and Minerals for Normal Well-being.

VIMMS contain Vitamin A, B-1, B-2, P.P., C, D and Calcium Iron.

BOX of 24 VIMMS **49c** FAMILY SIZE OF 288 TABLETS **\$4.79**

Pkg. of 96 **\$1.69**

A scientifically balanced food supplement containing fish liver oil concentrated, Thiamine, Riboflavin, Niacin, Ascorbic Acid, activated Ergosterol, Calcium Phosphosphate, Saccharin (for sweetening) and natural and artificial flavors.

Avoid Wrinkles
Watch those facial idiosyncrasies, warns Georgia Carroll playing in RKO Radio's "Around the World." That set expression around the mouth invites lines; so does frowning, not to mention teeth gritting.

An **Orchid** To You



Each week Shopping News, in cooperation with Lloyd's Flower Shop, Powers Hotel, gives an orchid to a Rochester woman. This week the winner, selected from the city directory is Miss Dorothy L. Blomgren 51 Brighton St.

If the winner will call at Lloyd's Flower Shop and identify herself within the next week she will be given free a beautiful orchid.

If a friend's name appears as an orchid winner—telephone her immediately. May be some day she will do the same for you.

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 an infant in absolute safety.

Sold at All Good Drug Stores

ONE MAN'S OPINION OF SINATRA
Believe it or not girls—here's a man who thinks Frank is terrific—and he tells why.

ARE NAZI NERVES AS GOOD AS NAZI GUNS?
Hitler has built what he hopes is an impregnable Atlantic wall. Are the men who man it as good as the steel and concrete in the fort? A timely, enlightening article.

Many other interesting and popular features, sparkling fiction, including continuation of a book-length novel and special articles in this week's issue.

10c FEB 12 ISSUE **LIBERTY** NOW ON SALE 10c

ARMSTRONG'S CHECK THESE VALUES

Look At This Big Value INLAID LINO FLOOR for 9x12 KITCHEN

Only **\$18.75**

Complete with LABOR & MATERIALS

MORE ARMSTRONG VALUES!
Standard Rugs . . . \$5.95
Quaker Rugs 9x12 . . \$6.95

WALLPAPER

FLORALS, STRIPES, COLONIALS, MODERN DESIGNS, ALL COLORS. FOR EVERY ROOM IN THE HOME.

LIVING ROOM DINING ROOM BEDROOM KITCHEN

NOW **9c TO 99c PER ROLL**

Originally Priced at 15c to 1.75 Roll
Prices Limited to Non-Current Patterns

SHERWIN-WILLIAMS
64 EXCHANGE ST. & BROAD
MAIN 1517
FREE PARKING NEXT DOOR

BUY MORE WAR BONDS NOW!

FOURTH WAR LOAN
January 18 to February 15, 1944

BUY WAR BONDS
at *Rochester Trust*

ROCHESTER TRUST & SAFE DEPOSIT COMPANY . . . Main Office, 30 Clinton Ave. North . . . Member Federal Deposit Insurance Corporation

LET'S WIN THE WAR IN '44

GENESEE LAGER BEER

A Name for CHOICE Liquor
A Liquor for Every CHOICE

Pete Hagen's

READY TO SERVE COCKTAILS
SMOOTH MELLOW DELICIOUS CORDIALS
FAMOUS MASTER BLENDED "ROCK N" LINE

The name that has simplified liquor buying. A symbol of perfection in everyone of its products satisfying the needs of all who enjoy quality liquor.

*If your liquor supplier is temporarily out of a number—leave your order.

Whatever you buy, ask for a "Pete Hagen" product. At Your Neighborhood Liquor Store

popper morson company

LET'S ALL BUY EXTRA BONDS

Watch Your Puff

Watch the puff in your compact and don't let it get that tattletale gray look. Keep a

dozen little puffs on hand or use cotton in your compact, is good beauty advice to girls who want to keep their complexions clean as a whistle.

"We laugh at epidemics. We live right and eat Vitamin-rich GOLDEN CENTER WHEAT GERM regularly!"



For the LIFT of your LIFE...



eat GOLDEN CENTER WHEAT GERM. Nature's super-rich source of the B-complex family. It gives you the protective, nourishing, natural Vitamins, minerals and proteins so vital for energy. A tablespoonful of this SUPER FOOD in your cereal costs less than 1c per day. To "keep well and feel swell" eat GOLDEN CENTER the WHEAT GERM for Good Health... At Grocers.

B. Meier & Son, Inc. Distributors - Bronx Terminal Market, New York, N. Y.

Golden Center TOASTED WHEAT GERM

PERSONAL LOANS

1/2

regular low bank

RATES

to purchase negotiable

WAR BONDS

You can borrow at these rates, for this purpose, if you can repay \$250 or more a year.

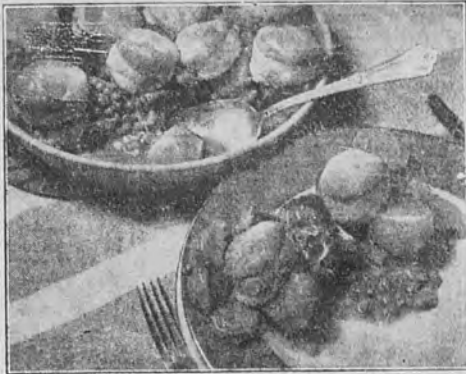
We don't have to tell you WHY you should buy War Bonds—But here's an advantage of owning THESE particular Bonds. They'll give you an annual yield up to 2 1/2% AND at any time in the future that you need money, you can use these Bonds as security, and get that money here, at these same low rates!



25 E. MAIN ST.
1806 EAST AVE.

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

Hot and Hearty Meat Pie



A savory meat pie, chock-full of meat, vegetables and brown gravy, with the crowning glory of a biscuit topping—what could be better on a cold night for a hungry family? And it's a happy solution to the leftover meat problem.

For six servings ingredients are:

1 1/2 cups diced cooked beef, lamb or veal; Salt and pepper; 2 lbs. flour; 2 lbs. lard; 1 medium sized onion; 1 cup cooked diced potatoes; 1 cup cooked diced carrots; Biscuit dough.

Season the meat and dredge in flour. Add minced onion and brown in hot fat. Combine with diced vegetables and left-over gravy and pour into baking dish. Heat. Cover top with rounds of baking powder biscuit dough, and bake in a hot oven (450 degrees F.) about 20 minutes or until browned.

Clean Your Windows With Home-Made Solutions

The following solutions which you can mix yourself will make your windows bright and shining.

2 tablespoons household ammonia to 2 quarts warm water, or:

2 tablespoons vinegar to 2 quarts warm water, or:

1 tablespoon borax to 2 quarts warm water, or:

1 tablespoon kerosene to 2 quarts warm water, or:

1/2 cup denatured alcohol (poison) to 2 quarts warm water.

Orange Peel Marmalade

This marmalade saves left over peel from the morning glass of orange juice or other fruit use. The navel oranges coming into harvest are just right for it, and it's just right for that extra touch for breakfast toast or the lunch-box sandwich.

Combine: 2 cups thinly sliced orange peel; 1 whole lemon, sliced; 6 cups water. Cook until very tender, about 3/4 hour.

Add 3/4 cup sugar to each cup of the cooked fruit. Cook in small portions, 2 or 3 cup lots, in a sufficiently large kettle to prevent the rapidly boiling mixture from running over. It should give the jelly test in 10 to 15 minutes. Yield: about 3 pints.

LET'S ALL BACK THE ATTACK 4th WAR LOAN

The War Bonds you buy and hold are the world's best investment and the strongest safeguard for your future protection. You are invited to use our services as investment specialists in choosing War Loan issues to meet your own needs.

George D. B. Bonbright & Company
100 POWERS BLDG.
Main 4830
New York Stock Exchange

Wegmans HOME OWNED SUPER MARKETS

THE LOWEST OPA CEILING PRICES IN THIS COMMUNITY

- DELICIOUS MALTED MILK **MALTED SQUARE . ea. 39c**
- ASSORTED **LAYER CAKES ... ea. 39c**
- PUMPKIN OR **APPLE PIES ea. 25c**
- FLAVOREUL FRENCH **DINNER ROLLS .. doz. 19c**

FRESH YOUNG RIB and ROAST

PORK LOIN

or FRESH PICNIC TO BOIL or ROAST

29c lb.

- TALL CAN **EVAP. MILK .. 3 cans 25c**
- CAMPBELL'S **TOMATO SOUP 3 cans 25c**
- GREEN GABLES **SALAD DRESSING lg. jar 27c**
- WEGMANS FINE COFFEE **KILBOURN HALL . . lb. 23c**
- SPRING LEAF **BLACK TEA . 1/4 lb. pkg. 20c**
- TALL CAN **RED SALMON ... can 40c**
- LUNCHEON MEAT **BRUNCH can 35c**
- POLK'S 46-OZ. CAN **GRAPEFRUIT JUICE can 32c**

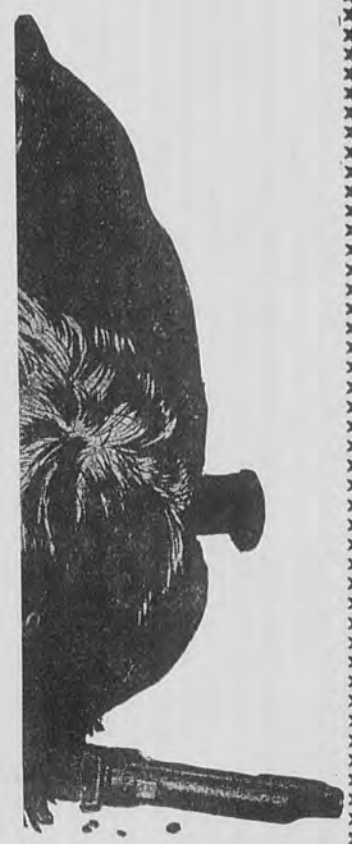
TENDER FRESH CALIFORNIA

BROCCOLLI

Large Bunch **25c**

Wegmans HOME OWNED FOOD MARKETS

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YOU



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ester Fourth War Loan Committee

ONDS

Mystery!

FIND THOSE FOLKS SHE HAD TO COAX TO EAT BREAKFAST

Solution



SHE GIVES THEM NEW DELICIOUS CREAM OF RICE "EVEN BETTER THAN WHEAT" THEY SAY, "AND SO GENTLE TO LAZY MORNING STOMACHS"



SO EASY TO DIGEST!

So easy to digest it's recommended by doctors as babies' first solid food. All harsh, indigestible parts of the grain are removed. Recommended for people who suffer from wheat or corn allergies.

SO RICH IN FOOD ENERGY!

Packed with plenty of energy values—a food that turns into energy fast. Cream of Rice is ideal for active people— youngsters who play hard, adults who work hard. It helps you start the day right!

SO TEMPTING!

Wonderful with cream or milk and sugar, this smooth, creamy cereal blends with any fruit. Rain raisins on it. Serve it with chopped-up prunes, brown sugar or molasses. A different way for every day.



• Mothers who always find it harder to get breakfast eaten than to get breakfast will welcome new delicious Cream of Rice. Children love it! Husbands love it! You'll love it, too! And what a fine way to start a day—with a rice cereal, so packed with energy—and now for the first time fortified with Vitamin B₁, G, Niacin, and iron to whole grain levels! It's as rich in these precious food elements as the whole grain rice itself! See what magic it works at your breakfast table! Bring home Cream of Rice today!

CREAM OF RICE
Ready in 5 Minutes

FORTIFIED TO WHOLE GRAIN LEVELS

Product of Grocery Store Products Sales Co., Inc., New York

FOR WOMEN ONLY!

Most girls and women are at some time troubled by a whitish discharge, burning, itching and irritation due to simple leucorrhoea.

This is often accompanied by a run-down, weakened condition. If neglected, it may be very offensive and a menace to feminine delicacy.

You should relieve these symptoms as soon as possible. So try douching with Lydia E. Pinkham's SANATIVE WASH! Hospital tests showed it a mighty effective "bacteriostatic" to relieve such discharge, burning, itching and minor irritation.

Be Careful What Product You Use!

Some products for feminine hygiene may be harmful germicides that burn, irritate, dry, or cause live bacteria. Be SANATIVE effective "bacteriostatic" action which kills bacteria in spite of its germicidal wash has a comforting and delicate ment every day if necessary. Lydia E. Pinkham's SANATIVE WASH is the only product that kills bacteria without irritating the delicate tissues. Buy SANATIVE "bacteriostatic" drugstore. An lasts for weeks.

Lydia E. Pinkham's
SANATIVE

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 Evening 11:30 - Other Evenings 11:17
ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

SAUERKRAUT SUPPER
Members of the W. B. A. Westway Club will hold a sauerkraut supper at 831 Joseph Ave. on Thursday, February 17, from 5:30 to 7:30 p. m. The supper will be followed by an entertainment program.

Mrs. Clara Kilgus is in charge of arrangements.

Paint Protects Property

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 8 ft. x 36 inches.
WITHOUT ROLLER **39c** 29c

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

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

14th Ward Women Republicans To Fele Relining President

Mrs. Thomas Bahringer, retiring president of the 14th Ward Women's Republican Club will be honor guest at a luncheon supper sponsored by the 14th Ward organization next Tuesday in the Erie Social Club Hall. The dinner will begin at 6:30 p. m.

Mrs. Max Walsch and Miss Gertrude Hartnett are co-chairmen, assisted by a large committee.

REBEKAH LODGE
Venus Rebekah Lodge will meet tonight in Odd Fellows' Temple, 11 Clinton Ave. N., with Noble Grand Florence Finlayson presiding. A sauerkraut supper will be served from 5 to 7 p. m.

3 DAY SPECIAL FUR CLEARANCE NORTHERN SEAY \$10500

(Dressed Coats)
Fur Coat and Hat Clearance at guaranteed savings
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 misery, is genuine, pure St. Joseph Aspirin. Their choice makes it the world's largest seller at 10¢. No aspirin can do more for you—why pay more? 36 tablets, 20¢; 100, 35¢.

St. Joseph ASPIRIN

THE KITE THAT SMASHED BERLIN
The story of the boys who fly Britain's big Lancaster Bomber. You'll thrill at this story of her exploits. Profusely illustrated.

HOW AIRCRAFT INSTRUMENTS WORK
An instructive and interesting story of the silent partners of our pilots. A detailed explanation with photographs. This noteworthy issue contains valuable advice on your automobile, home and workshop tips and latest discoveries in the world of science and industry.

POPULAR SCIENCE NOW ON SALE
25¢ — Buy a Copy To Mail To Your Boy In The Service — 25¢

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

K of C Deluxe BINGO
"Always the Best Game"
MON. NITE \$1,000 in CASH
EXTRA BOARDS 25c
25 GAMES—Min. Prize \$20.00
Admission \$1.00, Plus Tax
EVERY MONDAY NITE
K of C 50 Chestnut St.

STAR BINGO
372 FLINT ST. (rear) **\$3**
MON. 8:15 P. M. ALL
TUES. BOARD Jefferson
NITE GAMES Bus
Monday Afternoon Games 1:30
* 23 GAMES *

K of C DELUXE BINGO
"Always the Best Game"
MONDAY NITE \$1,000 in CASH
EXTRA BOARDS — 25c
25 GAMES — MINIMUM PRIZE \$20.00.
ADMISSION \$1.00, PLUS TAX

Every Monday Nite
K of C. 50 Chestnut St.

TOWNER-HALL
Wednesday and Thursday
SPECIAL GAME—2 TRIPLE BOARDS AND 2 BOOKS OF SPECIALS **\$106** INC. TAX

SATURDAY - TOWNER - REXY
ALL REGULAR GAMES **\$10-\$12**
OVER \$600 IN PRIZES
SUNDAY, FEB. 6th
Reg. Games **\$7.00** Specials **\$7 & \$8**
4 & 5 Ways

—TOWNER HALL, (718 University Ave.) DOOR PASS—
EVERY WEDNESDAY AND THURSDAY 45c
SATURDAY AND SUNDAY (With Purchase of Triple Board and Book of Specials) 25c

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

\$1000 EACH NITE
NO JACKPOTS
ALL PRIZES GO

BINGO

THIS ONE GOOD FOR 3 FREE SPECIALS FOR \$100 GAME EXTRA
TUES. FEB. 8th EXCHANGE AT TABLE IN FOYER

THIS ONE GOOD FOR 3 FREE SPECIALS FOR \$100 GAME EXTRA
FRIDAY FEB. 11th EXCHANGE AT TABLE IN FOYER

CARPENTER HALL
113 N. Fitzhugh St.
TUES. 8:15 P. M.
REG. GAMES **\$6.00**

WED. AFTERNOON
REG. GAMES **\$3 & \$5**

Where To Play BINGO

CARPENTER HALL
113 N. FITZHUGH ST.
THURS. REG. GAMES **\$10**
EVE. GAMES **\$10** Guaranteed
8:15

FRI. 1:30 23 GAMES **\$5.00**
SAT. EVE. 8:15

SUN. 2:30 23 GAMES **\$5.00**

FRI. - SUN. JACKPOT **\$28** EA.
ADMISSION 25c — Plus Tax
Extra Triple Boards 25c — Books 25c

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

WEGMAN HALL
371 E. MAIN ST.

SUNDAY NIGHT REG. GAMES **\$5-\$10**
MONDAY NIGHT REG. GAMES **\$5-\$10**
25 GAMES **\$15** 25 GAMES

AFTERNOON GAMES 1.30
WEDNESDAY FRIDAY SATURDAY \$5 & \$10

EARLY BIRD SPECIAL AT EACH GAME

HOLLYWOOD
35 PULLMAN AVE.

TUESDAY NIGHT ALL REG. GAMES AND SPECIALS **\$700**

Wednesday - Thursday - Friday
REGULAR GAMES **\$5.00**
SPECIALS 4 - 6 WAYS **\$5**

SATURDAY SPECIALS **\$10**
S5 - S6 - S7 GAMES

REG. GAMES **\$7** SUNDAY SPECIAL — SPECIALS \$7 and \$8

COUPON
W. B. A. Spring
Club of 25
Book of Specials
For You
45c
FOR YOU

SPECIAL PARTY
HOLLYWOOD-HUDSON
TUESDAY
All Games
FEB. 8th
\$7

COUPON
W. B. A. Spring
Club of 25
Book of Specials
For You
45c
FOR A FRIEND

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 & SATURDAY
25 Games \$5-\$10
On Reg. Boards and \$15
Letter 'H', \$15
ADM. 28c INC. TAX

UNION LEAGUE
South Ave. cor. Gregory

SPECIAL GAME
SUN. NIGHT 25 REG. GAMES **\$6.00**

MON. & FRI. NITES
30 REG. GAMES **\$5-\$10-\$15**

SAT. AFTERNOONS
1:30 P. M. 25 REG. GAMES **\$4**
Early Bird Every Game

PARK HALL
JEFFERSON AVE. AT PLYMOUTH

THURSDAY
23 GAMES ON BOARD
\$6-\$7-\$8 JACKPOT
1 FULL BOARD **\$20 \$205**

FRIDAY
23 GAMES ON BOARD **\$6.00** 1 Full Board **\$15.00**
SPECIAL FRIDAY JACKPOT \$180

SATURDAY JACKPOT
ALL GAMES **\$10.00 \$210**
If Not Claimed Thursday

ADMISSION 28c, Tax Inc.
BIG VALENTINE PARTY
SATURDAY NIGHT FEB. 12TH
Come Early — Stay Late
PLENTY OF SURPRISES

B-I-N-G-O
EVERY FRIDAY NIGHT
\$1500 CASH PRIZES GRAND PRIZE **\$500**
NO JACKPOTS

30 Games • Adm. \$1 plus tax • No Games Under \$20

SPECIAL VALENTINE PARTY
FRIDAY, FEBRUARY 11th
\$2750 GRAND PRIZE **\$1000**
CASH PRIZES NO JACKPOTS

25 GAMES • ADM. \$1.50 plus tax
NO GAME UNDER \$50

COLUMBUS AUDITORIUM
50 CHESTNUT ST.
TICKETS AT 822 GRANITE BLDG.—STONE 5372
IRONDEQUOIT POST No. 134 AMERICAN LEGION

WITH THIS COUPON
BLADES
Single-Edg
8 FOR 11
(Limit of 16 Blades)
Made of the finest surgical steel. Super-honed, for more and smoother shaves. Fits all single-edged razors.

SPECIALS FOR TODAY THRU SATURDAY
(Right Reserved To Limit Quantities.)

Pure Castile SOAP 15c BARS
3 For 19c

SMITH BROS. COUGH DROPS
5c Boxes **2 For 6c**

HEAT-PROOF NURSERS
4 or 8-oz. Sizes 15c Value **8c**

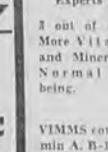
MINT-FLAVORED
Milk Of Magnesia TABLETS
Pkg. of 200 **23c**

BORDEN'S Malted Milk
Reg. \$1.75 5-lb. Tin **\$1.24**

HILL'S COLD TABLETS
30c Size **9c**

PURE U. S. P.
MINERAL OIL 12c
Pint Size

For Feminine Hygiene
Zonite 79c
Pkg. of 96
A scientific concentrated, activated Es (sweatening)



Rochester Sun, Thursday, February 3, 1944

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Opera "Martha" To Feature Former Eastman Student

Opera in the lighter mode is the entertaining program arranged for the Eastman Theatre on Friday and Saturday evenings, Feb. 11 and 12, when stars of the Metropolitan augmented by the cream of Rochester singing talent will present von Flotow's "Martha."

Featured in the cast will be Josephine Antoine, soprano; Armand Tokatyan, tenor; John Guernsey, basso and Thelma Altman, mezzo-soprano.

Particular interest is being shown in the appearance here of Miss Altman. She is the young lady who made the difficult leap from the Eastman School of Music to featured roles in the Metropolitan Opera Company in less than two years. A large number of Buffalo music lovers are expected to attend the opera to hear their native daughter in her first appearance in a major opera production in this area.

The opera will be sung in English, in a version that keeps the audience aware at all times of the unfolding story. While the original was written in German, the story concerns life in merry England during the reign of Queen Anne and there were therefore, no problems in translating.

Liquor Dealers Bond Drive Hits Halfway Mark

George Frank, chairman of a committee in charge of the Fourth War Loan Drive for the local wine and liquor industry, reported this week that sales of War Bonds have reached a total of half a million dollars. The committee believes this figure will be doubled.

The success of the campaign has brought the local members hearty commendation from every source. Treasury officials and executives in the liquor industry have praised the initiative of the local liquor dealers in instituting and carrying through the drive.

Lemon Juice Recipe Checks Rheumatic Pain Quickly

If you suffer from rheumatic arthritis or neuritis pain, try this simple inexpensive home recipe that thousands are using. Get a package of Ru-Ek 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 pain do not quickly leave and if you do not feel better, return the empty package and Ru-Ek will cost you nothing to try as it is sold by your druggist under an absolute money-back guarantee. Ru-Ek Compound is for sale and recommended by Drug Stores Everywhere.

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 contributed to by thyroid deficiency. Just eat sensibly and take Marmola only in accordance with the directions, instructions and warnings on the package and in the enclosed circular, and not otherwise. Marmola is not a cure-all. If in doubt at any time about advisability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician. If you need Marmola, why not lose those ugly uncomfortable pounds the Marmola way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

FLU WAVE!

Check Up on Yoursell!
Tire Easily? ... Underweight? ... Pale?
Lack Vitality? ... Feel Listless?
Low Resistance to Infection?

Don't ignore these warnings! They may be caused by an iron shortage in the blood. And that's something that can lead to more serious trouble! If you or your children feel "run-down" physically, because of a deficiency of iron in your blood stream, Guide a Pepto-Mangan can help you get back your normal strength and endurance. This famous iron tonic replenishes whatever iron the blood may be lacking—helps to give it that rich redness so essential to vitality, strength and resistance to infections. Recommended by many doctors in cases of "nutritional anemia" resulting from insufficient iron in the blood. Ask your druggist for—

PEPTO-MANGAN
THE FAMOUS IRON TONIC
IN LIQUID OR THE NEW TABLET FORM WITH VITAMIN B-1

COLONIAL LIGHT MOLASSES

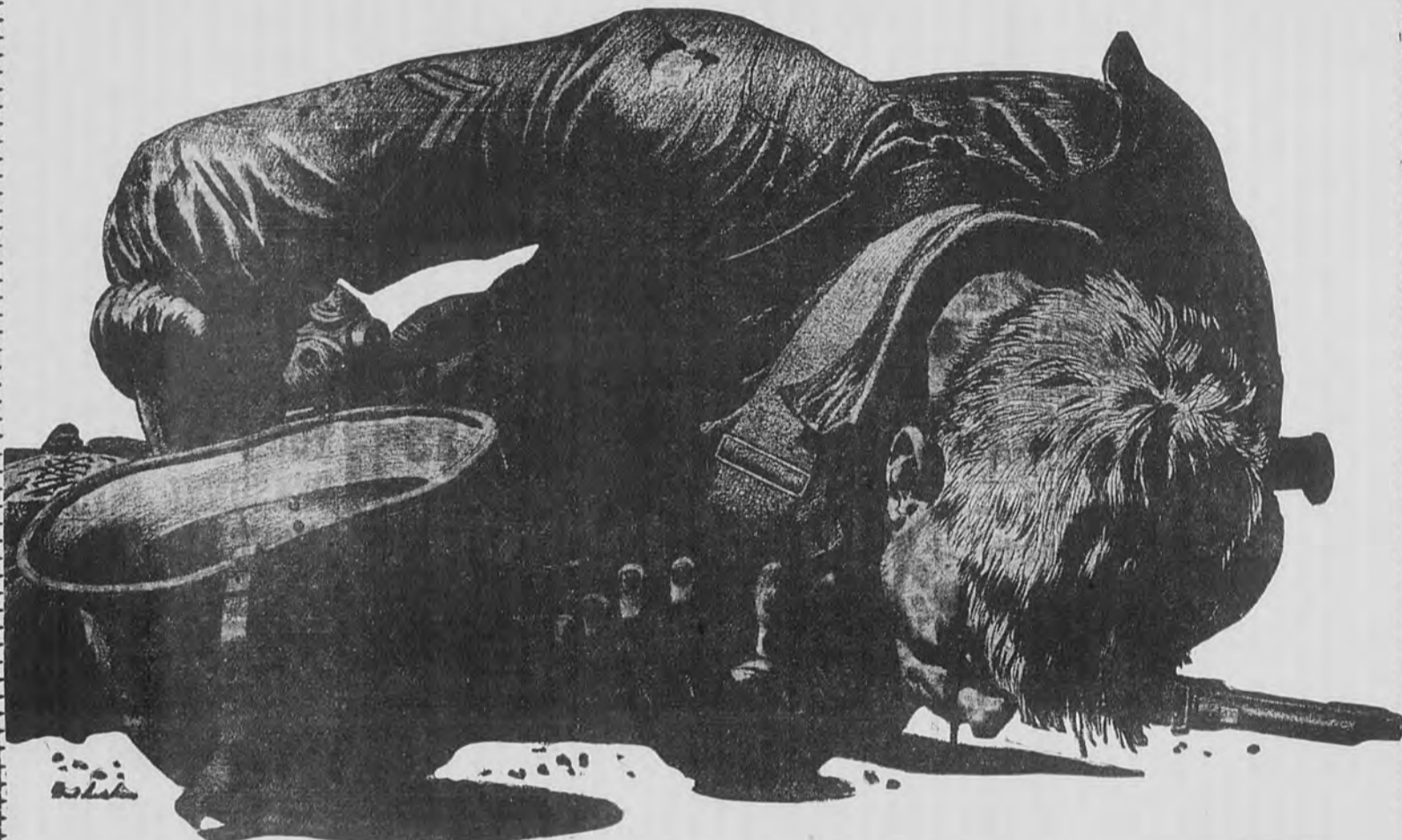
A Mild, Sweet Molasses
Blended For Flavor
and Color

24-OZ. GLASS JAR
35c

Look For The Blue Label
AT ALL
CRITCO STORES

Phone Main 224 for Nearest Dealer

Just "Another War Bond Ad."? No... A PERSONAL CHALLENGE TO YOU



ARE YOU RECOGNIZING THIS BOY'S SACRIFICE . . .
ARE YOU BUYING ALL THE WAR BONDS YOU CAN



Put this 4th War Loan Sticker in your window tomorrow. It shows that you have bought extra War Bonds during this drive. And don't stop with that extra \$100 Bond. Give everything you've got—your Rochester boys in uniform are doing just that!

Yesterday's 4th War Loan report announced that over 100,000 individuals in our own District No. 2 have bought War Bonds up to now. And the total amount of dollars is but a fraction of our quota.

Was your name among them? If not, look at the picture of that boy above. . . . Now look again, and decide what YOU can invest in America. . . . How much do you say? . . . Why, you can double that, and still be making no sacrifice compared to the one he has made!

It is possible that it takes a 4th War Loan Drive to get us to LEND our money to save the lives of our Rochester boys! Already somebody who belongs . . . somebody we know has died fighting for us. Taps will sound for others before this war can end. Does Rochester need a "drive" to ask, to persuade us to invest our dollars in Bonds?

NO! Let this be your drive, and my drive to fight with our dollars to the finish. NOW . . . in this 4th War Loan . . . and on . . . until the war is won . . . let's invest in WAR BONDS . . . that Rochester's dead shall not have died in vain . . . that Rochester's fighting men shall live!

Tens of thousands of us who haven't yet bought will have to do so right away. Tens of thousands who have already bought one bond will have to buy another. . . . And why not, when you think of it. Isn't it a trifle to be asked to do . . . to put up three dollars now, and be given back four dollars later, when perhaps we shall need them more.

Let's all BACK THE ATTACK! Let's keep Rochester at the top where she belongs! Let's back our boys with every last dollar!

This Advertisement Produced and Contributed by the Rochester Fourth War Loan Committee

Let's Get it Over... with WAR BONDS

WAR INDUSTRY NEEDS YOU!
MEAT PACKING ESSENTIAL INDUSTRY
Men and Women, immediate employment, no experience necessary. Good Pay. Plenty of overtime. Steady work. Chance for advancement.
APPLY
ARPEAKO EMPLOYMENT OFFICE
900 MAPLE ST. If already in war work, do not apply.

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 irritable feelings, are a bit 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



Final Meeting Of No. 16 School PTA Study Series Listed
Various, and sometimes conflicting, ideas on what constitutes family discipline will be discussed at the final meeting next Wednesday of the child study series sponsored by the No. 16 School PTA and conducted by Miss Florence Winchell, supervisor of Parent Education in the public schools.
GIVE YOUR HEAD COLD THE AIR
If you do catch a cold, be prepared to relieve its nasal miseries at first warning. You can breathe free almost instantly this easy, pleasant way. Simply put 2 drops of Penetro Nose Drops in each nostril... breathe deeply... then feel how they help you to feel better with every breath you take. With real prescription-type medication they strike straight at the center of your head cold sniffles and sneezes. A balanced formula with genuine ephedrine, they soothe, cool, clear through that cold blockade in your nose to help you give that head cold the air. Caution: Use only as directed. Generous size 25c, 2 1/2 times as much for 60c. Today get **PENETRO NOSE DROPS**

Let Us CARE FOR YOUR CAR For You!

1. LET US LUBRICATE IT EVERY 800 MILES (Oil and grease stop wear)
2. LET US ATTEND TO ANY REPAIRS IMMEDIATELY (Check any unusual noises or actions)
3. LET US TEST AND ADJUST YOUR BRAKES TWICE YEARLY (Faulty brakes result in undue wear and accidents)
4. LET US KEEP YOUR TIRE PRESSURE JUST RIGHT (Car owners lose 20% of tire life by underinflation)
5. LET US SWITCH YOUR TIRES EVERY 2000 MILES (This will give you up to 25% more miles)
6. LET US CHECK YOUR WHEEL ALIGNMENT (Improper alignment causes undue tire wear)
7. LET US CHECK YOUR BATTERY EVERY 2 WEEKS (Possibly you won't have to have a new one)
8. LET US TUNE UP YOUR MOTOR TWICE YEARLY (This will save you gas and repair bills)

We Have All sizes in Passenger and Truck Tires.
USE OUR EASY PAY PLAN
B. F. Goodrich
Silvertown Stores
675 E. MAIN ST.

FREE COUPON
One certified \$1.00 lubrication with any item above except nos. 4 and 7. This is a get acquainted offer so you may examine our modern service facilities. Bring this coupon properly filled in:
Name _____
Address _____
City _____
Make of Car _____

Sibley's

WE BOUGHT EXTRA WAR BONDS

4TH WAR LOAN

THIS STICKER in your window shows that YOU have invested YOUR SHARE to Back the Attack

Let's make this another record drive for ROCHESTER! Let's all Back the Attack by investing in at least an extra \$100 bond. Let's see this sticker in the window of every home in Rochester. We've sent our forces out to face death for us. Our job is to bring them back soon, safe and victorious. The best way we can do this is to invest in the War Bonds that will give them immediate help... that will pay back \$4 for every \$3 invested in 10 years. NOW... Back the 4th War Loan... Back our Fighting Forces... Build a background for your future.

War Bonds are Available through Every Sibley Salesperson and at our Two Main Floor Bond Booths. Your Sticker comes with your Bond.

SIBLEY, LINDSAY & CURR CO.

Let's Get It Over...with **WAR BONDS**

KEY ROCHESTER'S MODERN DRUG STORES
470 N. GOODMAN NEAR MAIN | 1861 MONROE NEAR WINTON
457 RIDGEMAN NEAR DEWEY

TODAY THROUGH WEDNESDAY

DUZ Large Box 18c Limit 1	KEY COUPON BOOK MATCHES Box of 50 8c Limit 2
WAX PAPER 125 FEET, CUTTER BOX Reg. 25c 13c Limit 2	KEY COUPON SODA MINT TABLETS Bottle of 100 6c Limit 1
KEY COUPON SANITARY NAPKINS Box of 15 11c Limit 2	ANALGESIC BALM Large 50c Tube 19c Limit 1
SQUIBB TOOTH POWDER Large Size 37c	EX-LAX 25c SIZE 19c
SQUIBB NAVITOL 50 cc 10 c. a. \$2.67 67c	VICK'S VAPO-RUB 35c Size 27c
BORDEN'S MALTED MILK Plain 5-lb. can \$1.29	MOTH BALLS or FLAKES Reg. 15c 12-OZ. SIZE 9c
ANACIN TABLETS Reg. 75c Bottle of 50 59c	FASTEETH 60c SIZE 49c
Mercurochrome 15c Size 6c	MENNEN SHAVE CREAM BRUSHLESS OR LATHER 50c Size 39c
MERCERIZED SHOE LACES Black, White or Brown 27-Inch 2 pair 5c	ORAL OR RECTAL FEVER THERMOMETER REG. \$1.00 59c
PHILLIP'S TOOTH PASTE 25c Size 12c	COMPARE! SIZE PRICE RESULTS LISTERINE TOOTH PASTE Still only 33c BIG DOUBLE SIZE TUBE
SQUIBB MINERAL OIL Quart Size 89c	6 VITAMINS and 3 MINERALS ALL IN ONE TABLET! REG. SIZE 49c LARGE SIZE \$1.69
SLOAN'S LINIMENT 35c Size 29c	ONE A DAY B COMPLEX VITAMIN TABLETS 2 WEEKS SUPPLY only 44c

YOUR PERSONAL MEDICINE
The medicine you receive when we compound your prescription is based on your physician's experience and skill, and is a personal medicine for you. The extreme care taken by our registered pharmacists, and the use of chemicals from the controlled stocks of reputable manufacturers, ensure its accurate completion.
We use Merck Prescription Chemicals
BRING US YOUR NEXT PRESCRIPTION

BEAMS 8 VITAMINS EXTRA-POTENCY B COMPLEX (Above Minimum Daily Requirements) plus A, D and C
10 DAY SIZE **49c**
30 DAY SIZE \$1.29
90 DAY SIZE \$3.49

drene Shampoo 79c
Teel LIQUID DENTIFRICE 39c
Alka-Seltzer 60c SIZE **49c**

This Week's
\$25 WINNER
Mrs. R. Axelrod
42 Avenue A
WINNING CARRIER:
Al. Marrapese, 1254 St. Paul
Please Call at Shopping
News for your award

TOTAL TO DATE
Paid by Shopping
News to sustain-
ing subscribers. **\$990**

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. 15

ROCHESTER, N. Y., THURSDAY, FEBRUARY 10, 1944

PHONE, STONE 6000

Income Tax Payers Eye March 15 Deadline

Two alternatives to standing in line at the Federal Building for help in preparing income tax forms were offered Rochesterians this week.

They can take a four-lecture course at Mechanics Institute conducted by Lester E. Tuttle, deputy collector of Internal Revenue, at a cost of three dollars then fill out their own form. Or they can go to the Income Tax Clinic sponsored by Shopping News at 20 State St. and have an expert fill out their income tax return for them. Cost of this service is from three dollars up.

Those who choose the latter method can get their income tax troubles and worries over in about 20 minutes. Those who choose the Mechanics' course will receive training in four evening sessions of one-and-a-half hours each.

Already business is reported "brisk" by officials of the Shopping News Income Tax Clinic. Many of the early clients are those who were served by Shopping News last year when more than 2,000 taxpayers availed themselves of this service.

The Income Tax Clinic on State St. is open daily from 9 a. m. to 9 p. m. and Sundays from 1 to 3 p. m.

Two branch offices have also been opened to serve residents of outlying areas. Qualified income tax experts from the Shopping News Income Tax Clinic will be at the Mt. Read Pharmacies, 1245 Lyell Ave. and 990 Monroe Ave., each evening from 7 to 10 p. m. and from 10 a. m. to 3 p. m. each Sunday.

Department of Agriculture forecasts these food shortages for 1944: bananas, fresh fish, corn products, canned fruit, milk and lentils.

Thomas Colovos Heads AHEPA



Thomas Colovos has been named president of the Flower City Chapter No. 67, Order of American Hellenic Educational Progressive Association. Prominent in local fraternal circles, Colovos was installed in his new office last Saturday. Officers for 1944 include:

President, Thomas Colovos; vice-president, George Palmos; secretary, Nicholas Vlahos; assistant secretary, Stavros Kerasos; treasurer, Christ Litto; chairman of governors, Gus Kutuzos; governors, Nicholas Katsampes, Peter Vangel, Peter Bouras and John Dema; chaplain, Daniel Lavrakis; captain of the guards, George Asproulis; sentinel, William Anolis; outside sentinel, George (Continued on Page 5)

No. 37 School PTA Plans Founders' Day Program

Founders Day will be celebrated at No. 37 School PTA next Tuesday with an "Information Please" program beginning at 1:30 p. m.

The board of experts will include Mrs. Emory Champney, district director of PTA and Miss Emma O'Keefe, school principal.

A group of cub scouts will present a skit entitled "A New Cub's Welcome."

Refreshments will be served by mothers of second grade children with Mrs. Frank Cohen and Mrs. Carl Jones as hostesses.

"Father's Night" Program Planned By Laurelton PTA

Laurelton PTA will have "Father's Night" next Thursday at 8 p. m. in the school auditorium in Helendale Rd.

A skit, entitled "Daddy's Girls," will be performed by a group of men members.

Hosts for the evening will be fathers of Miss Katherine Cooley and Mrs. Ruth Boyce's grades with George M. Edmonds as chairman. He will be assisted by Martin A. Putnam and Thomas C. McTigue.

Refreshment chairman is Eugene G. Allart assisted by B. Herbert Schultz, George W. Moore and Peter S. Braund.

ROBERTSHAW AUXILIARY

Regular business meeting of the Frank E. Robertshaw Post Auxiliary will be held next Wednesday evening, at 8 p. m. at the home of Mrs. Doris Rohring, 105 Laburnum Cres. Mrs. Carrie Cavanaugh will assist the hostess.

Here Monday for Bluecoats 'Hop'



HAL MCINTYRE

GLORIA VAN

AL NOBEL

Greatest Crowd In 30 Year History Expected At Police Ball In Armory

For the first time since Governor Lehman banned public functions in the New York State Armory shortly before the outbreak of the war, doors of the big drill shed on Main St. E. will be opened to the public Monday evening when the Police Benevolent Association plays host to a large segment of Rochester at the Annual Police Valentine Ball.

Workmen are rapidly transferring the drill hall into a dazzling ballroom and decorations are expected to be completed over the weekend.

Officials of the Police Benevolent Fund, sponsors of the ball are making plans to handle the largest crowd in the affair's 30-year history. During 1943 the fund paid out \$28,000 in death benefits to members of the organization and proceeds from the ball will be used to bolster the treasury.

Coming to Rochester to furnish music for the dancers is Hal McIntyre and his famed radio band, along with lovely Gloria Van and Al Nobel, featured soloists.

Also on hand to furnish music will be the Stromberg-Carlson Modulators, a 16-piece band formed among workers at the telephone manufacturing plant and already boasting a local reputation of considerable merit.

Workmen are rapidly transferring the drill hall into a dazzling ballroom and decorations are expected to be completed over the weekend.

TOWNSEND SUPPER

A dinner and entertainment program will be offered by members of Townsend Club No. 23 at 668 South Ave. tomorrow starting at 6:30 p. m. Mrs. Mort Dunn is chairman.

You may have trouble finding space to store your winter coat when the time comes. Perishable food items will have priorities in commercial coolers.

Tickets are on sale at all pre-

Amusements

CENTURY NOW PLAYING
Kay Kyser, Joan Davis in "AROUND THE WORLD"; plus Don Ameche, Francis Dee in "HAPPY LAND."

LOEWS NOW PLAYING
"LOST ANGEL" with Margaret O'Brien, James Craig; plus "THERE'S SOMETHING ABOUT A SOLDIER."

PALACE NOW PLAYING
"THE NORTH STAR" with Anne Baxter, Dana Andrews; plus "HENRY ALDRICH BOY SCOUT" with Jimmy Lyden.

CAPITOL NOW PLAYING
Betty Grable, Robert Young in "SWEET ROSIE O'GRADY"; plus Jackie Cooper in "WHERE ARE YOUR CHILDREN?"

HUDSON SUN., MON.
"GOVERNMENT GIRL" with Olivia DeLay; plus "MR. MUGGS STEPS OUT" with the East Side Kids.

LITTLE 6TH BIG WEEK
"CASABLANCA" with Humphrey Bogart, Ingrid Bergman and Paul Henreid

REGENT NOW PLAYING
Dorothy Lamour, Dick Powell, Victor Moore in "RIDING HIGH" in Technicolor; plus John Hubbard in "WHISPERING FOOTSTEPS"

REXY SUN., MON., TUE.
"FIRST COMES COURAGE" with Merle Oberon, Brian Aherne; plus "MY KINGDOM FOR A COOK" with Charles Coburn.

TEMPLE FRI., SAT., SUN.
On Stage in Person "GAY 90'S RADIO REVUE" with Joe E. Howard; On Screen "SWEETHEARTS OF THE U. S. A."

MONEY WORRIES QUICKLY SOLVED

Here's a modern practical way to get rid of worrisome debts and take care of unexpected expenses. If you have a lot of old medical, grocery, furniture, or other household bills that are piling up—bring them to Domestic. Here you can obtain the cash you need to pay all of your bills in full and get extra cash besides.

At Domestic you can borrow easily and simply—respectfully and in complete privacy. Figure the amount of money you need and how long a period you want to repay it. The table at right shows simple repayment plans.

CASH LOANS \$10 to \$300

Year	6 Mo.	12 Mo.	18 Mo.	24 Mo.
\$25	\$12.97	\$6.64	\$5.00	\$4.00
\$50	25.94	13.28	10.00	8.00
\$100	51.88	26.56	20.00	16.00
\$200	103.76	53.12	40.00	32.00

1 1/2% per month on balance of \$100 or less—2% per month on that part of balance in excess of \$100.

FREE HOME ADVISORY SERVICE
Want free personal advice on how to budget, prepare intercessory memo, remodel clothes stylishly? Ask for our free Home Advisory Service conducted by Lois Foster, at-risk home economist.

DOMESTIC FINANCE CORPORATION
SUITE 512, GRANITE BLDG., 130 E. MAIN STREET
PHONE STONE 1782 W. R. STEVES, MANAGER
"A Friendly Place to Borrow"

Clearance!

62 Fur Coats and Jackets

At Prices That Mean Rare Bargains For Thrifty Women

	Originally	Now
12 SABLE-DYED CONEY	\$195	\$139
3 PONYS, Black, Brown	\$195	\$149
3 RACCOONS	\$300	\$249
8 CARACULS, Brown, Black, Grey	\$275	\$195
7 OPOSSUM, Black, Brown	\$195	\$149
9 PERSIAN PAWS	\$200	\$159
5 PERSIAN LAMB, Black	\$325	\$249
5 MUSKRATS	\$295	\$249

Jackets

	Originally	Now
4 FOX JACKETS	\$100	\$75
3 CARACUL JACKETS	\$200	\$125
3 SILVER FOX JACKETS	\$200	\$149

Projansky
39 East Ave.
BUY BONDS IN THE FOURTH WAR LOAN!

SHIPS FOR VICTORY

Tanker above was photographed during its trial run on Lake Ontario. It is a U. S. Army Y-40 used in all theaters of war.

WORK IN THE ONLY ALL ENCLOSED SHIP YARD IN THE U. S. A.

WE NEED AT ONCE

- ★ Welders
- ★ Ship Fitters
- ★ Acetylene Cutters
- ★ Electricians
- ★ Mechanics
- ★ Painters
- ★ Helpers

We Can Train Inexperienced Men In Any Of The Above Trades.

Good Working Conditions, Top Pay, Adequate Transportation, Free Insurance

A JOB WITH A FUTURE

ODENBACH

Shipbuilding Corp.

4800 DEWEY AVENUE

DOLOMITE

Products Company

BUFFALO ROAD

VALENTINE'S DAY Jewelry Gift Suggestions

SMALL'S modern store is just chockful of fine jewelry items outstanding for their beauty, quality and value. Each one a perfect gift for "your special Valentine's Day favorite" . . . each one an exceptional piece at an exceptionally low price!

A Great Variety and Selection of Fashion Jewelry 2.20 to \$30
A magnificent array of almost every conceivable type of spray pin, animal pin, bird pin, novelty pin, earrings, pearl necklaces . . . many thousands of beautiful pieces to select from.

Solid Gold Birthstone Rings for Ladies and Men 7.50 to 14.50
Set with genuine synthetic birthstones. Your choice of stone. Each a bargain value . . . each one a fine gift. Beautifully styled rings . . . gorgeously

Large Assortments of Ladies' Wrist Watches 17.95 24.75 29.75
Included in our great assortment are fine selections of such famous makes as Bulova, Benetton, Green, Longines and Parker. Each one a bargain value.

Solid Gold MIRACULOUS MEDALS 4.95 to 12.50
Beautifully embossed . . . complete with solid gold neck chain to match. An exceptional value.

Large Selection of Lockets 2.95 to \$25
Many shapes and designs to choose from.

3 EASY WAYS TO BUY:
1. Cash
2. Charge
3. Deferred Payments

Smalls

28 EAST MAIN STREET
Open Every Monday Night!

KAY'S COMMENTS by kay shearer

"GET PURTY" for that Valentine Party. Let MILDRED HAUPENTHAL give you one of her bank-up permanents. A cream-oil permanent formerly \$10 now specially priced \$7.50. Another \$7.50 permanent

Have a professional coiffure once in a while. It's good for the soul to say nothing of the noggin. Shampoo regularly at the time intervals that best agree with your locks. And get after that dandruff. Use Listerine every day when your pate starts to show signs of dandruff or get oily. Watch your hands. Use a stiff brush that really gets into the tiny crevices. Make minor polish repairs right away rather than waiting to re-do the whole job. Use a hand cream or lotion for smoothness, softness. Coddle your poor over-worked feet, scrub with a brush to prevent and dispose of calluses, bumps. Wear only shoes that fit, give away the others no matter how they flatter your 7 1/2. Keep toenails short. Be a bug on grooming cleanliness. Keep your white touches you wear WHITE. Need we mention using a deodorant or anti-perspirant. Always use a mouth wash. Always. Be fastidious about color. Match lipstick with color of nail polish. Be happy or at least contented. Joy is the greatest beautifier of all. I can't tell you how to get it or where, but I think if you make a point of good health and good looks, nice things will happen to you. And then you'll be a beauty. See, it's an endless chain. Devotedly—Kay.

LET'S ALL BACK THE ATTACK

4th WAR LOAN

The War Bonds you buy and hold are the world's best investment and the strongest safeguard for your future protection. You are invited to use our services as investment specialists in choosing War Loan issues to meet your own needs.

George D. B. Bonbright & Company
100 POWERS BLDG.
Main 4830
New York Stock Exchange

now \$5. Call Main 7671 for an appointment with MILDRED HAUPENTHAL, 323 BURKE BLDG.

LLOYD'S FLOWER SHOP will be OPEN ALL DAY SUNDAY. Mr. Higbie feels that this will be a convenience to enable you to place your VALENTINE ORDERS for flowers to be delivered in good time Monday—VALENTINE DAY. Corsage—nut flowers—Valentine Novelties for your beloved. LLOYD'S LEAD AGAIN with real values—Call or drop in Sunday, Main 6633—POWERS HOTEL—Opposite Court House.

STOP - LOOK - LISTEN—Trade in your old vacuum cleaner for a BRAND NEW ONE. Drop into PENN VACUUM the only store in this locality with new latest model cleaners—upright and tank types. If you're interested in rebuilt cleaners PENN VACUUM has these also. Grand values carrying a one year guarantee. A few of these cleaners are authorized to be sold without trade-ins. If you're not interested in a new or rebuilt vacuum, and plan on using your present vacuum, take advantage of the 9 point overhaul expertly done by PENN VACUUM. \$6.95 is the cost with a one year guarantee. Isn't that a value? Call Stone 6747 or call at PENN VACUUM, 30 SOUTH AVE.

Show your colors this spring in one of those new Spring models from RIFTON DRESSES. Prints, pastels, navies, blacks with frothy trim. Nice wool suits in adorable becoming cardigan styles. Women's dresses for the larger size. COTTONS in profusion for southern wear. Or for the forsighted who realize summer is just round the corner. Prices start at \$8.95 to \$29.95. RIFTON DRESSES, 739 MONROE AVE.

It is a privilege to introduce EDWARDS new and enlarged M J R O R AND P I C T U R E G A L L E R Y. Located on the Seventh Floor this department is designed to help you give your home a new lease on life. Try a new picture or a good mirror in your home, see the difference it makes. They're like adding extra windows and new surroundings. EDWARDS are proud of this new department and well they might be, it is one of the most modern and complete departments of its kind in Western New York. You'll like the ways pictures and mirrors are arranged. The merchandise is arranged for your easy selection. It's pretty hard to visualize a mirror or picture on your particular walls. Talk it over with the people in charge of this department, tell them about your home, the type of wallpaper or walls you have, the period your furniture is—and you'll find them very helpful. Every taste and every pocketbook has been taken in consideration in the stocking of this department. Drop in and see this new gallery. I know you'll be pleasantly surprised. EDWARDS, on the Seventh Floor.

Are small children well protected against rickets? The answer is NO. Little children get little sunshine especially in the winter time. This is the reason that half of the babies in large cities suffer from rickets. HOMOGENIZED VITAMIN D MILK helps to prevent rickets. Tests on thousands of children prove it. Here is what a leading authority says: "Dr. J. M. Lewis writes in the New York State Journal of Medicine. 'If all artificially fed infants were given Vitamin D Milk, rickets would indeed become a rare disorder.' Doctors encourage the use of HOMOGENIZED VITAMIN D MILK, knowing that it is for children of all ages. Give your children its important protective advantage. Call BRIGHTON PLACE DAIRY today... Glenwood 144 and ask them to deliver HOMOGENIZED VITAMIN D MILK... 45 FULTON AVE.

EMPIRE WEAVERS SAY: "Take care of your clothes, and they'll take care of you." Keep them in repair... nothing detracts from your appearance like a tear, rip or burn. Empire Weavers are magicians when it comes to needle-work. Try them won't you? 409 BURKE BLDG.

Consumer News

Put this in your pipe and smoke it!... or if it's frozen maybe you'd rather thaw it! The "helpless householder" of pre-war days is often serving today as general home repairman and mechanic. To help the emergency plumber at this season when the family may wake up to find pipes solid after an extra cold night, engineers of the U. S. Department of Agriculture offer the following tips: In thawing a frozen water pipe, begin at the faucet and work back. Never start warming the middle of the pipe for the expansion of melting in the midst of solid ice may burst the pipe. Have faucets open so the water can flow out as the ice melts. The simplest and safest way to warm pipes is to wrap them with cloth, set a

100 YEARS OF SERVICE TO OUR COMMUNITY

TO FRAME YOUR PHOTO AND HIS... A VALENTINE BOTH POPULAR AND PRACTICAL

Easel or Fold-Back Photo Frames of genuine LEATHER \$1 to \$7.50

A genuinely fine gift for any occasion and especially desired by boys in the service! In colors, black or brown.

1844 Our 100th year 1944 LIKELY'S 271 MAIN ST. E. Headquarters for Travel Goods, Costume Jewelry and Smart Gifts

100 YEARS OF SERVICE TO OUR COMMUNITY

CONFIDENTIALLY SHE WOULD LIKE FLOWERS FOR VALENTINE'S DAY FROM LLOYD'S POWERS HOTEL Opp. Court House Main 6633

CORSAGES CUT FLOWERS

OPEN THIS SUNDAY For Your CONVENIENCE

tips: In thawing a frozen water pipe, begin at the faucet and work back. Never start warming the middle of the pipe for the expansion of melting in the midst of solid ice may burst the pipe. Have faucets open so the water can flow out as the ice melts. The simplest and safest way to warm pipes is to wrap them with cloth, set a

DON'T YOU BELIEVE that a sardine is a dwarfed fish, as it appears in cans SEE PAGE 6

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.

Sibley's Ready! With Your February Needs In ART GOODS

PILLOWS 1.77

Glamorous, soft, pillows in a beautiful selection of rayon covers. Fringe trim.

BABY BIB SET—3 nicely made white cotton bibs, stamped with outline design for embroidery... set 57c

BOUDOIR SCARF—fine white scarf, stamped to embroider... 47c

LUNCHEON CLOTHS—stamped to embroider. 54x54" size... 1.97

54x72"..... 2.27

Napkins..... ea. 27c

BABY SACQUE—soft white fabric, stamped to embroider in a dainty design..... 37c

3-PC. CHAIR SET—smart to protect your chairs! Stamped to embroider..... set 67c

MANY-WAY PILLOW—gives comfort from any angle! Pretty cover in blue, rose or green..... 1.53

BABY SOAKER KIT—soft white cotton, complete with directions for making 2 pairs of absorbent soakers.... kit 83c

UTILITY CABINET—has 5 roomy drawers for sweaters, lingerie, hosiery. Covered in wine, blue, green or brown. 3.77

DISH TOWELS—stamped to embroider in pretty designs..... each 27c

ART GOODS, THIRD FLOOR SIBLEY, LINDSAY & CURR CO.

VITO CIMINO & SONS FUNERAL DIRECTORS Glenwood 37 969 Plymouth Ave. N.

wish to inform our clients that for the convenience of residents of the east side, our new home located at

1676 CLIFFORD AVE. PHONE STONE 32

Is at your disposal should the need arise.

Hours Are From 10 A. M. to 11 P. M. Complete Kitchen Service Mrs. Theresa Worthall, Lady Attendant

A complete funeral conducted by our trained personnel, with courtesy, care and sympathetic understanding costs no more when our funeral home is used.

Special Combination Value! THORENS LIGHTER And Leather Cigarette Case

LIGHTER—Fine Swiss Make CASE—Metal Reinforced

BOTH FOR 12.95

A rare offer! Handsome, dependable lighter. Sturdy cigarette case of genuine leather, same in real lizard. Better get here early!

Rudolph's CORNER EAST MAIN at SOUTH AVENUE Open Monday Evenings In Batavia—109 Main Street

MARCH, 15th IS NOT DOOMSDAY!

STOP YOUR WORRYING!

Solving Your INCOME TAX PROBLEMS Is Our Business

HELP US HELP YOU BRING THIS INFORMATION WITH YOU

Record of all income received during 1943, wages, rents, interest, dividends, annuities, etc. Form W-2, furnished by your employer, listing earnings during the year and amount withheld by employer for withholding and Victory tax.

Form 1125, furnished you by Collector of Internal Revenue, which shows amount of 1942 tax and payments made direct during 1943.

Copy of 1942 Income Tax Return, if you have one.

List of medical expenses incurred during 1943, doctor and dental bills, hospital expense, medicines, hospitalization, health and accident insurance premiums, optical bills, etc.

List of contributions, interest and taxes paid, and all other deductions authorized by law.

ROCHESTER SUN SHOPPING NEWS INCOME TAX CLINIC 20 STATE ST. HOURS: 9 TO 9 COR. CORINTHIAN ST. SUNDAYS 10 TO 3 ALSO EVENINGS (7 TO 10 P.M.) AND SUNDAYS (1 P.M. TO 6 P.M.)

MT. READ PHARMACIES 1245 LYELL AVE. - 990 MONROE AVE.

A Name for CHOICE Liquor A Liquor for Every CHOICE

Pete Hagen's

READY TO SERVE COCKTAILS SMOOTH MELLOW DELICIOUS CORDIALS FAMOUS MASTER BLENDED "ROCK N" LINE

The name that has simplified liquor buying. A symbol of perfection in everyone of its products satisfying the needs of all who enjoy quality liquor.

*If your liquor supplier is temporarily out of a number—leave your order. Whatever you buy, ask for a "Pete Hagen" product. At Your Neighborhood Liquor Store popper morson company

...y 10, 1944
...d then pour
...a teakettle

Rochester Sun, Thursday, February 10, 1944

JUST SAY "AS ADVERTISED IN SHOPPING NEWS"

FACE THREE

EDWARDS BASEMENT

CLEARANCE OF COMFORTABLES



If you want extra warmth, this silkolene covered beauty is a dandy. Paisley patterned center with plain back and wide 9 inch border in lovely shades of rose, blue, green. Fluffy filling of 50% reused wool, 50% cotton assure you of plenty of warmth these chilly winter nights.

SIZE 72x90

OUTSTANDING VALUES
YOU CAN'T AFFORD TO MISS
IN THESE HEAT RETAINING COMFORTS

2.97

Reg. 3.97

Edwards Basement

SLIP COVERS FOR MAPLE FURNITURE

Self-adjusting 2 piece cushion sets. Elastic knit, dainty designs in white on rust, blue, or green backgrounds. Chair requires 1 set. Davenport 3 sets. Back Cushion and Seat

1.59

Edwards Basement

BLEACHED PILLOW PROTECTORS

Protect your new pillows with these serviceable pillow covers. Made of closely woven bleached cotton. Durable overlapping flap keeps pillow free from dust, dirt. Washable, sanitary.

39^c

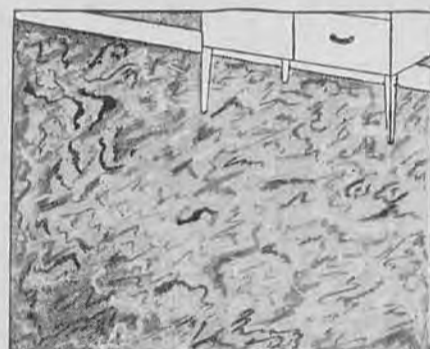
Edwards Basement

WOOL AND COTTON BATTS

Soft springy batt, 60% cotton, 40% wool. Excellent warmth at low cost. Full comfortable size 72 x 90. Anuno sprayed to protect them against moths.

2 LB. SIZE **1.00**
3 LB. SIZE **1.49**

Edwards Basement



A 9x12 Room
Can Be Covered For Only . . . 10.44

IMAGINE! INLAID LINOLEUM AT A MERE

6 ft. wide. Splendid assortment of attractive color combination, wide range of marbled designs. Cover that bare floor with this easily cleaned, long wearing linoleum.

87^c

Sq. Yd.

Edwards Basement

CLEARANCE OF BETTER COATS

Values Up To 29.94

Now

17.77

- BOXY STYLES
- FITTED STYLES
- SOME ALL WOOL
- SOFT FLEECE
- VELVET COLLAR TRIM
- HERRINGBONE TWEEDS
- BEIGE, BLUE, BROWN, TAN, GREEN
- MISSES SIZES ONLY

Edwards Basement



Know Your Fish
Because fish are one of the most common sources of ptyomaine poisoning, the greatest care must be used in their selection and cleansing. Fresh fish have bright red gills, clear, open eyes, firm flesh, not flabby. If the scales are dull and come off easily, reject the fish. Frozen fish are put into the freezer fresh and frozen so quickly there is no chance of decomposition. Thaw fish by putting them in cold water until all the frost is removed, then cook as fresh fish.

lection and cleansing. Fresh fish have bright red gills, clear, open eyes, firm flesh, not flabby. If the scales are dull and come off easily, reject the fish. Frozen fish are put into the freezer fresh and frozen so quickly there is no chance of decomposition. Thaw fish by putting them in cold water until all the frost is removed, then cook as fresh fish.

No. 16 School PTA To Repeat "Plantation Minsirels"
So successful was the performance of "Plantation Minsirels," at No. 16 School last November, a repeat performance will be given tomorrow evening beginning at 8 o'clock. The entire cast is composed of men members of the school's PTA. The show was written and is also produced by members of the group.

Lighten Crayon Marks On Wall
You might be proud of junior's artistry — any place but the wall. To lighten crayon marks, dampen a soft, clean cloth with carbon tetrachloride and sponge lightly. Do not rub. It is practically impossible to remove all traces of crayon marks, but repeated sponging may lighten them so that they are almost invisible.

If a ring is left, apply a poultice of commercial dry cleaning powder and carbon tetrachloride. Let dry and then brush it off.

DEFENSE WORKERS
Since Mr. Adam Clock Has Gone To Win the War As Usual I Will Wake You Daily. Small Weekly Fee. GEN. 1680-M.

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 sinuses. 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 Fough, Inc. Economical, too. 25¢ for a generous size. 2 1/2 times as much for 50¢. Caution: Use only as directed and always be sure that you breathe and get back your old pep and endurance. Penetro-Mangan replenishes what ever iron the blood may be lacking — helps to give it that rich redness so essential for vigorous strength and real vitality. If your blood is short of iron, a few bottles of Penetro-Mangan may be all that's needed to "fix you up!" Ask your druggist for—

WARNING TO WAR-WORKERS!
To get the most out of your efforts, you have to feel right! If you tire easily—feel weak, rundown and nervous—you're only doing a half-way job!
Check up on yourself! Maybe the reason why you can't "take it" any more is because your blood is low in iron! In such cases, a good iron tonic like Pepto-Mangan can go a long way towards helping you get back your old pep and endurance. Pepto-Mangan replenishes what ever iron the blood may be lacking — helps to give it that rich redness so essential for vigorous strength and real vitality. If your blood is short of iron, a few bottles of Pepto-Mangan may be all that's needed to "fix you up!" Ask your druggist for—

BUDE'S PEPTO-MANGAN
THE FAMOUS IRON TONIC
IN LIQUID OR THE NEW TABLET FORM WITH VITAMIN B-1



No Wife Should Rely on Half-Truths!

Up-to-date scientific facts so important to happiness!

There's no need these days for any woman to depend on her own or her husband's knowledge about vital physical facts! Accurate scientific information is available to help you build a happier life!

AND YET DOCTORS KNOW that even today there is widespread misunderstanding about intimate feminine problems. The majority of women have no idea how seriously their happiness is threatened.

There are two very definite threats about which you should be warned. First, the danger of infection present every day in every woman's life. Second, the most serious deodorization problem any woman has... one which you may not even suspect. And what to use is so important.

That's why you ought to know about Zonite Antiseptic.

USED IN THE DOUGHER (as well as for a simple everyday routine of external protection) Zonite is both antiseptic and deodorant. Zonite deodorizes, not by just masking, but by actually destroying odors. Leaves no lasting odor of its own.

Zonite also kills immediately all germs and bacteria on contact. Yet contains no poisons or acids. No other type of liquid antiseptic-germicide is more powerful, yet so safe. Your druggist has Zonite.

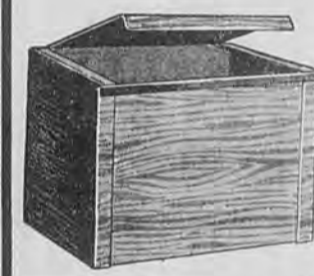
FREE: Last published New, frank, written book. Reveals intimate facts every woman should know. Address: Zonite Dept., 1230 Leasington Ave., New York 17, N. Y.

Name: _____
Address: _____
City: _____ State: _____

Weerd's FEBRUARY SPECIAL Sale of Wardrobes



TUDOR WARDROBE
Double swing door. Wood reinforced. Roomy. Size 59 in. high, 24 in. wide, 21 in. deep. Wood tone finish. **\$2¹⁹**



E-Z-DO SLIDE A DOOR
Decorative wood grain finish. Wood framed doorway. Touch the latch and the door slides down. Holds up to 20 garments. Size 61 in. by 24 in. by 20 1/2 in. Complete with 2pc E-Z-Do Moth Humidifier. **\$2⁴⁹**

UTILO DUBL-PAK GIANT
Holds an entire wardrobe. Woodtone finish. Size 30 in. by 20 in. by 60 in. high. Slide door. Shoe space at bottom. **\$2⁹⁸**

GIANT FULL SWING DOOR
Full swing door. Wood frame. Woodtone finish. Size 28 in. by 21 in. by 59 in. high. **\$3⁴⁹**

MAMMOTH HI-HATTER
Room for everything — hats, clothes, shoes. Slide doors. Size 28 in. by 21 in. by 66 in. **\$3⁹⁵**

UNDER BED CHESTS
\$1.49 — \$2.89
E-Z slide. Wood reinforced. Size 48 in. by 20 in. by 8 in. Complete with Para Moth killers.

STORAGE CHEST
Deep roomy chests. For blankets, comforters, clothes storage, etc. 21 in. by 32 in. by 21 in. **\$1⁸⁹**

TOP OF STOVE PROTECTORS
Composition board with heavy asbestos backing. Saves finish of stove. Choice of colors. **69c — \$1.00**

IRON RESTS
Fireproof asbestos. Protects your ironing board and cover. **10^c**

FREE CITY DELIVERY
No C. O. D.'s on Purchases Under \$1.
MAIN 7900

Weerd's
Free Parking Opposite With \$1 Purchase
15 EXCHANGE ST.



OPEN DAILY 8 A. M. TO 5 P. M.

GAS and ELECTRIC BLDG. 89 East Ave.

HELD OVER for the THIRD WEEK

That Stiring War Exhibit and...

WEAPONS FOR VICTORY Show

SEE — MANY NEW FEATURES — SEE

SEE—Maps used by Flying Fortress pilots... motors as small as your finger and giant engines weighing a ton and a half... 37MM. anti-tank gun, machine guns, Garand and other rifles... rage finders... height finders... Canadian bomber... parachutes... flame throwers... optical and photographic equipment... aerial cameras... Japanese and German battle flags... Captured German and Japanese weapons... huge shells... gun turret used on Grumman torpedo bombers... model planes and hundreds of other exhibits.

See what Rochester workers and Rochester War Plants are doing to help speed Victory

Rochester Gas & Electric Co.

Try covering the corners of your bed springs with adhesive tape to prevent sheets from tearing.

ADDITIONAL ACCOUNTANTS WANTED
For Compiling Income Tax Returns
Full Time Work For Temporary Period
J. C. Kalbfleisch Co., Inc.
Lincoln Alliance Bank Bldg. Stone 878

SEWING MACHINES (ALL MAKES) REPAIRER REASONABLY
Prompt Attention All Work Guaranteed
GEN. 6368-M

MANY WOMEN OVERJOYED OVER THIS "IMPROVED" FEMININE HYGIENE
Modern New "BACTERIOSTATIC" Hospital Tested With Splendid Results!
Many doctors today recommend the regular use of douches for women who want to be refreshingly clean, for women troubled with offending odor, discharge and minor irritation. Some products may be harmful germicides which burn, harden and damage sensitive tissues. The regular use of strongly alkaline douches may cause irritation and injury, too. But NOT Lydia E. Pinkham's SANATIVE WASH! Instead, this is a mighty effective "bacteriostatic" (a new modern trend). Pinkham's Sanative Wash contains the same beneficial ingredients which great numbers of Doctors and skilled chemists say is one best principle of douching. It discourages growth of the more vulnerable bacteria, cleanses, deodorizes and relieves itching, minor irritations and discharge. Pinkham's Sanative Wash is one product for Feminine Hygiene that, despite its great strength, has a beautiful, helpful effect on delicate membranes. Thus it may be used often as needed. Inexpensive, too.

Lydia E. Pinkham's **SANATIVE WASH**

Beautifully Rebuilt HOOVER COMPLETE With Attachments
Fully GUARANTEED \$19⁹⁵ FULL CASH PRICE
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.

PENNN VACUUM STORES
30 SOUTH AVE. • STONE 6747
Open Monday Evening 'til 3—Other Evenings 'til 7
BUY FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

LIFEBUOY SOAP
3 for 16^c Limit 3

PREP SHAVING CREAM
16^c Jar Limit 1

SHOE POLISH
Black or Brown
8^c Giant Size Limit 2

CINE 8 KODACHROME FILM
Including Tax 3⁷⁷

GEO. WASHINGTON TOBACCO
16c Size 2 for 13^c

FLASHLIGHT BATTERIES
10^c Limited Supply

GEM MICROMATIC BLADES
Pkg. of 5 23^c

UPJOHN'S UNICAPS
Bottle of 100 3⁹⁵

SQUIBB DENTAL CREAM
Large Size 37^c

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

Feen-A-Mint
25c SIZE 19^c

VIDELTA EMULSION
Pint Bottle 1⁶⁹

KEY
ROCHESTER'S MODERN CUT RATE 457 RIDGE RD. NEAR DEWEY

GENUINE NIAGARA FLASHLIGHT
NOW OFF PRIORITY

Sturdy Metal and Plastic Construction
FIXED FOCUS
BEAM TYPE
\$1.50 Value **\$1¹⁹**
Complete With Eveready or U. S. A. Lite Batteries

Luckies, Camels, Chesterfields, Raleigh, Old Gold, Philip Morris
Carton **\$1⁴⁶** Tax Paid

LUCKY STRIKE

Full Skin 17 1/2 x 23" CHAMOIS
100% OIL TANNED
These are first quality skins. Do not confuse with cheaper grades. **1¹⁹** \$1.50 Value

BILLOWY SUDS • CLEAR WATER RINSE • LUSTROUS HAIR
medium 49^c
large Shampoo 79^c

6 VITAMINS and 3 MINERALS ALL IN ONE TABLET!
Vimms
REG. SIZE 49^c LARGE SIZE 1⁶⁹

SAFETY PINS
Pkg. of 50 Limit 2 5^c

Absorbent COTTON
1-oz. pkg. Reg. 20c Limit 2 11^c

WAX PAPER
125 Feet—Cutter Box 5c Value 13^c Limit 2

LEDERLE ASPIRIN TABLETS
Bottle of 1000 \$1⁹⁸

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

Ironized YEAST TABLETS
\$1.00 Size 49^c

Milk Of Magnesia TABLETS
Bottle of 100 19^c

FASTEETH
60c Size 49^c

PERTUSSIN FOR COUGHS
60c Size 49^c

Alka-Seltzer
60c Size 49^c

FATHER JOHN MEDICINE
\$1.20 Size 79^c

GOODBYE DANDRUFF
Don't let dandruff spoil your appearance! Fitch Shampoo is sold under a money-back guarantee to remove dandruff instantly. Rinse clean in hard or soft water. Pure, safe, efficient—beautifies all colors, texture of hair. Leaves hair manageable. Try it!

Fitch's Dandruff Shampoo

After and between Fitch Shampoo, use Fitch's Ideal Hair Tonic. It stimulates the scalp, and keeps the hair neat and good looking.

BEAMS 8 VITAMINS EXTRA-POTENCY B COMPLEX
plus A, D and C
10-DAY SUPPLY 49^c
30 DAY SIZE \$1.29 - 90 DAY SIZE \$3.45

FASTEETH
60c Size 49^c

PERTUSSIN FOR COUGHS
60c Size 49^c

Alka-Seltzer
60c Size 49^c

FATHER JOHN MEDICINE
\$1.20 Size 79^c

ANACIN TABLETS
50c Size 39^c

FATHER JOHN MEDICINE
\$1.20 Size 79^c

ANACIN TABLETS
50c Size 39^c

Good news for rural homes! Farm water supply industry plans running water for all of them after the war. Electric pump manufacturers plan for half-a-million production the first year.

Ahepa . . .
(Continued from Page 1)

Peters, and warden, Harry Bouras, Assistant Secretary Keroskos, will head the sick committee. B. A. Speedy will be the chairman of the publicity committee and Gus Kutuzas will be in charge of the welfare committee. Spiro Livadas, state treasurer, acted as installing officer.

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

SPECIAL
Old Ties Made NEW
8 for \$1.00
Cleansed Pressed Re-lined Replaced Free!
SPEEDY'S
212 COURT ST.
Park Free at Chinese Station

Fashion Decrees

It's said that a new hat can pick a woman up when her best friend has let her down. A preview of the 1944 spring styles gives logic to the statement; for designers of hats and artificers have coordinated their efforts to provide flattering hats for every type of hairdo. The sky's the limit for both color and design. Newest shades are Sunset Rose, which ranges from salmon to azalea, and Cuban Lime, which runs from yellow to green, all of which take special significance when topping the popular misty grey of

Southern resorts are exploiting the three B's of sportswear—bare, bold and brief. There are strapless, midriff bathing suits, brief bra tops with brief ballerina shorts, and halter-top sports dresses with matching bolero or boxy jackets. Even spectator sports dresses feature the low, scooped-out neckline. Sun-worshippers have at long last been satisfied.

If you have a tendency to use too much make-up, try applying lipstick before using rouge, eyeshadow or powder. You'll naturally do a better blending job than if you try to use enough lipstick to match the makeup.

Spanish Dancers To Highlight Concert Program
One of the outstanding abilities of the very versatile Jose Iturbi is his delightful interpretation of Spanish music. This, coupled with the announcement that the Rochester Philharmonic will present an all-Spanish program in the Eastman Theatre next Thursday portends a very pleasant evening for Rochester music lovers. In addition, the evening's program will be highlighted by the appearance of the Argentinita Dancers. Altogether, the treat in store should assure a banner attendance.

For the past five seasons Rochester audiences have enthused over this combination, which presents the infectious rhythms of Spain, which music is best interpreted by Conductor Iturbi and Spain's Number One dancer. Of course, the Argentinita ensemble, which co-stars the inimitable Argentinita's sister, Pilar Lopez, dances a major part of the evening's music.

Betty Grable In Technicolor Treat at Capitol

"Sweet Rosie O'Grady," 20th Century-Fox's spectacular technicolor opens today at the Capitol Theatre. Starring Betty Grable, Robert Young and Adolphe Menjou, the film is a rollicking romance that boasts an incomparable repertoire of hit tunes.

Thurs. Feb. 17, 8 P.M.
The Incomparable
ARGENTINITA DANCERS
with PHILHARMONIC JOSE ITURBI Conducting
All-Spanish Program
Seats—\$1.10, \$1.38, \$1.65, \$2.20, \$2.75
EASTMAN THEATRE
at the University at Rochester

Kay Kyser Brings Band To Screen In Century Film

With its triple theme of a spy plot, a souvenir-collecting rivalry and a globe-circling tour of entertainment at American army bases in foreign lands, "Around The World," opened yesterday at the Century Theatre.

Kay Kyser is starred in the RKO Radio offering with his famous band and a notable group of Hollywood celebrities in support as the O' Professor takes his gang to Australia, China, Egypt, Tunis and Liberia to perform for the soldiers. During the trip other complications take place, with Kyser and his rival collector, Mischa Auer, getting into most of the troubles and unwittingly carrying messages for Axis spies with hilarious results.

"Happy Land," MackKinlay Kantor's best-selling story of a courageous American is the second feature on the Century Bill.

Speech Arts

ANNE HENION, B. E.
Learn to tell what you know. 1215 students taught since '36. Class now forming. Write Class Secretary, 155 Magee Ave., for interview. Don't Forget Back The Attack!

DON'T YOU BELIEVE that a pound of gold is the same as a pound of cotton
SEE PAGE 6

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—no money will be refunded. Effective, non-irritating. May be used to treat an infant in absolute safety. Sold at All Good Drug Stores.

Lg. 10c Reg. 2 for 13c
BUSY BEE STORES
Co-operating With B. K. Co., Inc.

Each week Shopping News, in cooperation with Lloyd's Flower Shop, Powers Hotel, gives an orchid to a Rochester woman. This week the winner, selected from the city directory is

Miss Agnes F. Kalb
6 Superior Ter.
If the winner will call at Lloyd's Flower Shop and identify herself within the next week she will be given free a beautiful orchid.

If a friend's name appears as an orchid winner—telephone her immediately. Make a gift some day she will do the same for you.

Check These Values

Look at This Big Value
INLAID LINO FLOOR
for 9x12 KITCHEN
Complete with LABOR & MATERIALS Only \$18.75
QUAKER'S FLOOR COVERING 59c SQ. YD.

WALLPAPER 9c to 99c PER ROLL
Originally Priced at 15c to 1.75 Roll
Prices Limited to Non-Current Patterns
SHERWIN-WILLIAMS
64 EXCHANGE ST. & BROAD
MAIN ST.
Free Parking Next Door
BUY MORE WAR BONDS NOW!

CLAPP BABY FOODS CO. WANTS MEN AND WOMEN PERMANENT JOBS—GOOD PAY
• A Modern Plant • No Experience Required
• Good Working Conditions • Good Bus Service
• Excellent Opportunity • Help America's War Effort
FOOD IS ESSENTIAL
Apply At Employment Office
CLAPP BABY FOODS CO.
777 MT. READ BLVD. Or Write in For Further Details.
If now engaged in war work please do not apply.

Why Wait? BUY YOUR WAR BONDS NOW!
Erickson Perkins & Co.
Members New York Stock Exchange
139 POWERS BUILDING MAIN 1144

Paint Protects Property

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 8 in. x 36 inches. WITHOUT ROLLER 29c 39c

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

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

LET'S WIN THE WAR IN '44.
GENESEE LAGER BEER

An Orchid To You
Each week Shopping News, in cooperation with Lloyd's Flower Shop, Powers Hotel, gives an orchid to a Rochester woman. This week the winner, selected from the city directory is
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If a friend's name appears as an orchid winner—telephone her immediately. Make a gift some day she will do the same for you.

Girls' Navy Blue Ski Pants
2.98
2nd Floor Monroe
Fully cut, designed-for-action ski trousers for warm prettiness in snow. Knitted ankles, button side top, fully fleece lined—she'll wear them most every day. Sizes 7 to 14.
Sears, Roebuck and Co.

Sears CLEARANCE! MISSES' AND WOMEN'S SPORT COATS
The '44 Version of the "Good 5 Years from Now" Coat Classics
Enduring . . . exciting . . . untrimmed classics! Perfect style choice for seasons of wear. Boy-styles. Balmacaens. Single and Double Breasted Reefers, new Trench style Coats and Boxy coats in warm fabrics for winter-into-spring . . . ready again next Fall! Fleeces, tweeds, plaids, plaid-backs, herring-bone fleeces and Harris type tweeds. Sizes 12 to 20, 38 to 44.
Values to \$19.95
Reduced for Clearance Girl's Coats 7.88 and 10.88
Sears, Roebuck and Co.
MAIN 7000 MONROE AVE. AT S. UNION
GLEN. 556 RIDGE RD. NEAR DEWEY

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6747
Y PINS
5c
11c
PAPER
13c
ERLE
\$1.98
LITTLE PILLS
19c
YEAST
49c
Magnesia
19c
EETH
49c
USSIN
49c
eltzer
49c
R JOHN
CINE
79c
CIN
ETS
39c

If you have fewer rings on your fingers, ladies, it's because synthetic sapphires and rubies do wartime duty! They're used as wear-resistant bearings in precision instruments.

WAR INDUSTRY NEEDS YOU!

MEAT PACKING

ESSENTIAL INDUSTRY

Men. Immediate employment, no experience necessary. Good pay. Plenty of overtime. Steady work. Chance for advancement.

APPLY

ARPEAKO EMPLOYMENT OFFICE
900 MAPLE ST.

DON'T YOU BELIEVE THAT...

a sardine is a dwarfed fish, as it appears in cans... it is in reality a young herring...

BUT YOU CAN BELIEVE THAT...

MARIN

Gold Medal

RUM



IS THE PERFECT LIQUOR FOR ALL DRINKS FOR ALL OCCASIONS

RUM MANHATTAN
DAIQUIRI RUM
OLD FASHIONED
RUM COLLINS

awarded gold medal, First Prize at International Exhibition, Havana, 1933.

Sole Agents for U. S. A.

At Your Neighborhood Liquor Store

popper morson company

ESTABLISHED 1888

LET'S ALL BUY EXTRA BONDS

We All Need

Three Meals a Day

The three meals of a day are like the three feet of a yardstick, says Jessie Alice Cline, home economist. By having each meal contain its share of the day's food requirements the total will measure up to good nutrition just as surely as three feet with 12 inches each when put together will make a full yard.

Breakfast is an important part of the plan. The body has been without food for 10 to 12 hours and should be supplied with the nutrients needed for a morning's activities. Miss Cline points out that breakfast with protein "carries through" a long morning best of all.

Sausage Scramble
Ready-to-eat meat
Drippings
Eggs
Milk or water
Salt and pepper

Have ready-to-eat meat sliced fairly thick. Dice in one-half inch cubes. Melt small amount of fat in frying pan and heat meat. Beat whole egg together until light and fluffy, add 1 tablespoon of liquid for each egg used. Season to taste. Pour eggs over the diced meat and cook over low heat stirring constantly until eggs are set. Serve on hot toast.

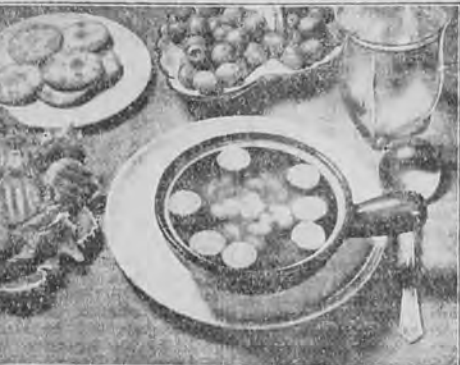
There may be a slump in the quality of coffee. Brazil, a big supplier, wants to dispose of 5 million bags of left-over beverage beans before selling the new crop.

Lunch Box Etc. Luxuries

By Frances Lee Barton
HERE'S a luxury for the lunch box, for the children's party, for your bridge party or for that evening snack—really a four-in-one war-time delicacy. Pass these tasty squares around and watch the pleased expressions when they are sampled.

Honey Chocolate Chip Squares
½ cup sifted flour; ¼ teaspoon soda; ¼ teaspoon salt; ½ cup honey; 1 egg, well beaten; 1 tablespoon melted butter or other shortening; 1 package semi-sweet chocolate chips; ½ cup chopped walnut meats; 1 teaspoon vanilla.
Sift flour once, measure, add soda and salt, and sift again. Add honey gradually to egg, beating thoroughly. Add butter, chocolate chips, nuts, and vanilla, mixing thoroughly. Then add flour and mix well. Turn mixture into 8x8x2-inch pan which has been greased, lined with waxed paper, and again greased. Bake in slow oven (325° F.) 35 minutes, or until done. Cut in squares, remove from pan, and cool on cake rack. Makes 20 squares.

Navy Bean Soup With Frankfurts



Individual bowls of hot bean soup, garnished with slices of frankfurts, and served with a crisp salad and crusty rolls, provide this appetizing supper.

Soak 2 cups of navy or red beans overnight, or for several hours. Drain and add 2 quarts of cold water. Fry 1 cup sliced onion and 1 cup diced celery lightly in 2 tablespoons of butter or margarine. Add to beans and simmer 3 to 4 hours or until beans are soft, adding more water as necessary. Save out 1 cup beans. Rub other beans through sieve. Reheat to boiling. Add ½ teaspoon pepper, ¼ teaspoon mustard, a few grains cayenne, and 2 tablespoons of flour mixed with ¼ cup water. Slice frankfurts into soup, add whole beans and simmer 10 minutes. Serve hot.

Bowl of Soup Warm Welcome

A bowl of steaming soup, with tantalizing aroma—could there be any warmer welcome on a brisk windy day?

Meat stock is the basis of the heartiest soups and either meat or bones are used to achieve this satisfying quality. One meat soup, formerly the cherished recipe of homemakers in the East, is now in demand by homemakers all over the country because it is made with tripe, a non-rationed meat. Jessie Alice Cline, home economist, reminds homemakers that this soup, like others, is at its best when allowed to cook slowly.

Philadelphia Pepper Pot
4 slices bacon, diced
1 onion, diced
1 green pepper, diced
2 quarts soup stock
1 pound honeycomb tripe
1 teaspoon salt
½ teaspoon pepper
3 potatoes, diced
2 tablespoons flour
2 tablespoons drippings
½ cup milk

Brown bacon. Add onion and green pepper. Cook slowly for 5 minutes. Add stock and tripe which has been washed and shredded. Season. Simmer at least one hour. Add potatoes and cook for 30 minutes. Mix the flour and drippings to a smooth paste and thicken soup. Add milk just before serving. Yield: 2 quarts.

Save Meat Broth

When meat is parboiled, a large percentage of the nutrients is left in the broth. Save the broth. It will keep for several days in the refrigerator and is delicious for soups, stews, and seasoning vegetables.

Mother's Comforting Hands Soothe Colds' Aches

When colds strike in the home there is always added assurance when the medication is applied with the sympathetic touch that only mothers' hands possess. And mothers have their own way to treat colds. Thousands upon thousands of mothers know from long experience that one good way to relieve cold's muscular aches—loosen tight coughs and soothe congested nostrils is to use Penetro—an excellent vaporizing counter-irritant. Here is modern scientific medication in a base containing old-fashioned mustard. Penetro works fast to bring relief. It disappears quickly when you rub it on. And above all, it won't blister or burn. It is stainless-white with an agreeable aromatic odor and is always pleasant to use. Once you try Penetro, you'll always want to keep it handy for that next cold. If not delighted—the purchase price will be refunded—25¢—double supply 35¢. Always demand Penetro.

WOMEN WANTED

Young, middle-aged or elderly, for work in house-keeping department. Full or part time. Pleasant work in agreeable surroundings. 46¢ per hour. Apply Housekeeper.

HOTEL SENECA

ONLY GOD KNEW THE WAY

An epic story of cold courage through forty-seven days and nights of inescapable torment. How two American flyers lived through a crash in the three-mile-high Himalayas.

TOMORROW'S FOODS

Read how the eating habits of Americans will be revolutionized in the post-war period. Many new foods are being developed from what was formerly thought to be waste or inedible.

Time in "The Listening Post"—A new radio program over WJZ New York and other Blue Network stations at 11:45-12:00 A. M. every Tues., Wed., Thurs. and Friday. Dramatized from features and stories in the current Saturday Evening Post.

10¢ FEB. 12 1944 The Saturday Evening POST NOW ON 10¢ SALE

Here's A Cup of Coffee That's Guaranteed To Satisfy Or Wegmans Will Not Only Refund Your Money—But Give You...



DOUBLE YOUR MONEY BACK!

KILBOURN HALL COFFEE

If you do not believe Wegmans Kilbourn Hall coffee to be the equal or better than any other coffee selling for as much as 10¢ lb. more Wegmans will give you double your money back!

23¢ lb.

ON SALE AT ALL WEGMANS HOME-OWNED SUPER MARKETS

- | | |
|------------------------|---|
| Rib-End Roast | Grocery Specials |
| PORK LOINS | BLACK RASPBERRY PRESERVES... 2 lb. jar 57¢ |
| 25¢ lb. | TASTY, ECONOMICAL KRAFT DINNERS 3 pkg 25¢ |
| Genuine Spring | ROSEDALE SWEET PEAS... 2 can 14¢ |
| LEG-O-LAMB | MANCHESTER GOLDEN BANTAM CORN #2 can 11¢ |
| 39¢ lb. | COLLEGE INN COCKTAIL TOMATO JUICE... bot. 6¢ |
| Prime, AA Grade | WILSON'S PIGS FEET... jar 15¢ |
| RIB-O-BEEF | TALL CAN RED SALMON... can 40¢ |
| 32¢ lb. | 25-LB. BAG MOTHER'S FLOUR bag \$1.19 |
| LAYER CAKES 39¢ | ORANGE PINEAPPLE, MAPLE SPICE, JELLY COCOANUT, RASPBERRY, SHADOW CHOCOLATE AND COCOANUT |

Wegmans

HOME OWNED SUPER MARKETS

FREE PARKING FOR CUSTOMERS

"BREAKFAST BEGGING" ENDED

Now For Mrs. B!

She discovered NEW CREAM of RICE super digestible, energy cereal they love even BETTER THAN WHEAT!



• Mothers who are tired of begging children and men folk to stoke up with a good hot breakfast can breathe a sigh of relief. Just serve new Cream of Rice! And watch them come back for second helpings! And remember—new Cream of Rice is Fortified to Whole Grain Levels with Vitamins B₁, B₂, niacin and iron. It's as rich in those vitamins and iron as the natural whole grain. Think what that means to people who are tired, listless, rundown, eat poorly due to vitamins or mineral deficiency! Try this delicious, wonderfully nutritious energy breakfast! Get Cream of Rice today!

Digestible!
Abundant Energy!
Delicious!

So easy to digest it's recommended by doctors as babies' first solid food. All harsh, indigestible parts of the grain are removed. Recommended for people who suffer from wheat or corn allergies.

Packed with plenty of energy values—a food that turns into energy fast. Cream of Rice is ideal for active people—youngsters who play hard, oldsters who work hard. It helps you start the day right!

Wonderful with cream or milk and sugar, this smooth, creamy cereal blends with any fruit. Rain rains on it. Serve it with chopped-up prunes, brown sugar or molasses. A different way for every day.



CREAM OF RICE

FORTIFIED TO WHOLE GRAIN LEVELS

Ready in 5 Minutes

Sold at Grocery Store Unbranded Sales Co., Inc. New York

SWAN FLOATING SOAP

Lg. 2 for 21¢; Reg. 2 for 13¢

BETTER THAN EVER LIFEBOUY

2 for 15¢

RINSO

LARGE 25¢ REGULAR 10¢

LUX TOILET SOAP

2 for 15¢

NEW QUICK LUX

Regular 10¢ Large 25¢

SPRY

3 lbs. 75¢ 1-lb. 26¢

GOLD DUST POWDER 19¢

FAIRY SOAP... 3 for 17¢

GOLD DUST CLEANSER 6¢

CRITCO STORES Phone MAIN 224 For Nearest Dealer

Rochester Shopp PAT

3642 SIZES 12-46

If you just in need one has all charm. The pretty and little cap. Style No. 3's yds. 39-in. allow. 1. Send 16¢ your Name her plainly, wish.

Yum! sticks, paste with mint. La were restor consumpt

Shopping News
PATTERN



3642
SIZES
12-46

If you are trousseau-minded or just in need of a new nightie, this one has all the requisites in feminine charm. The neckline is especially pretty and the lace falls to form a little cap sleeve.
Style No. 3642 in size 36 requires 3 1/2 yds. 39-in. fabric with 1/4 yd. 35-in. all-over lace.
Send 15c for PATTERN, which includes complete sewing guide. Print your Name, Address and Style Number plainly. Be sure to state size you wish.

Yum! Yum! Peppermint sticks, chewing gum and toothpaste will be tastier because they'll get more oil of peppermint. Last year the big users were restricted to 30 1/2% of 1941 consumption.

Party Tip
Ripe olives are among the few fruits which are comparatively rich in copper. This mineral is important because it helps iron make red blood. They are welcome items on

luncheon, dinner or party menus.
A wide black velvet ribbon headband with one fat rose—comes in almost any color. Wear a rose over each ear. Coy—eh—what.

DON'T YOU BELIEVE that a bull charges a red flag
SEE PAGE 6

It's... RIVERS as Usual This FEBRUARY



For Better Furniture Values

Reduced For Clearance } Living Room
Dining Room
Bed Room
Suites
Also Clearance of ODDS and ENDS

OPEN EVENINGS
Mon., Thur., Fri. and Sat.
Till 9 P. M.

FRANK A. RIVERS Co.
226 SOUTH AVE.

Rochester Sons!



Display This Sticker Proudly in Your Window

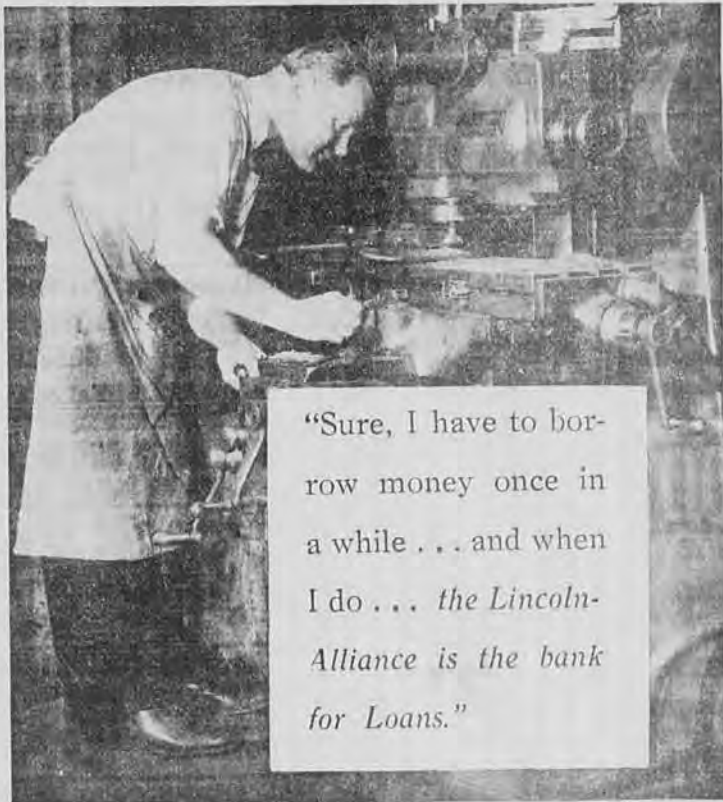


Rochester! Let's All
BACK THE ATTACK
Here's Our Privilege
in the **4th**
WAR LOAN DRIVE

Rochester's Quota . . . \$20,978,000 in War Bonds. Every man, woman and child is asked to invest at least \$100 in Bonds . . . more, if possible. And to "sell" at least \$200 worth of Bonds to others. Come on, Rochester! Our district led first in the state in the 3rd War Loan Drive. We CAN, we WILL, we MUST go over the top, again, during this 4th War Loan.



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nish-
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"Sure, I have to borrow money once in a while . . . and when I do . . . the Lincoln-Alliance is the bank for Loans."

FIGURE IT OUT FOR YOURSELF!

YOU BORROW	CHARGE FOR YEAR	FEES	YOU PAY	YOU RECEIVE	12 MONTHLY PAYMENTS
\$108	\$ 6.48	\$.36	\$101.16	\$ 9.00	\$ 11.00
132	7.92	.44	123.64	11.00	13.00
156	9.36	.52	146.12	13.00	15.00
180	10.80	.60	168.60	15.00	17.00
216	12.96	.72	202.32	18.00	20.00
240	14.40	.80	224.80	20.00	22.00
300	18.00	1.00	281.00	25.00	28.00
360	21.60	1.20	337.20	30.00	34.00
480	28.80	1.60	449.60	40.00	44.00

YOUR FINANCE RATE UP LOAN IN CASE BURROWER DEM

HE'S one of the many hundreds of workers in and around Rochester who go to the Lincoln Alliance when they need money for taxes, doctor or hospital bills—or for most any emergency expenses. They like the low cost Personal Loan rates, the friendly, courteous service, the absence of red tape.
When you need money, drop in and talk over your problems with one of our officers,

12 Conveniently-Located Bank Offices.

City Bank Offices Open Monday Evenings, 6:30 to 8:00

LINCOLN-ALLIANCE
BANK AND TRUST COMPANY

Member Federal Reserve System

Member Federal Deposit Insurance Corporation

ith **WAR BONDS**

If you have fewer rings on your fingers, ladies, it's because synthetic sapphires and rubies do wartime duty! They're used as wear-resistant bearings in precision instruments.

WAR INDUSTRY NEEDS YOU!

MEAT PACKING ESSENTIAL INDUSTRY

Men. Immediate employment, no experience necessary. Good pay. Plenty of overtime. Steady work. Chance for advancement.

APPLY

ARPEAKO EMPLOYMENT OFFICE
900 MAPLE ST.

DON'T YOU BELIEVE THAT...

a sardine is a dwarfed fish, as it appears in cans... it is in reality a young herring...

BUT YOU CAN BELIEVE THAT...

MARIN

Gold Medal RUM

IS THE PERFECT LIQUOR FOR ALL DRINKS FOR ALL OCCASIONS

- RUM MANHATTAN
- DAIQUIRI RUM
- OLD FASHIONED RUM
- COLLINS



At Your Neighborhood Liquor Store
popper morson company
LET'S ALL BUY EXTRA BONDS

We All Need

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Ready-to-eat meat
Drippings
Eggs
Milk or water
Salt and pepper

Have ready-to-eat meat sliced fairly thick. Dice in one-half inch cubes. Melt small amount of fat in frying pan and heat meat. Beat whole egg together until light and fluffy, add 1 tablespoon of liquid for each egg used. Season to taste. Pour eggs over the diced meat and cook over low heat stirring constantly until eggs are set. Serve on hot toast.

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By Frances Lee Barton
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Honey Chocolate Chip Squares
1/2 cup sifted flour; 1/4 teaspoon soda; 1/4 teaspoon salt; 1/2 cup honey; 1 egg, well beaten; 1 tablespoon melted butter or other shortening; 1 package semi-sweet chocolate chips; 1/2 cup chopped walnut meats; 1 teaspoon vanilla.
Sift flour once, measure, add soda and salt, and sift again. Add honey gradually to egg, beating thoroughly. Add butter, chocolate chips, nuts, and vanilla, mixing thoroughly. Then add flour and mix well. Turn mixture into 8x8x2-inch pan which has been greased, lined with waxed paper, and again greased. Bake in slow oven (325° F.) 35 minutes, or until done. Cut in squares, remove from pan, and cool on cake rack. Makes 20 squares.

Navy Beans

Individual bowls of hot frankfurts, and served with this appetizing suppe



Soak 2 cups of navy beans. Drain and add 2 c onion and 1 cup diced ce or margarine. Add to be beans are soft, adding mo beans. Rub other beans t 1/2 teaspoon pepper, 1 tea and 2 tablespoons of the frankfurts into soup, add Serve hot.

Bowl of Soup Warm Welcome

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1 onion, diced
1 green pepper, diced
2 quarts soup stock
1 pound honeycomb tripe
1 teaspoon salt
1/2 teaspoon pepper
3 potatoes, diced
2 tablespoons flour
2 tablespoons drippings
1/2 cup milk

Brown bacon. Add onion green pepper. Cook slowly 5 minutes. Add stock and which has been washed shredded. Season. Simm least one hour. Add pot and cook for 30 minutes. the flour and drippings smooth paste and thicken. Add milk just before ser Yield: 2 quarts

BINGO
CAPITOL HALL
85 W. MAIN ST.
Door Special \$25 to \$50
Mon. - Thurs. - Thurs. 1:30 P. M.
5:30 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 & SATURDAY
25 Games \$5-\$10
On Reg. Boards \$15
Letter 'H', \$15 and \$15
ADM. 28c INC. TAX

\$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

GRAND OPENING
BINGO
Saturday Feb. 19th
8:15 P. M.
23 Reg. \$5.00
Games \$5.00 Ea.
1st GAME \$50 WAR BOND
SPECIALS—4 & 5 Ways
\$4.00 & \$5.00
Admission 25c, Plus 3c Tax
MUHS
BOWLING HALL
911 Clinton Ave. N.

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

HOLLYWOOD
35 PULLMAN AVE.
TUESDAY NIGHT
ALL REG. GAMES AND SPECIALS \$7.00
Wednesday - Thursday - Friday
REGULAR GAMES \$5.00
SPECIALS 4 - 6 WAYS \$5.00
SATURDAY SPECIALS \$5 - \$6 - \$7 REG. GAMES \$10
REG. GAMES \$7 SUNDAY SPECIALS \$7 and \$8
COUPON: 45c FOR YOU
SPECIAL PARTY: \$7 FOR A FRIEND

WHERE TO PLAY BINGO!
PARK HALL
JEFFERSON AVE. at PLYMOUTH
PRIZES PRIZES
TICKETS FOR POLICE BALL SATURDAY, FEBRUARY 12th
ALL BOARD GAMES \$10.00
2-\$25.00 WAR BONDS
THURSDAY - \$6 - \$7 - \$8 JACKPOT \$200.00
FRIDAY \$6.00 Jackpot \$185
OTHER PRIZES: Glass Water Pitchers, Fresh Baked Pork & Beans, 10 DOZEN FRESH EGGS

VALENTINE PARTY
MON. NITE FEB. 14th
OVER
\$1200 IN CASH
EXTRA \$200.00 GAME FREE
With Purchase of Advance Sale Ticket at \$1.10
Don't Miss This Game - Get Your Ticket Early
EXTRA GAMES - VALENTINES - EXTRA PRIZES
28 GAMES EXTRA BOARDS 25c \$20.00 MINIMUM PRIZE
Get The Monday Nite Habit—Always The Best Game
K of C DeLUXE Entertainment 8:00 P. M. BINGO 8:30 P. M. AUDITORIUM 50 CHESTNUT ST.

WEGMAN HALL
371 E. MAIN ST.
SUNDAY NIGHT REG. GAMES \$5-\$10 MONDAY NIGHT REG. GAMES \$5-\$10
25 GAMES \$15 25 GAMES
AFTERNOON GAMES 1.30
WEDNESDAY FRIDAY SATURDAY \$5 & \$10
EARLY BIRD SPECIAL AT EACH GAME

TOWNER HALL
Wednesday and Thursday
SPECIAL PARTY ADM. 3c
DOOR SPECIAL \$50 TRIPLE BOARD 50c 3 TAX
THURS. 58 Nos. & BOOK SPECIALS
SATURDAY - TOWNER - REXY
All Reg. Games SPECIAL \$10-\$12
Honest Abe Party
OVER \$600 IN PRIZES—DOOR SPECIAL \$50 58 Nos.
SUNDAY, FEBRUARY 13th
Reg. Games \$7.00 Specials 4 & 5 Ways \$7 & \$8
—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

"BREAKFAST BEGGING" ENDED

Now For Mrs. B!

She discovered **NEW CREAM OF RICE**
super digestible, energy cereal they love
even **BETTER THAN WHEAT!**



Mothers who are tired of begging children and men folk to stoke up with a good hot breakfast can breathe a sigh of relief. Just serve new Cream of Rice! And watch them come back for second helpings! And remember—new Cream of Rice is fortified to Whole Grain levels with Vitamins B1, B2, B6, niacin and iron. It's as rich in those vitamins and iron as the natural whole grain. Think what that means to people who are tired, listless, rundown, eat poorly due to vitamins or mineral deficiency! Try this delicious, wonderfully nutritious energy breakfast! Get Cream of Rice today!

Digestible!
Abundant Energy!
Delicious!

So easy to digest it's recommended by doctors as babies' first solid food. All harsh, indigestible parts of the grain are removed. Recommended for people who suffer from wheat or corn allergies.

Packed with plenty of energy values—a food that turns into energy fast, Cream of Rice is ideal for active people—students who play hard, elders who work hard. It helps you start the day right!

Wonderful with cream or milk and sugar, this smooth, creamy cereal blends with any fruit. Rain falls on it. Serve it with chopped-up prunes, brown sugar or molasses. A different way for every day.



CREAM OF RICE

FORTIFIED TO WHO GRAIN LEVELS

Ready in 5 Minutes

Grocery Store & Variety Sales Co., Inc. New York

**Silver Charms
And Clips
Are Popular**

Silver jewelry is making news these days and much of it owes its inspiration to Mexico, China and South America.

The setting of colored stones with silver is also gaining favor.

Turquoise and silver have always been associated together by Mexicans, American Indians and East Indians, but the use of moonstone, carnelian, jade and lapis is new again.

Heavy silver braced bracelets with Mexican and South American designs are worn over the shirtcuff or the long sleeve of a dress. Many dresses still have bracelet sleeves and if we were to glance over the orders waiting in the charm makers' shop to the filled, we would think that the charm bracelet was the biggest news in jewelry.

Every little charm has its own romantic association and meaning to the owner of the charm bracelet.

"Sitting under the apple tree with anyone else but me" is one of the later arrivals.

Sailors' girls collect nautical charms.

Air Force, Marines and Army all have "charming" bits and pieces that are precious to the owner.

Gold and enamel, carved stones and antique charms are among the souvenirs that will always be cherished.

The World Series has nothing on the way the gals line up their clips — five, the oriental number for sets (instead of our number six) is now the top of something or other.

Three of a kind in graduated clips is just normal—and the lady with the tiny waist matches the lapel pin worn on her shoulder with a pair of twin clips worn at her belt clipped onto the side. Try it and see how sweet they look.

All you have to do is to get the pin and the clips.

Already

TAPS for 187 Rochester Sons!



**Where to Play
BINGO!**

★ STAR BINGO ★
372 FLINT ST. (rear) \$3
MON. 8:15 P. M.
and ALL
TUES. BOARD Jefferson
NITES GAMES Bus
Monday Afternoon Games 1:30
* 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

**CARPENTER
HALL**

113 N. Fitzhugh St.

TUES. 8:15 P. M.

REG. \$6.00
GAMES

WED. AFTERNOON

REG. \$3 & \$5
GAMES

**CARPENTER
HALL**

113 N. FITZHUGH ST.

THURS. 8:15
EVE. GAMES
\$10
Guaranteed

FRI. 1:30
23 GAMES
\$5.00

SAT. EVE. 8:15

SUN. 2:30
23 GAMES
\$5.00

FRI. - SUN.
JACKPOT
\$30

ADMISSION 25c — Plus Tax
Extra Triple Boards 25c—Books 25c

**HOW MANY MORE
BEFORE IT'S OVER**

Is it possible that it takes a 4th War Loan Drive to get us to LEND our money to save the lives of our Rochester boys? Already somebody who belongs . . . somebody we know has died fighting for us. Taps will sound for others before this war can end. Is this a nation-wide, Rochester-wide "drive" asking, persuading us to invest our dollars in Bonds? NO! Let this be your drive, and my drive to fight with our dollars to the finish. NOW . . . in this 4th War Loan Drive . . . and on . . . until the war is won . . . let's invest in WAR BONDS . . . that Rochester's dead shall not have died in vain . . . that Rochester's fighting men shall LIVE.

This Advertisement Produced and Contributed by the Rochester Fourth War Loan Committee



Display This Sticker
Proudly In Your Window



Rochester! Let's All
BACK THE ATTACK
Here's Our Privilege
in the **4th**
WAR LOAN DRIVE

Rochester's Quota . . . \$20,978,000 in War Bonds.
Every man, woman and child is asked to invest at least \$100 in Bonds . . . more, if possible. And to "sell" at least \$200 worth of Bonds to others. Come on, Rochester! Our district led first in the state in the 3rd War Loan Drive. We CAN, we WILL, we MUST go over the top, again, during this 4th War Loan.

Let's Get it Over . . . with **WAR BONDS**

The Flared Tunic
Definitely a fashion echo of the smart belted flared coat, that was launched at the collections nearly a year ago, is the flared tunic jacket. It looks smartest in dressy faille or more afternoon suits, and is being featured also in advance summer prints.

RETURN OF A SOLDIER TRAGEDY'S CHILD
A story that must be read by every woman with a man in the service. The intimate life story of Nancy De Marigny, the innocent victim of the most sensational murder mystery of our day. Written by James L. Kluge. Famous newspaper exposures. Other gripping stories from life. Special features, fashion, beauty and home articles and interesting short subjects.

10c MARCH ISSUE TRUE CONFESSIONS NOW ON SALE 10c THE MAGAZINE FOR A BETTER LIFE

LAST 5 DAYS
Offer Expires on Wednesday, February 16th

LINCOLN'S
PHOTO OFFER
Save Half at Lincoln's During This



1/2 PRICE SPECIAL
A Beautiful Lincoln Sepia Tone
MINIATURE
Regular Price \$4.50
\$2.25
After February 16th Price Will Be \$4.50

Choose from **12 PROOFS**
Better Portraits Made Possible by Eastman Kodaks
KODATRON SPEEDLAMP

You'll recognize the superiority of Kodatron portraits the moment you see them. Clear, natural, life-like pictures caught by the instantaneous flashing of this amazing Kodatron Speedlamp. Now you can move and talk and sit at ease while we catch 12 poses with our Polyfoto camera.

PHOTO STUDIO
118 E. MAIN
Rear Main Floor

NO APPOINTMENT NECESSARY

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 UP EVERY DAY IN THE WEEK. There may be a route open soon in your neighborhood. Fill out the coupon and mail it today.

FILL OUT THIS COUPON AND MAIL IT - NOW!

SHOPPING NEWS, CIRCULATION DEPT.
93 CLINTON AVE. S.
ROCHESTER, N. Y.

Name _____
Address _____
Age _____ School _____ Grade _____
Telephone Number (if any) _____

Save Unsightly Burns
When you buy ash trays, forego the dainty ones and choose man-sized styles that will stay put.

3 DAY SPECIAL FUR CLEARANCE
NORTHERN SEAT \$105.00
(Dyed Cooney) Terms: Finest Mink and Silver Beavers at guaranteed savings.
CLIFFORD FUR CO.
1283 CLIFFORD AVE.
CLIFFORD FUR SELLS FOR LESS

DON'T YOU BELIEVE that
New York is the largest city in the U.S.
SEE PAGE 6

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. 30 tablets, 20¢; 100 for 35¢. Get genuine St. Joseph Aspirin.

One of the best home ways to **BUILD UP RED BLOOD**
To Get More Strength If You Lack Precious Blood-Iron!

You girls and women who suffer from simple anemia or who lose so much during monthly periods that you feel tired, weak, "dragged out"—due to low blood-iron—
Start at once—try Lydia Pinkham's TABLETS—one of the greatest blood-iron tonics you can buy to help build up red blood to give more strength and energy—in such cases. Taken as directed—Pinkham's Tablets is one of the very best home ways to get precious iron into the blood. Just try Pinkham's Tablets for at least 30 days. Then see if you, too, don't remarkably benefit. Follow label directions. Pinkham's Tablets are worth trying!

— Lydia Pinkham's TABLETS —

FACTORY WORKERS GIRLS
For Light Factory Work Employment Office 5th Floor
ARTCRAFT OPTICAL CO.
85 ALLEN ST.

Double Savings
FEBRUARY SALE
CELOTEX ROCKWOOL
Blown In Insulation
SAVE 20% OF COST OF JOB NOW

Due to fortunate purchase of 2 extra carloads of Celotex Rock Wool and lack of storage space we will accept orders for blowing Rock Wool in attic or side wall or both for February application only. Jobs will be figured at last year's regular prices less 20% discount. Quotations made subject to Prior Sale and our ability to do the work this month.

Saves 25 to 33% of your Fuel bills
Terms 3 Years or Cash April 1

KEMP ROOFING
331 W. MAIN ★ Phone Main 1786
Phone for Free Estimate

WANTED USED TRUNKS
LUGGAGE, GOOD CONDITION... TOP PRICES
KRIEGER'S
333 CLINTON AVE. S. STONE 2281

ROCHESTER JOBBING HOUSE
Children's 1 Piece
SNO-SUITS
With Matching Helmet
• Water Repellent
• Kasha Lined
• Army Poplin
• Sizes 3 to 6
Reg. Val. \$6.98
\$4.98

Tots' Corduroy Overalls... 2.48
100% Wool Sweaters... 2.98
Cotton Denim Overalls... 1.29
Cotton Jersey Suits... 1.59
Baby Safety Straps... 69c
Baby Panties Elastic Waist 2 for 1.00

Open Every Eve. Except Wed.

ROCHESTER JOBBING HOUSE SPORTSWEAR
STONE 2260
159-161 JOSEPH AVE. COR. NASSAU ST.

DAW'S COUPON
Sanitary **Pot Cleaner**
CLEANS SCOURS POLISHES
Reg. 10c
4c
(Limit of 3)

COUPON Specials

CLEANSING TISSUES
BOX OF 500 SHEETS **21c**
New, lint-free TISSUES that are softer, stronger and much more absorbent. 500 sheets in each box.
(Limit 2 Boxes)

WITH THIS COUPON
★ **Christy** ★
LIPSTICK
★ NEW CREAMY SMOOTHNESS
★ STAYS ON FOR HOURS
19c Reg. 35c

CHRISTY Lipsticks have been famous for years for their fine even texture, and it's bright, but natural colors that STAY ON. In 3 outstandingly popular colors:
• CARNIVAL RED • RHUMBA • RASPBERRY (Limit of 3 to a Customer)

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 ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. OFF. TRIPLE TABLETS	31 MAIN ST. E. CUMMINS' ANTACID	353 MAIN ST. E. DOOR BINA STILLS	452 W. RIDGE RD. LORNE DRUG	880 MAIN ST. W. AT BALLS HEAD	473 H. GOODMAN JUST OFF MAIN	539 MONROE AVE. HEN GOODMAN
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ANALGESIC 16c
BALM, 50c Size

Lip Pomade 18c
FOR CHAPPED LIPS, 25c Value

COCILLANA 19c
SYRUP FOR COUGHS, 4-oz. Size

DAW'S COUPON
FAMOUS BRAND PERFUME
(Manufacturers Name Withheld)
2-Dram 50c Size **19c**
(Limit of 2 Bottles)

DAW'S COUPON
OXYDOL SOAP POWDER
LARGE BOX **19c**
(Limit of 1)

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 SHAMPOO

FEET HURT? GET RELIEF!
New Super-Soft **DR. SCHOLL'S ZINO-PADS** Box of 12 Corn Pads **31c**

LOVALON 14c
HAIR RINSE, 28c Size

KOTEX Large Box of NAPKINS, 54 Pads **89c**

BARBASOL 59c
SHAVE CREAM, 51 Jar (12-oz.)

CAMPANA 39c
Orig. ITALIAN BALM, 50c Size

FITCH'S IDEAL 19c
HAIR TONIC, 35c Size

Nose Drops 24c
VICK'S, 30c Size

DR. LYON'S 21c
TOOTH POWDER, 50c Size

INHALER 6c
MENTHOL, For Colds

PACQUIN'S 39c
HAND CREAM, 50c Size

DAW'S COUPON
CAMAY TOILET SOAP
Large Bars **6c**
(Limit of 3)

DAW'S COUPON
Lehn & Fink's HAND LOTION
For smoother, softer, whiter-looking hands. Made by the makers of Hild's Honey and Amond Cream.
REG. 4-OZ. SIZE **8c**
(Limit of 2)

END THIS VITAMIN DOUBT!
Why wonder if you are exposed to the dangers of every-day vitamin shortage? Take "VITAMINS Plus" and be sure of getting all 6 essential vitamins every day—A, B1, C, D, E and NIACIN—with iron and liver fractions added. Just two capsules, once a day.
3 sizes—75¢, \$2.49, \$4.89.

VITAMINS Plus

ICE-MINT
The very touch of this white stainless ointment is soothing and cooling to
TIRED BURNING FEET
Fine, too, to soften and relieve pain of **STINGING CALLOUSES**
Reg. size jar 43c
Large jar 77c

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 accompany piles and hemorrhoids. Strips, containing amount of menthyl acetate, form a protective film over sore area, help desiccate infectious areas, soothe, numb, up raw, swollen tissues. No oil—no grease to stain clothing. See on every next package.
Prolarmon Rectal is now available in handy tube. Use with special applicator. Get this modern relief today—ask for **PROLARMON RECTAL**

SCHICK 69c
RAZOR BLADES
PKG. OF 20
MAGAZINE OR INJECTOR TYPE

DAW'S COUPON
LADY JEAN COLD CREAM
Excellent for cleansing the skin and removing make-up.
50c Size **19c**
(Limit of 2)

DAW'S COUPON
BLADES DOUBLE-EDGE
FOR **10c**
(Limit of 20 to Customer)

TODAY'S BEST HAIR TONIC BUY!
WILDROOT CREAM-OIL FORMULA for the hair's **79c**
NON-ALCOHOLIC
BRINGS THE HAIR BACK TO LIFE
REMOVES DRYNESS
REMOVES LOOSE DANDRUFF

Allen's Foot-Ease
27c, 44c

Get That VIMMS Feeling!
VIMMS
-6 VITAMINS
-3 MINERALS
HERE NOW AT LOW COST

... a concentrated, easy-to-take vitamin tablet for war-time deficient food diets—real LOW COST health insurance!

ALL IN ONE TASTY TABLET
VIMMS contain Vitamin A, B1, B2, P-P, C, D, and Calcium Iron.
Family Size Box of 288 Tablets **\$4.79**
Pkg. of 96 **\$1.69**
49c

A scientifically balanced food supplement containing fish liver oil concentrated, Thiamine, Riboflavin, Nicotinamide, Ascorbic Acid, activated Ergosterol, Calcium Phosphosphate, Saccharin for (sweetening) and natural and artificial flavors.

DAW'S COUPON
LINEN FABRIC Stationery
• 24 Sheets
• 24 Envelopes
Reg. 35c Box **18c**
(Limit of 2 Boxes)

DAW'S COUPON
CURL-TYPE COMBS
—Pastel Colors—
Made of Acetate, practically unbreakable.
Regularly Sold at 10c **6c**
(Limit of 2)

THE NEW BONDED PRO-PHY-LAC-TIC TOOTH BRUSH
GUARANTEED 6 MONTHS!
WITH MAKING TEPPOPER BRISTLES SURGICALLY STERILE **47c**

This Week's
\$25 WINNER
Mrs. Carl Hauch
84 Northumberland Rd.
WINNING CARRIER:
S. Patterson, 298 Meadow Dr.
Please Call at Shopping
News for your award

TOTAL TO DATE
Paid by Shopping
News to sustain-
ing subscribers.
\$1020

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. 16 ROCHESTER, N. Y., THURSDAY, FEBRUARY 17, 1944

Dinner To Honor Retiring President Of Red Wings

Rochester will be host to a group of baseball and other sports notables next Monday when local friends will honor Oliver French, retiring Red Wing president at a dinner in the Hotel Seneca.

Heading the list of guests will be Branch Rickey, general manager of the Brooklyn Dodgers, who gave French his start in baseball fifteen years ago. Frank Shaughnessy, president of the International League. George Weiss, czar of the famed New York farm system. Tommy Thomas, manager of the Baltimore Orioles and Bob Stadler, president of the PONY league, have also signified their intention of being on hand for the Monday festivities.

The dinner, which will be stag, will get under way at 7 p. m. Tickets may be obtained from the following members of the committee:

Matt Jackson, Elliot Cushing, Al Weber, Paul Pinckney, Don Hassett, Frank Silva, Carl Chamberlain, Bob Turner, Roger Goodrich, Dewey Crittenden, Carl Hallauer, T. Carl Nixon, John Boylan, Joe Adams, Vern Croop, Norris Varg, Tony Powderley, Neal Murphy, Fred Glover, Art Charity, Lyle (Spike) Garnish, Joe Scanlon, Barney Smith, Lou Alexander, Dud DeGroot, Dr. Hiram Schumacher, George Toporec, Joe Connor, Jim Weldon, Jimmy Gallery, Guy Michaels, Howard Bloomfield, Harry Reynolds and Herman Norton, George Bryant and Joe (Stubby) Flynn.

\$80,000 QUOTA SET FOR CIVIC MUSIC ASSOCIATION DRIVE OPENING TOMORROW



More than 30 concerts a season, here at home and in other important music centers of the east, combined with important radio broadcasts and recording work have helped to spread the

"Music Must Go On!"

With that as their wartime slogan some 300 volunteers tomorrow will start a drive to raise \$80,000 with which to maintain the activities of the Rochester Civic Music Association during the 1944-45 season.

The drive, which will run from Feb. 18 through Feb. 28, will be launched formally with a dinner, appropriately enough on the stage of the Eastman Theater, University of Rochester owned headquarters for most of the association's musical programs.

The \$80,000 goal has been set by association officers at the absolute minimum necessary to insure retention of such musical fixtures as the Civic and Philharmonic orchestras, grand opera and concert recital programs. In spite of booming box office returns during the past

and current season, receipts from this source are not sufficient to maintain the city's varied music program at the level of the present, according to L. Dudley Field, president and general chairman for the campaign.

This year, in the absence of A. E. Metzendorf with the Red Cross, the campaign is to be managed by Arthur M. See, who is adding the duties to those of executive secretary for the association.

LEADERS NAMED

Campaign setup of division (Continued on Page 2)

Amateurs Join 'Pros' In Offering Tax Service

Vacant stores were at a premium in Rochester this week as amateurs and professionals alike "opened shop" to give income tax counsel and advice to the thousands of bewildered taxpayers who have received and read the forms sent to them by the government and have become more confused the further they read.

One of the outstanding tax information service centers is at 20 State St. where the Shopping News-sponsored Income Tax Clinic is compiling returns for a sizeable segment of Rochester.

Manned entirely by tax accountant experts, the Shopping News Income Tax Clinic offers a one-stop service in that the tax can be computed and paid at the same time. Another popular feature of Tax Clinic's service is the permanent filing system whereby a copy of each return is kept on confidential file throughout the year, accessible only to the individual taxpayer.

Two branches of the Shopping News Income Tax Clinic are open evenings and Sundays in convenient neighborhood locations. The west side branch is situated in the Mt. Read Pharmacy at 1245 Lyell Ave., while the east side location is in the Mt. Read Pharmacy at 990 Monroe Ave. Branch office hours are 7 to 10 p. m. daily and noon to 5 p. m. Sundays while the main office at 20 State St. is open daily from 9 a. m. to 9 p. m. and noon to 5 p. m. Sundays.

Kenneth Spencer Returns To City as 'Civic' Soloist

With a record of stage, screen and radio triumphs behind him, Rochester-bred Kenneth Spencer returns to the city of his birth Sunday as featured soloist with the Rochester Civic Orchestra's "Pop" concert.

Spencer was engaged to replace Seamen Arthur Whittemore and Jack Lowe, duo piano team whose leave for the concert was cancelled by the Navy.

Spencer, a graduate of the Eastman School of Music made his debut in Town Hall, New York two years ago. Since that

Bishop To Address Episcopal Group By Radio Sunday

Episcopalians of the Rochester area will have an opportunity Sunday to hear the Rt. Rev. Bartel H. Reinheimer, Bishop of the Diocese of Rochester, when he makes his seventh annual radio address to the Bishops' Men. The address will be carried over station WHAM from 9:15 to 9:30.

The Bishops' Men, diocesan laymen's organization, in the 66 parishes and missions of the eight county diocese, will hold their annual Corporate Com-

Amusements

CENTURY Double Horror Show, "SON OF DRACULA," with Lon Chaney, Louise Albritton; plus "THE MAD GHOUL," with Evelyn Ankers, David Bruce.

LOEWS "A GUY NAMED JOE" with Spencer Tracy and Irene Dunne

PALACE "THE DESERT SONG" in Technicolor, with Dennis Morgan, Irene Manning, plus Frances Langford in "CAREER GIRL."

CAPITOL Bettie Davis, Miriam Hopkins in "OLD ACQUAINTANCE," plus Basil Rathbone, Nigel Bruce in "SPIDER WOMAN."

HUDSON "THANK YOUR LUCKY STARS" with an all star cast; plus "TAXI MISTER" with William Bendis and Grace Bradley.

LITTLE Geo. Arliss in "A Man Of Affair"

REGENT Samuel Goldwyn's "THE NORTH STAR" with Anne Baxter; plus "HENRY ALDRICH BOY SCOUT" with Jimmy Lydon.

REXY "THANK YOUR LUCKY STARS" with an All Star cast; plus "MURDER ON THE WATERFRONT" with John Leder, Ruth Ford.

TEMPLE Humphrey Bogart in "THE DEAD END KIDS IN CRIME SCHOOL," plus "GIRLS ON PROBATION," with H. Reagan, Jane Bryan.

MONEY WORRIES QUICKLY SOLVED

Here's a modern practical way to get rid of worrisome debts and take care of unexpected expenses. If you have a lot of old medical, grocer, furniture, or other household bills that are piling up—bring them to Domestic. Here you can obtain the cash you need to pay all of your bills in full and get extra cash besides.

At Domestic you can borrow easily and simply—respectably and in complete privacy. Figure the amount of money you need and how long a period you want to repay it. The table at right shows sample repayment plans.

CASH LOANS \$10 to \$300

Cash	Chosen The Payment That Fits Your Budget
100	2 Mo. 4 Mo. 6 Mo. 12 Mo.
\$10	\$12.97 \$6.64
50	25.94 13.29 \$9.08
100	51.88 26.58 18.16 \$9.74
200	103.76 53.16 36.32 19.48
300	155.64 79.74 54.48 28.82

2 1/2% per month on balances of \$100 or less—2 1/2% per month on that part of balance in excess of \$100.

FREE HOME ADVISORY SERVICE
Want free personal advice on how to budget, prepare interpretive menus, re-model clothes stylishly? Ask for our free Home Advisory Service conducted by Lois Foster, graduate home economist.

DOMESTIC FINANCE CORPORATION
SUITE 512, GRANITE BLDG., 130 E. MAIN STREET
PHONE STONE 1782 W. R. STEVES, MANAGER
"A Friendly Place to Borrow"

Here's An Idea

Singer will give you a war bond, or two, or three for that idle sewing machine you seldom use!

Cash If Desired

We will give you a free appraisal on your sewing machine. Most any machine will be worth a war bond, if not too old.

The better the machine the more bonds and stamps

Bear in mind that after the war your used sewing machine will bring far less than we can offer now. Realize a handsome profit now!

You'll be a double-duty Patriot - Release a machine and have a bond

Stone 7006 **Singer Sewing Center** 47 East Ave.

SHIPS FOR VICTORY

Tanker above was photographed during its trial run on Lake Ontario. It is a U. S. Army Y-40 used in all theaters of war.

WORK IN ALL-ENCLOSED SHIPYARD

WE NEED AT ONCE

- ★ Welders
- ★ Ship Fitters
- ★ Acetylene Cutters
- ★ Electricians
- ★ Mechanics
- ★ Pipe Fitters
- ★ Helpers

We Can Train Inexperienced Men In Any Of The Above Trades.

Good Working Conditions. Top Pay. Adequate Transportation. Free Insurance

A JOB WITH A FUTURE

ODENBACH Shipbuilding Corp.
4800 DEWEY AVENUE

DOLOMITE Products Company
BUFFALO ROAD

If you are not engaged in war industry or working at your highest skill, come to one of our plants and see what we have to offer.

CLIFFORD FUR'S FEBRUARY CLEARANCE

\$89⁰⁰ Opossum Dyed Skunk Black and Grey Caracul Paw Seal Dyed Coney Northern Sable Blended Muskrat Heads Black and Brown Pony	\$169⁰⁰ Black Persian Lamb Paw Let Out Baum Martin Dyed Opossum
\$119⁰⁰ Natural Red Fox 3/4 Black Pony Seal Dyed Coney Black Arabian Kidskin Grey Caracul Mouton Lamb Premier Bonded Northern Seal and Mendoza Beaver Dyed Coney\$105.00	Jackets Group Size 12 to 16 \$25.00 Others \$49.50 and up Sable Blended Muskrat \$209.00 and up Natural Opossum \$92⁵⁰ to \$109⁰⁰ Grey Persian Lamb Paw \$189⁰⁰ to \$198⁰⁰ Hudson Seal \$319.00

5 Squirrel Scarfs
Mink Tails\$30.00

OTHER FINE FURS AT SIMILAR SAVINGS

CLIFFORD FUR CO.
1283 CLIFFORD AVE.
One Block Off Portland

"Clifford Fur Sells For Less"

TERMS
YOU CAN ARRANGE
TERMS TO SUIT YOUR
CONVENIENCE

OPEN EVENINGS

WM. F. and S. GEO. SHAFER
Formerly President and Vice-President of

MENG & SHAFER

OPEN
MONDAY
NIGHT

SHAFER Fur Coats

AT GREAT
CLEARANCE SAVINGS

Why not take advantage of these low prices. Make a small deposit now and reserve your selection in storage. Pay in divided payments for delivery next year.

\$99 to \$139

NAT. AMERICAN OPOSSUM MOUTON LAMB
BROWN LAPIN DYED-CONEY
BLACK PERSIAN PAW

\$179 to \$289

BLACK INDIA LAMB — NAT. BROWN PONY
BLACK PERSIAN LAMB — DYED SKUNK
SABLE BLEND MUSKRAT — RACCOON
NATURAL SKUNK — BLACK PONY

\$329 to \$389

BAUM MARTEN SKUNK — RACCOON
SABLE DYED SQUIRREL — HUDSON SEAL
BLACK PERSIAN LAMB — SABLE BLEND MUSKRAT

ALL PRICES INCLUDE TAX

Higher Priced Coats at Proportionate Savings

SHAFER CO.

Charge Acc'ts 51 EAST AVE. Furriers
Budget Acc'ts 51 EAST AVE. Since 1880

PAGE TWO

JUST SAY "AS ADVERTISED IN SHOPPING NEWS"

Rochester Sun, Thursday, February 17, 1944

KAY'S COMMENTS

Come on now — what are you going to do about that lumpy figure of yours? Plan to take a series of treatments at VIRGINIA'S BEAUTY & REDUCING. Pounds off — means better health — new beauty — to say nothing of the satisfaction of a good figure. Call Stone 346 and talk it over with Virginia, 27 Clinton Ave. South.



In these days when most price tags on clothes look like a war debt, you'll be happy to know about those BUDGET DRESSES at EDWARDS. Priced at a gentle \$10.95. This year when the challenge of Easter means more than ever before you'll certainly want to look your most content, serene and loveliest on Easter Morning. An eye-catcher was the two-piece Suit Dress in a pin striped material in grey and white. Clever manipulation of the stripes in the jacket add interest and slenderness. A touch of lingerie at the throat gives this frock a smart spring look. Sizes 10 to 18. Price, \$10.95. A real smoothly "Marie Philis" Original in rayon Jersey. Very different in brown and aqua color dots, the features a high collar and brown rayon ribbon belt and bow. A shirtmaker dress that goes feminine and becomes a frock-maker. Sizes 10 to 18 — priced \$10.95. My favorite was the Casual Coat Dress. Easy to put on and take off in a tissue rayon flannel. Beautiful high shades with tailored detailing, 3/4 form pockets and bodice, 3/4 length sleeves and self belt complete that much sought after tailored look. Sizes 14 to 20 priced at \$10.95. EDWARDS' BUDGET DRESS SHOP, Third Floor.

The most deeply satisfying possession is a dress of simple beautiful lines, in a dark color. Always have one such dress in your wardrobe and you'll always have something to "put on".

Look Pretty Please Madam! In one of those brand new WOMEN'S DRESSES. Your size is there even if you wear a very large one. Prints in materials specially selected for the larger size. Navies — blacks the beloved polka-dot. Regular and half-sizes included in this group. Priced gently. RIFTON DRESSES, 739 MONROE AVE. — Open Eve.

For forward tilting or flat little hats — you must have that smooth-head-look. Try one... you'll feel like a different woman.

If I "go on" about suits again — will you forgive me? You can't help becoming suit conscious when fashion magazines and windows in the stores show nothing else. Designers who normally excel in the completely classic are making jackets and skirts that contrast putting in shirwaist sleeves and adding other little touches not normally accepted by the tailor. Skirts are now so narrow that many have slits of about three inches up each side for walking comfort. Fly-front skirts are still being made but the over-the-hip fullness is dwindling. Most jackets stop naturally at the hips. When there are lapels, they are cut higher and smaller than in many seasons. Shoulders are not apt to be raglan in sloping. The set-in sleeve is more prevalent than it was last year. Most suits are neutrals in colors but bright shades appear in a strange and wonderful way. Hope you'll be "suited".

LLOYDS LEAD AGAIN. — When the occasion arises and you must express your sympathy to a bereaved friend — call LLOYD'S FLOWER SHOP. Fresh lasting flowers fashioned under the discriminating hand of Lloyd Higbie. Prompt service and delivery. Call Main 6633. POWER HOTEL Opposite Court House.

EMPIRE WEAVERS will put your wardrobe in shape. Tears - rips - burns mended to perfection. Look those clothes over that have hung in your closet all winter — you'll be surprised what EMPIRE WEAVERS can do for them. Drop in and talk it over. 409 BURKE BLDG.

That wonderful feeling that comes with a brand new permanent plus a becoming coiffure is yours at a considerable saving at MILDRED HAUPENTHAL'S. Regular \$10 permanent now \$7.50 (Cream-Oil). Regular \$7.50 permanents \$5. Call Main 7671 for appointment. MILDRED HAUPENTHAL, 323 BURKE BLDG.

These stormy days give folks hearty appetites — in these days of rationing, this doesn't help the ever-present problems of the housewife. HOME SERVICE at ROCH-ESTER GAS & ELECTRIC give demonstrations on more appetizing ways to include the Basic Seven foods recommended by our government. Sessions are held at 2PM and 7:30PM every Wednesday in the Auditorium of Home Service. Why don't you plan to attend. 89 East Ave.

Did you know that ordinary foods do supply enough Vitamin D to take care of your needs. Many foods are rich in other vitamins but do not provide your family with Vitamin D. But if you serve HOMOGENIZED VITAMIN D you'll protect your family the easy pleasant way. This is the reason Vitamin D is put into Homogenized Milk. Every drop of HOMOGENIZED VITAMIN D milk is alike. You don't have cream-heavy milk and thinner bottom milk. The cream and all the other nutrients are in every drop. So flavor is always uniformly delicious, nourishment is always equally good. Never too rich — never too thin. ALWAYS JUST RIGHT. Try it — that's all I ask. Far be it from me to be negligent in offering you a milk that most people say TASTES AND IS BETTER. Call BRIGHTON PLACE DAIRY today. Glenwood 144. 45 FULTON AVE.

DON'T YOU BELIEVE that a pound of gold is the same as a pound of cotton

Vito Cimino & Sons
One of Rochester's Better Funeral Homes
Conveniently Located for Desired Needs
EAST END 1676 Clifford Ave. Stone 32
WEST END 959 Plymouth Ave. N. Glen. 37

Sun. Feb. 20 — 8 P. M.
KENNETH SPENCER
Singing Star Of Movies—"Cabin In The Sky" Stage—"Showboat"
Broadway—Cafe Society Soloist With The CIVIC ORCHESTRA Guy Frazer Harrison, Conducting SEATS — 55c and 83c
EASTMAN THEATER
of the University of Rochester

Bishop Speaks . . .

(Continued from Page 1)

The event is also the occasion for the annual offering of the men for some missionary activity in the Diocese or in the Church at large. This year the funds will be used for two projects, the first being a \$1,000 gift to Carver House, the religious and social center in connection with St. Simon's Church, Rochester, and which is also an unofficial auxiliary of the Rochester U. S. O. They also hope to raise a minimum of \$3,000 for the Army and Navy Commission which is asking a national fund of \$440,000 to furnish Episcopal Chaplains with supplies to minister to the needs of men and women in the armed services.

Because of the scope of the endeavor, they are inviting the women and young people to join in the offering.

Civic Soloist . . .

(Continued from Page 1)

He has appeared on the screen in the all-Negro musical film, "Cabin in the Sky," scored a stage triumph singing a principal role in a Broadway revival of Jerome Kern's "Showboat" and is currently appearing in one of New York's major night clubs.

Music Fund Drive . . .

(Continued from Page 1)

Leaders and captains is as follows:
Women's Division, Mrs. F. Hawley Ward, general chairman; Division 1—Mrs. Ernest C. Whitbeck Jr., chairman; Mrs. Robert G. Fisher, Mrs. James M. Weil, Mrs. Robert R. White, Mrs. Warren W. Allen.
Division 2—Mrs. Fred G. Snyder, chairman; Mrs. Edmond S. Spencer, Mrs. Samuel W. Guggenheim, Mrs. J. Fletcher McAmmond, Miss Betty Van Arsdale. Division 3—Mrs. Arthur M. See, chairman; Mrs. Samter Horwitz, Mrs. Kathryn

Williamson, Mrs. Karl M. Wil-son, Miss Lorene Carpenter, Division 4—Mrs. William G. Watson, chairman, Mrs. George Pitts, Mrs. Matthew E. Fairbank, Mrs. Harold A. Decker, Mrs. George H. Hawks Jr.

Team captains of the men's division have been announced by Frank M. Houston, general men's division leader, as follows:

Division 5—Harry J. Taillie, chairman; Walter G. McKie, Norman W. Ryan, Division 6—Carl W. Lauterbach, chairman; Division 7—Joseph C. Wilson, chairman;

Division 8—Leon C. Friel, chairman; Anthony Kreuzer,

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.

What will you do if he never comes back?

VIVIAN and Bill were young, and so much in love. Then Bill was sent overseas — and he was killed. Vivian couldn't adjust herself to life without him. Her grief turned her into a brittle, grasping woman. She became the "other woman" in a triangle, and her warped mind was fed with satisfaction. The story of the tragedy she wrought makes one of the most powerful, gripping stories ever published — now in March Real Story — "HELL NEVER COME BACK"



WHICH MAN WOULD YOU CHOOSE?
Steady, reliable Joe? — or glamorous Ray?
Pretty, dancing Sandra's heart was torn between them. She loved them both — for different reasons. The war was forcing her to choose — before they went away. Which would she promise to wait for? Which would you choose, in her place?
Joe, the kind of guy a girl is sure to find happiness with; sweet, wholesome, unselfish in his love? . . . or Ray, fun-loving, gay; sometimes thoughtless, the type that can take a girl or leave her, who can send her to heaven one moment and deep despair the next?
Sandra longed for a permanent home — stability. That meant Joe — but, womanlike, she couldn't stop loving devil-may-care, wandering Ray. Could he give up his wild ways for the woman he loved? Would you have done what Sandra did? Maybe in March Real Story you'll find your story, too, in the fascinating portrayal of how she decided:
"LOVE WON'T CHANGE A MAN"

insidiously, her career began over-shadowing her love for Terry. Then Terry was sent back to the States to become an instructor. They could be together again, she could come to him, Terry wrote. But Marcy would have to give up her good job. Her decision — one that many women will have to face — and its consequences is "must" reading for working wife or sweetheart! You'll be thrilled by
"PART-TIME MARRIAGE"

Puzzled by your Income Tax?
As an answer to a tax-payer's prayer, Real Story is going to be your accountant. "Due . . . March 15th!" is a comprehensive, play-by-play explanation, prepared with government cooperation, of the whys and wherefores of your income tax. It may pay you big to read —
"DUE—MARCH 15th!"

Be sure to ask for Real Story!

This great March issue brings you one complete real life novel, one complete novelette, seven revelations of romance and love, six great articles on beauty, fashion and home decoration — and nine fascinating features on your love, money and patriotic problems! Get it today!

On Sale In Rochester Friday February 18th

GET the great new MARCH

REAL Story

1 COMPLETE NOVEL
1 COMPLETE NOVELETTE

at your nearest newsstand —

Two Complete True Novels
Real Story

Bigger Than Ever!
Thrilling New Features!
8 More Pages!

"Here's News, Joe!"



INTEREST RATES REDUCED ON ALL PERSONAL LOANS

The Lincoln-Alliance announces a reduction in interest rates on all personal loans effective as of February 1, 1944. The reduction also applies to all unpaid balances of personal loans outstanding. Desiring to pass along to the public, savings effected by its extensive experience in the personal loan field, the Lincoln-Alliance Bank and Trust Company is lowering its financial charge on all monthly repayment loans from \$6.00 to \$5.00 for each \$100.00 borrowed. Any amount from \$100 to \$2500 may be borrowed.

Figure It Out For Yourself

You Receive	Charge for Year	Life Insurance Premium	12 Monthly Repayments
\$100.00	\$5.00	\$ 4.9	\$ 8.74
150.00	7.50	6.0	13.12
200.00	10.00	8.0	17.50
250.00	12.50	1.00	21.88
300.00	15.00	1.20	26.26
400.00	20.00	1.60	35.13
500.00	25.00	2.00	44.01

Needless to say, it doesn't pay to borrow unless you have to. When you need a loan, go to your nearest Lincoln-Alliance Office and one of our officers will be glad to advise with you.

LINCOLN-ALLIANCE BANK AND TRUST COMPANY
Member Federal Reserve System Member F. D. I. C.

Twelve Conveniently Located Bank Offices

MAIN OFFICE 163 Main St. E.
LINCOLN OFFICE 23 Exchange St.
LAKE AVE. OFFICE 1492 Lake Ave.
WEST END OFFICE 286 Main St. W.
EAST END OFFICE 400 N. Goodman St.
MONROE AVE. OFFICE 268 Monroe Ave.
PORTLAND-CLIFFORD OFFICE 520 Portland Ave.
TWELVE CORNERS OFFICE 1855 Main St.
DEWYSTONE OFFICE 2055 Dewy Ave.
IRONDEQUOIT OFFICE 621 Tenth Ave.
NEWARK OFFICE Newark, N. Y.
BROCKPORT OFFICE Brockport, N. Y.

EDWARDS BASEMENT

Yes! We Have Them... Semi-Dress And Work

TROUSERS

3.97

Man! What fabrics! What selections! Trousers for work, and for your leisure hours too. Well cut, expert tailoring, fine fabrics. Unrestricted choice of patterns, colors, and sizes.

- Fine Tailoring
- Perfect Fitting
- Long Wearing Fabrics
- Pin Stripes
- Overplaids
- Mixtures

Edwards Basement



SIZES
30 TO 50

SANFORIZED CHAMBRAY WORK SHIRTS

Yes Sir! Sanforized shrunk to stand plenty of washings. Full cut to eliminate binding. You can expect to get plenty of long service from these shirts. Fine tailored button style, 2 pockets, blue only.

1.49

Sizes 14½ to 17

Edwards Basement



You Never Can Have Too Many

SOCKS

5

\$

Pairs for

Slight Irregulars
Sizes 10 to 12

- COTTONS
- RAYONS

- LONG SOCKS AND ANKLETS
- ALL COLORS AND PATTERNS

Edwards Basement



MEN'S WORK APRONS

Blue Denim

BENCH APRONS

69^c

Heavy White Twill

TOOLMAKERS APRONS

89^c

Edwards Basement

Men's Cotton Knit SWEATERS

1.79

Just what you've been looking for! The sweater for all kinds of work. Cotton knit, fleece lined coat sweater. Full cut, button style. Gray mixture sizes 40-46, Dark Brown 40-42.

Edwards Basement



"Edwa" Full Fashioned
Sheer and Semi-sheer
Rayon
HOSIERY

87^c

Pr.

Lovely to look at! Delightful to wear! Full fashioned. Rayon and Bernberg legs, cotton top and foot. 75 and 100 Denier, 45 gauge. The irregularities are either in the weave or color and do not harm the wearing quality in the least. Sizes 8½ to 10½.

Edwards Basement



QUIT SPOONING! says you to the dumpling that won't drop into the stew. But dip your spoon first into the hot gravy, then into the dough, and the dumpling will slide from spoon to stew with ease. Newest dumpling fashion is blending bran cereal into the batter for special nut-like flavor, extra Vitamin B-1.

STRIKE ON RABAU
Chris A. Rawlins, former Rochesterian writes this gripping story of a rat on Rabaul. He offers a striking view of ground personnel and operations officers.

C. I. O. BIG SHOT
A profile of Clinton Strong Golden, leader of the United Steelworkers who advocates cooperation between labor and industry to cut costs and insure higher wages and profits.

Tune in "The Listening Post"—A new radio program over WJZ, New York and other Blue Network stations at 10:45-11:00 A. M. every Tues., Wed., Thurs. and Friday. Dramatized from features and stories in the current Saturday Evening Post.

10c FEB. 19 ISSUE The Saturday Evening POST NOW ON SALE 10c

MEN WANTED
WAR INDUSTRY NEEDS YOU
MEAT PACKING ESSENTIAL INDUSTRY
IMMEDIATE EMPLOYMENT, NO EXPERIENCE NECESSARY.
GOOD PAY. PLENTY OF OVERTIME. STEADY WORK.
CHANCE FOR ADVANCEMENT.
APPLY
ARPEAKO EMPLOYMENT OFFICE
900 MAPLE ST.

Words **FEBRUARY SALE OF FIREPLACE NEEDS**



Brick face—Antique White finish. Length 52 in., overall, 44 in. high. **MANTEL \$31.95**
Others at \$36.95

CAST IRON **LOG RESTS** Pair \$2.25

THREE FOLD FIREPLACE **SCREENS** \$7.95

SPARK GUARD **SCREENS** 31" by 37" \$7.50
Rounded tops and sides. Fit snug to fireplace. Positive spark protection. 33" by 44" \$9.75

WROUGHT IRON FINISH **ANDIRONS** \$10.95 and \$12.50

36 IN., 3 PRONG, WROUGHT IRON **POKERS** \$2.25

43 IN., BOAT HOOK STYLE **LOG ROLLERS** \$2.75

HEAVY BAR STEEL FIREPLACE **COAL GRATES** 22 in. wide \$8.95

ELECTRIC LOGS 2.50-3.50-4.95

WOVEN OAK SPLINT **LOG BASKETS** \$1.19

BRIGHT GAY DANCING FLAMES **FIRE MAGIC** Package 79c

FREE CITY DELIVERY No C. O. D.'s on Purchases Under \$1

Words Free Parking Opposite With \$1 Purchase

15 EXCHANGE ST.

DECREES of FASHION

Sew and Save Week, celebrating its sixth annual observance February 19 to 26, carries greater significance than any previous year. We must conserve, and stores throughout the country are offering sewing aids and suggestions for both the beginner and experienced sewer. The simplicity of modern styles is in the novice's favor. Within easy reach of every woman is her dream costume.

Woolen coats and dresses will last much longer and remain more beautiful if they're given daily care. At the end of the winter season clothes require an extra bit of attention. Use a soft, firm bristled brush to remove all dust and restore the surface pile of wool to its proper texture. Be sure your hangers are wide enough at the shoulders. CBS starlet Charita Bauer solves this problem by adding an extra bit of cotton padding to hangers, scenting the filling with her favorite sachet and covering with silk ribbon. Hang woolen garments far enough apart to permit air to circulate around them. Remember that air revives the tired woolen yarns.

Straight from China comes a Victory Garden rival for good old spinach. It's called Tampala, is more easily grown than spinach, has a mild, distinct flavor and a smooth texture. This nutritious green delicacy grows two to four feet high, depending on soil and culture, and does not "seed" as spinach does in hot weather.

Soap saving is a must today. The materials from which soaps are made are vital to the war effort. Use flake and granulated soaps sparingly. Never leave bar soap in the water, once you have sufficient suds. When the soap cake is too small to use, tie the pieces in a cloth place in a wire shaker or make a soap jelly by dissolving the scraps in boiling water. No matter what you do, be sure to get that last workable cleaning bubble.

Thrifty housewives are learning that the art of living requires a knowledge of the art of dyeing. Faded garments are economically restored to new life, hose are blended, and sets like scarfs or collars and gloves can be dipped to give a matching lift to an old dress.

Shopping News Pattern



Graham Crackers Have Many Uses in Desserts
Ration-wise homemakers have found that graham crackers are one of the most price-less ingredients for war time desserts. Either whole crackers or crumbs, depending upon the type of dessert, are being used more and more frequently in pie crusts, cakes, tarts, ice creams and puddings. In some they save shortening—in others, sweetening. They save time, too, in preparation of desserts, and their distinctive flavor is an always welcome treat.

Quince Jelly Spread
2 qt. unflavored gelatin
2 lbs. cold water
1/2 c. quince jelly
1/2 c. orange juice
Soften gelatin in cold water and dissolve over hot water. Add to orange juice. Add orange juice and gelatin mixture to jelly, stirring with rotary egg beater until thoroughly blended. Pour into clean jelly glasses and cover with wax paper. Store in refrigerator until ready to use.
Yield: About 2 one-glassful of jelly spread.

SCRAMBLED EGGS WITH TOASTIES
Crush corn flakes and add to scrambled eggs just before removing from fire. Use 1/2 cup corn flakes to 3 eggs.

Lemon Carrot Marmalade

Your victory garden carrots combine with lemons for this marmalade. It has a beautiful color and a very pleasing flavor. The carrots in this recipe increase vitamin A, making it a good marmalade to spread on thick when the butter is thin.

Extract the juice from 3 lemons. (There should be 2-3 cup.) Grind the lemon shells. There should be 1 1/2 cups.) Wash and scrape carrots and grind enough to make 4 cups. (This will take about 5 carrots.) Combine lemon juice, ground lemon peel and ground carrots, with 6 cups water. Heat to boiling and boil about 20 minutes, to soften the lemon and carrot. Add 4 cups sugar. Continue boiling about 10 or 15 minutes longer, or until mixture thickens. Pour into sterilized glasses or jars. Cover with paraffin. Yield: about 5 cups.

SWIFT AND SPICY are the quick gingerbread cookies made in a minute with the prepared mix based on Mary Ball Washington's recipe. Just add water, stir, and spoon to cookie sheet. No ration points to pay—all the rationed ingredients are already in the Washington mix!

WOMEN WANTED
Young, middle-aged or elderly, for work in housekeeping department. Full or part time. Pleasant work in agreeable surroundings. — 46c per hour. Apply Housekeeper.

HOTEL SENECA

CRUSH ON TEACHER
Complete book-length true story. No matter how young and fit he was, that long span of years that was the difference in their ages remained. Read this true story of a lad's love for his teacher.

STRAIGHT FROM THE SHOULDER
Here is a love story with a heart. They were in love but one small difference—like a ladderless wall stood between their worlds.

MARCH ISSUE **TRUE STORY** NOW ON SALE 15c

Sibley's Helps You Make the BEST of What You Have!

Superb Choice of Fabrics at \$1.08 Yd. for Custom SLIPCOVERS

1-cushion chair **14.38** 3-cushion sofa **24.85**

Slip covers will be cut and fitted right in your home, or the furniture can be sent to Sibley's workroom. Our experts cut the fabric right on the furniture; finish each cover with box-pleated flounce and French seams. Ready-made welt applied for small added charge. Prices above include labor and fabric.

Damask and Tapestries at \$2.74 Yd. for RE-UPHOLSTERING

standard chair **35.33** standard sofa **59.03**

Sibley's is exceptionally thorough about reupholstering! Each sofa and chair is torn right down to the frame and carefully rebuilt to give you like-new service, as well as looks.

CURTAINS AND DRAPERIES, THIRD FLOOR
SIBLEY, LINDSAY & CURR CO.

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? 36 tablets, 20¢; 100 for 35¢. Demand **St. Joseph ASPIRIN**

DEFENSE WORKERS
Since Mr. Alarm Clock Has Gone To Win the War Don't Oversleep. I Will Wake You Daily. Small Weekly Fee. GEN. 1680-M.

HELP WANTED FEMALE
WOMAN or girl to care for baby—occasionally. Stone 3111-J.

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, irritable nervous feelings, are a bit blue—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, THE UTERUS—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

DON'T YOU BELIEVE THAT...
1 lb. of gold equals 1 lb. of cotton... gold, measured in troy ounces, is 1/2 heavier than cotton, measured by avoirdupois weight...

BUT YOU CAN BELIEVE THAT...

MARIN Gold Medal RUM

IS THE PERFECT LIQUOR FOR ALL DRINKS FOR ALL OCCASIONS

RUM MANHATTAN
DAIQUIRI RUM
OLD FASHIONED
RUM COLLINS



MAVAGUEE PUERTO RICO

Sole Agents for U. S. A. At Your Neighborhood Liquor Store **popper marson company**

Established 1888. Time-Honored Quality Since 1888.

No More "OH PRETTY PLEASE" AT BREAKFAST FOR MRS. T!

SHE DISCOVERED NEW CREAM OF RICE —SERVES IT DIFFERENT WAYS EACH DAY, THEY LIKE IT **BETTER THAN WHEAT!**

WONDERFULLY DIGESTIBLE!
A wonderful way to start the day! It's so easy to digest it's recommended by doctors as babies' first solid food. Recommended for people who suffer from wheat or corn allergies.

WONDERFUL ENERGY SOURCE!
Packed with plenty of energy values—it turns into energy fast. Cream of Rice is ideal for active people—youngsters who play hard, athletes who work hard.

WONDERFULLY DELICIOUS!
Blends with any "fixin'." Smother it with syrup. Knead it into it. Serve it with chopped-up peaches, brown sugar or molasses. A different way every day!

● Mothers tired of urging their families to eat nourishing breakfasts should turn the whole matter over to Cream of Rice. Smooth, creamy, delicious spoonfuls of this new fast energy cereal will speak more eloquently than any words. And it's so good for everyone—fortified to whole grain levels with Vitamin B₁, G, Nicotin plus the mineral iron. Think how important that is to all your families to combat vitamin deficiencies that make people feel listless, tired, blue and rundown. See how pleasant breakfasts really can be—with everybody acting hungry. Get Cream of Rice today!

Product of Grocery Store Products Sales Co., Inc., New York

CREAM OF RICE
FORTIFIED TO WHOLE GRAIN LEVELS
Ready in 5 Minutes

Extra Sheer 51 Gauge
Full-Fashioned Rayon

First Quality Hosiery

As beautiful as the sheers
silks or nylons — exquisite
stockings in the newest
shades—Sun Dash and Honey
Glo. Sizes 8 1/2 to 10 1/2.

\$1.10
pair



AND FOR EVERY DAY WEAR
A TREMENDOUS SELECTION
OF GOOD HOSIERY

2 Pairs For \$1.00

All kinds and styles—first quality and sub-standard,
slight irregularities that will not impair the wearing
qualities or mar appearances. Newest shades and all
sizes.

HELPER'S 213 E. MAIN

An
Orchid
To You



Each week Shopping News, in
cooperation with Lloyd's Flower
Shop, Powers Hotel, gives an
orchid to a Rochester woman.
This week the winner, selected
from the city directory is

Mrs. Amanda C. Meyer
81 Malling Drive

If the winner will call at Lloyd's
Flower Shop and identify her-
self within the next week she
will be given free a beautiful
orchid.

If a friend's name appears at
an orchid winner—telephone
her immediately. Maybe
some day she will do the
same for you.

TOWNSEND CLUB rooms, 386 Main St. E. tonight
Townsend Prosperity Club at 8 o'clock. Refreshments will
No. 19 will meet in the club be served.

NO APPOINTMENT NECESSARY

SPECIAL FOR ONE WEEK
At Rocher's Newest and
Most Modern Beauty Shoppe

\$5 CREAM \$3.50
WAVE
MACHINELESS SPECIAL
\$3.50—\$5.00—\$6.50

COLD WAVE
Helen Curtis Duchess... \$10
Empress Wave... \$12
Victoria Wave... \$18

SUNRISE BEAUTY SHOPPE
9 to 6 Daily; 9 to 3 Mon. Other Eve's by Appointment
90 EAST MAIN * MAIN 2422

SURE CURL PERMANENT \$2.35

SHAMPOOS AND FINGER WAVES 50c

**WHEN YOU FEEL
"SO TIRED YOU COULD SCREAM"**

It isn't always lack of sleep or over-
work that causes fatigue. Often that
mental tired feeling can be traced to
"nutritional anemia"—caused by a
shortage of iron in the blood.

In many cases, a good iron tonic
like Pepto-Mangan may be all you
need to help you get back your
vitality, endurance and healthy color.
Pepto-Mangan replenishes what-
ever your blood may be lacking
IN LIQUID OR THE NEW TABLET FORM WITH VITAMIN B-1

—helps to give it that rich redness so
essential for radiant pep and vigor.
When the blood is low in iron,
many doctors recommend... And thou-
sands of men, women and children
praise the beneficial effects of—

GUER'S PEPTO-MANGAN
THE FAMOUS IRON TONIC

KEEN VISION FOR EFFICIENCY

No matter what capacity you're en-
gaged in on the Homefront, keen vision
is a necessary requirement. Maximum
production is demanded of every work-
er, be he employee or employer... If
your eyes aren't up to par, you can in
all probability correct the deficiency
with—



**Corrective
GLASSES**

Come in and talk it over with HARRY
A. BENEWICK, Optician. A consulta-
tion incurs no obligation.

Smalls
28 EAST MAIN ST.

We Use Only Bausch & Lomb
and Sharon Lenses

Pay Small Sums Weekly!
BUY MORE U. S. WAR BONDS

It's Rudolph's
Treasure Isle

for

**Costume
Jewelry
of Traditional
Jeweler's
Quality**

Beautiful design and fine crafts-
manship distinguish this costume
jewelry. Clips, pins, earrings,
bracelets and pendants in wide
variety.

2.95 to \$100

Rudolph's
CORNER EAST MAIN AT SOUTH AVENUE
Open Monday Evenings
in Batavia — 109 Main Street

**Negro Leader
To Address
Temple Club**

Lester Granger, nationally
known Negro leader will speak
before the Temple Club of
Temple B'nith Kodesh on Gibbs
St. tonight at 8 o'clock. His
subject, "The Constructive Ap-
proach to the Negro Problem."
The speaker is executive
secretary of the National Urban
League, a national social ser-
vice organization for Negroes.
The meeting here has been en-
dorsed by the Rochester Chap-
ter of the American Association
for the Advancement of Col-
ored People.

VENUS REBEKAHS

Venus Rebekah Lodge will
meet next Thursday in Odd Fel-
lows Temple, 11 Clinton Ave.
N. Noble Grand Florence Fin-
layson will preside.

Price Administrator Bowles
warns that truck tires, new
automobiles and shoes will still
be in the serious shortage class
for 1944. Which reminds me,
scientists say that by adding
oil waxes to leather its life-
times is increased 40%. So give
your shoes the oil of shynola and
let it throw off the water and
dirt.

**Lemon Juice Recipe
Checks Rheumatic
Pain Quickly**

If you suffer from rheumatic, ar-
thritic or gouty pain, try this simple
inexpensive home recipe that doc-
tands are using. Get a package of
Bu-Ek 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 table-spoonsful 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 Bu-Ek will cost
you nothing to try as it is sold by
your druggist under an absolute money-
back guarantee. Bu-Ek Compound is for
sale and recommended by Drug Stores
Everywhere.

CRISCO SUPER - CREAMED
lb. 26c — 3 lbs. 73c

DUZ
Lg. 25c Med. 11c

IVORY FLAKES
Lg. 25c Med. 11c

PERSONAL IVORY SOAP 4 for 19c

CAMAY SOAP 3 for 20c

BORAX-O 2 for 29c
Whitehouse Coffee lb. 29c

WOODBURY SOAP 9c

KIRKMAN GRANULATED Lg. 26c

WINDEX Lg. 10c Med. 2 for 13c

LUX FLAKES Lg. 26c reg. 11c

THE FLAVOR - SAVER 1-lb. 26c. 3 lbs. 73c

SPRY

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

LOW PRICES Everyday

The SIMPLIFIED Guide
To Your...
INCOME TAX

100 Pages of
IMPORTANT
Information for
EVERYBODY
Takes 15 to 20
minutes to read

50c

ALL BEG-
GINS CLEAR-
LY EXPLAINED

Save time and money with this highly
acclaimed tax book. Quick, easy to
understand. Lists all the questions and
answers you may have in mind, includ-
ing the pay-as-you-go WITHHOLDING
TAX. Shows you in less than 15 minutes
all your deductions, no matter what
your occupation or profession may be.

DAW'S COUPON

TALCUM POWDER
25c Value
11c
(Limit of 2)

A new, super-talc powder
delicately perfumed. Use
lots and lots of it to keep you
fresh and comfortable.

DAW'S COUPON

RINSO SOAP POWDER
Large Box
18c
(Limit of 1)

PHILLIP'S TOOTH PASTE
25c Tube
11c

CITRATE of MAGNESIA
25c Size
12c

MAR-O-OIL SHAMPOO
51 Size (14-oz.)
54c

MINERAL OIL
Pure U.S.P.
Pint
11c

4-WAY COLD TABLETS
25c Box
17c

PHILLIP'S MILK OF MAGNESIA
Large 26-oz. Size
48c

GENUINE 5-GRAIN ASPIRIN TABLETS
Pkg. of 100 **12c**

ISOPROPYL ALCOHOL FOR RUBBING
Pint Bottle **14c**

DAW'S ORIGINAL CUT-RATE DRUGS

56 CLINTON RD. (Opp. Temple Theater)
31 MAIN ST. E. (Culver Agency)
353 MAIN ST. E. (Stollman)
451 W. RIDGE RD. (Culver Agency)
880 MAIN ST. W. (Bull's Head)
478 WOODMAN (Opp. Off. Main)
539 MONROE AVE. (Near Goodman)

WITH THIS COUPON

Genuine PINE TOILET SOAP
Extra Large 10c BARS
Box of 6 **33c**
(Limit 2 Boxes)

Hestil's famous PINE BUDS... with its re-
freshing and invigorating
odor of pine forests. Won-
derful for face, bath.

GRE-SOLVENT
"CLEANS HANDS CLEAN"

3-LB. CAN **33c**

GRE-SOLVENT instantly dis-
solves and removes from the
hands: all machine grease,
grime, printers ink and ground-
dirt. Miles ahead of soap.

DAW'S COUPON

WAXED PAPER 2 for 29c
125-Ft. Rolls

LADY ESTHER Cream, 8 1/2 oz. size... **59c**

VINCE Tooth Powder, 3 1/2 oz. size... **31c**

KREML Hair Tonic, 10-oz. size... **94c**

BERMA SHAVE Cream, 1 1/2-Lb. Jar... **39c**

HYGELA Nurses, 8-oz. size... **2 for 19c**

SIMILAC Baby Food, 1-lb. size... **59c**

Amazing LOW COST for VITAMINS!
Box of 30 Tablets... **49c**
Bottle of 90 Tablets... **\$1.17**

ONE-A-DAY VITAMIN A and D TABLETS

DAW'S COUPON

SANITARY NAPKINS
LARGE BOX OF 23 PADS **23c**
(Limit of 2 Boxes)

ONLY ONE CENT EACH—Compare this value!
New, super-soft, highly absorbent pads for more
comfort and security.

DAW'S COUPON

WOODBURY SHAMPOOS
Choice of 3 Types
COCONUT OIL, TAR OR CASTILE **21c**
Large 50c Size (Limit 2 Bottles)

DON'T LET A HEAD COLD GET YOU DOWN

Many people are now taking SHERVAC
Cold Vaccine Tablets to immunize them-
selves against colds. Clinical tests prove
that this new discovery will reduce the
severity and duration of a cold, in some
recently cases giving complete relief to
new, unimpaired, 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 Orders Filled

for COUGHS That Linger On

Famous FORMULA
"1313" is a few of a
persistent, hacking
coughs due to colds.
Recommended by many au-
thorities. "1313" has
prevent time and stops the
ment of the famous formula
of Hestil. Throat and
Wild Cherry. Pleasant taste,
expectorant... **79c**
Mail Orders Filled

QUICK RELIEF & PAIN

of Headaches, Colds, Neuritis,
—this marvelous remedy
gives prompt, effective relief
because it's a highly pro-
prietary preparation. Ask
for ARCO Tablets.

100 Tablets... **69c**
24 Tablets... **21c** Mail
30 Tablets... **39c** Orders
Filled

ICE-MINT

The very touch of this
white stainless ointment
is soothing and
cooling!

TIRED BURNING FEET

Fine, ton, to soften
and relieve pain of
STINGING CALLOUSES
Reg. size jar **43c**
Large jar **77c**

Allen's Foot-Ease
For tired, burning
feet, get prompt
relief on feet and in shoes.
Aches, soreness, inflamma-
tion—prevents blisters.
Keeps feet cool and
dry. Nothing like
it to help ease or
tight fitting shoes
feel easier. More
for your money... **23c**
Mail Orders 60c Size... **39c**

Rectal Soreness
Get Relief Now Easy Way
— Sit in Comfort

ProLarmon Rectal is a quick, dependable
reliever of itching, painful rectal soreness,
—a condition which may also accompany
gills and hemorrhoids. Brings soothing
sense of comfort, ease, relief to the
sufferer. Setting film over sore gives help during
infectious germ, and Nature heal up raw,
broken tissue. No oil — no grease for skin
clogging. Sold in money back guarantee.
ProLarmon Rectal is now available in handy
tube 7c — or with special applicator 21c.
Get this modern relief today... **29c**

PROLARMON RECTAL FLAKE STOP DANDRUFF

LACO's mountains of
fine bubble jather
cleanses deeply and
gets at unpleasant
flaked-dandruff. Try this
really finer, higher
quality GENUINE
Castile shampoo... **29c**
per only

RAZOR WITH 5 BLADES
— IN A COMPACT
PLASTIC, CARRYING CASE

DAW'S LOW PRICE **69c**

Smoothest shaving
razor you've ever used
— perfectly balanced.

Here's a perfectly balanced razor, for perfect shaving. Features a
METAL head, with re-infused METAL screw shank in an oblong
handle — and it's practically unbreakable! Handsomely boxed in a
compact, plastic case, including 5 blades.

VIMMS VITAMIN TABLETS
HERE NOW AT LOW COST!

— a concentrated, easy-to-take vitamin tablet for war-time
deficient food diets—real LOW COST health insurance!

6 VITAMINS ALL IN ONE TASTY TABLET

3 MINERALS

Nutritional Experts Say:
3 out of 4 Need More Vitamins and Minerals for Normal Well-being.

VIMMS contain Vitam-
in A, B-1, B-2, P-P,
C, D and Calcium
Iron.

Pkg. of 96 **\$1.69**

BOX of 24 Vimms 49c

FAMILY SIZE OF 288 TABLETS \$4.79

A scientifically balanced food supplement containing fish liver oil
concentrated, Thiamine, Riboflavin, Niacin Amide, Ascorbic Acid,
activated Ergosterol, Calcium Phosphosphate, Saccharin for
(sweetening) and natural and artificial flavors.

SCHICK RAZOR BLADES
PKG. OF 20 **69c**

Schick Injector

THE NEW BONDED PRO-PHY-LACTIC TOOTH BRUSH

GUARANTEED 6 MONTHS!

WITH AMAZING TEMPERED BRISTLES
SURGICALLY STERILE

47c

SCHICK RAZOR BLADES
PKG. OF 20 **69c**

Schick Injector

MAGAZINE DR. INJECTOR TYPE

Dolan's

Head Colds
Catarth
and Sinus
Sufferers

Get Relief This
Quick, Easy Way

Use
MAID'S Nose Spray

A guaranteed prod-
uct. One 2-oz. glass
combination bottle gives relief, even
in chronic cases—or money will be
refunded. Non-irritating. May be used to treat all
infectious nasal ailments. Sold at all
Good Drug Stores.

CHICKEN YOU PREFER
DOLAN'S
600 JEFFERSON AVENUE
Cor. Bartlett
Telephone Genesee 1417

Fish-time is now, with Lunt's plexion to 'your fish fillets, forty days upon us. For a bonny brush them generously with brown color and a crisp com-mazola before cooking.

LET'S WIN THE WAR IN '44.

**★ GENESEE ★
LAGER BEER**

Paint Protects Property

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.
39c
WITHOUT ROLLER 29c

Special

LINOLEUM OFFER

From our large selection of patterns all color through to black. It's all possible in moderate price. Select from with

ARMSTRONG
INLAID LINO FLOOR **\$18.75**

ANY ROOM SIZE UP TO 9x12 COMPLETE WITH LABOR AND MATERIALS

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

★ STAR BINGO ★
372 FLINT ST. (rear) **\$3**
MON. 8:15 P. M. and TUES. BOARD GAMES
SITES Jefferson Bus Monday Afternoon Games 1:30
23 GAMES

BINGO
Saturday Feb. 19th 8:15 P. M.
23 Reg. **\$5.00** Ea.
Games
SPECIALS—4 & 5 Ways **\$4.00 & \$5.00**
Admission 25c. Plus 3c Tax

MUHS
BOWLING HALL
911 Clinton Ave. N.

HOLLYWOOD
35 PULLMAN AVE.

TUESDAY NIGHT ALL REG. GAMES AND SPECIALS **\$7.00**

Wednesday - Thursday - Friday
REGULAR GAMES **\$5.00**
SPECIALS 4 - 6 WAYS **\$5.00**

SATURDAY SPECIALS REG. GAMES **\$10**
\$5 - \$6 - \$7

REG. GAMES **\$7** SUNDAY SPECIAL SPECIALS **\$7 and \$8**

COUPON SPECIAL PARTY HOLLYWOOD-HUDSON TUESDAY All Games FEB. 22nd **\$7**

Bette Davis, Miriam Hopkins In Capitol Film

"Old Acquaintance," Warner Bros.' powerful drama of a faithless friend, starring Bette Davis and Miriam Hopkins, opens at the Capitol Theatre today. The picture, which is based upon the Broadway success of the same name, features Gig Young, John Loder and Dolores Moran.

Companion feature has Basil Rathbone as Sherlock Holmes

Voted Favorite
Fibber McGee and Molly are radio's funniest couple and the nicest couple in real life too

—in the opinion of Quiz Kid Richard Williams, who visited Hollywood recently —purposely to meet the pair. The McGees had Richard to their show, then took him out for a soda afterwards.

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

PENN VACUUM STORES
30 SOUTH AVENUE • STONE 6747
Open Monday Evening 7:00—Other Evenings 7:00-7

FOR WOMEN ONLY!

Most girls and women are at some time troubled by a whitish discharge, burning, itching and irritating due to simple leucorrhoea.

SANATIVE WASH

Lydia E. Pinkham's

UNION LEAGUE
South Ave. cor. Gregory

SPECIAL GAME
SUN. NIGHT 25 **\$6.00**
REG. GAMES
MON. & FRI. NITES 30 REG. GAMES **\$5-\$10-\$15**

FRIDAY & SATURDAY
25 Games **\$5-\$10**
On Reg. Boards Letter 'H', \$15 and \$15
ADM. 28c INC. TAX

WEGMAN HALL
371 E. MAIN ST.

SUNDAY NIGHT REG. GAMES 25 GAMES **\$5-\$10**
MONDAY NIGHT REG. GAMES 25 GAMES **\$5-\$10**

AFTERNOON GAMES 1.30
WEDNESDAY FRIDAY SATURDAY **\$5 & \$10**

EARLY BIRD SPECIAL AT EACH GAME

'Savvy' Advised For Girls To Hold Serviceman

A fairly complete knowledge of what is happening in the world is a "must" for every girl who wants to keep the interest of her serviceman when he comes back from the wars, according to Georgia Gibbs, well-known radio and screen singer who has entertained at army and navy bases all over the United States.

"Girls don't have to be walking encyclopedias but they must definitely be aware of things," Georgia declares in a bylined article in the March issue of Hillman's Real Romance magazines.

"None of this pale wan business of shrugging off anything that isn't pretty and dainty. Not that servicemen haven't told me they want their girls to be feminine. But her femininity must be crisp and capable, not sticky and helpless."

Other factors boys on the fighting fronts want to come home to insofar as their lady-friends are concerned, says the lovely Miss Gibbs are:

1. no more roving eyes — he knows too much about loyalty now.
2. no phony sophistication — girls should have an attentive expression, looking as if they know what they're doing and why.
3. extreme neatness from smooth hair to properly shined shoes.
4. make-up in good taste — no more veiled, distorted lips and eyes.

More Home Furnishings
Washington hears there may be more items of the very scarce variety of home furnishings in 1944, such as, rugs, upholstery fabrics, bedding, refrigerators, stoves, irons. Furniture and lamps will continue scarce due to lumber and labor shortages.

DON'T YOU BELIEVE THAT
A pound of gold is the same as a pound of cotton

SEWING MACHINES (ALL MAKES) REPAIRED REASONABLY
Prompt Attention
All Work Guaranteed
Any machine oiled and adjusted in your home, \$1.50.
Limited time only.
GEN. 6368-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

CARPENTER HALL
113 N. FITZHUGH ST.
TUES. 8:15 P. M.
REG. GAMES **\$6.00**

CARPENTER HALL
113 N. FITZHUGH ST.
TUES. 8:15 P. M.
REG. GAMES **\$3 & \$5**

Don't Miss This Game—
BINGO
TUESDAY FEB. 22nd 8 P. M.
20 Reg. Games **\$5.00** Ea.
ADMISSION 25c. Fed. Tax 55c
SS. PETER & PAUL'S School Hall on Brown Street

REG. GAMES \$3 & \$5

REG. GAMES \$6.00

REG. GAMES \$3 & \$5

REG. GAMES \$3 & \$5

CLAPP BABY FOODS CO. WANTS MEN AND WOMEN PERMANENT JOBS—GOOD PAY

- A Modern Plant
- Good Working Conditions
- Excellent Opportunity
- No Experience Required
- Good Bus Service
- Help America's War Effort

FOOD IS ESSENTIAL
Apply At Employment Office
CLAPP BABY FOODS CO.
777 MT. READ BLVD.
Or Write in For Further Details.
If now engaged in war work please do not apply.

A Name for CHOICE Liquor
A Liquor for Every CHOICE

Pete Hagen's

READY TO SERVE COCKTAILS
SMOOTH MELLOW DELICIOUS CORDIALS
FAMOUS MASTER BLENDED "ROCK N' LINE"

The name that has simplified liquor buying. A symbol of perfection in everyone of its products satisfying the needs of all who enjoy quality liquor.

*If your liquor supplier is temporarily out of a number—leave your order.
Whatever you buy, ask for a "Pete Hagen" product. At Your Neighborhood Liquor Store
popper morson company
Rochester, N. Y. 20
TIME-HONORED QUALITY SINCE 1889

LET'S ALL BUY EXTRA BONDS

TOWNER-HALL
Wednesday and Thursday
SPECIAL PARTY
ADMISSION **3c**

SATURDAY - TOWNER - REXY
All Reg. Games SPECIAL **\$10-\$12**
Honest Abe Party

OVER \$600 IN PRIZES—DOOR SPECIAL \$55—\$9 Nos.
SUNDAY, FEBRUARY 13th
Reg. Games **\$7.00** Specials 4 & 5 Ways **\$7 & \$8**

PARK HALL
JEFFERSON AVE. AT PLYMOUTH

THURSDAY 23 GAMES ON BOARD
\$6-\$7-\$8 JACKPOT
1 FULL BOARD **\$20 \$200**

FRIDAY 23 GAMES ON BOARD **\$6.00** 1 Full Board **\$15.00**
SPECIAL FRIDAY JACKPOT \$185

SATURDAY JACKPOT
ALL GAMES **\$10.00 \$200**

ADMISSION 25c — PLUS TAX
Extra Triple Boards 25c. Books 25c

Rochester
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Pharmacy Schools To Be Aided By New Foundation

Efforts to safeguard the future of that traditional American landmark, the corner drug store, are being made by McKesson & Robbins, Inc., drug wholesalers, according to A. H. Goetzman, vice-president, of the Rochester Division.

McKesson is co-operating with the American Foundation for Pharmaceutical Education, which has announced that retail drug stores are threatened by the diminishing number of young men and women who are being graduated from colleges of pharmacy.

"The future of pharmacy," says McKesson president W. J. Murray, Jr., "depends upon attracting to it young men and women with the training and in the number adequate to serve the needs of the American people. The obvious basis for this future, is therefore, the strengthening of the schools of pharmacy through grants-in-aid and scholarships; and the American Foundation for Pharmaceutical Education has been formed as an effective medium for joint action in adding to that strength where it can be most wisely used."

McKesson has contributed toward the \$1,000,000 fund the Foundation is raising to aid colleges of pharmacy.

Wine, Liquor Industry Sells 2 Million in Bonds

More than two million dollars worth of war bonds were sold by members of the liquor and wine industry in the Rochester area during the Fourth War Loan Drive, according to final report of George Frank, local chairman for the group, made yesterday at a meeting of wholesalers, distillery men, package stores and hotel and restaurant operators.

The committee set a million dollar goal at the beginning of the drive, but, according to yesterday's report a total of \$2,225,000 was sold.

GIVE YOUR HEAD COLD THE AIR

It's easy. Quick, too. You'll breathe free almost instantly when you put just two drops Penetro Nose Drops in each nostril. They're tops in drops, top-quality guaranteed. Real prescription-type medication containing genuine ephedrine. Feel them soothe as they act for greater comfort - you feel better, feel more like yourself again. They open up that cold-clogged nose and give your head cold air. Economical. Generous size, 25c, 2 1/2 times as much in the 50c size. Caution: Use only as directed. Demand

PENETRO NOSE DROPS

Girdle Shortage Need Not Worry Certain Fat Women

Very fat people may often slim down without starvation diets and back-breaking exercises when your excess fat is contributed to by their diet. Marmola, which is made of the finest ingredients and contains the most effective and safe fat-burning agent, Marmola, will take Marmola only in accordance with the directions, instructions and warnings on the package and in the enclosed circular, and not otherwise.

Marmola is not a cure-all. If in doubt at any time about suitability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician.

If you need Marmola, why not lose those extra uncomfortable pounds the Marmola way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

Legal Notice

STATE OF NEW YORK, SUPREME COURT, COUNTY OF MONROE. CARMELINA CENTOFANTI, a.k.a. known as MOLLY FANTI, Plaintiff, vs. GIOACCHINO CENTOFANTI, also known as JACK FANTI, Defendant. TO THE ABOVE NAMED DEFENDANT: YOU ARE HEREBY SUMMONED to answer the complaint in this action, and to serve a copy of your answer, or if the complaint is not served with this summons to serve a notice of appearance, on the plaintiff's attorney within twenty days after the service of this summons, exclusive of the day of service. In case of your failure to appear or answer, judgment will be taken against you by default for the relief demanded in the complaint.

Trial to be held in the County of Monroe.

Dated this 10th day of November, 1943.

JOSEPH C. ATTARDO, Attorney for Plaintiff, 302 Wilder Building, Rochester, New York.

TO GIOACCHINO CENTOFANTI, also known as JACK FANTI:

The foregoing summons is served upon you by publication pursuant to an order of Hon. Wm. F. Love, Justice, Supreme Court, Monroe County, dated the 8th day of February, 1944, and filed with the complaint in the office of the Clerk of Monroe County, at Rochester, New York, on February 8th, 1944.

Dated, February 8, 1944, at Rochester, New York.

JOSEPH C. ATTARDO, Attorney for Plaintiff, 302 Wilder Building, Rochester, New York.

DON'T YOU BELIEVE that a pound of gold is the same as a pound of cotton

Wegmans HOME OWNED FOOD MARKETS MIDWINTER Food Sale

Famous Delicatessen!
GRADE A, ALL WHITE
EGGS
MEDIUM 37¢ doz. LARGE 46¢ doz.
Gathered fresh daily from nearby selected henhouses.
Blue or Swiss Cheeselb. 49c
Tasty Gorgonzolalb. 51c
Abbott's Fresh Cream Cheese 1/2 lb. 21c
Mild Creamy Daisy Cheeselb. 36c
Wegmans Baked Pork & Beanslb. 10c

Featuring NO POINT--LOW POINT FOODS BEGINS TODAY

Mrs. America, Uncle Sam asks you to buy more LOW POINT, NO POINT FOODS. They are your Victory Foods - plentiful, low in ration-cost. WEGMANS now bring you a great money-saving sale of these same foods! Check these prices! Save points! Save money!

Guaranteed MEATS
Pick-of-the-market meats and thriffter cuts make Wegmans Rochester's largest meat retailers.

RIB END, ROAST
PORK LOINS 25¢ lb.
TENDER, SHOULDER
BEEF ROAST 29¢ lb.
GENUINE SPRING LEGS O' LAMBlb. 39c
ARMOUR'S STAR, SHANKlb. 37c
COOKED HAMSlb. 37c
PRIME STANDING, AA GRADE RIBS O' BEEFlb. 32c
FRESH PORK PICNICSlb. 29c
PURE PORK SAUSAGE MEATlb. 35c
SHANK HALF FRESH HAMSlb. 34c

FRESH, TEXAS
BROCCOLI 15¢
Generous bunches of tender green stalks and compact heads!
LARGE BUNCH
A NO POINT FOOD FEATURE

DELICIOUS!
Children and grownups too love this melting rich chocolate treat. Its appealing moist texture because it has been fortified with Vitamin D.
VAN BESTA CHOCOLATE PUDDING... 7¢ pkg.
A NO POINT FOOD FEATURE

NO POINTS! PHILLIPS REFUGEE CUT BEANS 2 #2 cans 21¢
NO POINTS! MEISZAHN NOODLES 2 pkgs. 25¢
1 POINT! COLLECT 'EM! TOMATO C'KT'L bot. 5¢
NO POINTS! L&S CITRUS MARMALADE 2-lb. jar 29¢
4 PTS. CAN! CHICKEN NOODLE SOUP CAMP. SOUPS 2 cans 25¢
NO POINTS! PILLSBURY'S PANCAKE FLOUR pkg. 9¢

12 PTS. CAN. FANCY RED SALMON tall can 39¢
NO POINTS! CAIRN'S ORANGE MARMALADE 2-lb. jar 31¢
12 POINTS CAN. PHILLIPS TOMATOES 2 #2 1/2 cans 29¢
NO POINTS! ONTARIO CLUB CRACKERS lb. pkg. 19¢
4 POINTS CAN! CAMPBELL'S TOM. JUICE 3 cans 29¢
NO POINTS! MEDIC'S MUSTARD 8 oz. jar 6¢

5 POINTS CAN! Old Fashioned or Striped CRANB'Y SCE. 2 cans 25¢
NO POINTS! DAVIS BAK. POWDER 12 oz. can 11¢
SUNBRITE OR KIRKMAN'S CLEANSER can 4¢
A REAL VALUE! KEN L BISKIT 2 lb. pkg. 15¢
IDEAL DRY DOG FOOD pkg. 5¢

Bakery Special
SCOTCH CRUNCH COOKIES 19¢ doz.
ENRICHED 4 Flour Flour for Years
MOTHER'S FLOUR 25-lb. Bag \$1.19

FRESH SLICED
BOILED HAM 33¢ lb.
Smoked Liver Sausage, lb. 35c
GOOD! HOT OR COLD!
5 ptt. **BRUNCH 33¢**
A LOW POINT FOOD FEATURE

FLAP JACK PANCAKE SYRUP . . . bot. 14¢
1 MEAT POINT, JERSEY EVAP. MILK 3 cans 25¢
NO POINTS, CUT WAX BEANS can 12¢
10 POINTS, PINECONE #2 TOMATOES can 11¢
10 POINTS, HAPPY JOIST TENDER PEAS can 13¢
1 MEAT POINT, FOR 1 PKGS. KRAFT DINNERS . . . 3 pkgs. 25¢
BOYARDEE VICTORY DIN'RS, 2 pkgs. 25¢
WEGMANS FINE COFFEE FAVORITE BLEND . . . lb. 20¢
WEGMANS BEST COFFEE KILBOURN HALL . . . lb. 23¢
SALAD DRESSING MIRACLE WHIP . . . pt. jar 26¢
1 1/2 LB. BAG, RAISY PASTRY FLOUR . . . bag \$1.09
ECONOMICAL BISQUICK 1 lb. pkg. 31¢
4 POINTS, CAMPBELL'S TOMATO SOUP . . . 3 cans 25¢

FRESH CLEAN SPINACH 2 lbs. 25¢
NEW TEXAS CABBAGE lb. 6¢
FIRM, TEXAS CARROTS 2 bchs. 15¢
LARGE SEALDSWEET GRAPEFRUIT . . . 4 for 25¢
LGE. JUICY FLORIDA (21/8) ORANGES doz. 25¢
BEST NO. 1 UPLAND POTATOES 15 lbs. 45¢

FROSTED FOODS
DELICIOUS DREAM STEAKS ea. 11¢
48 PATRON CODFISH CAKES pkg. 33¢
TASTY CORNED BEEF HASH lb. 44¢
GREEN HEADLESS SHRIMP 12 oz. 49¢
TENDER CUT CORN pkg. 28¢
TENDER, NEW PEAS 12 oz. 27¢
RED RASPBERRIES pkg. 35¢
TIPS AND CUTS OF ASPARAGUS 10 oz. 35¢
FRESH FROZEN CUT GREEN BEANS pkg. 25¢
FRESH FROZEN STRAWBERRIES lb. 39¢

WEGMANS OVEN-FRESH BAKED GOODS
Parkerhouse or CLOVERLEAF ROLLS dz. 25¢
Delicious BUTTERFLAKE ROLLS dz. 35¢
Iced Anglefood CUPCAKES dz. 33¢
Cinnamon, raisin or JELLY BUNS dz. 19¢
PUMPKIN or APPLE PIES 25¢ each

BACK AGAIN!
MORE DELICIOUS THAN EVER
13 Pts. Can **BAKED BEANS 25¢**
A LOW POINT FOOD FEATURE

HERE'S VALUE THAT GOOD SPRINGLEAF TEA 19¢ 1/4 lb. pkg.
A NO POINT FOOD FEATURE.



SALE ENDS SATURDAY

"We reserve the right to limit quantities!"

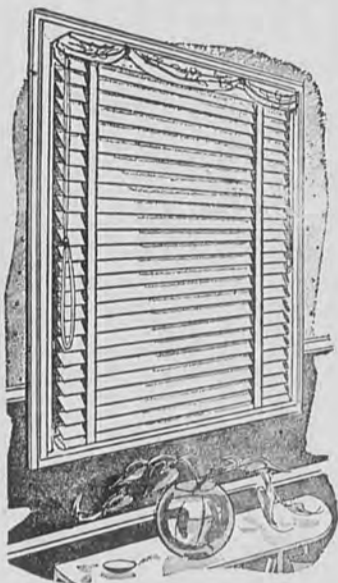
NOTE: THE WAR PRODUCTION BOARD requests your cooperation in meeting a serious paper shortage. Just to bring your own shopping bag will be a major contribution in meeting this War shortage.

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

Order new
Spring
slipcovers
now!

Now is the time to order your new slipcovers at Sears. You choose from peak fabric assortments. You avoid the late rush, and you have beautifully tailored custom made slipcovers all set for the first Spring morning! Choose from the town's widest assortment of new slipcover fabrics, at famous Sears quality. If you're too busy to come in, write or phone Main 7000 and we'll send a Sears Shop-at-home representative with fabric samples, so you may do your own ordering right in your own home; on sale Sears Second Floor Monroe Store.

Order Your Custom Made Venetian Blinds NOW!



47¢
Square Foot

Minimum: 10 Square Feet

Both Stores

1 7/8" width enameled slats with automatic tilt gears, sturdy non-rust hardware, complete ready to hang! White or ivory — your choice of colored tape to blend with your decorative scheme. Why not give all your windows a new face?—pay for the blinds on our convenient budget plan in amounts of \$10 or over!

Mail Coupon or Phone Main 7000 for Free Estimate
(Rochester Area Only)

Gentlemen: Kindly have salesman call at my home for free estimate. I know this does not obligate me.

Name
Address
City

Sears, Roebuck and Co.
MONROE AVE. AT S. UNION ST. MAIN 7000
RIDGE ROAD W. NEAR DEWEY GLEN. 554

Here's a new macaroni salad twist I think you ladies will like. Fry tiny meat balls in real mayonnaise — the real mayonnaise adds a marvelous flavor! — then add to macaroni with seasonings and more mayonnaise.

Double Savings
FEBRUARY SALE
CELOTEX ROCKWOOL
Blown In Insulation
SAVE 20% OF COST
OF JOB NOW

Due to fortunate purchase of 2 extra carloads of Celotex Rock Wool and lack of storage space we will accept orders for blowing Rock Wool in attic or side wall or both for February application only. Jobs will be figured at last year's regular prices less 20% discount. Quotations made subject to Prior Sale and our ability to do the work this month.

Saves 25 to 33% of your Fuel bills
Terms 3 Years or Cash April 1

KEMP ROOFING

331 W. MAIN Phone Main 1786
Phone for Free Estimate

HELP WANTED FEMALE

COST CLERK—experienced—or girl good at figures willing to learn and who can operate a comptometer or Monroe Calculator and also type.
SHURON OPTICAL CO. 234 Andrews St.

Just Received
A new shipment of hard-to-get quality made
STEP LADDERS
Look ahead to spring cleaning needs.
4 ft. \$2.35 — 5 ft. \$2.95 — 6 ft. \$3.50
Ready to Finish
STEP STOOLS \$2.45

Heavy Spring Steel Snow
SHOVELS
Strong hard-wood handles. **\$1.35** up

CHILDREN'S STEEL BLADE SNOW SHOELS 69c

METAL TOOL BOXES
2.95 to 5.75

OPEN MONDAY NIGHTS

WEIDER'S
W. MAIN AT BROAD



KEY COUPON
RINSO
Large Size **18¢**
Limit 1

KEY
ROCHESTER'S MODERN
CUT RATE DRUG STORES
475 RIDGE ROAD NEAR DEWEY

KEY COUPON
ADHESIVE TAPE
1/2"x5 Yards
Reg. 10c **2 for 11¢**
Limit 2

KEY COUPON
ARMOUR'S LIGHTHOUSE CLEANSER
2 for 7¢
Limit 4

TODAY THROUGH WEDNESDAY
BILLOWY SUDS - CLEAR WATER RINSE - LUSTROUS HAIR
drene Shampoo large **79¢**
medium **49¢**

KEY COUPON
HILL'S COLD TABLETS
30c Size **9¢**
Limit 1

KEY COUPON
SANITARY NAPKINS
Box of 12 **11¢**
Limit 2

FOR HANDY QUICK RELIEF OF HEAD COLD DISTRESS
VAPEX INHALER **49¢**
Full Skin **17 1/2 x 23" CHAMOIS**

KEY COUPON
DOUBLE EDGE BLADES
Pkg. of 5 **2 for 11¢**
Limit 2

FLASHLIGHT BATTERIES
Limited Supply **10¢**

100% OIL TANNED
These are first quality skins. Do not confuse with cheaper grades. **1.19**
\$1.50 Value

PEPTO BISMAL
60c Size **47¢**

LIFEBUOY SHAVING CREAM
Large Size **27¢**

BORDEN'S HEMO
THE NEW WAY TO DRINK YOUR VITAMINS AND LIVE 'EM!
59¢
JUST ONE GLASS OF HEMO GIVES YOU:
VITAMIN A IN 3 BOILED EGGS!
VITAMIN B IN 4 SLICES OF WHOLE WHEAT BREAD!
VITAMIN D IN 3 SERVINGS OF BEEF LIVER!
VITAMIN E IN 4 SERVINGS OF SPINACH!
IRON IN A HALF LB. OF BEEF!
CALCIUM & PHOSPHORUS IN 2 SERVINGS OF CAULIFLOWER & GREEN BEANS COMBINED!

MENNEN BABY OIL
50c SIZE **89¢**

LUX FLAKES
Small Size **9¢**

YOUR PHYSICIAN PRESCRIBES
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.
OUR QUALITY LEADER
Dr. West's Miracle-Tuft EXION

FEVER THERMOMETER
ORAL OR RECTAL
Reg. \$1.00 **59¢**

ISOPROPYL ALCOHOL
Pint Bottle **17¢**

BEAMS 8 VITAMINS
EXTRA-POTENCY B COMPLEX
plus A, D and C
49¢
30 DAY SIZE \$1.29 - 90 DAY SIZE \$3.49

SCOTT'S EMULSION
60c Size **49¢**

BORDEN'S MALTED MILK
PLAIN
5-Lb Tin **\$1.23**

Free
25¢ JERGENS CREAM with purchase of **50¢ JERGENS LOTION**
47¢ Value for 39¢

Mentholatum
30c Size **23¢**

MOTH BALLS or FLAKES
12-oz. Size **9¢**

HEAVY AMERICAN Mineral Oil
Guaranteed Free From Chemical Impurities
PINT 25c
QUART 45c
1/2-GALLON 85c
GALLON \$1.49

LAVORIS MOUTH WASH
50c Size **39¢**

LUX TOILET SOAP
3 for **19¢**

PARKE DAVIS & CO. Medicated Troat Discs
Box of 50 **15¢**

ASPIRIN TABLETS
5 GR. EACH
Bot. of 100 **9¢**

BARBASOL SHAVING CREAM
50c Size **26¢**

6 VITAMINS and 3 MINERALS
ALL IN ONE TABLET!
Vimms
REG. SIZE **49¢** LARGE SIZE **1.69**

SQUIBS DENTAL CREAM
Large Size **37¢**

MAR-O-OIL SHAMPOO
\$1.00 Size **53¢**

THE GOVERNMENT WILL SEND YOU A CHECK

If you have already paid in too much through the withholding tax deducted from your wages each week. Regardless of how large your payment is—you must file a complete return by March 15th.

DON'T WONDER



About how much you owe the government or how much the government owes you or about the hundred and one other details of your income tax status.

TURN YOUR INCOME TAX PROBLEMS OVER TO THE

ROCHESTER SUN-SHOPPING NEWS INCOME TAX CLINIC

HELP US HELP YOU
BRING THIS INFORMATION WITH YOU

Record of all income received during 1943, wages, rents, interest, dividends, annuities, etc. Form W-2, furnished by your employer, listing earnings during the year and amount withheld by employer for withholding and Victory tax.

Form 1123, furnished you by Collector of Internal Revenue, which shows amount of 1943 tax and payments made direct during 1943.

Copy of 1942 Income Tax Return, if you have one.

List of medical expenses incurred during 1943, doctor and dental bills, hospital expenses, medicines, hospitalization, health and accident insurance premiums, optical bills, etc.

List of contributions, interest and taxes paid, and all other deductions authorized by law.



COME IN TODAY

A corps of expert tax accountants is always on hand to serve you. They will make out your return quickly and accurately.

FIND OUT WHERE YOU STAND

If you owe additional tax—you are not obliged to pay it before March 15. But get your tax figured now—avoid the last minute crush!

PAY LATER IF YOU CHOOSE

LOW COST SERVICE — \$3 up

20 STATE ST.

9 to 9 DAILY

Phone MAIN 5934

(Cor. Corinthian)

12 to 5 SUNDAYS

ALSO EVENINGS (7 to 10 P. M.) AND SUNDAYS (Noon to 5 P. M.)

MT. READ PHARMACIES

1245 LYELL AVE. - 990 MONROE AVE.

The Rochester Sun

SHOPPING NEWS

This Week's
\$25 WINNER
Eugene Kotlowski
351 Alphonse St.
WINNING CARRIER:
L. Borg, 1004 North St.
Please Call at Shopping
News for your award

TOTAL TO DATE
Paid by Shopping
News to sustain-
ing subscribers. **\$1050**

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. 17

ROCHESTER, N. Y., THURSDAY, FEBRUARY 24, 1944

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

Sun Experts Solve Income Tax Snarls

Much agitation for the simplification of income tax return forms is being heard, not only in Congress, but on Main St. and in countless hundreds of business offices as well.

The average taxpayer finds the complicated forms far beyond his comprehension and many an "expert" admits he is "stumped" when it comes to figuring out what the complicated legal language really means in everyday English.

Because of the confusion generated by the current income tax forms which must be filled out before March 15 and filed with the Department of Internal Revenue, local offices of that bureau are overcrowded day after day with taxpayers seeking help in properly filling out their return.

Federal Bldg. Crowded

To eliminate much of the trouble and long wait for assistance in filing income tax returns, Shopping News, last year organized an income tax clinic for the benefit of Sun readers. Because of its great success last year, Shopping News has enlarged its tax staff for this year's operation.

Open daily from 9 to 9, the Shopping News Income Tax Clinic, staffed by a corps of tax accountant experts in handling an ever-increasing throng of taxpayers at its main office, 20 State St. To further facilitate the filing of tax returns by readers of this paper, two branch offices are open evenings from 7 to 10 p. m. at the Mt. Read Pharmacies, 1245

Plans Disclosed For New Radio Station Here

The day may not be too far distant when Rochesterians will no longer have to consider radio station WBen in Buffalo their "favorite" station when they want to hear leading NBC programs. This week articles of incorporation for the Rochester Broadcasting Company were filed in the County Clerk's office. The avowed purpose of the new company is to form and operate a new radio broadcasting station in Rochester. Of course, there is the little matter of obtaining a license to operate from the Federal Communications Commission, but the line-up of the directors of the new group would indicate that the license might be forthcoming. It is expected the station will be in operation before the end of the year!

Included in the imposing list of backers are the names of Donald Dailey, postmaster; Louis A. Wehle, who heads the Genesee Brewing Co., Sol Heumann, of Keller, Heumann &

Hospital Service Group Lists 225,741 Members

More than a million dollars was paid to hospitals last year for the care of 20,900 of Rochester Hospital Service members, according to the annual report of Charles S. Wilcox, president of the group.

Genesee hospital received \$130,834; Highland \$125, 137; Park Avenue, \$83,611; General, \$190,798; St. Mary's, \$232,572; Strong Memorial, \$192,408; Brockport, \$5,849; Dansville,

Own-Your-Home Club Formed By Savings Bank

A new kind of savings club was announced this week by George Wendt, president of Mechanics Savings Bank.

Called the Mechanics Savings Bank Own-Your-Home Club, it is being formed to help those who wish to build post-war houses, plan their new homes, select suitable locations and make it easy for them to accumulate the necessary down payment.

\$110,000 Distributed In Area Monthly By Social Security

Announcing the seventh anniversary of the opening of the Social Security Board's field office in Rochester yesterday, Kenneth G. Haxton, manager, estimated that approximately 5,500 men, women and children within the service area of his office are receiving monthly benefits amounting to \$110,000 under the old-age and survivors insurance program.

\$40,000 Mark Passed In Civic Music Fund Drive

Those 300 loyal workers now engaged in canvassing Rochester and vicinity for the \$80,000 maintenance fund for the Civic Music Association were confident of success as they made their second report of the week yesterday on the stage of the Eastman Theater.

At that point, the workers had progressed past the half way mark in the drive. At the first report meeting, the total amount raised had reached \$22,424, representing 28 percent of the quota.

Wednesday noon the Special Committee reported an additional \$9,020 in large gifts, and the teams added enough to that to drive the total to more than \$40,000.

There will be two additional report meetings, tomorrow noon and Monday evening, February 28, when the campaign ends.

Red Cross Readies Drive For \$1,332,000

More than 5,000 volunteer workers, awaiting only final instructions at meetings scheduled in the towns of Monroe County and the wards of the City of Rochester, this week were poised for the task of soliciting \$1,332,000, the area's share of the 1944 War Fund Campaign quota of the National American Red Cross.

Under the leadership of George H. Hawks, chairman of the Rochester Chapter and its 21 branches in Monroe County, and A. E. Metzdorf, campaign manager, arrangements for the drive have been completed and a schedule arranged for instruction meetings throughout the area during the next two weeks.

The need for an intensive campaign was stressed by Metzdorf, who pointed to a goal that must be attained that is half again as much as the 1943 War Fund goal of \$900,000, which was oversubscribed last year.



Norman H. Davis

Instruction meetings will be conducted in each of the districts into which the city has been divided, with workers to be aimed at varying quotas. A Red Cross speaker will outline the services of the national organization and the Rochester Chapter to the armed forces and the folks at home and a campaign headquarters representative will outline the drive setup. A sound movie stressing the need for "selling" the services of the Red Cross to the prospect, also will be shown.

Announcement of the Monroe County quota of \$1,332,000 followed within a few weeks the statement by Norman H. Davis that the goal of the 1944 War Fund Campaign would be \$200,000,000. Davis said:

"The American Red Cross, conscious of its great accomplishments during the past year, awaits with complete confidence the response of the American people to its 1944 War Fund."

"While the Red Cross already has undergone the greatest expansion in its entire history, our world-wide program continues to grow and to keep pace with the armed forces. In recent months few days passed that we did not open a new service club or extend our facilities and personnel in military hospitals and at camps, airfields and naval stations."

"The American people have entrusted the Red Cross with the gravest responsibility since its inception. To discharge that responsibility it is essential that the 1944 Red Cross War Fund be fully subscribed."

Amusements

AUDITORIUM "THE STUDENT PRINCE" Night: Orch. \$2.75, 2.25; Bal. \$1.65, 1.15; Matinee: Orch. \$2.25, 1.65; Bal. \$1.65, 1.15; \$1.10, \$1.00 office sale opens Mon., Feb. 28, at 10 A.M.

CENTURY Maria Montez, Jon Hall in "ALI BABA AND THE FORTY THIEVES," in Technicolor, plus "WEEKEND PASS," with Martha O'Driscoll.

LOEWS "A GUY NAMED JOE" with Spencer Tracy, Irene Dunne.

PALACE "GUNG HO," with Randolph Scott, Alan Curtis; plus Gloria Jean in "MOONLIGHT IN VERMONT."

CAPITOL "GUADALCANAL DIARY," with Preston Foster, William Bendis; plus Olsen & Johnson in "CRAZY HOUSE."

HUDSON "THE FALLEN SPARROW" with John Garfield, Maureen O'Hara, plus "HERE COMES ELMER" with Al Pierce.

LITTLE "THE MALE ANIMAL," with Henry Fonda, Olivia de Havilland, Joan Leslie.

REGENT "THE DESERT SONG," with Dennis Morgan, Irene Manning; plus Frances Langford in "CAREER GIRL."

REXY "FALLEN SPARROW" with John Garfield, Maureen O'Hara; plus "LET'S HAVE FUN," with Margaret Lindsay.

TEMPLE D'Artega and His All Girl Orchestra; plus Borra Minevitch and His Harmonica Rascals. On Screen: "ESCAPE TO DANGER," with Ann Dvorak.

MONEY WORRIES QUICKLY SOLVED

Here's a modern practical way to get rid of worrisome debts and take care of unexpected expenses. If you have a lot of old medical, grocery, furniture, or other household bills that are piling up — bring them to Domestic. Here you can obtain the cash you need to pay all of your bills in full and get extra cash besides.

At Domestic you can borrow easily and simply — respectably and in complete privacy. Figure the amount of money you need and how long a period you want to repay it. The table at right shows sample repayment plans.

CASH LOANS \$10 to \$300

Cash You Need	Choose The Payment That Fits Your Budget
\$10	2 Mo. \$6.64
\$20	2 Mo. \$13.28
\$30	2 Mo. \$19.92
\$100	3 Mo. \$36.36
\$200	3 Mo. \$72.72
\$300	3 Mo. \$109.08

2 1/2% per month on balance of \$100 or less — 2 1/2% per month on that part of balance in excess of \$100.

FREE HOME ADVISORY SERVICE
Was free personal advice on how to budget, prepare interpretive menus, re-model clothes wisely? Ask for our free Home Advisory Service conducted by Lois Foster, graduate home economist.

DOMESTIC FINANCE CORPORATION
SUITE 512, GRANITE BLDG., 130 E. MAIN STREET
PHONE STONE 1782 W. R. STEVES, MANAGER
"A Friendly Place to Borrow"

WILLIAM F. SHAFER AND S. GEORGE SHAFER
formerly President and Vice-President of

MENG & SHAFER

OPEN MONDAY NIGHT TO 9

Pre-Inventory CLEARANCE

Now — prior to March 1st inventory — your most favorable chance to SAVE on a Fur Coat of Shafer quality and style distinction. Reserve with small deposit against price rises — putting your choice into storage for delivery next fall.

PRICES INCLUDE TAX

\$99 to \$139 DYED AMERICAN OPOSSUM, BROWN LAPIN, BLACK PERSIAN PAW, NATURAL AMERICAN OPOSSUM, MOUTON LAMB, BEAVERETTE, SEALINE

\$179 to \$289 BLK. PERSIAN PAW, BLK. INDIA LAMB, NATURAL BROWN PONY, KAFFA BROWN PONY, BLACK PERSIAN LAMB, DYED SKUNK, BLACK PONY, SABLE BLEND MUSKRAT, NATURAL SPOTTED CAT, GREY BOMBAY LAMB, RACCOON, NATURAL SKUNK.

\$329 to \$389 BLACK PERSIAN LAMB, RACCOON, NATURAL SKUNK, BAUM MARTEN SKUNK, HUDSON SEAL (Hudson), SABLE BLEND MUSKRAT, SABLE SQUIRREL.

\$439 to \$489 BLACK PERSIAN LAMB, NATURAL SQUIRREL, NATURAL AUSTRALIAN OPOSSUM, NATURAL OCELOT, BLACK PERSIAN BROADTAIL, NAT. PERSIAN LAMB, SILVER FOX.

Higher Priced Coats at Proportionate Savings:
Natural Sheared Beaver, Natural Mink, Sable Blend Russian Ermine.

SHAFAER CO.

51 EAST AVENUE

Charge and Budget Accounts

SPECIAL!

100% WOOL BOXY SLIP-ON SWEATERS

Colors are Firebird, Orchid, Pink, Beige and Cherry.

\$3.89

100% WOOL BLAZERS

Sizes 9 to 15 Fully Lined.

\$10.95

100% Wool

SKIRTS

In Solid Pastel Colors

SIZES 24 TO 32 **\$3.98**

23 WINTER COATS FINAL AT \$15.00 Values to \$30.00

The SPORT SHOP
23 CLINTON SO, Opposite Hotel Seneca

The Perfect Gift For Your Wife!

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. Prices are low. Terms easy.

Sale!

SMALLS'

"Attested Perfect"

DIAMONDS

49.50 to 495

Shown here are but a few of our gorgeous selection of "ATTESTED 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 price are lower than you dreamed possible... way below current market values... from 20% to 40% below our low ceiling prices.

Guaranteed No Flaws No Cracks • No Carbon Spots

USE YOUR CREDIT!
Easy Weekly Payments Up To a Year to Pay After Down Payment!

Smalls

28 EAST MAIN ST.
Open Every Monday Night

FOR VICTORY BUY UNITED STATES WAR BONDS AND STAMPS

KAY'S COMMENTS . . . by kay shearer

They SEW — you REAP — the benefits of their meticulous work — Who? EMPIRE WEAVERS of course — those who mend — repair — any tears — burns etc. EMPIRE WEAVERS — 409 BURKE BLDG.



Shopping is fun—strictly a feminine occupation. But shopping has changed. You have less time—most of you—the service is slower. You're budgeting more closely and prices are higher. In many cases, merchandise is frankly "this is war" quality. Rule number one, then is—Shop with a plan. Always! Whether you're buying a pin or a fur coat, never part with a penny 'til you're sure your purchase "goes" with your present wardrobe. Co-ordination is the idea—no hats which complement only one coat. No shoes limited to a single dress. I've said it before—I'll say it again—nothing will give you the satisfaction and service of a closet of clothes which have a natural affinity for each other. They can be few—but they must be compatible. Vow never to shop unless you have plenty of time for unhurried judgment. Away with hectic noon-hour nail chewing while the salesgirl disappears, apparently forever with your change. Labels are your best guide to quality. Become familiar with them. They cost no more—and are your insurance against inferior goods. Devotedly—Kay

MILDRED HAUPENTHAL will gladden your spirits — with a brand new spanking coiffure — a fresh permanent — at prices you can afford. A cream-oil permanent — formerly \$10 — now \$7.50. Also — \$7.50 permanent for exactly \$5. — Well — what are you waiting for? Call Main 7671 — MILDRED HAUPENTHAL 323 BURKE BLDG.

Nothing looks so gay, so spirited as the first print dresses after the long dark winter regime. This year they have sprung up early at RIPTON DRESSES. Dozens to choose from — all good — large prints — small prints — all over or widely spaced prints. Low necklines. Remember, there's no date line for stepping out in a spanking new print. Plenty of half-sizes in prints too. Prices start at \$8.95 up to \$16.50 at RIPTON DRESSES, where you shop for a dress and always buy two. 739 Monroe Ave. Open Eve.

Vito Cimino & Sons
Kind, Sympathetic Service Means More When Hearts Are Sorrow Burdened
VITO P. CIMINO
WILLIAM A. CIMINO
ANTHONY L. LIOI
LEON E. WORTHALL JR.
Trained Personnel To Care For Your Needs
969 Plymouth Ave. N. Glen 37
1676 Clifford Ave. Stone 32

shortages) been able to find just what you want, drop into EDWARDS on the Fourth Floor and inspect their new shipment of Broadloom. For example, you'll find Embossed Wilton Broadloom 9 ft. width at \$4.95 sq. yd. A graceful scroll design in a soft green color. May be furnished to you in rug sizes. Woodrose shades in a soft scroll design 9 ft. width in Heavy Axminster Broadloom

Smart RINGS

10K YELLOW GOLD



The Most Practical Gift of all for SERVICE MEN

Ruby or Sapphire Ring
Massive 10K yellow gold ring with brilliant synthetic Ruby for the Army; Sapphire for the Navy.
14.95
EASY TERMS

Signet Ring
The personalized service ring — 10K yellow gold with his initial, Army or Navy style.
22.50
EASY CREDIT

Locket Ring
Modern design with choice of insignia. Space for his favorite picture.
17.95
EASY CREDIT

2-Diamond Onyx
Stunning new style with choice of insignia set on onyx. Two fine side diamonds.
49.50
EASY TERMS

Use Your Credit at . . .

Rudolph's

CORNER EAST MAIN AT SOUTH AVENUE
In Batavia — 109 Main Street
Open Monday From Noon 'Til 9 P. M.

at \$4.95 sq. yd. Also Heavy Velvet Broadloom in plain blue or green, rich beauty for your floors. Sells for \$5.95 sq. yd. But let's suppose you have set your heart on a particular type, color and size that Edwards don't happen to have in stock. With their large buying power and reputation in the rug markets, Edwards honestly feel that if it is at all possible for anyone to obtain that rug — they can. Gasoline and time is valuable — you may place your order with EDWARDS and they will call you upon its arrival — saving you needless trips downtown. I suggest, when you're downtown, on one of your various shopping trips drop into EDWARDS and inspect their stock of rugs on hand for immediate delivery. New rugs arrive daily — but come in at your earliest convenience so as not to be disappointed — as quantities, of course are limited. — EDWARDS FLOOR COVERING DEPARTMENT — Fourth Floor.

Schiaparelli Lip Radiance is a ruby-tinted oil scented with Shocking. It imparts a brilliant satin sheen to the lips. Eglip Radiance is seagreen and Shocking scented too. It adds lustre to the eyelids, prevents dryness.

Write it down in your little red book — make your next date at ODENBACH'S. A gay place — where you always see your friends — where the food is excellent — the entertainment the finest. Kay Hammond — is the very exceptional young lady who will please you no end. Carl Dengler "makes with the music". I know you'll like them. Drop in — why don't you? ODENBACH'S — Main at Clinton Ave.

Have you been listening to WHEC at 11:30 a. m. on Saturdays — the entertainment program is called "Fashions in Rations". It is sponsored by ROCHESTER GAS & ELECTRIC. Tune in — you'll enjoy it. Remember WHEC at 11:30 on Saturday morning. By the way have you attended those interesting sessions sponsored by HOME SERVICE of R. G. & E. held in the Auditorium at 89 East Ave? A small fee while, you'll learn many new interesting ways to serve the Seven Basic Foods your government is urging you to include in your daily meals.

Did you know that doctors, nutritionists and health departments approved of HOMOGENIZED VITAMIN D MILK before it was offered for sale to the public. Have you ever tried it? Call BRIGHTON PLACE DAIRY — Glenwood 144 and ask them to deliver it for you. HOMOGENIZED VITAMIN D MILK brings you NINE important protective advantages of "sunshine" Vitamin D, and NINE benefits of Homogenization. It tastes better, improves your cooking. It's better and easier to prepare for infants. Children love it — no coaxing to drink their milk. Adults like it, too. Every drop is rich in Vitamin D and minerals to nourish and protect teeth like it is excellent — the overfulness which some adults and children have after drinking regular milk, does not usually occur when milk has been Homogenized. Why? Cause HOMOGENIZED VITAMIN D MILK forms light, small soft curds. The digestive juices of the stomach can act readily on these curds. Whether you have milk drinking problems in your family or not Homogenization is a modern scientific development you ought at to least try. Delivered by BRIGHTON PLACE DAIRY — Glenwood 144. — 45 Fulton Ave.

Women Need The Security of This Vital Knowledge!

So much happier—the wife who knows these intimate facts!

No more hearsay—no more whispered old-fashioned advice! Today every woman can have the real truth about certain physical facts which vitally affect her happiness. The modern, scientific information she so urgently needs!

AND YET DOCTORS KNOW that even today there is widespread misunderstanding about intimate feminine problems. The majority of women have no idea how seriously their happiness is threatened.

There are two very definite threats about which you should be warned. First, the danger of infection present every day in every woman's life. Second, the most serious deodorization problem any woman has . . . one which you may not even suspect. And what to use is so important.

That's why you ought to know about Zonite Antiseptic.

USE IN THE DOUCHE (as well as for a simple everyday routine of external protection) Zonite is both antiseptic and deodorant. Zonite deodorizes, not by just masking, but by actually destroying odors. Leaves no lasting odor of its own.

Zonite also kills immediately all germs and bacteria on contact. Yet contains no poisons or acids. No other type of liquid antiseptic-germicide is more powerful, yet so safe. Your druggist has Zonite.

FREE! (not published) — New, freshly written book. Reveals intimate facts every woman should know. Address Zonite, Dept. 1250, 370 Lexington Ave., New York 17, N. Y.

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Address.....
City.....State.....

"Sympathy" to be received by friends and families is best expressed by flowers from LLOYDS. Your orders receive the personal supervision of Mr. Lloyd Higbie. Fresh lasting flowers at gentle prices. Whatever your choice — a spray-basket — LLOYD'S LEAD AGAIN in value for your money. Delivery of course. Telegraph service anywhere. Main 6633 — LLOYD'S FLOWER SHOP, POWERS HOTEL—Opposite Court House.

Sibley, Lindsay & Curr Co.

Simplicity Pattern For Dress #4856
5.50 Complete!
Including Pattern (Size 24)
Dress of Wesley Simpson Baroque Rayon Crepe. In soft prints yd. 1.39

Harper's Bazaar and Simplicity Patterns Say SEW and SAVE

Make your own charming individual clothes for spring at the price you want to pay. Our Fabrics Center is ready with a fine selection of materials. Here is just one of a group featured by Harper's Bazaar and created with Simplicity Patterns. FABRICS CENTER, THIRD FLOOR

Are You PHOTOGENIC? ★ How Do You? Photograph?

Come in and have a portrait test made with Edwards unique cinema action (multi-pose) camera. Let us show you your photogenic possibilities at our expense. Test takes only a few minutes.

NO APPOINTMENT REQUIRED

If you are one of the many people who have never had a satisfactory portrait made, stop in at our studio and let our expert photographer take your picture. We believe that our cinema action camera used with the new Kodatron Speedlamp 1/1000th of a second flash, is the most perfect combination of science and art in photography.

OPEN DAILY 9:45 to 5:30 MONDAYS 12 Noon to 9 P. M.

ABSOLUTELY NO CHARGE FOR THIS TEST—NO OBLIGATION TO BUY!

We are using this method to introduce this fascinating new Kodatron method of having portraits made with 12 proofs. When you see the proofs, you can order as many or as few pictures as you want—or none at all. Small deposit required when proofs are taken out.

12 PROOFS SUBMITTED
FACTS ABOUT THE KODATRON SPEED LAMP
High speed photography far beyond the limits of ordinary studio lighting. Excellent for taking children's pictures. No hot glaring lights to cause discomfort and influence facial distortion.

Edwards PHOTO STUDIO In the Green Room

SELECT PORTRAITS OF THE BETTER KIND AT EDWARDS POPULAR LOW PRICES

4 PORTRAITS \$6.95

3 LOVELY 8x10 VIGNETTES AND A MINIATURE the perfect size for men in the armed forces.

INTEREST RATES Reduced on all PERSONAL LOANS

FIGURE IT OUT FOR YOURSELF

You Receive	Charge for Year	*Life Insurance Premium	12 Monthly Repayments
\$100.00	\$ 5.00	\$.40	\$ 8.78
150.00	7.50	.60	13.17
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300.00	15.00	1.20	26.35
350.00	17.50	1.40	30.74
400.00	20.00	1.60	35.13
	25.00	2.00	43.91

*Insurance Pays Up Loan If Borrower Dies
See Your Nearest Neighborhood Bank Office

LINCOLN-ALLIANCE BANK & TRUST CO.

183 Main St. E.
Member Federal Reserve System
CITY OFFICES OPEN MONDAY EVENINGS 6:30 TO 8:00

Only One Store
318 South Ave.
CARLOAD OF
Tree Ripe
Natural Color
FLORIDA
ORANGES
Only One Store
10 lbs. 65¢

SPECIAL . . 16 lbs. \$1.00
There's a treat with every orange purchase—Weigh your purchase

BRIMFUL OF LIQUID SUNSHINE

GRAPEFRUIT 4, 5, 6, 7 & 8 35¢

½ BOX BAG GRAPEFRUIT, \$1.65

Tangerines 6 lbs. 50¢

KINGS 6 lbs. 50¢

Lemons doz. 25¢

TEMPLES 6 lbs. 50¢

Like Having a Tree by Your Table
Sweet—Juicy—Positively Delicious
One Purchase Will Convince You

Johnson's THE ORIGINAL ORANGE CAR

Only ONE Store
318 South Ave.

Look For The RR Car Across The Street From The Store

EDWARDS BASEMENT

WORKING WONDERS! On Your Stocking Budget



THE ANSWER
TO YOUR
Hosiery for Work
PROBLEMS



Full Fashion
Rayons

39^c
Pr.

Whether you wear "Bareleg" or "Full Fashioned" hosiery we can supply your needs. A famous manufacturer offered this third quality hosiery to us, and we are proud too offer it to you because the irregularities are so slight they do not affect the wearing quality in the least. Large selection of sheer, semi-sheer or service weight in full fashion or seamless styles. 8½ to 10½.

Seamless
Bareleg
Rayons

27^c
Pr.



EDWARDS, Basement

BABY BUYS From Our CRADLE SHOP

Warm Receiving
BLANKETS

47^c PINK, BLUE
AND WHITE

Infants Dainty
WHITE DRESSES

1.00 EMBROIDERY
TRIMS

100% Wool
SACQUES

1.69 WHITE WITH PINK
AND BLUE TRIMS

Adorable
TOYS AND NOVELTIES
59^c to 1.97

EDWARDS, Basement

COTTON FASHIONS For The Chubby Miss



SIZES 8½ TO 14½

2.97

Gay young cotton frocks especially styled for the younger girl who is not too slim. Prints with crisp white trims, cute embroidery trims, new square necklines. Princess styles to make her look slim. Stripes and floral prints.



EDWARDS, Basement

Girl's Are Slack Happy Over These Pin Wale



CORDUROY
SLACKS

3.69

Every girl wants a pair of these beautifully tailored slacks. Fine quality, pin wale corduroy in Red, Green, Brown, Navy. Sizes 7 to 14.

EDWARDS, Basement

MEN'S American
Gentlemen
SHOES



5.50

Styled for the order of the day. Top comfort, perfect fit, long wearing qualities.

Boy's Sturdy
OXFORDS

3.49

Stepping in the right direction! Perfect fitting oxfords. Moccasin or tip toe. Black or brown, raw cord, or leather soles.



Men's Work
SHOES

4.64

Made to take it. Men's black work shoes, heavy raw cord shoes and heels.



EDWARDS, Basement

Hospital Service...

(Continued from Page 1)
\$1,830; Clifton Springs, \$7,119; Canadawaga, \$6,920; Honeoye Falls, \$1,865, and non-member hospitals scattered all over the United States and Canada, \$34,573 for a grand total of \$1,013,605.
Membership in the local hospital plan increased during the

year 21,682 members of whom 14,334 were dependents. The total membership as of December 31, was 225,741 members enrolled in 1,610 groups.
Charles T. Crouch, vice-president of Sibley, Lindsay & Curr Company, and formally vice-president of the Rochester Hospital Service, was elected president to succeed Wilcox.

100 YEARS OF SERVICE TO OUR COMMUNITY
OPEN MONDAY NIGHT TO 9



NEW SPRING COSTUME JEWELRY
\$2 to \$20

To fit your mood... to fit your costume... lovely luminous and colorful pinks, earrings, necklaces, bracelets... They're new! They're beautiful! A choice selection at LIKLY'S.

Jewelry Street Floor

LIKLY'S
271 MAIN STREET E.

100 YEARS OF SERVICE TO OUR COMMUNITY

"We laugh at epidemics. We live right and eat Vitamin-rich GOLDEN CENTER WHEAT GERM regularly."

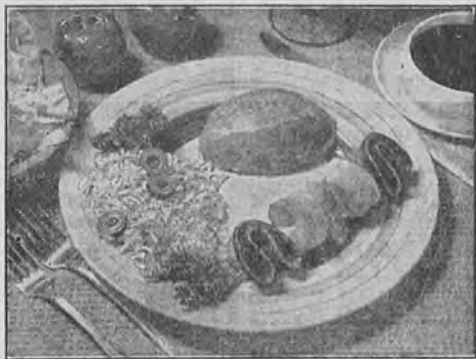
For the LIFT of your LIFE...

eat GOLDEN CENTER WHEAT GERM. Nature's super-rich source of the B-complex family. It gives you the protective, nourishing, natural Vitamins, minerals and protein so vital for energy. A tablespoonful of this SUPER FOOD in your cereal costs less than 1c per day. To "keep well and feel well" eat GOLDEN CENTER WHEAT GERM. Many ways to serve in other foods. See package at grocers.

B. MEIER & SON, INC. DISTRIBUTORS
Brook Terminal Market, New York, N. Y.

Golden Center WHEAT GERM

SALAMI BROCHETTES



Brochettes on a shoestring budget might be the title of this photograph, because the appetizing recipe is prepared with low-point, low-cost salami.
To prepare six brochettes, you'll need 12 slices of salami, about 1/4 inch thick, 2 medium onions, 2 carrots and 2 tablespoons butter or margarine. Cook onions and carrots until tender. Fold salami slices in half, then in quarters, to make a rosette. Cut onions into quarters, carrots into thirds. Thread onto metal skewers a salami rosette, an onion wedge, a carrot strip, then another onion wedge and finish brochette with a salami rosette. Brush with melted butter or margarine and broil 5 or 6 minutes, until lightly browned and glazed.
Serve the brochettes hot with a mound of fluffy cooked rice, hard

Social Security...

(Continued from Page 1)
27 per cent since December 31, 1942, when there were 4,200 beneficiaries receiving \$87,000 in monthly benefit checks.
"More than 325,000 Social Security account cards have been issued in the Rochester area since the program was started," Haxton said. The year 1943 showed a marked acceleration in the number of people applying for account cards. Our office issued social security account cards to many people who would not ask for them in peacetime — high school boys and girls taking part-time jobs in laundries, stores or offices to help replace workers who have been called to the armed serv-

ices; housewives who have never had jobs before but who feel they can do a patriotic duty and help with the war effort and older workers who had retired from the labor market because of age but who want to do their part now."

SEWING MACHINES (ALL MAKES) REPAIRED REASONABLY
All Work Guaranteed Prompt Attention
Any machine oiled and adjusted in your home, \$1.50. Limited time only. GEN. 6368-M

CLAPP BABY FOODS CO. WANTS MEN AND WOMEN PERMANENT JOBS—GOOD PAY

- A Modern Plant
- Good Working Conditions
- Excellent Opportunity
- No Experience Required
- Good Bus Service
- Help America's War Effort

FOOD IS ESSENTIAL
Apply At Employment Office
CLAPP BABY FOODS CO.
777 MT. READ BLVD. Or Write in For Further Details.
If now engaged in war work, please do not apply.

Guest Preachers Slated for Lenten Service at Asbury

Special services at Asbury-First Methodist church will be held each Thursday during Lent with two services scheduled for each of the seven Thursdays.

Seven guest preachers representing seven different denominations will participate in the series. Afternoon services will begin at 4 p. m. and each service will be repeated at 8 p. m.

Dr. Peter Marshall, minister of the New York Ave. Presbyterian Church, Washington, D. C. is the speaker at both this afternoon's and tonight's service. He will be followed by Dr. Oscar F. Blackwelder, Dr. Bernard C. Clausen, Dr. Norman Vincent Peale, Bishop G. Ashton Oldham, Dr. Ralph W. Sockman and Dr. Edwin McNeill Potat.

Special music has been arranged for each service.
Hand painted blouses are the newest feature of high style.

FEBRUARY SPECIALS FUR COATS
Premier Bonded
(Dyed Coney) Northern Seal \$105
CLIFFORD FUR CO.
1233 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

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

Weird's SUN SHOPPER SPECIALS
NATURAL FINISH CANE SEAT CHAIR... \$3.95
Well made of selected oak frame. Finished in natural.
SAME CHAIR WITH FIBRE SEAT \$3.50

FORK & SPOON SET for BABY PAIR 79c
Chrome plated finish with pink or blue handles of smooth plastic. Gift boxed.

FEEDING PLATE \$1.49
Keep Baby's food warm during serving. Double porcelain walls, with spout for warm water. Divided into three sections.

"RUG TONE"
The Modern Easy Way To Clean Carpets
Simple to use. Just sprinkle on rug-brush in and vacuum off. No water—no dust.
MED. SIZE \$1.00—LARGE \$1.60

CHARM SHELVES 69c
for wall or window
White enamel metal brackets with two 20 inch glass shelves.

VENETIAN MIRROR Spec. \$1.00
19 in. circular crystal clear glass mirror beautifully etched as sketched. Fibre board backed ready to hang.

FREE CITY DELIVERY
No C. O. D.'s on Purchases Under \$1
MAIN 7900
Weird's
Free Parking Opposite With \$1 Purchase
15 EXCHANGE ST.

SODA MANAGER
charge of downtown soda counter — Day hours only. wk. \$30.00 starting salary and bonus.
WRITE BOX 16
SHOPPING NEWS, 93 CLINTON SO.

SAVE 79c
E FAMILY BOX OF ER-KAP VITAMINS

3-C economy. The cost you 2.79. But easy-to-take capsules \$2 more—a clear,!!
Buy finer vitamins tested Super-Kaps one capsule a day extra vitamins you Vitamin C and the complex vitamins.
Amin shortages in Super-Kaps at
Kaps Vitamins give you all 8 minerals. And 60 for a 100-day
ER-KAPS SUPER VALUE 79c SUPPLY YOU PAY LESS
ROEBUCK AND CO.
Monroe Ave at S. Union—Main 7000
Ridge Road Near Dewey—Glen. 556

You Can't Replace!
PAINTS, VARNISHES, EFFECT WALLPAPERS!

Supreme Varnish .49 Both 1/2 Gal. Stores
Shining, clear and transparent varnish to preserve beauty of all wood surfaces within your home. We're ready, monthly. One gallon covers 600 to 700 sq. ft.

Sero-Lac 2.79 Gal. Stores
Wherever you would use Sero-Lac—use Sero quality Sero-Lac. Available in white and orange only. Orange produces amber-like tint. One gallon covers 600 sq. ft.

Mixed Semi-Gloss 3.59 Gallon Both Stores
24c qt.
MASTER MIXED ONE COAT SEMI GLOSS FINISH

Oil Stain 19c 1/2 Pt. Both Stores
Efficient, permanent stain remover for oil, grease, and other stains. One gallon covers 400 square feet.

Oil Putty 15c Lb. Both Stores
For glazing, filling cracks, and general carpenter and furniture work. One gallon covers 400 square feet.

Stove Enamel 25c 1/2 Pt. Both Stores
Stove enamel that will hold against an evenly, smoothly—dries to a rich, high lasting black only.

REAR STORES ARE OPEN and SATURDAY 'til 9 P. M.
Roebuck and Co.
Main 7000 Monroe Ave. at S. Union, St. Glen, 556 Ridge Road W. Near Dewey

PUZZLE

Why Isn't She Begging Them To Eat Breakfast Any More?

ANSWER:
SHE SERVES NEW CREAM OF RICE!
"BETTER THAN WHEAT THEY AGREE!"

SO EASILY DIGESTIBLE!
A wonderful way to start the day! It's so creamy, so easy to digest, it's recommended by doctors as babies' first solid food. Recommended for people who suffer from wheat or corn allergies.

RICH SOURCE OF FOOD ENERGY!
Packed with plenty of energy values—it turns into energy fast. Cream of Rice is ideal for active people — youngsters who play hard, adults who work hard.

FOR DELICIOUS TASTE!
Blends with any flavin'. Smother it with syrup. Rain raisins on it. Serve it with chopped-up prunes, brown sugar or molasses. A different way every day!

OTHERS puzzled about how to make families really enjoy breakfast, try Cream of Rice. It's delicious! And it's fortified to whole grain levels with vitamins and iron. Yes, it's just as rich in these precious food elements as rice in the field. Think what a protection that is against vitamin deficiencies that tend to make people listless, nerves jittery, appetites poor.
See how all the family thank you for discovering delicious Cream of Rice. Get a package today.

CREAM OF RICE
Ready in 5 Minutes
Fortified to Whole Grain Levels

Product of Grocery Store Products Sales Co., Inc., New York

**MEN WANTED
WAR INDUSTRY NEEDS YOU**

MEAT PACKING ESSENTIAL INDUSTRY
IMMEDIATE EMPLOYMENT, NO EXPERIENCE NECESSARY.
GOOD PAY. PLENTY OF OVERTIME. STEADY WORK.
CHANCE FOR ADVANCEMENT.

APPLY

ARPEAKO EMPLOYMENT OFFICE
900 MAPLE ST.

SPECIAL LADIES' PLAIN DRESSES 85c
DRY CLEANED & HAND FINISHED
SPEEDY'S DRY CLEANERS & HATTERS
212 COURT ST. Free Parking at Chimes Station Across the Street



HOUSE OF COBWEBS

A shivery murder mystery novel, complete in this issue. Full of suspense and suspicion. Mystery lovers will find plenty of thrills in this story.

THAT ARMY-NAVY PAY CHECK

Answers to the money problems for the wives and dependents of men at war. Your most perplexing problems solved specifically and authoritatively. Many other timely and interesting features, sparkling fiction, articles on interior decoration, fashion, food and home management.

15c MARCH ISSUE Ladies' Home JOURNAL NOW ON SALE 15c

RECEIVES MEDAL
Pvt. Edward W. Hettler, son of Mrs. Mary R. Breadner, 128 Averill Ave., now assigned to the Medical Detachment of the 1850th Service Unit, station hospital, Camp Chaffee, Ark.

has been awarded the good conduct medal, according to Colonel Charles J. Deahl Jr., Townsend Club No. 23 will meet tomorrow at 8 p. m. at 668 South Ave.

SHEEREST of the SHEER
AS BEAUTIFUL AS THE SHEEREST SILKS!



Fine Denier Rayons

First Quality — Full Fashioned
EXTRA SHEERS

An exquisite hose of long-wearing quality with beauty of finest silks or nylons. New spring shades. Honey-Glo and Sun Dash. Sizes 8 1/2-10 1/2.

51 Gauge . . . \$1.10
45 Gauge . . . \$1.01
45 Gauge . . . 90c

BARELEG RAYONS

HELPER'S

HOSIERY SHOP
213 MAIN ST. EAST
3 Doors From Clinton South

2 PR. \$1

Slight wrinkles but nothing to mar appearance or wearing quality. Sizes 8 1/2-10 1/2.

First Quality Seamless Rayon
MESH HOSE
2 pr. for \$1

SODA MANAGER

Woman to take charge of downtown soda counter — Day hours only. No Sunday work. \$30.00 starting salary and bonus.

WRITE BOX 10
SUN SHOPPING NEWS, 93 CLINTON SO.

**WE SAVE 79c
ON THE FAMILY
SIZE BOX OF
SUPER-KAP
VITAMINS**



It's a simple A-B-C economy. The 100 capsule box cost you 2.79. But 200 of these tiny, easy-to-take capsules cost you only \$2 more—a clear, cool saving of 79c!

And you can't buy finer vitamins than laboratory-tested Super-Kaps at any price. Just one capsule a day gives you all the extra vitamins you need—A and D, Vitamin C and the 5 essential B complex vitamins.

Don't risk vitamin shortages in these times. Get Super-Kaps at Sears today!

NOTE: Super-Kaps Vitamins and Minerals give you all 8 vitamins plus 8 minerals. And they cost only 3.69 for a 100-day supply.

SUPER-KAPS

A SEARS SUPER VALUE
\$4.79
200 DAY SUPPLY
YOU GET MORE... YOU PAY LESS

SEARS, ROEBUCK AND CO.

Monroe Ave. at S. Union—Main 7000
Ridge Road Near Dewey—Glen. 556

**The Filing of Your
Income Tax Return
Is a Serious Business**

We have retained a corps of expert income tax consultants to solve your tax problems for you. Each is a qualified tax authority who "knows all the answers" and can fill out your return rapidly and (what's more important) accurately. When you avail yourself of this service you are assured you won't pay the government too much (which is costly) or too little (which may result in fines and penalties). Don't take chances. Come to an organization which has back of it a seven-year reputation and will still be in business after March 15th.

ACT NOW!

Nothing will be gained by waiting until the last minute to file your tax return. But, as the last-minute rush increases servicing your tax will take longer, you may have to wait for others ahead of you and there is bound to be much delay. So learn now what you owe (if anything) and pay anytime before March 15.

Costs are no greater at the Shopping News Income Tax Clinic than for ordinary tax filing service. And, at Shopping News you get the added advantage of a permanent filing system whereby a copy of your return is held on confidential file for your reference anytime.

\$3 and up

**THE ROCHESTER SUN-SHOPPING NEWS
INCOME TAX CLINIC**

ORGANIZED TO SERVE YOU

—HEADQUARTERS—

20 STATE ST.

Cor. Corinthian St.

Phone Main 5934

OPEN 9 to 9 DAILY

Noon To 5 P. M. Sundays

Free Parking at Casino Parking Station, Corinthian St.

—BRANCHES—

MT. READ PHARMACIES

1245 LYELL AVE.

990 MONROE AVE.

Open 7 P. M. to 10 P. M. Daily

Noon To 5 P. M. Sundays

Protect That Home You Can't Replace!



**SEARS MASTER MIXED PAINTS, VARNISHES,
ENAMELS AND COLOR-PERFECT WALLPAPERS!**



Powder Casein
69c For 5 lb. Stores
Soft, tones ideal for walls and ceilings throughout your home. 5 lb. easily mixed with water beautifies from 400 to 800 sq. ft.



Sero-Tone Paint
2.69 Gal. Stores
Simple, easy to apply Sero-Tone that dries in one hour! Soft pastel tones, washable and adhesion for all wall surfaces. Mixed with water makes it's glazes.



4 Hour Enamel
1.39 Quart Stores
Master-Mixed 4-hour floor enamel, easy-to-apply, dries smoothly, evenly. Wide variety of colors. Washes like tile—mix to withstand extra long, hard usage!



Supreme Varnish
1.49 1/2 Gal. Stores
Sparkling, clear and transparent varnish to preserve the beauty of all wood surfaces within your home. Flows freely, smoothly. One gal. covers 600 to 700 sq. ft.



Sero-Lac
2.79 Gal. Stores
Whenever you would use shellac — use Sero quality Sero-Lac. Available in white and orange only. Orange produces amber-like tint. One gallon covers 400 sq. ft.



... Choose From Sears
Color Perfect WALLPAPERS
FADEPROOF WALLPAPER
Fadeproof, washable, top quality wall paper in striking modern and traditional designs. Manufactured to the highest standards known to the wallpaper industry!
Matching Borders 6c Yard

GOOD QUALITY WALLPAPER
Harmonizing papers for today's streamlined homes. Heavy quality paper. Inexpensively priced, that comes in dozens of attractive colors, designs.
Matching Borders 6c Yard

Ready-Pasted Wallpaper
Simply misten the back of this marvelous wallpaper with a damp sponge — then smooth it on with a roller. Assisted design, ridges for every room.
1.98 Box

Wallpaper Paste 2 lbs. for 27c
Cold Water Size 1 lb. for 25c

Master-Mixed One-Coat Semi-Gloss

Neither too glossy nor too flat, this One Coat Semi-Gloss paint is one of the most popular wall and woodwork finishes available. Tough, durable and washable, one gallon covers 400 square feet!



3.59 Gallon
Both Stores

Steam Distilled Turpentine 24c qt.



Water Putty
20c Lb.
Quickly mixed with water, seals cracks and crevices thoroughly. Instantly convenient to use for many repair jobs.



Oil Stain
29c 1/2 Pt.
Beautiful, permanent stain for woodwork and furniture. Convenient to use. Covers 400 square feet.



Oil Putty
15c Lb.
For glazing, filling cracks, and holes spreads evenly and general use — dries to a rich, high luster.



Stone Enamel
25c 1/2 Pt.
Stone enamel that spreads evenly and smoothly — dries to a rich, high luster. Black only.

BOTH SEARS STORES ARE OPEN FRIDAY and SATURDAY 'til 9 P. M.

Sears, Roebuck and Co.

Main 7000
Glen. 556
Monroe Ave. at S. Union, St. Ridge Road W., Near Dewey

**Mother's Comforting Hands
Soothe Colds' Aches**

When colds strike in the home there is always added assurance when the medication is applied with the sympathetic touch that only mother's hands possess. And mothers have their own way to treat colds and aches. Thousands upon thousands of mothers know from long experience that one good way to relieve colds is to use Penetro—loosens tight coughs and soothes congested nostrils. It is Penetro—an excellent vaporizing counter-irritant. Here is modern scientific medication in a base containing old-fashioned mutton suet. Penetro works fast to bring relief. It disappears quickly when you rub it on. And above all, it won't blister or burn. It is stainless-white with an agreeable aromatic odor and is always pleasant to use. Once you try Penetro, you'll always want to keep it handy for that next cold. If not delighted—the purchase price will be refunded—25¢—double supply 50¢. Always demand Penetro.


**Assigned-To
Radio School**

Pvt. Jack W. Murray, son of Mr. and Mrs. William K. Murray, 800 Glide St., has been assigned to the AAF Training Command Radio School at the Sioux Falls Army Air Field, Sioux Falls, S. D.

Pvt. Murray enlisted here October 15, 1940, and has been in the infantry, the ferry command and the air corps.

PHOTO FINISHING
Developing—Printing—Enlarging
Quick Service — Low Prices
ROBERT CHARLTON
Gen. 4728-J

**A Name for CHOICE Liquor
A Liquor for Every CHOICE**



Pete Hagen's
READY TO SERVE
COCKTAILS
SMOOTH MELLOW DELICIOUS
CORDIALS
FAMOUS MASTER BLENDED
"ROCK N' RUM"

The name that has simplified liquor buying. A symbol of perfection in everyone of its products satisfying the needs of all who enjoy quality liquor.

*If your liquor supplier is temporarily out of a number—leave your order. Whatever you buy, ask for a "Pete Hagen" product at Your Neighborhood Liquor Store.

popper morson company
Rockefeller Center, New York 20, N. Y.
"QUALITY LIQUORS SINCE 1887"

LET'S ALL BUY EXTRA BONDS

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!

695

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 Evenings 'til 8—Other Evenings 'til 7

ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

CONVALESCING FROM A COLD?
This May Help You Get Back Your Strength

If a cold, gripe or "flu" has lowered your reserve of blood-iron, leaving you feeling weak, run-down and peevish, a good iron tonic like Guide's Pepto-Mangan can go a long way toward helping you get back your normal strength, vitality and endurance.

Pepto-Mangan helps replenish whatever iron your blood may be lacking—gives it that rich redness so essential for radiant pep, healthy color and a hearty appetite.

Recommended by many doctors and used with great benefit by thousands of men, women and children whose blood is deficient in iron. Ask your druggist for—

PEPTO-MANGAN
THE FAMOUS IRON TONIC
IN LIQUID OR THE NEW TABLET FORM WITH VITAMIN B-1

NO APPOINTMENT NECESSARY

SPECIAL FOR ONE WEEK
At Rochester's Newest And Most Modern Beauty Shoppe
\$5 CREAM WAVE
MACHINELESS SPECIAL \$3.50—\$5.50—\$6.50
COLD WAVE
Helen Curtis Duchess \$10
Empress Wave \$12
Victoria Wave \$12

SURE CURL PERMANENT \$2.35
SHAMPOOS OR FINGER WAVES 50¢

SUNRISE BEAUTY SHOPPE
8 to 4 Daily, 8 to 9 Mon. Other Eve's by Appointment
90 EAST MAIN • MAIN 2422

MANY WOMEN OVERJOYED OVER THIS "IMPROVED" FEMININE HYGIENE

Modern New "BACTERIOSTATIC" Hospital Tested With Splendid Results!

Many doctors today recommend the regular use of douches for women who want to be refreshingly clean, for women troubled with offending odor, discharge and minor irritation.

Some products may be harmful germs which burn, irritate and damage sensitive tissues. The regular use of strongly alkaline douches may cause irritation and injury, too.

But NOT Lydia E. Pinkham's SANATIVE WASH! Instead, this is a mighty effective "bacteriostatic" (a new modern trend). Pinkham's Sanative Wash contains the same type beneficial ingredients which great numbers of doctors and skilled chemists say is one best principle of douching. It discourages growth of the more vulnerable bacteria, cleanses, deodorizes and relieves itching, minor irritations and discharge.

Pinkham's Sanative Wash is one product for Feminine Hygiene that, despite its great strength, has a beneficial, helpful effect on delicate membranes. Thus it may be used often as needed. Inexpensive, too.

Lydia E. Pinkham's **SANATIVE WASH**

HELP WANTED FEMALE

**LIGHT FACTORY WORK
48 HOURS PER WEEK**

Those now employed in essential industry need not apply.

Max Lowenthal & Sons
422 SO. CLINTON ST.

SHIPS FOR VICTORY



Tanker above was photographed during its trial run on Lake Ontario. It is a U. S. Army Y-40 used in all theaters of war.

WORK IN ALL-ENCLOSED SHIPYARD

WE NEED AT ONCE

- ★ Welders
- ★ Electricians
- ★ Ship Fitters
- ★ Mechanics
- ★ Acetylene Cutters
- ★ Pipe Fitters
- ★ Helpers

We Can Train Inexperienced Men In Any Of The Above Trades.

Good Working Conditions, Top Pay, Adequate Transportation, Free Insurance

A JOB WITH A FUTURE

ODENBACH Shipbuilding Corp.
4800 DEWEY AVENUE

DOLOMITE Products Company
BUFFALO ROAD

If you are not engaged in war industry or working at your highest skill, come for one of our places and see what we have to offer.

DAW'S COUPON

Sanitary Pot Cleaner
CLEANS SCOURS POLISHES
Reg. 10c
4c
(Limit of 3)

COUPON Specials

FOR TODAY THRU SATURDAY (Limit Reserved To Limit Quantities.)

DAW'S COUPON

DISH CLOTHS
PASTEL EMBROIDERED
Cotton Knitted
Reg. 5c
2 For 6c
(Limit of 6)

DAW'S COUPON

DUZ
LGE. BOX
19c
(Limit of 1)

DAW'S COUPON

CHOCOLATE Malted Milk
A new delicious-tasting, nourishing drink of rich malted milk flavored with chocolate.
5 1/2-Oz. Jar
13c
(Limit of 2)

DAW'S COUPON

FOUNTAIN PEN INK
Large 15c Size
4-oz. Bottle
8c
(Limit 2)

DAW'S COUPON

POLYSHINE SHOE POLISH
The quality WAX Shoe Polish. All colors. Black, Brown, Tan, Ox-Blood.
Reg. 10c
7c
(Limit of 2)

DAW'S COUPON

MEDICATED NOSE DROPS
FOR HEAD COLDS
Complete With Dropper
35c Value
13c
(Limit of 2)

DAW'S COUPON

LIGHTHOUSE Cleanser
Large Size
2 For 7c
(Limit of 2)

DAW'S COUPON

WAXED GARBAGE BAGS
Large, waxed paper bags suitable for garbage can liners, refrigerator storage, diaper receptacles, wet laundry bag and dozens of other handy uses.
Package of 10
8c
(Limit 3 Pkgs.)

DAW'S COUPON

HAIR TONIC
A new GUARANTEED Tonic. Stimulates the scalp—dresses the hair.
50c Value
19c
(Limit of 2)

DAW'S COUPON

VANILLA FLAVOR
(Imitation)
6-OZ. SIZE
Regular 25c Value
8c
(Limit 2 Bottles)

DAW'S COUPON

Typewriter PAPER Finest Quality
REG. 25c PACKAGE OF 165 SHEETS
19c
(Limit 2 PKGS.)

A SIMPLIFIED GUIDE TO YOUR INCOME TAX

Shows All Deductions Clearly
50c

Save time and money with this highly acclaimed tax book. Lists all the questions and answers you may have in mind, including the PAY-AS-YOU-GO WITHHOLDING TAX. Shows you in less than 5 minutes all your deductions, no matter what your occupation or profession may be.

DAW'S ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. (2nd Floor) THEATRE	31 MAIN ST. E. (Corner) AUGUSTA	353 MAIN ST. E. (Corner) BURLINGTON	452 W. 81ST ST. (Corner) ROCHESTER	880 MAIN ST. W. (Corner) BULL HEAD	473 H. GOODMAN (Corner) JUST OFF MAIN	539 MONROE AVE. (Corner) H. GOODMAN
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TOILET TISSUE

HY-TEX Quality
1,000 Sheets In Each Roll
3 For 16c
(Limit 6 Rolls)

Rectal Soreness
Get Relief New Easy Way — Sit in Comfort

Proctoren 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, aid Nature heal up raw, broken tissues. No oil—no grease to stick, itching. Hold up money back guarantee. Proctoren Rectal is now available in handy tube 15¢—or with special applicator \$1. Get immediate relief today—ask for Proctoren Rectal.

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**.

Allen's Foot-Ease

For tired, burning feet, just sprinkle on feet and in shoes. Absorbs perspiration—prevents foot odors. Nothing like it to help arow or feet feel easier.
27c, 44c

BARBASOL 19c
SHAVE CREAM, 50c Size

MATCHES Reg. 12c
BOX OF 50 PADS **9c**

Boric Acid 14c
POWDER, 35c 1-lb. Pkg.

PHILLIP'S 21c
Milk of Magnesia, 50c Size

Olive Tabs 11c
EDWARD'S, 30 Size

ASPIRIN 59c
BAYER'S, Bottle of 100 Tablets

KREML (6-oz.) 67c
HAIR TONIC, \$1 Size

25c ZINC 11c
OXIDE OINTMENT, 25c Size

VIMMS VITAMIN TABLETS

HERE NOW AT LOW COST!

**6 - VITAMINS
3 - MINERALS**

Nutritional Experts Say... 3 out of 4 need more Vitamins and Minerals for normal well-being.

PKG. OF 96 ... \$1.69

A scientifically balanced food supplement containing fish liver oil concentrated, Thiamine, Riboflavin, Niacin, Ascorbic Acid, activated Ergosterol, Calcium Pyrophosphate, Saccharin for (sweetening) and natural and artificial flavors.

BOX of 24 Vimms 49¢
Family Size 288 Tablets \$4.79

DUFFLE or LAUNDRY BAG 59c

Stands Over 3 ft. High

U. S. Government vat dyed, water-repellent material. Large and roomy—stands over 3 feet high. Khaki-colored. For duffle.

DOUBLE-EDGE BLADES

Sensational Razor Blade Value! 25 Wonder Blades—made of finest Swedish surgical chrome steel. None to dealers!

25 For 29c
(Limit 25 to a Customer)

Genuine Cut-Glass TUMBLERS

With Famous LAUREL WREATH Cut Design

6 For 29c

Beautiful table glasses of genuine cut glass with the famous Laurel Wreath design—smart, distinctive—serviceable! Look at the price—the lowest ever for glassware of this quality.

Large 10-Oz. Size

DON'T CUT CORNS
KNIVES ARE DANGEROUS!

The safe, sensitive way to remove corns is the ALLIED VIBRANT LIQUID. Their risk (without an ointment) comes with the safety of the ALLIED VIBRANT LIQUID. It is the scientific preparation that helps you remove corns and calluses this safe way.

ALLIED CORN & CALLOUS LIQUID 29c
Mail Orders Filled

ICE-MINT

The very touch of this white stainless ointment is soothing and cooling!

TIRED BURNING FEET

Fine, too, to soften and relieve pain of STINGING CALLOUSES
Reg. size jar 43c
Large jar 77c

FIT LIKE NEW!

One application makes you feel fit, comfortable for weeks. Not a powder—not a paste. Convenient. All for Dentures. Handy size tube 9¢. Large tube 9¢. MONEY-BACK GUARANTEE.

FAKE TEETH DENTUR-EZE

THE FIRST SHALL BE LAST . . .
This message is too important for any other than the front page. Therefore the usual front page will be found at the back of this paper today.



JOIN TO-DAY!

SEVENTH YEAR—No. 18

ROCHESTER, N. Y., THURSDAY, MARCH 2, 1944

If You Do Not Receive Your Copy Regularly PHONE STONE 6000



**THE RED CROSS
IS AT HIS SIDE AND
THE RED CROSS IS YOU**

The Red Cross Spirit Speaks
... by John Finley

The cross which on my arm I wear,
The flag which o'er my breast I bear,
Is but the sign
Of what you'd sacrifice for him
Who suffers on the hellish rim
Of war's red line.

Wherever he may be — in Ireland, in India, Alaska or Australia, the Marshalls or Italy — the Red Cross is there at his side. And the Red Cross will continue to be there on battlefield or at rest stations, because you will help with your dollars. Your Red Cross serves your boy — and your neighbor's boy too. Don't let those lads down. They need your help. This year the need is greater — make your gift to the Red Cross greater.

**THE RED CROSS NEEDS
\$1,332,000 FROM THIS AREA
TO REACH ITS NATIONAL GOAL
OF \$200,000,000**

LET'S ALL GIVE TO THE RED CROSS!

Space For This Message Contributed by the Undersigned:

B. Forman Co.

E. W. Edwards & Son

McCurdy & Co.

Sibley, Lindsay & Curr Co.

Sears, Roebuck & Co.

KAY'S COMMENTS . . . by kay shearer

LLOYD'S LEAD AGAIN with a special DISCOUNT to men and women in uniform. (Week-end specials not included of course.) At LLOYD'S you are always assured of fresh lasting flowers at gentle prices. Remember boys and girls in the service of Uncle Sam—LLOYD'S telegraph flowers anywhere. Call Main 8633 for prompt service. POWERS HOTEL, Opposite Court House.

If you never get a finish—as what? REDUCING of course. —Talk to VIRGINIA'S REDUCING & BEAUTY SALON. A series of these treatments will reduce you — give you the one thrill that only comes from losing weight. Get ready for spring — with a new figure. Stone 346 — 27 Clinton Avenue So. 402 PRESENT BLDG.

"Settle 'bout that new permanent right now. — MILDRED HAUPENTHAL will not only give you a "grand" permanent but save you money. \$10 permanents now \$7.50 (cream-oil at that). Regularly \$7.50 permanent now \$5. Make your appointment early. Call Main 7671 — MILDRED HAUPENTHAL — 323 BURKE BLDG. (Ask Mildred about a newly styled coiffure).

Have you visited the new and enlarged MIRROR AND PICTURE GALLERY at EDWARDS. It's really lovely and worthwhile. Located on the Seventh Floor this department is designed to help give your home a new lease on life. Try a new picture or a good mirror in your home. See what a difference it makes. It's like adding extra windows and new surroundings. EDWARDS are proud of this new department. And why not! It is one of the most modern and complete in western New York. You'll like the way the pictures and mirrors are arranged for your easy selection. I know it's pretty hard to visualize a mirror or picture on your own particular walls. I suggest you talk it over with the people in charge at Edwards. Tell them about your home, the type of wallpaper or walls you have, the period of your furniture — and you'll find them very helpful. Every taste and pocketbook has been taken into consideration in the stocking of this department. Drop in and see this new gallery. I know you'll be pleasantly surprised. EDWARDS on the Seventh Floor.

A combination of blue and brown is awfully smart. Blue hat — brown jacket — blue dress — brown bag and gloves. Fingertip length coats are coming in their own this season. Try one if your average or above average height. They are taboo for the short girl. Very new is the tricorn sailor with turned up brim. Becoming with a tiny nose veil to give you glamour.

Would you dream of posing a cluster of spring flowers right between your brows—prettifying your tailored felt pill-box with silver lace? No—well if you haven't yet, you will when you see the beguiling hats worn this spring. You'll find these hats will flatter the contours of your face, yet are so right for our times and fashions. A tambourine pillbox of horizon blue brightened with a touch of silver lace—yes, and even the gardenia is posed in the back. Another beguiling hat designed by Walter Florell is called "Hanging Gardens". A diminutive pillbox posed straight on the head with a hanging garden effect of a cluster of flowers smack over the forehead between the brows. Exotic—yes, but definitely feminine, flattering. Don't be frightened—if all this sounds too bizarre take heart—there are still some so called conventional hats to be had.

Every Wednesday at 2 p. m. and 7 p. m. there are cooking demonstrations supervised by HOME SERVICE at R. G. & E. located at 89 East Ave. Very interesting sessions are yours if you would like to attend. New dishes — new ways of making the task of home-making lighter. New methods of food preparation. Why don't you plan to attend?

A dress to make any moment — specially your big ones — HAPPY. Where? — RIPTON DRESSES of course. For exactly \$8.95 you'll find the most amazing group of frocks — all sizes — JUNIORS — HALF-SIZES — REGULAR SIZES, in navies (sheer)—blacks—prints—pastels each boasting that down-to-earth smart craftsmanship that is RIPTON DRESSES. 739 MONROE AVE. — Open Eve.

Treatments only take 35 minutes with PETTIS. That BATTLE CREEK REDUCING MACHINE is efficient — produces results — give new pep and life. Drop into 327 BURKE BLDG., and arrange for a series of treatments. Plan to wear two sizes smaller when Spring rolls 'round. PETTIS — Stone 6210 — 327 BURKE BLDG.

I bought a little skillet the other day that is a honey. Made of the new ceramic cooking vessels called "Old Hickory". They can be used directly over the flame—are attractive to put on the table—not very expensive. Why don't you try one?

Take an inventory of your clothes — you'll be surprised how many of your coats, & frocks, will do with a "little repairing". EMPIRE "WEAVERS" mend-repair-weave, skillfully, beautifully. Try them won't you? 409 BURKE BLDG.

Short black suede gloves with a ruffle at the wrist are fashion's latest darling. You'll love them.

If you're looking for "tops" in food — make it ODENBACH'S. If you like entertainment (the de-luxe kind) it's ODENBACH'S — Joan Dexter singing star, formerly with Xavier Cugat and his orchestra now holds first place at Odenbach's. Miss Dexter also has been soloist at Radio City Music Hall. — You'll like Carl Dengler and his orchestra. THEY'RE TOPS. Remember ODENBACH'S at Main and Clinton for your next date.

A kiss meant for Irene Dunne is one of Mary Miner's happy memories. Miss Miner is portraying Miss Dunne in Columbia's star-double extravaganza, "Sailor's Holiday," after having been Miss Dunne's stand-in and occasional double for years. Their resemblance to each other is marked. The kiss was one of those is-my-face-red affairs for Walter Huston. He kissed Miss Miner, thinking she was Miss Dunne. "It was wonderful, just the same," says Miss Miner.

What it means to wade ashore in the face of murderous Jap fire. An unvarnished account told by a man who came through alive. PLUNDER—Clarence Budington Kelland's Newest A masterful storyteller and a perennial favorite with a lively tale of loot and love. Don't miss this typical Kelland serial.

Tune in "The Listening Post"—A new radio program over WJZ New York and other Blue Network stations at 10:45-11:00 A. M. every Tues., Wed., Thurs. and Friday. Dramatized from features and stories in the current Saturday Evening Post.

Vito Cimino & Sons
969 PLYMOUTH AVE. N.
GLENWOOD 37
1676 CLIFFORD AVE.
STONE 32
When the Will of God Is Done, Service With Dignity and Personal Consultation Is Our Watchword.

MY FIRST DAY ON TARAWA
What it means to wade ashore in the face of murderous Jap fire. An unvarnished account told by a man who came through alive.

PLUNDER—Clarence Budington Kelland's Newest
A masterful storyteller and a perennial favorite with a lively tale of loot and love. Don't miss this typical Kelland serial.

Tune in "The Listening Post"—A new radio program over WJZ New York and other Blue Network stations at 10:45-11:00 A. M. every Tues., Wed., Thurs. and Friday. Dramatized from features and stories in the current Saturday Evening Post.

Mon., Mar. 6, 8 P.M.
Special Engagement
World-Famed
Monte Carlo Ballet Russe
In Program including "Rodeo," "Red Poppy"
\$1.38, \$1.65, \$2.25, \$2.75, \$3.25
EASTMAN THEATER
of the University of Rochester

MY FIRST DAY ON TARAWA
What it means to wade ashore in the face of murderous Jap fire. An unvarnished account told by a man who came through alive.

PLUNDER—Clarence Budington Kelland's Newest
A masterful storyteller and a perennial favorite with a lively tale of loot and love. Don't miss this typical Kelland serial.

Tune in "The Listening Post"—A new radio program over WJZ New York and other Blue Network stations at 10:45-11:00 A. M. every Tues., Wed., Thurs. and Friday. Dramatized from features and stories in the current Saturday Evening Post.

10c MARCH 4 ISSUE The Saturday Evening POST NOW ON SALE 10c



For Country's Sake and for THEIR Sake
Let Your Children Know God: Take Them To Church REGULARLY

Nourish and fortify their hearts and spirits as you do their growing bodies. What are they, really, but little animals . . . little animals, but each with a soul! Are you but striving to make your children strong of bone or flesh and neglecting that side of them from whence all human strength and beauty comes . . . their spiritual side?

What do you hope they will be . . . strong, courageous, clean, able and honorable? Then give their hearts some food, too. Life is a difficult campaign . . . much too much for most of us to handle, well. Teach your little loved ones the habit of asking God's assistance! They never will if you don't show them how, and they do need the strength that a faith in God will supply.

Teach them the value of contact with God by going to church with them: Example will convince them quickest. Without God in your life, earthly happiness is almost impossible: Look around you . . . there's plenty evidence to show you that, right in your neighborhood.

DO YOU WANT AMERICA TO BECOME A GODLESS WILDERNESS? SUPPORT THE CHURCH YOU BELONG TO . . . BY REALLY GOING.

UNITED CHURCH CANVAS
March 5, 1944

MARCH is DIAMOND DEMONSTRATION MONTH at Rudolph's

Presenting Quality Diamonds in Tremendous Variety
You can choose from thousands of quality diamonds, in hundreds of beautiful settings . . . in yellow gold, white gold, platinum. Styles for men and women. You can buy any diamond from Rudolph's with confidence . . . knowing that our long experience in diamond buying is your assurance of the best obtainable.

<p>Pendant Watches Smart styles in these popular lapel watches. 27.50 UP EASY TERMS</p>	<p>Man's Locket Ring Modern design in 10K yellow gold. 17.95 With initial. EASY TERMS</p>	<p>MULTI-FACET DIAMONDS WITH 40 EXTRA FACETS</p>
<p>Miraculous Medal Sterling silver medal on strong chain. 4.95</p>	<p>26-Pc. Sterling Service for 6 in tarnish-proof case. 82.50 EASY CREDIT</p>	<p>"Blaze of Glory" Classic setting of 14K yellow gold. \$110 EASY CREDIT</p>
<p>Kent Coffee Maker With sugar and creamer and sturdy coffee table. 5.85</p>	<p>Man's Bracelet Smart expansion bracelet for his wrist watch. 9.95 EASY TERMS</p>	<p>"Bright Splendor" Another brilliant Multi-Facet diamond. \$250 EASY CREDIT</p>
<p>BRIDAL PAIRS</p>		
<p>"Ensign" Duet Fine diamond, lovely 14K yellow gold setting. 46.95 EASY TERMS</p>	<p>"Admiral" Duet Four brilliant diamonds in this romantic pair. \$127 EASY TERMS</p>	<p>"Top Sergeant" Duet Beautiful 8-diamond pair of smart design. 199.50 EASY CREDIT</p>
<p>MEN'S DIAMONDS</p>		
<p>Diamond Onyx Handsome new style with fine diamond. 59.50 EASY TERMS</p>	<p>Diamond and Ruby Very smart combination of diamond and two rubies. 89.50 EASY TERMS</p>	<p>Full Carat Weight Total weight of the three diamonds is over a carat. \$300 EASY CREDIT</p>

Easy Terms at
Rudolph's
CORNER EAST MAIN AT SOUTH AVENUE
In Batavia — 109 Main Street
Open Monday from Noon 'til 9 P. M.

Special! BABY SPOON
Silver plated with bent handle. **9c**

EDWARDS BASEMENT



Early Birds-eye view of **SPRING**

DRESSES



- PRINTS
- PLAIN COLORS
- POLKA DOT

5.97

High in fashion favor, every dress in this wonderful collection. All new Spring styles including one and two piece models. Black, Navy, Prints, Polka Dots, Stripes. Smart new trims and details. You will wear these dresses now and right on into summer. Dance, Date or Business frocks that have your budget in mind.

- RAYON CREPE
- RAYON JERSEY
- RAYON FAILLE

MISSES
SIZES 12 - 20

WOMEN'S
SIZES 38 - 44

Edwards Basement



Little Girl's
HAT and BAG SET 2.29

Every little girl wants a new bag and matching hat. Just the thing for an Easter gift. The hats are Bonnet type, Beanie, and Dutch Caps all of fine quality felt. The matching bags are Drawstrings, Envelope and the popular over the shoulder type. In Red, Green, Navy, Rose, Blue and Beige.

Edwards Basement

SUITS 16.94



The backbone of your Spring wardrobe. And next Fall too. A wise investment in style and wear. Any style you may wish we have. Man tailored suits, Soft Cardigan suits, 3 Button styles, Club collars, Notched collars. In Plain colors, Tweeds, Glen Plaids and Checks. Sizes 12 to 20.

COLORS:

- Blue
- Purple
- Red
- Beige
- Green
- Gray
- Checks
- Tweeds

Edwards Basement

COATS 19.94



- Chesterfields
- Fitted Styles
- Double Breasted
- Plain Colors
- Tweeds

Coat masterpieces! Tops in Smartness, Figure flattery and Fashion importance for Spring. Coats that will take you anywhere. Beautifully tailored 100% Wool fabrics. In a variety of styles and colors. Sizes 12-20.

- Red
- Blue
- Gray
- Aqua
- Purple
- Maize
- Natural
- Green



Spring Arrivals For The Younger Set Girl's Easter COATS 10.97



Size 7 to 14

Bright colors in Shetlands or Smart Navy coats to lead the Easter Parade. Slim Reefers, Boxy Boy Coats, Nautical trims, Gay embroider trims, Crisp White collars, Beautifully tailored, Quality materials, lovely linings.

Navy, Red, Beige, Gray

Edwards Basement

FROM THE KIDDIE SHOP Little Boys'

SPRING COATS 7.97



Navy Blue Regulation Coats. Fine quality 100% Wool Cheviot, Shiny brass buttons, Nautical insignia on sleeve, Belted back, notched collar, pockets, Rayon lined. Sizes 2-6.

Caps to Match 1.00

PERFECT PLAYMATES COTTON GABARDINE OVERALLS 1.59



Perfect for little tot's playwear. Bib top, pockets, full cut. Washable of course. Gay colors. Size 3-6.

COTTON KNIT POLO SHIRTS 87c

Top off his overalls with these fine quality knit polo shirts. Stripes and plain colors. Size 3-8.

Edwards Basement

MEN and WOMEN WANTED!

POWER SEWING MACHINE OPERATORS... SINGLE NEEDLE, 2-NEEDLE, 4-NEEDLE AND ZIG ZAG. ALSO GIRLS FOR UTILITY WORK.

MEN — HUSKY WILLING TO WORK FOR GENERAL FACTORY WORK.

Good Pay—Pleasant Working Conditions STEADY EMPLOYMENT

BICKFORD BROTHERS CO.

(Since 1878) 30 SOUTH UNION ST.

Decrees of Fashion

Barometer of the ravages effected by steam or dry-heated homes and winter winds in the texture of face and neck. Outdoor enthusiasts prove that the "petal" skin is not necessarily a product of pampering. In the sports setting of Lake Placid some of the most beautiful complexions are seen, daily defying wind and snow burns. It's all a matter of preventive protection during and after exposure, we learned from CBS starlet Renee Terry. Apply a generous coating of your favorite hand lotion after thoroughly cleansing your face. The lotion penetrates fine pores and protects the most delicate skin against chapping. After each exposure, no matter how many times a day you face the wind, lubricate the face and neck with a penetrating oil. City dwellers should have three facial cleansings a day to insure proper care.



Renee Terry, we learned from CBS starlet Renee Terry. Apply a generous coating of your favorite hand lotion after thoroughly cleansing your face. The lotion penetrates fine pores and protects the most delicate skin against chapping. After each exposure, no matter how many times a day you face the wind, lubricate the face and neck with a penetrating oil. City dwellers should have three facial cleansings a day to insure proper care.

Hand-knit sleeves in coats and suits were the novel introduction of Lord & Taylor in their Fifth Avenue showing of spring designs. Coat sleeves were full, supple, with snug-fitting wristlets which permit a youthful and comfortable peeping of the sleeve at any point along the forearm. Coats shown were a soft almond green with perfectly matching sleeves. Slim fitted black sleeves were used on black-and-white checked suits. Among the many simple costumes of nutmeg brown, blue, black and cerise was a dark topper called "Poker Chip." Large poker chip buttons in many colors, ranging from white to cerise and ming blue, marked the front closing, affording many accessory plans. The model wore mesh gloves of cerise, but they're available in all the button shades.

Now is the time for all good women to come to the aid of the fashion experts who have been striving all winter to produce simple, beautiful and spirit-lifting styles conforming to all wartime restrictions. Confetti colors and body-molding lines have been evolved to bring the greatest attention to natural beauty of face, hair and figure. Easter Sunday falls on April 9 this year so there's ample time for every woman to correct body and beauty defects before appearing in the costumes meant to highlight personality.

Shining example of fashion's ingenuity is the popularity of patent leather opera pumps with navy, black, grey and the spicy spring prints. Special care will be required to keep them from cracking or looking shabby. Before wearing them for the first time, according to CBS actress Claire Niesen, rub them over with castor oil and let stand for a few hours. Each time you take them off, repeat the lubricating process, paying particular attention from toe to instep, to prevent the walking "wrinkles" from cracking. Pumps should always be kept on shoe trees to keep their shape.



Claire Niesen, rub them over with castor oil and let stand for a few hours. Each time you take them off, repeat the lubricating process, paying particular attention from toe to instep, to prevent the walking "wrinkles" from cracking. Pumps should always be kept on shoe trees to keep their shape.

BARE FASHIONS

The popularity of "bare fashions" generally, and of open-midriff bathing suits in particular, has increased interest in bra tops for various play clothes, dresses and even suits. Sunning herself to keep that all-year-round tan, at the Beverly Hills pool, Evelyn Keyes, appearing in Columbia's "Nine Girls," wore an important type of midriff bathing suit — slim shorts, brief bra. Black and

white jungle print cotton was used for the drawstring-strap bra and front of black linen shorts. Later in the day, Evelyn slipped into a sleeveless, side-buttoned sheath with the same black and white jungle print used for the front and black linen back. White chiffon was braided into her hair.

Having trouble with those war-time lipstick cases made of cardboard? They will last much longer if you coat them with colorless nail polish. Pretty smart, eh.

GIRLS WANTED

To Work in Shirt Department. Pleasant work, no experience necessary. 50¢ per hour plus bonus. 395 St. Paul St.

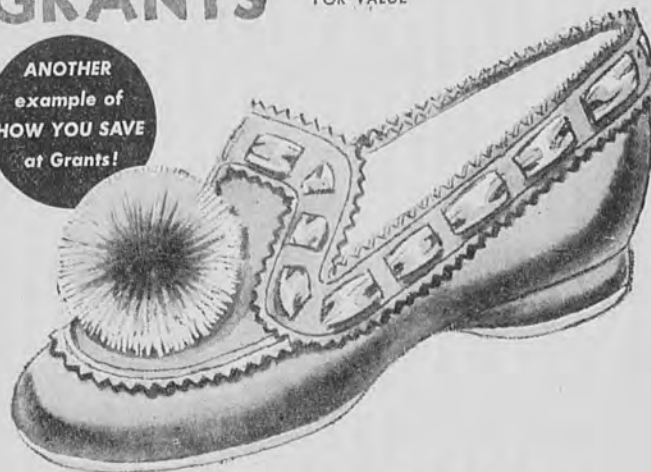
FOR COLDS' NASAL MISERIES



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 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**

GRANTS FOR VALUE

ANOTHER example of HOW YOU SAVE at Grants!



only \$1.00

Women's wool felts for warmth and comfort. Here's a slipper for every woman in the house. They come in wine and blue with soft padded leather soles. Sizes 6 to 9.

OTHERS AT 59¢

W. T. GRANT CO. 293 E. MAIN at EAST AVE.

NEW SHIPMENT!

FIRST QUALITY BARELEG MESH

2 PAIR FOR \$1.00

With Reinforced Cotton Tops These are slight irregulars with no defects to mar appearance or impair the wearing quality of this fine rayon hose.

HELPER'S

HOSIERY SHOP

213 MAIN ST. EAST

3 Doors From Clinton South

Sears MARCH of VALUES

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

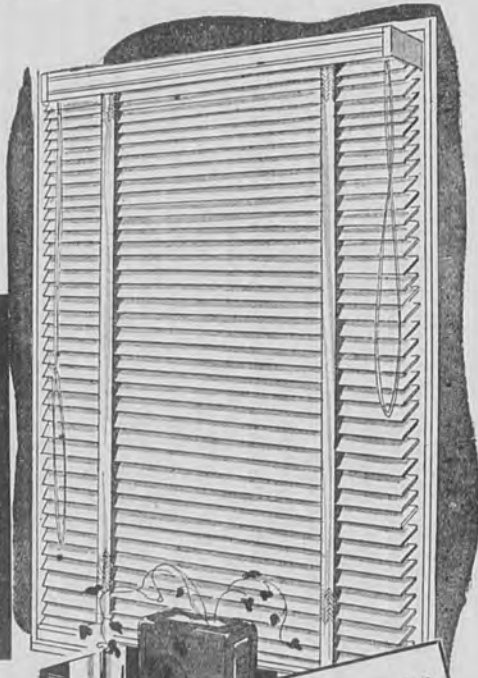
Every One Complete...Ready to Hang 2 Inch Wood Slats! Inclosed Tops!

Venetian Blinds

On Sale, Both Stores

\$4.98

Sizes 24-25-26-27-inch Widths All 64" Long!

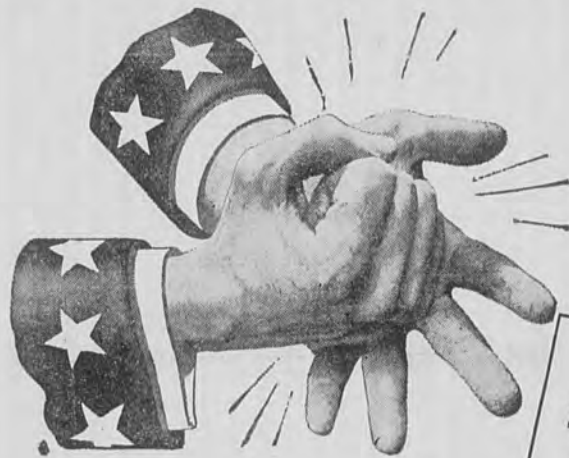


Sizes 28-29-31-32-33-34-35-36-in. Widths! 64" Long... 5.98 Each

- ★ 2 1/2-Inch Wood Slats Ivory Finished!
- ★ All Blinds Include Matching Tapes!
- ★ Smooth Working Automatic Stop Gears!
- ★ Easy to Operate Worm Tilting Gears!
- ★ Strong Sturdy Venetian Blind Cords!
- ★ Buy On Our Easy Pay Plan \$10 or Over!

Sears, Roebuck and Co.

MONROE AVE. AT S. UNION ST. MAIN 7000
RIDGE ROAD W. NEAR DEWEY GLEN 556



ONLY 13 DAYS LEFT!

YOU MUST File a Federal Income Tax Return BEFORE MIDNIGHT, MARCH 15' 1944

WE CAN HELP YOU EXPERTLY! QUICKLY!

LOW COST SERVICE CHARGE AS LITTLE AS \$3

If you haven't already filed your income tax return you must act now. Only 13 days remain before the deadline. Don't get caught in the last-minute rush! Remember last year when the final days for filing saw hundreds of tardy taxpayers standing in line for service. Come to income tax headquarters at 20 State St. now — this weekend. Get your tax worries off your mind. Get the help of an expert tax consultant. A complete staff of experts await you here and their services cost no more than you'd pay most amateur tax advisors.

THE ROCHESTER SUN-SHOPPING NEWS INCOME TAX CLINIC

HEADQUARTERS

20 STATE ST.

Cor. CORINTHIAN ST.

PHONE MAIN 5934

OPEN 9 to 9 DAILY

Noon To 5 P. M. Sundays

Free Parking at Casino Parking Station, Corinthian St.

BRANCHES

MT. READ PHARMACIES

1245 LYELL AVENUE

990 MONROE AVENUE

Open 7 P. M. to 10 P. M. Daily

Noon To 5 P. M. Sundays

Liver Puffs

Yield: 8 servings
1 1/2 lbs. liver
3 onions
1 egg
1 cup cracker crumbs
1 t. salt
1 c. hot water
1/4 c. lard or drippings

Simmer the liver in water until tender—about 30 minutes. Put liver and onion through the grinder. To the ground mixture add egg, cracker crumbs, and salt. Then add hot water. Blend mixture thoroughly. Shape into 8 patties and pan-fry in hot fat.

Don't Detach Shoe Coupon

According to shoe merchants, the detached shoe ration coupon has caused a great deal of lost motion for both the shoe retailer and consumer. The Office of Price Administration ruling states that shoe retailers must not accept detached shoe ration coupons.

A great deal of time is wasted

on the part of the customer and salesman when the detached shoe coupon is presented after the selection of shoes is made, and also leaves the purchaser without the shoes. This loss of time can be eliminated if shoppers will bring ration books along when shopping for shoes, and letting the shoe clerk detach the necessary coupon.

**Breads To Blame
Shame! Shame**

Guess what's the most-frequently wasted food? Bread! Bread came out worst offender in a survey on waste. There's not enough space to tell all the use-up ways for bread at once. But one not so well-known way to serve something good made with left-over bread is crispy bread sticks that rely on your favorite low-point salad oil for good flavor.

Here's the trick! Cut unsliced stale bread into oblong 3 in. by 1 in. To 1/2 cup of mazola (you'll want this best-quality salad oil for this flavor use) add a teaspoon salt and a teaspoon finely-minced onion. Set mixture to stand so flavors blend thoroughly. Brush bread oblongs on all sides with mazola mixture, set on baking sheet, and bake in moderate oven (375° F.) 15 minutes. Behold: a delicious crisp bread to serve with soups, salads, main dishes

**New Hot
Rice Cereal
Popular**

People afflicted with wheat allergies will welcome the new breakfast cereal Cream of Rice, the only hot rice cereal on the market.

Cream of Rice has the unique advantage over ordinary rice of containing whole powdered milk as part of the formula, so that it cooks smoother and creamier. It is fortified with vitamins and minerals to the well-known high levels of whole grain brown rice.

Ready in five minutes, new Cream of Rice is welcomed as a change inasmuch as the choice of hot breakfast cereals is a comparatively narrow one. Rich in energy value, it combines with almost anything. Many housewives report enthusiastically on serving it with brown sugar, molasses, chopped prunes and raisins.

Thanks to ample factory facilities, production of the new product is keeping up with the brisk and spontaneous demand for it.

Refrigerator Marmalade

3 oranges
1/2 lemon
1 1/4 c. water
1/2 c. sugar
2 t. unflavored gelatine
2 t. cold water
1/2 c. orange juice

Rub grater lightly over rind of whole oranges and lemon. This frees the oil and brings out fruit flavor. With a sharp knife, slice oranges and lemon very thin, remove seeds and center membrane, and quarter the slices. Cook in 1 1/4 cups water with sugar for about 1 hour over very slow heat. Remove from heat, add gelatine which has been softened in two tablespoons cold water, and stir until dissolved. Cool, and add orange juice. Pour into clean jelly glasses when cool and store in refrigerator until ready to use.

NOTE: This recipe is not intended as an exact duplication of a cooked marmalade, but rather as a gelatine spread with an orange marmalade flavor.



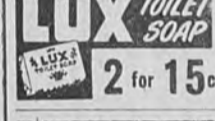
Lg. 2 for 21c; Reg. 2 for 13c



BETTER THAN EVER 2 for 15c



25c 10c



2 for 15c



10c 25c



3 lbs. 75c 1-lb. 26c

18 Pails 5 Pails

GOLD DUST POWDER 19c

FAIRY SOAP ... 3 for 17c

GOLD DUST CLEANSER 6c

CRITCO STORES

Phone MAIN 224 For Nearest Dealer

WOMEN! WOMEN!

16 to 45

We have light pleasant work that is performed while seated.

Openings now exist in the following departments:

Light Assembly Packing Insignia Inspection, Enameling Insignia

Directly on excellent bus lines.

If you are not now employed in essential work grasp this timely opportunity.

Interview by appointment if so desired. Phone employment department Glen 3380

or apply direct at

BASTIAN BROS. Co.

1600 CLINTON AVE. N.

Wegmans
HOME OWNED SUPER MARKETS

THE LOWEST OPA CEILING PRICES IN THIS COMMUNITY

TENDER, JUICY RIB AND ROAST

PORK LOINS

27c lb.

- NIBLETS BRAND CORN can 12c
- FOOTE'S TEA 1/2-lb. pkg. 46c
- NOURISHING CREAM of RICE pkg. 21c
- BORDEN'S VITAMIN RICH HEMO jar 59c
- WEGMAN'S FINE COFFEE KILBOURN HALL lb. 23c

DELICIOUS FLAVOR-RICH TREAT

MALTED MILK SQUARE

OVEN-FRESH LAYER CAKES **39c** each

- GRADE "A" ALL WHITE EGGS Med. Doz. 36c Large 45c
- TENDER CALIFORNIA FRESH PEAS lb. 19c
- NEW CALIFORNIA CABBAGE lb. 5c

FANCY ROUND STRINGLESS

GREEN BEANS

15c lb.

Wegmans
HOME OWNED SUPER MARKETS

FREE PARKING FOR CUSTOMERS



to the Red Cross you invest in humanity. We know of no investment and give gladly.

ERGHASH
Liquor Store
4 CLINTON AVE. SOUTH

Your Favorite Shave Cream

The government now permits us to sell you tooth paste, shaving cream, and all other products that come in tubes, without requiring a used tube in exchange.

TOOTH PASTES

- Colgates . . . 21c, 37c
- Phillip's Large 30c Size . . . 26c
- Listerine Reg. 25c Size . . . 19c
- Squibb's . . . 21c, 37c
- Forhan's Large 30c Size . . . 39c
- Dr. West's 2 for 29c
- Pebeco Extra-Large Bonus Pkg. 39c
- McKesson's 25c Size . . . 19c
- Ipana Large 30c Size . . . 39c
- Pepsodent 21c, 37c
- Kolynos Large 30c Size . . . 37c
- Iodent 21c, 37c
- Worcester Large 30c Size . . . 26c
- Waiile's Large 30c Size . . . 39c
- Detoxol Large 30c Size . . . 39c

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

44c LACO Genuine SHAMPOO Castile

FREE to all wearers of FALSE TEETH

1 pkg. Dent's CLEANPLATE New, Improved, Faster, Brushless denture cleaner. Safely removes all whitening stains, denture odor. It's FREE when you buy 1 pkg. Dent's HOLDPLATE The mild alkaline powder gives new feeling of security. Holds false teeth more snugly. Softens, whitens, polishes. Cleans white metal.

49c

SQUIBB'S MINERAL OIL

A gentle, effective intestinal lubricant especially refined to render it tasteless and odorless.

Pint 59c Quart 89c

DAW'S Extra-Value COUPON

WAVE SET LOTION —Will Not Flake —Not Sticky

* QUICK DRYING

Large 7-Ounce Bottle **7c** (Limit 2)

Mystery!

FIND THOSE FOLKS SHE HAD TO COAX TO EAT BREAKFAST

Solution

SHE GIVES THEM NEW DELICIOUS CREAM OF RICE "EVEN BETTER THAN WHEAT" THEY SAY, "AND SO GENTLE TO LAZY MORNING STOMACHS"

SO EASY TO DIGEST!

So easy to digest it's recommended by doctors as babies' first solid food. All harsh, indigestible parts of the grain are removed. Recommended for people who suffer from wheat or corn allergies.

SO RICH IN FOOD ENERGY!

Packed with plenty of energy values—a food that turns into energy fast. Cream of Rice is ideal for active people—youngsters who play hard, oldsters who work hard. It helps you start the day right!

SO TEMPTING!

Wonderful with cream or milk and sugar, this smooth, creamy cereal blends with any fruit. Rain rains on it. Serve it with chopped-up prunes, brown sugar or molasses. A different way for every day.

CREAM OF RICE FORTIFIED TO WHOLE GRAIN LEVELS

Ready in 5 Minutes

Product of Grocery Store Products Sales Co., Inc., New York

CONSUMER NEWS

Building Bone in the Twenties and After . . . A girl her twenties, is usually considered well beyond the growth stage and past the need of calcium for growth. That this is an unsafe assumption is shown by nutrition studies of college girls of Iowa, Kansas, Ohio and Nebraska State Colleges. Measurements of over 200 girls of from seventeen to twenty-four

years of age, taken each of their four college years, showed significant changes in height in each of the groups and indicated that even at the age of twenty-four a girl may still need food supply materials for growing bones, calcium in particular. Further studies indicated that the girls who received their calcium through a regular daily use of milk were better able to store calcium for bone and tooth building than those who were haphazard about the amount of milk they took.

"Drop us a line" . . . Say the Boys in the Service . . . and the Fish in the Sea!

Good sauces make short supply of canned fish go farther. Supplies of canned fish for civilians will be slightly larger this year than last but will be less than half as large as quantities used in normal years before the war.

The cook who knows her sauces, however need not be daunted by smaller supplies. Very often a good sauce will make a can of fish go twice as far and look and taste twice as delicious. Two of the most useful sauces for stretching fish are tomato sauce and white sauce. Both are simple to make

and good with many kinds of fish and shellfish. White sauce, for example, is the basis for curry sauce or egg sauce, both favorites with fish . . . and

CHILDREN'S COLDS' COUGHS SORE CHEST MUSCLES SWEEPING THROUGH CITY

Mothers are reporting relief with Grandma's type of medication. Now that colds everywhere are bringing children's coughs and sore chest muscles, remember what many modern mothers have learned from Grandma. Grandma used mutton fat she medicated at home. Today mothers just get Penetro. Penetro is a salve with modern medication in a base containing old-fashioned mutton wax, like Grandma used. Penetro works two ways. (1) Outside, eases ache of colds' sore chest muscles as it acts like a warming plaster to stimulate circulation right where rubbed on. (2) Inside, comforts cold-irritated nose and throat passages with its medicated vapors. Penetro is stainless, clean, white and pleasant. 25c, double size 50c. For real relief from these miseries of a cold demand Penetro.

Lemon Juice Recipe Checks Rheumatic Pain Quickly

If you suffer from rheumatism, arthritis or neuralgia, try this simple inexpensive home recipe that thousands are using. Get a package of Bu-Ex Compound or two and mix it with a quart of water, add the juice of 4 lemons. It is easy to trouble at all and pleasant. You need only a teaspoonful 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 to try as it is sold by your druggist under an absolute money-back guarantee. Bu-Ex Compound is for sale and recommended by Drug Stores Everywhere.

tomato sauce is the basis for Spanish or Creole sauce. Almost any fish that comes out of a can, except perhaps sardines or fish of the sardine type, will be appetizing served with white sauce. Salmon and tuna fish are old favorites. Creamed flaked fish of any sort is good prepared this way, and so is shellfish like oysters, shrimps and crab.

FOR WOMEN ONLY!

Most girls and women are at some time troubled by a whitish discharge, burning, itching and irritation due to simple leucorrhoea.

This is often accompanied by a run-down, weakened condition. If neglected, it may be very offensive and a menace to feminine dignity. You should relieve these symptoms as soon as possible. So try douching with Lydia E. Pinkham's SANATIVE WASH. Hospital tests showed it a mighty effective "bactericidal" to relieve such discharge burning, itching and minor irritation.

Be Careful What Product You Use! Some products for feminine hygiene may be harmful germicides



that burn, harden or damage sensitive tissues. But SANATIVE WASH, SANATIVE WASH is a mighty effective "bactericidal" (a new modern trend) with an inhibitory action which retards growth of bacteria in simple leucorrhoea. YAC despite its great strength, SANATIVE WASH has a wonderfully soothing, comforting and refreshing effect on delicate membranes. May be used every day if necessary.

SANATIVE WASH is made by the Lydia E. Pinkham Medicine Co., makers of world-famous Lydia E. Pinkham's Vegetable Compound. Buy SANATIVE WASH in a modern "bactericidal" today at any drugstore. An inexpensive bottle lasts for weeks!

Lydia E. Pinkham's

SANATIVE WASH



Give to the Red Cross and you invest in humanity. We know of no finer investment. Give and give gladly.



Liquor Store
124 CLINTON AVE. SOUTH



STREAMLINE TANKER PRODUCTION

The Odenbach Shipbuilding Corporation at its all-inclosed Dewey Avenue Shipyard has streamlined construction methods of ocean-going tankers which are meeting the government's need for more and more tankers to carry life-giving fuel to world fighting fronts. More proof of Rochester's ability to do any job well — for victory!

WE CAN USE—
Welders, ship fitters, acetylene cutters, pipe fitters, mechanics, electricians and helpers. We can train you. Work under cover. Top pay. Free insurance. If not engaged in war work, apply NOW.

ODENBACH SHIPBUILDING CORP.
4800 DEWEY AVENUE
DOLOMITE PRODUCTS CO.
BUFFALO ROAD

Only One Store 318 South Ave.
CARLOAD OF Tree Ripe Natural Color FLORIDA ORANGES
ONLY ONE STORE
10 lbs. **65c**
SPECIAL 16 lbs. \$1.00
BRIMFUL OF LIQUID SUNSHINE

GRAPEFRUIT 35c
4, 5, 6, 7 & 8
1/2 BOX BAG GRAPEFRUIT, \$1.65
Tangerines 6 lbs. 50c
KINGS 6 lbs. 60c
Lemons doz. 25c
2 DOZ. 45c
Like Having a Tree by Your Table! Sweet—Juicy—Positively Delicious! One Purchase Will Convince You.

Johnson's THE ORIGINAL ORANGE CAR
Only One Store 318 South Ave.
Look for the RR Car Across the St. from the Store

DAW'S ORIGINAL CUT-RATE DRUGS
2 for 5c
56 CLINTON ST. 31 MAIN ST. 353 MAIN ST. 452 W. RIDGE RD. 880 MAIN ST. W. 473 GOODMAN ST. 539 MONROE ST.

DAW'S COUPON OXYDOL Soap Powder Large Box **19c**
DAW'S COUPON Coconut Oil or Tar SHAMPOO Large 50c Size **19c**
WAXED Sandwich BAGS Large Package of 100 **19c**
THE SIMPLIFIED Guide To Your Income Tax 50c

IRONIZED YEAST TABLETS 47c
GERBER'S Cereal or Oatmeal 9c
MINERAL OIL 11c
ENVELOPES 2 Pkg 7c
MAR-O-OIL SHAMPOO 28c

FREE REGULAR 49c Pkg. VIMMS
Given With Purchase of Large Box
BOTH FOR \$1.69
Reg. \$2.25 120 Tablets
Buy the large \$1.69 package of VIMMS and you get the 49c package FREE! This sensational offer good for a limited time only! Stock up now on this famous health aid which contains the vitamins and minerals (all in one tablet) government experts say everyone needs in their daily diet.

DAW'S Extra Value COUPON NAIL POLISH REMOVER 11c
DAW'S Extra Value COUPON HAND LOTION 8c
DAW'S Extra Value COUPON LIPSTICK 19c
DAW'S Extra Value COUPON WAVE SET LOTION 7c

You Can Now Buy Your Favorite Tooth Paste and Shave Cream WITHOUT A USED TUBE In Exchange
The government now permits us to sell you tooth paste, shaving cream, and all other products that come in tubes, without requiring a used tube in exchange.

WOODBURY'S Tooth Paste Large 25c Size **2 for 25c**
TOOTH PASTES
Colgate's 21c, 37c
Phillip's 26c
Listerine 19c
Squibb's 21c, 37c
Forhan's 39c
Dr. West's 2 for 29c
Pebeco Extra-Large Bonus Pkg. 39c
McKesson's 19c
Ipana 39c
Pepsodent 21c, 37c
Kolyons 37c
Iodent 27c
Worcester 36c
Waite's 39c
Detoxol 39c

ICE-MINT The very touch of this white stainless ointment is soothing and cooling to **TIRED BURNING FEET** Fine, too, to soften and relieve pain of **STINGING CALLOUSES** Reg. size jar 43c Large jar 77c
Allen's Foot-Ease For tired, burning feet, just sprinkle on feet and rub in. Absorbs perspiration—prevents foot odors. Relieves the itchy, itchy, itchy feeling above the toes. **27c, 44c**

CREOMULSION For Coughs, Chest Colds, Bronchitis. Helps loosen and expel germ laden phlegm, thus relieving the cough or bronchitis. **\$1.25 Size \$1.08**

SQUIBB'S MINERAL OIL A gentle, effective intestinal lubricant especially refined to render it tasteless and odorless. **Pint 59c Quart 89c**

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 Genuine SHAMPOO
FREE to all wearers of FALSE TEETH
1 pkg. Dent's CLEANPLATE Free, Improved, Faster, Brushless denture cleanser. Safely removes discolored dentures, restores color. It's FREE when you buy.
1 pkg. Dent's HOLDPLATE The milder, silica powder gives new feeling of security. Holds false teeth more snugly. Soother, softens gums. Checks plate odor. **49c**

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. 18

ROCHESTER, N. Y., THURSDAY, MARCH 2, 1944

If You Do Not Receive PHONE, STONE 6000
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News for your award

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News to sustain-
ing subscribers.
\$1080

What We Can Do

"The folks back here in the United States don't seem to realize there's a war on!"

How many times have you read that statement in the paper—the words of some returning serviceman? How often have you heard that personally from the lips of some boy who has come back from a battle-front?

We quite understand the thoughts of the wounded lad who fought it out with the Japs in New Guinea, or the Germans on the bloody beaches of Salerno. He comes home from slimy foxhole life from the sight of constant horror, from the battlefield where wounded men died in agony, and he sees us here, secure, well-fed, and warmly housed. He hears us grouse about not being able to get enough butter, or a seat on the train, or enough gasoline, and he compares our troubles with the awfulness he has seen.

No, he doesn't reason it out that we don't mean to grouse about these little things, and that the folks back home are willing to do everything possible to help with the war. But his complaint should be a warning to us. We should look around to see if there isn't something we can do to help still more.

There are things on the home front that each of us can do to help our sons, and our friends, on the battle fronts.

This year we can give a lot more to the American Red Cross, which not only serves our fighting men all over the world but is ready in case of disaster here at home.

The Red Cross serves our men on every battlefront, in Europe, in the China, Burma, India theatres, in the South Pacific and at our island outposts.

The Red Cross collects blood plasma to keep wounded men from dying, it prepares surgical dressings, its workers serve in military hospitals the world over, it packs millions of food boxes for men who have been taken prisoner by the enemy and it provides a channel of communication between enemy interned civilians and their families. It also trains people here in America to help in hospitals where there is a shortage of doctors and nurses. Its services are so many that the average person has no conception of their extent.

What can we do to help? We can support the Red Cross with every dollar we can spare, because we know those dollars go directly to aid the men doing the actual fighting. After that we can join the long line of people donating blood for plasma, or we can volunteer for service with the Red Cross in some capacity. Let's show our men overseas we know there's a war on!

RATIONING At a Glance NOW VALID

CANNED GOODS—K, L, M green stamps, Book 4, expire Mar. 20. Book 4 blue stamps, A8, B8, C8, D8, E8 valid through May 20, worth 10 points each. Blue tokens and green 1-point stamps as change.

MEATS, FATS, OILS—Book 4 red stamps, A8, B8, and C8 good through May 20, worth 10 points each. Red tokens and brown 1-point stamps may be used for change. X and Z brown expire March 20.

SUGAR—No. 30 stamp, good for 5 pounds, good indefinitely. Sugar Stamp 40, Book 4, good for 5 pounds, canning sugar until Feb. 28, 1945.

GASOLINE—A-9 coupons, good for 3 gallons. Expire May 8.

FULL OIL—Period 3 expires Mar. 12. Period 4 coupons expire Sept. 30. Both good for 10 gallons.

SHOES—No. 18 stamp, Book 1, and Airplane Stamp 1, Book 3, valid indefinitely.



RECOMMENDED AS THE FIRST STEP in the waste paper salvage and conservation campaign, CBS actor Alan Bance and wife bought sturdy market bags to eliminate the grocer's need for individual packaging of purchases. Beyond their patriotic contribution to the hundreds of vital wartime needs for paper, they find an immediate reward in this convenient method of toting household supplies.

Tax Filing Deadline Nears

Less than two weeks remain for income tax payers to file returns for 1943. All returns must be in the mails by midnight, March 15th, to avoid heavy penalties decreed by the federal government.

Assistance in completing the intricate returns required this year is available to all taxpayers at the Rochester Sun-Shopping News Income Tax Clinic, 20 State St. A corps of income tax experts are on hand daily from 9 a. m. to 9 p. m. to offer counsel and advice on proper procedure to follow in making out returns.

Two branch offices of the Income Tax Clinic are open evenings from 7 to 10 p. m. at the Mt. Read Pharmacies at 1245 Lyell Ave. and 990 Monroe Ave. All three offices are open on Sundays from noon to 5 p. m. for the added convenience of Shopping News readers who wish to avail themselves of this dollar-saving service.

No appointments are needed to insure rapid service as a complete staff is on hand all day every day.

Eastern Star Group To Serve Supper

Germania Chapter, O. E. S. will meet next Monday in Room A, Masonic Temple, with Worthy Matron Erna Taylor and Worthy Patron Arthur Taylor, presiding.

A "Pot Luck" supper will be served from 5 until 7:30 p. m. in the Star Dining Room. Dorothy Wagner and Phyllis Burns are co-chairmen.

Monte Carlo To Perform DeMille's 'Rodeo' Here

Until a very few years ago a comparative stranger to the American stage, ballet has recently taken a strong hold on American audiences and today is firmly entrenched in the forefront of the entertainment world. Tops in this field is the original Monte Carlo Ballet Russe, which will be presented in a single performance next Monday at the Eastman Theatre.

At the head of the list of brilliant artists is a triumvirate of the foremost dancers of the period. They are Alexandra Danilova, premier ballerina, Igor Youskevitch, leading male classic dancer, and Frederic Franklin, best of the comedy and character dancers.

The company will also include such stars as Nathalie Krassovska and Ruthanna Boris, former prima ballerina of the Metropolitan Opera; Anna Istomina, Maria Tallchief, Leon Daniellian, James Starbuck and Mary Ellen Moylan.

But the best news of the Monte Carlo ballet is that they will be seen in Agnes De Mille's creation, "Rodeo," from which the dances in "Oklahoma" were derived; and an up-to-date version of the Russian ballet, "The Red Poppy," to the music of Gliere, which is being given as a joint tribute to our Russian and Chinese allies.

Amusements

AUDITORIUM—"THE STUDENT PRINCE" Nights: Orch. \$2.75, 2.25. Bal. \$1.65, 1.10. Matinee: Orch. \$2.25, 1.85. Loes. \$1.65. Bal. \$1.10. Pic. Box office sale opens Mon., Feb. 28, at 10 A.M. MAR. 6-7

CENTURY—Maria Montez, Jon Hall in "ALI BABA AND THE FORTY THIEVES," in Technicolor; plus "WEEKEND PASS," with Martha O'Driscoll. 2ND BIG WEEK

LOEWS—NOW PLAYING—ROBERT TAYLOR, SUSAN PETERS "SONG OF RUSSIA"

PALACE—NOW PLAYING—Claudette Colbert, Fred MacMurray in "NO TIME FOR LOVE," plus Richard Arlen, Mary Beth Hughes in "TIMBER QUEEN."

CAPITOL—NOW PLAYING—Errol Flynn in "NORTHERN PURSUIT," plus Kay Kyser, Joan Davis in "AROUND THE WORLD."

HUDSON—FRI. SAT.—"GILDESLLEEVE ON BROADWAY," with Billie Burke, Harold Perry; plus "TRAIL RIDERS," with the Range Busters.

LITTLE—STARTS SAT.—"ALWAYS IN MY HEART" with Kay Francis and Walter Huston

REGENT—NOW PLAYING—"GUNG HO!" with Randolph Scott; plus Gloria Jean in "MOONLIGHT IN VERMONT."

REXY—SUN., MON., TUES.—"OKLAHOMA KID," with James Cagney, Humphrey Bogart, plus "CINDERELLA SWINGS IT," with Gloria Warren and Guy Kibbe.

TEMPLE—STARTS FRI.—On Stage in Person: Duke Ellington and Orchestra and Big Sepia Revue. On Screen: "PASSPORT TO ADVENTURE," with Elsa Lanchester.

MONEY WORRIES QUICKLY SOLVED

Here's a modern practical way to get rid of worrisome debts and take care of unexpected expenses. If you have a lot of old medical, grocer, furniture, or other household bills that are piling up—bring them to Domestic. Here you can obtain the cash you need to pay all of your bills in full and get extra cash besides.

At Domestic you can borrow easily and simply—respectably and in complete privacy. Figure the amount of money you need and how long a period you want to repay it. The table at right shows sample repayment plans.

Cash	Choose The Payment That You Want	Fix Your Budget
\$50	2 Mo. \$4.50	6 Mo. \$12.50
\$75	3 Mo. \$6.75	9 Mo. \$18.75
\$100	4 Mo. \$9.00	12 Mo. \$25.00
\$150	6 Mo. \$13.50	18 Mo. \$37.50
\$200	8 Mo. \$18.00	24 Mo. \$50.00
\$250	10 Mo. \$22.50	30 Mo. \$62.50
\$300	12 Mo. \$27.00	36 Mo. \$75.00

2 1/2% per month on balance of \$100 or less—2% per month on that part of balance in excess of \$100.

FREE HOME ADVISORY SERVICE
Want free personal advice on how to budget, prepare inexpensive menus, re-arrange closets stylishly? Ask for our free Home Advisory Service conducted by Lois Foster, graduate home economist.

DOMESTIC FINANCE CORPORATION
SUITE 512, GRANITE BLDG., 130 E. MAIN STREET
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"A Friendly Place to Borrow"

End of Season CLEARANCE

JUST 51 FUR COATS

Every one an excellent buy under the present conditions. Come early for best selections!

6 NORTHERN SEAL	\$139
(Australian Coney)	
7 MENDOZA BEAVER	\$139
(Australian Coney)	
5 BLACK PERSIAN PAWS	\$179
3 GREY LAMB PAWS	\$195
2 RACCOON	\$198
2 SKUNK COATS	\$250
4 BROWN PERSIANS	\$295
4 HUDSON SEAL	\$295
(Dyed Rabbit)	
2 PERSIAN LAMB	\$295
4 BLENDED MUSKRAT	\$295
2 GREY PERSIANS	\$495

Use Our Convenient Budget Plan!

Projansky
39 EAST AVE.
Furriers and Tailors To Gentlewomen.

To Give or Not To Give

..... Is Not The Question

The Question Is . . .

How Much To Give To The RED CROSS WAR FUND

The Answer Is . . .

GIVE

Until Your Heart Says Stop

Space For This Message Contributed by

E. C. BROWN CO.

NOT IDLE CONVERSATION AN IMPORTANT WAR TIME MESSAGE

SINGER'S BUDGET SEWING CLASSES

(DRESSMAKING & HOME DECORATIONS)

COMPLETE **8** WEEK COURSE **\$10⁰⁰**

LOOK WHAT YOU GET

INDIVIDUAL INSTRUCTIONS
USE OF NEW SINGER ELECTRIC CUTTING TABLES, PATTERN BOOKS AND ALL OTHER NEEDED ITEMS

FORM YOUR OWN CLUB GET 5 OR 6 OF YOUR FRIENDS TO JOIN YOU

ENROLL AT ONCE!
Classes Forming Following Dates

MONDAY A. M.—MARCH 20th	9:30 to 11:30
TUESDAY AFTERNOON—MARCH 7th	2 to 4
FRIDAY AFTERNOON—MARCH 17th	2 to 4
WEDNESDAY EVENING—MARCH 15th	7 to 9
THURSDAY EVENING—MARCH 16th	7 to 9

Stone 7006 **Singer Sewing Center** 47 East Ave.

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Peirce Kitchen Craft

BEAUTY • COLOR • EFFICIENCY

DELUXE STREAMLINED CABINET SINK with COLORFUL LINOLEUM TOP

Designed as a companion piece for the famous PEIRCE Kitchen Craft wall and base cabinets, this handsome new cabinet sink has a glistening white Dupont enamel finish and a colorful Nairn Linoleum top. Large, efficient storage space is provided in the undersink cabinet, including a roomy cutlery drawer.

See These Deluxe Features

- Streamlined beauty
- Concealed hinges
- Colorful, resilient, linoleum top, adds beauty, eliminates noise, cuts down dish breakage
- Maximum storage space—designed for efficiency

\$99⁵⁰ LESS FAWCETS

MATCH UP YOUR SINK WITH PEIRCE WALL AND BASE CABINETS

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ROCHESTER CORPORATION
1223 MAIN ST. E. LAKE AVE. & GARDEN ROAD

The Rochester Sun

SHOPPING NEWS

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News for your award

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News to sustain-
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ROCHESTER, N. Y., THURSDAY, MARCH 9, 1944

PHONE, STONE 6000

Income Tax Filing Rush On; Deadline Next Wednesday

With less than a week remaining to file federal income tax returns, the "big push" is on in the Rochester area to beat the March 15th deadline.

Officials of the collector of internal revenue department in the federal building were becoming more and more crowded each day and several independent tax offices were reporting "rushing business."

Among the leading professional tax services is that maintained by Shopping News at a service to its readers. The main office of the Shopping News Tax Clinic at 20 State St. is staffed daily by competent tax advisors who are making out returns steadily from 9 a. m. to 9 p. m.

Tax accountants at the Shopping News Clinic do not guarantee to save money for the taxpayer. But they do, individually and as an organization guarantee that the individual's tax bill will be as low as is possible and still have an accurate and correct return. Combined with the low service fee, this assurance of no later trouble has proved popular with Rochester war workers and business people alike.

In addition to the main tax office, The Shopping News Income Tax Clinic maintains evening service at two branch offices. These are located in the Mt. Read Pharmacies at 1245 Lyell Ave. and at 990 Monroe Ave. Hours are from 7 to 10 p. m.

All three offices will be open on Sunday from noon to 5 p. m. for the added convenience of war-working taxpayers.



LET'S GIVE! RED CROSS WAR FUND

Something Fine To Behold



By Ernie Pyle

Everywhere I went in the European war theater—in the British Isles, in North Africa and in Sicily—there was the American Red Cross giving its services to our fighting men. It is something fine to behold, this touch of home which the men and women Red Cross workers are able to bring to our troops abroad.

When the Red Cross opens up in a new war theater, its growth has to be as fast as the growth of the Army. The way clubs spring up over night in newly occupied centers, the way restaurants and dances and movies and clubmobiles and doughnut factories mushroom into all over a new country, is something that still astounds me.

Right in the field with their regiments are the Red Cross field directors, who act as a link between the soldiers and their homes. In most of the hospitals, doing the recreational and welfare work for which the Americans spare so little time, are the Red Cross hospital girls. With every medical unit are countless quantities of the indispensable blood plasma made from the voluntary blood donations of the American people.

Our soldiers and sailors abroad literally worship the Red Cross, and I personally can find nothing but praise

Stage Shows Set For Loews; All-Girl Band On First Bill

Heralding the return of stage shows to Loew's Rochester Theatre, Manager Lester Pollock announced this week the engagement of Phil Spitalny's famous all-girl orchestra to inaugurate the series, appearing at Loew's for a week beginning March 23rd.

The history of Phil Spitalny's all-girl orchestra dates back to 1935 when Spitalny—already a successful orchestra leader—dreamed of forming an orchestra entirely of girls—and only of girls who were polished musicians.

Spitalny spent thousands of (Continued On Page 7)

Laurelton PTA To Honor Scouts At Honor Court

A review of Scout Troops at Laurelton School numbering 200 boys and girls will highlight the Laurelton PTA unit meeting next Thursday evening, March 16.

A business meeting with election of officers for the coming year will begin at 7:30 p. m. At 8 o'clock the meeting will be turned over to the Scouts. The Girl Scouts and the Brownies will present a skit; Cubs will have a movie and there will be a Court of Honor for Boy Scout Troop 88, with awards for the boys.

Rev. and Mrs. Carlton Harrison are chairman of hosts for the evening and Mr. and Mrs. Clarence Morton are in charge of the refreshments.

RATIONING At a Glance NOW VALID

CANNED GOODS—K. I. M green stamps, Book 4, expire Mar. 20. Book 4 blue stamps, AS, BS, CS, DS, ES valid through May 20, worth 10 points each. Blue tokens and green 1-point stamps as change.

MEATS, FATS, OILS—Book 4 red stamps, AS, BS, and CS good through May 20, worth 10 points each. Y and Z brown expire March 20.

SUGAR—No. 3 stamp, Book 4, 5 pounds, good indefinitely. Sugar Stamp 40, Book 4, good for 5 pounds canning sugar until Feb. 28, 1945.

GASOLINE—A-9 coupons, good for 3 gallons, expire May 8.

FUEL OIL—Period 3 expires Mar. 13. Period 4 coupons expire Sept. 30. Both good for 10 gallons.

SHOES—No. 18 stamp, Book 1, expire Apr. 30. Airplane Stamp 1, Book 3, valid indefinitely.

Local Postage Rate Upped Cent Beginning Mar. 26

The nation's postage bill will be upped by several millions this year as new postal rates go into effect Sunday, March 26th.

After that date local first class mail formerly using 2-cent postage will be raised to 3-cents, the same as the present out-of-town rate.

A further change is the increase of air mail postage charges from 6 to 8 cents for the first ounce. The rate of 6 cents for each half ounce will continue to apply to air mail sent to or by the armed forces of the United States overseas served through army and navy post offices.

Postage on all fourth class matter is increased 3 per cent, fractions of one-half cent or more being computed as one cent. There are several changes, too, in charges for registered mail, money orders, COD and insured mail.

St. Patrick's Day Fete Scheduled By Moose Lodge

St. Patrick's Day will be observed in true Irish fashion by members of Rochester Lodge of Moose, their families and friends on March 17. The festivities will open at 6:30 o'clock with a "Dainty Moore Dinner" which will be served in the rathskellar until 8:30.

At 8:30 the men will present their part of the program in the palm room. There will be a real Irish orchestra; selections by the Hibernian Four, a quartette from the Emerald Isle; Irish ballads by "Johnny" McTutty; three bagpipers in numbers reminiscent of the days of Tara; jigs and reels by Irish dancers, and many other features. Paper hats decorated in green and gold, will be furnished all who attend.

Townsend Plan Official To Speak At Rally Here

Russell Saville of Washington, D. C., will be the speaker at a mass meeting of the Townsend Clubs of the 36th, 38th and 39th Congressional Districts to be held at 386 Main St. E. next Monday at 8 p. m.

Saville is national organization director of the Townsend Movement.

At his appearance here he will give a detailed report of the progress of the Townsend Legislation.

Amusements

CENTURY "THE LODGER", with Merle Oberon, George Sanders, Laird Cregar; plus Mary Beth Hughes in "MEN ON HER MIND."

LOEWS Coming "The Show of Shows!" In Person! Phil Spitalny's All Girl Orchestra Presenting the "HOUR OF CHARM"

PALACE "THE PURPLE HEART", with Dana Andrews, Richard Conte; plus Grace McDonald, Leon Errol in "HAT CHECK HONEY."

CAPITOL Cary Grant, John Garfield in "DESTINATION TOKYO", plus "CARIBBEAN ROMANCE" in Technicolor with Jimmy Lydon.

HUDSON "IRON MAJOR", with Pat O'Brien, Ruth Warrick; plus "DOUGHBODYS IN IRELAND", with Kenny Baker, Jeff Donnell.

LITTLE "HOLD BACK THE DAWN" With Charles Boyer, Olivia De Havilland, Paulette Goddard

REGENT Claudette Colbert, Fred MacMurray in "NO TIME FOR LOVE", plus Richard Arden in "TIMBER QUEEN."

REXY "SAHARA", with Humphrey Bogart, Bruce Bennett; plus "IS EVERYBODY HAPPY" with Ted Lewis, Nan Wynn.

TEMPLE Ann Corio in "THE SULTAN'S DAUGHTER", plus "NABONGA" (The Girl & The Gorilla), with Buster Crabbe.

MONEY WORRIES QUICKLY SOLVED

Here's a modern practical way to get rid of worrisome debts and take care of unexpected expenses. If you have a lot of old medical, grocery, furniture, or other household bills that are piling up—bring them to Domestic. Here you can obtain the cash you need to pay all of your bills in full and get extra cash besides.

At Domestic you can borrow easily and simply—respectably and in complete privacy. Figure the amount of money you need and how long a period you want to repay it. The table at right shows simple repayment plans.

Cash You Need	Choose the Payment That Fits Your Budget
100	25 Mo. 4 Mo. 6 Mo. 12 Mo.
200	50 Mo. 8 Mo. 12 Mo. 24 Mo.
300	75 Mo. 12 Mo. 18 Mo. 36 Mo.
400	100 Mo. 16 Mo. 24 Mo. 48 Mo.
500	125 Mo. 20 Mo. 30 Mo. 60 Mo.
600	150 Mo. 24 Mo. 36 Mo. 72 Mo.
700	175 Mo. 28 Mo. 42 Mo. 84 Mo.
800	200 Mo. 32 Mo. 48 Mo. 96 Mo.
900	225 Mo. 36 Mo. 54 Mo. 108 Mo.

24% per month on balances of \$100 or less—2% per month on that part of balance in excess of \$100.

FREE HOME ADVISORY SERVICE
Want free personal advice on how to budget, prepare inexpensive meals, remodel clothes stylishly? Ask for our free Home Advisory Service conducted by Lois Foster, graduate home economist.

DOMESTIC FINANCE CORPORATION
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PHONE STONE 1782 W. K. STEVES, MANAGER
"A Friendly Place to Borrow"

EASY-PAY PLAN

CAN BE PURCHASED ON OUR

Peirce

Kitchen Craft
BEAUTY • COLOR • EFFICIENCY

DELUXE STREAMLINED CABINET SINK with COLORFUL LINOLEUM TOP

Designed as a companion piece for the famous PEIRCE Kitchen Craft wall and base cabinets, this handsome new cabinet sink has a glistening white Dupont enamel finish and a colorful Nairn Linoleum top. Large, efficient storage space is provided in the undersink cabinet, including a roomy cutlery drawer.

See These Deluxe Features
• Streamlined beauty • Concealed hinges • Colorful, resilient, linoleum top, adds beauty, eliminates noise, cuts down dish breakage • Maximum storage space—designed for efficiency

\$99⁵⁰
LESS FAUCETS

MATCH UP YOUR SINK WITH PEIRCE WALL AND BASE CABINETS

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1223 MAIN ST. E. LAKE AVE. & RIDGE ROAD

INCOME TAX SERVICE

By Professional Tax Accountants

IMMEDIATE SERVICE Without APPOINTMENT ... No Waiting

You must file a federal income tax return before midnight March 15th. And your return must be accurate to the last penny. With the complicated forms this year, the filing of your return is a job for a PROFESSIONAL. If the man you choose to help you with your return makes a mistake—you are liable—not the adviser. Make sure your return is correct by coming to Shopping News Income Tax Clinic. All advisers KNOW THEIR BUSINESS—and their business is income tax filing.

Don't Take Chances

It costs no more to have a professional income tax accountant make out your return at Shopping News Income Tax Clinic. Service charge is \$3 up.

ROCHESTER SUN-SHIPPING NEWS INCOME TAX CLINIC

20 STATE ST.
Cor. Corinthian St.

Open 9 to 9 Daily—Noon to 5 Sunday

BRANCHES
Mt. Read Pharmacies
1245 Lyell Ave. • 990 Monroe Ave.

Open 7 to 10 P. M.—Noon to 5 Sundays

SAVING on Every Purchase of Your Money Back

UNION MADE

The Jobbing House Has Work Clothes AT LOWER PRICES

For over a quarter century the Jobbing House has been famous as headquarters for good dependable Work Clothes. Come to the Rochester Jobbing House for Rochester's largest and most complete assortments of the country's best known makes.

- Carhart
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- Osh Kosh
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- B. V. D.
- La Plays
- Cooper
- Wings
- Admiral Byrd
- Knopf
- Foster
- Air-O-Magie

Men's Industrial UNIFORMS \$3¹⁸

Work clothing with a well-dressed look from well known manufacturers who know what a man needs in quality. They're sturdily built, neatly tailored and smartly styled. Sanitized, shrunk. Shirt sizes 14 to 17; Pants, sizes 29-32.

MEN'S STURDY WORK PANTS \$1⁵⁹

Good durable pants of covert cloth, good pockets, and reinforced at points of strain.

BLUE OR WHITE WORK APRONS 65^c

Reg. 79c Quality

Open Evenings Except Wednesday

ROCHESTER JOBBING HOUSE SPORTSWEAR

STONE 2260

Men's "WOLVERINE" All Hareside Pre-War WORK SHOES \$4⁹⁸

The world's best shoe. Not an idle boast, but an actual fact. Genuine hareside upper and sole. Most sizes in stock.

159-161 JOSEPH AVE. COR. NASSAU ST.

MEN WANTED
Practical mechanical ability preferred. High school education required. Splendid opportunities in an essential industry for men interested in permanent employment with a fine future. Apply in person.
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NEED CASH
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Emergency Expenses?
Try a Low-Cost Lincoln-Alliance
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NEW LOW INTEREST RATES!

You Receive	Charge for Year	% Life Insurance Premium	12 Monthly Repayments
\$100.00	\$ 5.90	\$.10	\$ 8.78
150.00	7.50	.10	11.17
200.00	10.00	.10	13.56
300.00	15.00	1.20	20.35
400.00	20.00	1.60	25.13

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Know the Cost when you Borrow—
See the Neighborhood Bank Office Most Convenient to You
LINCOLN-ALLIANCE
BANK & TRUST CO.
183 Main St. E.
Member Federal Reserve System Member F. D. I. C.
City Offices Open Monday Evenings 6:30 to 8:00

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STARTING FRIDAY AT 9:30
3 DAY . . .
Clearance Sale
Friday
Saturday
Monday

JUST 50
FUR TRIMMED DRESS WINTER
COATS
Formerly Priced Up To \$49.99
\$18.90
WHILE THEY LAST

SPORT
COATS
FORMERLY PRICED UP TO \$24.99
YOUR CHOICE
WHILE THEY LAST **\$14.90**

Full Fashioned Semi-Sheer and Bare Leg Mesh
HOSE
2 Pair For **\$1**
SIZES 8 1/2 to 10 1/2

Just 25
JERKIN SUITS
Formerly Priced to \$6.99
Your Choice
\$3 and \$5
Many styles to choose from.

New Spring Tweed and Plaid
SKIRTS
Formerly Priced to \$4.99
While They Last **\$2.59**
All Styles

Just 32
Solid, Plaid and Tweed
Jackets
Formerly Priced to \$8.99
While They Last **\$5**

Whitney's
267 MAIN ST. East

KAY'S COMMENTS by kay shearer

For a really hat-like-hat with width — height to frame your face — add importance to your costume — try one of those beautiful HAT & BAG SETS at CARTER HAT SHOP. Priced very reasonably — (than any I've seen) your selection is easy — checks-plaids-pastels — all with matching bags — nicely tailored some with zipper closings. Costume jewelry — earrings-pins etc. priced \$1 up. If you've been looking for the famous "Gage Hats", this shop is your dish. Located at 636 MONROE AVE., P. S.—Look at the beautiful artificial orchids to give your spirits a lift. Open evenings.

Here's another quality candidate for a war year, that's the terse test to apply to any piece of wearing apparel you're considering buying. In this frame of mind, you'll be pleasantly surprised to see the beautiful Five (5) Skin Sable Blended FUR SCARFS with Mink Tails priced at the exceptional price of \$32.50 at EDWARDS. Remember in these days all wardrobes do double duty and a attractive fur scarf gives service in all four seasons of the year. Your Spring suit or coat will look so much luxurious topped by a fur scarf. In this particular scarf, you'll find no squirrel tails to give away the fur for what it really is. The skins of the scarf itself are nicely blended into a warm soft shade. The manner in which these scarfs are fashioned are versatile — they may be worn several different ways. Today, when the shopping slogan is "buying sparingly and wisely", my suggestion is to drop into EDWARDS and look at this lovely fur scarf. You make a small investment and get double your money's worth. If you're interested in more expensive furs — EDWARDS have Kollinsky Mountain Sable and Natural Wild Mink — \$44 to \$120.00, EDWARDS Third Floor.

ODENBACH'S really put their heart into their work—their establishment is one of the finest—their prices stand steady — with the price of a meal soaring like a sea gull, this should interest you. Food, silver, linen is immaculate. Entertainment is the De-Luxe kind. Carl Denlinger and his orchestra keep things humming assisted by Kay Hammond who is very pleasing at the organ. Joan Dexter is a winsome lass with a grand voice who rates "top billing" and gets it. Remember your next date ODENBACH'S. Main at Clinton So.

Don't Believe you can lift a 14" cube of gold!
(SEE PAGE 6)

Friday and Saturday Evenings, March 31 and April 1
ROCHESTER Grand Opera COMPANY
Presents Puccini's Stirring Drama
'LA TOSCA'
With Brilliant Cast
TICKETS NOW AT SIBLEY'S
Balcony: \$1.10, \$1.65, \$2.15 — Loges: \$2.95—Orchestra: \$2.15, \$2.55, \$2.95 (Tax Incl.)
AUDITORIUM
Main Street East

weeds
UTILITY DISH
Reg. 50c Special **29c**
Size 8 1/2 square by 3 1/2 inch deep. Excellent for meat storage in refrigerator. Complete with cover.

Wax Applier
Fine lambswool head. Smooth, long handle. **20c ea.**

ROUGENE
A superfine cleaner and polish for all kinds of highly polished metal surfaces. Supreme for all silverware.

SPECIAL OFFER (One Time Only)
TWO Reg. 8 oz. \$1.00 Bots. for **\$1.00**

YACHT MOPS
Best quality cotton mops. Long, smooth varnished handles. Made especially to fit cone mop wringers. MEDIUM 50c LARG 60c

10-PIECE HOUSEHOLD BRUSH SET
CLEANING SET
Reg. \$3.95 Special **\$2.69**

- Cleanest Broom
- Long Handle Wet Mop
- Toilet Bowl Brush
- Bath Tub Brush
- Vegetable Brush
- Bath Brush
- Clothes Brush
- Hand Duster
- Long Handle Dust Mop
- Utility Brush

DRI-KLEEN
One can makes 10 gallons of fluid **50c**
"Dri-Kleen" instantly removes soil from suits, dresses, draperies, spreads, rugs, upholstery, ties, hats, gloves . . . at trifling cost! Effective, odorless . . . harmless to fabrics.

weeds
FREE CITY DELIVERY
No C. O. D.'s on Purchases Under \$1
MAIN 7900
Free Parking Opposite With \$1 Purchase
15 EXCHANGE ST.

What are you doing next Wednesday afternoon Milady? Do you want to spend your afternoon in a profitable and useful way. Yes — well, plan to attend the cooking demonstrations supervised by HOME SERVICE in the auditorium of R. G. & E. Free to the public, you'll be pleased at the many helpful suggestions on home-making new methods of food preparation. If you can't attend in the afternoon you may go in the evening at 7 P.M. These sessions are very interesting. **ROCHESTER GAS & ELECTRIC** — 89 East Ave.

To crown your glory — wear one of those smart chapeaux from **MARLENE HAT SHOP**. Half-hats laden with flowers vells — one will make you look as spring-like as a dewy garden. Matron's hats too — plenty. \$2.98 up. Smart nicely tailored bags. \$2.98 up. **MARLENE HAT SHOP** — Hotel Seneca.

EMPIRE WEAVERS will do your work "As you like it". Why don't you try them when your needs are weaving — mending — repairing any tear-burn-in your clothes — household furnishings. For years **EMPIRE WEAVERS** have served Rochester — quietly, efficiently and always with satisfaction. 409 BURKE BLDG.

IT'S SPRING AT LLOYD'S. Your Victory Garden plants start at **LLOYD'S FLOWER SHOP**. A complete FRESH stock of flower and vegetable seeds are waiting your selection. Also a supply of practical garden tools. Mr. Lloyd Higbie will be glad to give you his advice on when and what seeds to select to insure the success of that Victory Garden of yours. **LLOYD'S LEAD AGAIN** with a beautiful line of Spring Plants (in bloom). Drop in and look over this attractive shop located in **POWERS HOTEL**, Opposite Court House, Main 6633.

Try this for a salad in add new zest to your meal. Set lime gelatine with half water and half vinegar. Add raw vegetables when gelatine is partly set. Carrots, cabbage, green pepper, a slice of tomato. Top with french dressing.

HELP WANTED

Male
Men to wash side walls and ceilings. Full or part time . . . day or night. Good salary.
Man to assist in window trimming and interior store display. Steady work and an excellent opportunity to learn the display business.
Man with some experience in architectural drawing. Full or part time . . . day or evening.

Female
General Kitchen Help for our Green Room. Some are short hour positions. No Sunday Work.
APPLY: Employment Office 6th Floor
E. W. EDWARDS & SON
(If you are now engaged in essential war work, please do not apply)

Vito Cimino & Sons
FUNERAL HOMES
969 Plymouth Ave. N.
Glenwood 37
1676 Clifford Ave.
Stone 32

Strength and Beauty in **MODERN GLASSES**
Wartime efforts, whether on the production line or on the civilian front, demand clear, unimpaired vision. Corrective glasses may be the means of effecting higher efficiency. Glasses that conform to every type of individual—Accuracy?—to the Nth degree. Strength?—strong, sturdy frames—and even style has been added to help your appearance.
Smalls
28 EAST MAIN ST.
We Use Only Bausch & Lomb and Shuron Lenses
Eyes Work Doubly Hard During Stress of Wartime . . . Protect Them With Corrective Glasses and Hasten Victory!
Come in and discuss your eye problems with **HARRY A. BENEWICK**, Optician.
Pay Small Sums Weekly!
Open Monday Evenings

The Perfect Gift For Your Wife!
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. Prices are low. Terms easy.
SMALLS' "Attested Perfect" DIAMONDS
49.50 to 495.
Shown here are but a few of our gorgeous selection of "ATTESTED 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 . . . way below current market values — from 20% to 40% below our low selling prices.
Guaranteed No Cracks • No Carbon Spots
USE YOUR CREDIT!
EASY WEEKLY PAYMENTS
Up To a Year To Pay After Down Payment!
Smalls
28 EAST MAIN STREET
Open Every Monday Night!

EDWARDS BASEMENT

Slipcover and Drapery

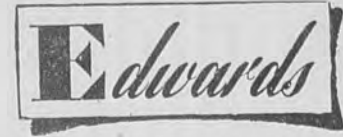
FABRICS

89^c yd.

46 In. Wide

Choice of a glorious selection of prints. Vat Dyed. Backgrounds of Blue, Rose, Wine, Natural or Gray. With this stunning material you can have full wide drapes or equally smart slip-covers for any room. Made of extra fine quality, closely woven cotton that you would expect to pay a lot more for.

Edwards Basement



Imported Direct From Sunny Mexico

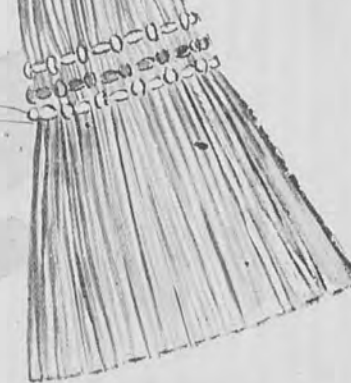
Hand Made

MEXICAN BROOMS

39^c
EACH

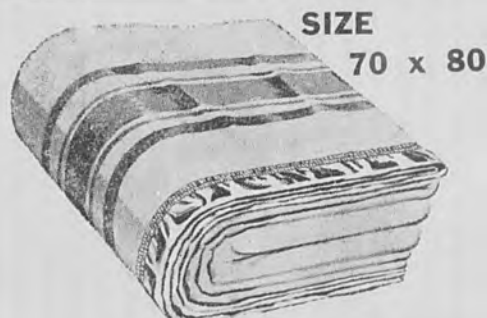
Here are a few of the many uses:

- for kitchens
- for ordinary rugs
- for fire places
- for basements
- for laundry rooms
- for garages
- for sidewalks
- for driveways
- for leaves
- for gardening



It's different! It's rustic! It's colorful! It's versatile! You'll use it for practical purposes, or add it to your fireplace setting for a colorful, rustic touch. Clever Mexican craftsmen have taken Mexican split palm and made a light weight, durable broom. They sewed it firmly and securely tied the broom with wire. Then for the touch of color, they tied the palm with gay colored straw.

Mail or Phone Your Order, As Early As 8:45 A. M. — Call Stone 2300
EDWARDS Sixth Floor



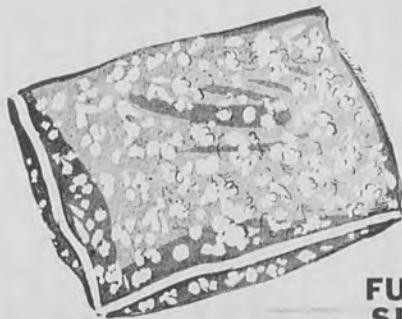
SIZE
70 x 80

PART-WOOL BLANKETS

2.79

Soft, fluffy blankets to keep out the cold. Sateen bound block plaids in blue and white and rose and white. If you need blankets now is the time to buy them.

Edwards Basement



FULL
SIZE

SATEEN BED PILLOWS

1.19

The sort of pillow you dream about even before you hop into bed. Floral sateen prints filled with downy soft cotton. Taped seams. Colors are peach, blue or green. Very fine for anyone that cannot use a feather pillow.

Edwards Basement

CALIFORNIA NATURAL PAK

FIGS

6 Oz. Pk.

19^c

8 oz. pk. 29c, 16 oz. 50c, Jumbo 63c 1 lb.



ORDER BLANK

E. W. EDWARDS & SON,
144 Main St. East,
Rochester, N. Y.

Please send me the following quantity of California Calmyrna Figs:

QUANTITY	Size	Kind	Price
	6 oz.	Pulled Figs	19c
	Bulk	Extra Fancy	63c lb.
	8 oz.	Jumbo Figs	29c
	1 lb.	Pulled Figs	50c

Total \$

NAME

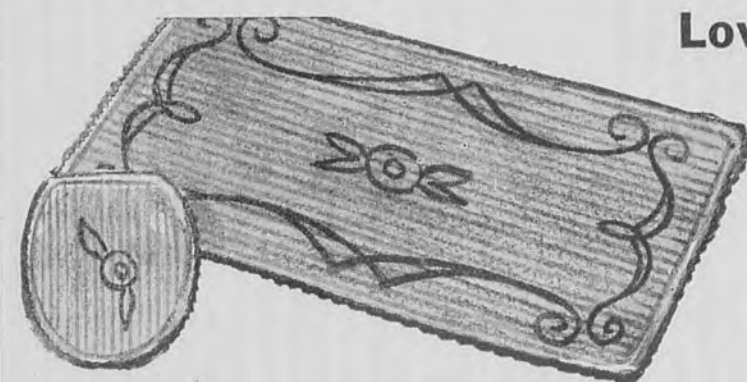
ADDRESS

CITY

Charge Check Money Order

EDWARDS—Candy Dept., Street Floor

PHONE YOUR
ORDER AS EARLY
AS 8:45 A. M.
STONE 2300 OR
MAIL THIS ORDER
BLANK



Lovely Colorful BATH MAT SETS

1.59

Beautify your bathroom. Chenille mat and seat cover. In luscious pastel shades with design in darker contrasting color. Mat size 18x32.

Shoes For The Home Front LADIES COMFORT OXFORDS

Walking, standing. "On the go" feet need this marvelous oxford that ties up snugly and gives extra support. Black or White kid. Sizes 5 to 10. Width AA to E.

3.94 Pr.

Edwards Basement



The Inside Story of a Good Shoe!

SCIENTIFICALLY PROPORTIONED. BACK PART PROVIDES SNUG FIT AND PREVENTS HEEL SLIPPING.

SOFT, QUIET DURABLE RUBBER HEELS AVOID JARRING, SENSITIVE NERVE-ENDS.

BUILT UP ARCH INSURES MAXIMUM SUPPORT WHERE YOU NEED IT MOST... KEEPS FOOT NORMAL

EXCLUSIVE META-TARSAL FEATURE THAT SPELLS COMFORT—GIVES AS YOU WALK.

BEST QUALITY SOLES, CAREFULLY SELECTED FOR FLEXIBILITY — TO PROVIDE THE UTMOST IN COMFORT.

Give to the 1944
Red Cross War Fund



**You Are Invited To See Our
HIGH SCHOOL
ART EXHIBITION**

Presented by Sibley, Lindsay & Curr Co., in Cooperation
With Schoastic Magazine

MARCH 6 THROUGH 18

See this remarkable showing of paintings, sculpture, pencil, pen and ink, ceramics, handicrafts, design, photography done by high school students throughout all Central Western New York. Winning pieces will enter the national competition in the Fine Arts Galleries, Carnegie Institute, in Pittsburgh.

4th Floor Auditorium
(Rear Record Department)

FRIDAY'S ART DEMONSTRATION

3:00 to 5:00 P. M.

AIR BRUSH — as directed by Mrs. Florence Yorke of John Marshall High



**Go On The Spring Shift
In Printed
RAYON
DRESSES
6.50**

Pretty prints that point the way to spring now, and will prove so cheering throughout bleak, wintry weather! Soft, neat little frocks, practical as a ration book, and pleasing as a "spare" coupon! Soap-and-water babies that suds without undue pampering! The price is boiled down to your budget, and the dresses are ready for a through-the-seasons routine!

DAYTIME DRESSES, THIRD FLOOR
PHONE STONE 600

A. Daisies and polka dots on crisp spun rayon. Neat classic in green, blue, grey, tan. 14½ to 24½ **6.50**

B. Soft, splashy flower print in soft, sheer rayon. Gently tailored coat dress. Rust, green, blue. 16½ to 24½ **6.50**

C. Geometric printed rayon crepe. Removable white collar, pearly white buttons. Navy, copper, green. 38-44. **6.50**

D. Polka dot "station wagon" dress in Bemberg rayon. Sing, set-in belt, pleats all around. Classic coat-dress. Copri, navy, green, tan, red. 12 to 20. **6.50**



HOUSECOATS

**Go To All Lengths
For Comfort!**

**Printed
Seersuckers
3.95**

You will rise and shine when you don one of these cheery printed coats. Vivid flowers or clubby apples bloom brightly. Wonderful, reliable seersucker that tubs like a hanky, and never needs ironing! Choose a short, action-ready coffee coat, or a graceful, full-skirted housecoat!

LINGERIE, SECOND FLOOR
PHONE STONE 600



A. Wraparound housecoat. Flower print in copper, rose. 12 to 20. **3.95**

B. Easy-to-don wrap-around coffee coat. Apple print in maize, pink, blue. 14 to 20, 38 to 44. **3.95**

PRICELESS EASTER GIFTS

**Baby's
Shoes**

Permanized
In Lasting
Bronze Finish

*Single Shoe . . . 2.50
*Pair, Unmounted . . . 3.95

Dependable Watch Repairs

CENTER AISLE A, MAIN FLOOR

WANTED
FOR ESSENTIAL WAR INDUSTRY
WOMEN
FOR FULL OR PART TIME

In manufacture of paper boxes, stokes and smith operators — strippers — gluers — edgeturner — table workers. Highest rate pay. 40-hour week. No Saturdays.

A. W. OTT, INC. 121 Merrimac St.

DISCOVERY! Coal and oil smudge on woodwork easily removed with Trig—Adv.

Every time a man laughs, he unties another knot in the tangled skein of life.

OUR NEW LOCATION
BULL'S HEAD BEAUTY SHOP
757 WEST MAIN ST.

PRESENT THIS AD **\$2.00** On Our **\$7.50 - \$10.00** Regular **PERMANENT**

And Receive Discount

2 Operators • For Appointment Gen. 617

Stage Shows . . .

(Continued From Page 1)

dollars and months travelling the length and breadth of the land in search of talent. To academies, to high schools, to music conservatories — anywhere that there might be a talented goal-musician — went Spitalny. And then it happened! Those who were skeptical

became spellbound; those who said it could never be — stood and cheered! For now, for the first time there came this group of thirty musicians — each an artist in her own right — who blended together to give forth some of the finest music the nation had ever heard. From there on, their history is common knowledge. General Electric Company signed them up for a trial series of coast-to-

coast broadcasts. . . a trial series that later turned in to eight years of consecutive broadcasting on the same program heard each Sunday evening, on The

Hour of Charm'. Whether or not there will be another stage shows at Loews depends more or less on public response, according to Pollock.

Did you write today...
to someone in service?

GENESSEE LAGER BEER

LET'S WIN THE WAR IN '44

CLAPP BABY FOODS CO. WANTS MEN AND WOMEN PERMANENT JOBS—GOOD PAY

- A Modern Plant
- Good Working Conditions
- Excellent Opportunity
- No Experience Required
- Good Bus Service
- Help America's War Effort

FOOD IS ESSENTIAL
Apply At Employment Office
CLAPP BABY FOODS CO.
777 MT. READ BLVD.
Or Write in For Further Details.
If now engaged in war work please do not apply.

Don't Believe
you can lift a 14" cube of gold!

(SEE PAGE 6)

Dolan's

WHERE YOU BUY THE CUTS OF **CHICKEN** YOU PREFER **DOLAN'S**
600 JEFFERSON AVENUE
Cor. Bartlett
Telephone Genesee 1417

EARN MONEY NOW
Working 6 Hours A Day
5 Days A Week
You Can Earn \$50 A Week Or More
FOR INTERVIEW
CALL E. C. SEHM
GLEN 7340

SEWING MACHINES (ALL MAKES) REPAIRED REASONABLY

All Work Guaranteed Prompt Attention

Any machine oiled and adjusted in your home, \$1.50. Limited time only.
GEN. 6368-M

WANTED MEN FULL TIME WORK
steady employment and overtime.

WANTED PART TIME WORKER
Clean up Department: 6 P. M. to Midnight
Shipping Department: Midnight to 6. P. M.

WANTED WOMEN OFFICE WORKERS AND STENOGRAPHERS

Apply Do not apply for full-time work, if now engaged in War industry.
ARPEAKO EMPLOYMENT OFFICE
900 MAPLE ST.



That is an American boy...
behind that wire!

you have done the extra work... donated your blood and bought your bonds.

Yes, and you have helped the Red Cross before with a generous and willing heart.

Giving to the Red Cross has always been a great proud habit of thirty million American families... proud that they could give... proud of the Red Cross that made the giving worthwhile.

But this year, when the need is greater than ever before—this year you will want to give more... to give freely to your own Red Cross... to your own sons in the service.

This year dig deep and be glad. For wherever he is

THAT is an American there condemned by the chance of war to eat alien bread in some far-off prison camp.

He is hungry for news... hungry for the sight of his native land... for the sound of a voice like yours... for the touch of a woman's hand.

But he won't be forgotten! For the Red Cross, to the utmost of its power, will get your letters in to him... will pass his letters out to you.

And every week, right from your heart, he will get, if humanly possible, a nourishing Red Cross food carton... eleven full pounds of the sort of food you'd give

him if you still had him safe at home: Meat, cheese, sugar, prunes, chocolate bars and real American cigarettes and tobacco!

If he is sick or wounded, he will get a Red Cross invalid package containing food for a special diet, doubly enriched to bring him quickly back to health. No, he won't be forgotten... not while your Red Cross is on the job.

You have given your sons...



The **RED CROSS** is at his side
and the **Red Cross** is YOU!

Space for this appeal contributed by

BRIGHTON PLACE DAIRY
PROVEN QUALITY SINCE 1887
Sealtest MILK AND CREAM

"You Can't Beat WEGMANS For MEATS"

Tender, Rib-End Roasts

PORK LOINS



Baby Pork Loins cut from scientifically fed porker! Delicious with candied sweets or fresh applesauce.

lb. **27c**

PRIME STANDING RIB O'BEEF lb. **32c**

WHOLE OR SHANK HALF FRESH HAMS lb. **34c**

TENDER SHOULDER BEEF ROAST lb. **29c**

PURE PORK SAUSAGE MEAT lb. **35c**

TENDER SWEET COOKED HAMS lb. **37c**

LEAN SLICED BACON lb. **37c**

TENDER SHOULDER LAMB CHOPS lb. **39c**

SMOKED LIVER SAUSAGE lb. **35c**

FRESH, SLICED BOILED HAM
1/2 lb. **33c**

TASTY-SWISS CHEESE
lb. **49c**

TENDER TEXAS FRESH PEAS 3 lbs. **29c**

FRESH STRINGLESS GREEN BEANS 2 lbs. **19c**

ASSORTED LAYER CAKES **39c** ea.

DELICIOUS MALTED SQUARES **39c** ea.

Grocery Specials

NOW ONLY 6 POINTS! NIBLET'S CORN can **13c**

NOW ONLY 4 POINTS! BRUNCH 12-oz. can **35c**

NOW NO POINTS! LGE. PRUNES lb. pkg. **15c**

DR. PHILLIPS GRAPEF' J'CE No. 2 can **15c**

COLLEGE INN COCKTAIL TOMATO JUICE bot. **5c**

CAMPBELL'S TOMATO SOUP 3 cans **25c**

1/2 LB. JAR PURE COCOA jar **15c**

NOW 3 POINTS! ROSEDALE PEAS No. 2 can **14c**

Hot Cross Buns



Delicious old fashioned flavor! Doz. **29c**

Get 'Em While They're Hot!

Edwards Basement Store

SLEEP PRETTY PLEASE!



Lovely, Sheer
Ninon GOWNS

2.29

Newest night-time glamor gowns. Fashioned of sheer Ninon in gay-floral or the new polka-dot print designs. Full cut. Carefully tailored. Shirred bust line, high cut bodice, V neck line with pretty bow trim. Sizes 16-17.

Floral Prints
Polka Dots
Sizes 16 to 17

Edwards Basement

**SPRING SUIT
STRATEGY**

19.94

Suits are always news! Ours are wonderful, no matter how you look at them. Classic tailored suits, as well as the new soft dressmaker and cardigan styles. We have them all. In a grand array of colors. Smooth fitting. Expertly tailored. Fine quality materials.

100% Wool
Sizes 12 to 20



Edwards Basement



- Glen Plaids
- Plain Shades
- Checks
- Tweeds
- Shetlands

COLORS:
Lilac, Red, Brown, Navy,
Green, Gray, Tan, Light
Blue and Black

**FULL FASHION
RAYON HOSIERY**

One of the biggest selling favorites. Sheer enough to wear for dress-up, practical for everyday. Rayon leg and top with cotton reinforced foot for extra wear. Sizes 8½ to 10½. Irregulars.

45 Gauge
Kant-Run
and
Mesh

44¢ Pair

**COTTON
ANKLETS**

Mercurized cotton anklets. Plain shades of Blue, White, Yellow, Green, Red, Brown, Beige. Substandard in size 6 to 10.

10¢ Pr.

Edwards Basement

We Invite You To
Open An Edwards
Charge Account

**BOYS'
OXFORDS**
3.49



Ideal shoes for growing boy's. Best for foot health, best for wear. Moccasin and fancy tip styles. Cord, rubber or leather soles.

Edwards Basement

A STEP AHEAD!

Men's
**'TOWNWAY'
SHOES**

4.40 Pair



For a smooth stride in your daily footwork. Slip your feet into a pair of famous Townway shoes. You'll find them smartly styled and expertly made for greater wear.

Edwards Basement

Shop With
Edwards Handy
Coupon Books

Men's
Heavy Duty
WORK SHOES
4.64 Pair



Built for all day comfort and long lasting endurance. The shoe for you if you have a job that keeps you on your feet all day. Have cord or rubber. Tough leather upper.

Edwards Basement

AT Darling Shop

STARTS TODAY!

3 DAYS ONLY!

THURSDAY — FRIDAY — SATURDAY

2000 DRESSES

Group No. 1 REDUCED To

That Formerly Sold Up To \$12.99

\$2

Group No. 2 REDUCED To

That Formerly Sold Up To \$12.99

\$3

Group No. 3 REDUCED To

That Formerly Sold Up To \$12.99

\$4

You'll Find The Dress You're Looking For In These Huge Selections!

- Sizes for Misses 10 to 20; Juniors 9 to 17
- Women's Sizes 38 to 44 and 16 1/2 to 24 1/2
- Black and All the Other Fall Colors
- Fine Rayon Crepes, Wools and Wool Mixtures
- Polka Dots, Plaids, Pastels, Travel Prints
- And Others in One and Two-Piece Styles

AIR-CONDITIONED FASHION CENTER—DOWNSTAIRS

Darling Shop

190 MAIN STREET EAST

Shopping News PATTERN



3429
SIZES 10-40

Your favorite suit deserves a crisp white blouse—and you can match your lighthearted Spring mood with either of these two charmers.

No. 3429 in size 16 requires 2 yd. 35-in. or 29-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, 31 Clinton Ave. So., Rochester 4, N. Y.

New Taxes April 1st

New federal excise taxes which go into effect April 1st will see the rate doubled on such items as fur coats, fur-trimmed coats, cosmetics and jewelry. The present rate is 10 per cent of the retail price, but on April 1st this will be hiked to 20 percent.

Also sharing in the new tax burden will be items of luggage and handbags. After April 1st a tax of 20 percent will be added to the retail price. Until that date no federal excise tax is charged on these items.

Local Druggists Celebrate 11th Anniversary Here

Celebrating its 11th anniversary in Rochester this week, the Daw Drug Company, headed by Frank G. Weinberg, has seen many changes in both local and national conditions since the original store was opened for business at 56 Clinton Ave. S.

But while changes have come to the whole world, the original policy set forth for the company by Weinberg at its inception remains the policy for the company today.

This, says Weinberg, is the platform upon which Daw's was founded: "To offer friendly, courteous service in providing quality health and home needs at the lowest possible prices."

In commenting on the company's 11th anniversary Weinberg this week said:

"Our job is to supply the people of Rochester and vicinity with the finest quality health and home needs at the lowest possible prices. It's far from easy to do this with rising costs of quality merchandise and increasing scarcities. But we are doing our utmost to keep quality up and prices down. The fact

CHILDREN'S COLDS' COUGHS SORE CHEST MUSCLES SWEEPING THROUGH CITY

Mothers are reporting relief with **Grandma's type medication**

Now that colds everywhere are bringing children's coughs and sore chest muscles, remember what many modern mothers have learned from Grandma. Grandma used nuttin' but she medicated at home. Today mothers just get Penetro. Penetro is a salve with modern medication in a base containing old-fashioned nuttin' suet, like Grandma used. Penetro works two ways. (1) Outside, eases ache of cold's sore chest muscles as it acts like a warming plaster to stimulate circulation right where rubbed on. (2) Inside, comforts cold-stricken nose and throat passages with its medicated vapors. Penetro is stainless, clean, white and pleasant. 25c, double size 50c. For real relief from these miseries of a cold demand Penetro.

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-Ek 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 a tablespoonful 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-Ek will send you nothing to try as it is sold by your druggist under an absolute money-back guarantee. Bu-Ek Compound is for sale and recommended by Drug stores Everywhere.

MARCH FUR SPECIALS

FUR COATS

Persian Paw \$169.00
Premier Bonded
(Dyed Cooney) Northern Seal \$105

CLIFFORD FUR CO.
128 1/2 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

that more people than ever now depend on Daw's shows how we are fulfilling our wartime task."

Because of the importance of health on the homefront, Daw's has enlarged the prescription departments at each of the seven stores now in operation and has dedicated itself to the task of helping Rochesterians to keep well or get well at the lowest possible prices.

Servicemen boarding transports at ports of embarkation are given kit bags by Red Cross volunteer workers. The bags contain such items as cigarettes, a book, stationery, candy, and sewing articles.

NEED CASH for Income Taxes Or Emergency Expenses?

Try a Low-Cost Lincoln-Alliance Personal Loan

NEW LOW INTEREST RATES!

You Receive	Charge for Year	% Life Insurance Premium	12 Monthly Repayments
\$100.00	\$ 5.00	\$.40	\$ 8.78
150.00	7.50	.60	13.17
200.00	10.00	.80	17.56
300.00	15.00	1.20	26.35
400.00	20.00	1.60	35.14

*Insurance Pays Up Loan If Borrower Dies

Know the Cost when you Borrow—See the Neighborhood Bank Office Most Convenient to You

LINCOLN-ALLIANCE

BANK & TRUST CO.

183 Main St. E.

Member Federal Reserve System Member F. D. I. C.
City Offices Open Monday Evenings 6:30 to 8:00

A SOLEMN PROMISE — Book-Length True Story

The story of a modern woman in love. He loved her but didn't ask her to marry him until he could provide her with all the good things of life. That was only the beginning.

LOVE IS ONE WAY STREET

A tender story of young love and romance. How two lovers found happiness after a misunderstanding almost wrecked their lives. And scores of other features and articles that cannot be found in any other magazine.

15c APRIL ISSUE **TRUE STORY** NOW ON SALE 15c

WANTED MEN FULL TIME WORK

steady employment and overtime.

WANTED PART TIME WORKER

Clean up Department: 6 P. M. to Midnight
Shipping Department: Midnight to 6 P. M.

WANTED WOMEN OFFICE WORKERS AND TYPISTS

Apply Do not apply for full time work, if now engaged in War Industry

ARPEAKO EMPLOYMENT OFFICE
900 MAPLE ST.

March is DEMONSTRATION MONTH at Rudolph's

Featuring Diamonds of **QUALITY** in Tremendous **VARIETY**

You can choose from thousands of quality diamonds, in hundreds of beautiful settings... styles for men and women.

MULTI-FACET DIAMONDS

These diamonds are cut with 98 facets instead of the usual 58 — 40 extra facets around the girdle, for extra brilliance.

"Bright Splendor" \$250

"Blaze of Glory" \$110

DIAMOND BRIDAL PAIRS

Beautiful diamond engagement rings with matching bands... in a wide choice of exquisite designs.

"Ensign" Duet 46.95

MEN'S DIAMONDS

Full Carat Weight **\$300**

An unusually fine display of handomely styled diamond rings for men. Rings that any man would be proud to wear.

Use Your Credit

Woman's Watch Smart and accurate. **24.75**

Signet Ring Army or Navy style. **22.50**

Sterling Bracelet Identification for service men. **2.95**

Conklin Pen Famous make fountain pen. **5.00**

Smart, Fine Quality Costume JEWELRY

Fine design and craftsmanship are featured in this choice collection of costume jewelry.

5.95 2.95 to \$100 9.95

Clear Crystal Glass FLOWER VASE 9c

Rudolph's
CORNER EAST MAIN AT SOUTH AVENUE
In Batavia—109 Main Street
Open Monday from Noon 'til 9 P. M.

SPECIAL LINOLEUM OFFER

WASHABLE WINDOW SHADES

From our large selection of patterns, all colors through to black. It is still possible to modernize that kitchen floor with

ARMSTRONG INLAID LINO FLOOR

Any Room Size Up To **\$18.75**
9x12

Complete labor and materials

Without Roller **39c**
29c

TOUGH FLOOR PAINT FOR THE HOME FRONT

Lucas FLOOR-LIFE

For outside porches or inside floors of wood, cement or composition. Dries to a hard glossy finish that is impervious to sun, rain, snow and traffic. Easily cleaned. 12 modern colors.

Lucas 1.15 Quart

ROLL IT ON!

One Coat Covers Wallpaper

Kent-Tone MIRACLE WALL FINISH

Kent-Tone appears in interior wall surfaces in one coat. Washes easily. Dries in one hour. Has no offensive odor. You can brush it on with a brush or roll it on with Roller Kester. See our demonstration today!

\$2.98 9 1/2 quart yellow

QUICK-DRYING ENAMEL

Lucas LUCO-KWIK transforms old, drab furniture into new sparkling pieces quickly, easily, economically. Shows no brush marks. Will not chip or crack. One coat covers and wears for years.

1.50 Quart

Lucas VARNISH

A clear varnish for all interior and exterior surfaces. Recommended for floors, furniture and woodwork. Dries quickly to a brilliant gloss. Will not turn white.

5.25 Quart

Lucas VARNISH STAIN

Stains and varnishes in one application. For woodwork and furniture. In Mahogany, Walnut, Oak. Very high gloss. Covers small nicks and scratches. Brings out the beauty of the grain.

95c Gallon

LUCAS PAINT STORE
80 ST. PAUL ST. ★ **FREE PARKING** MAIN 2090



Rather Read Than Iron?
Kayser Easy-To-Do

**KNITTED
RAYON SLIPS**

1.29

Rather lounge than launder? Try our career girl pet, the straight-cut, non-twist Kayser slip. A Sibley exclusive of fine, run-resistant knitted rayon. Just swish through suds, never pamper by ironing! Dated, sculptured bra top, snug, fitted midriff. Adjustable shoulder straps. Blossom pink, white. Sizes 32 to 42.

KNIT UNDERWEAR, FRONT OF AISLES 7 TO 8, MAIN FLOOR



Here For Your Easter Parade!
**HANES' NO-SEAM
RAYON MESH HOSE**

52^c

* Glamourously Sheer! * Run-Resistant!
* New Spring Shades!

The stockings you have been asking for! Flirty, flirty mesh, sheer and leg-lovely. Made to fit like a second skin, and not a seam to wrinkle, or twist! Run-resistant too, to insure longer wear. And at such a slim price, you'll want several pairs. In lovely, new shades you'll wear now, and through summer! Sizes 8½ to 10½.

Hanes' Run-Resistant
RAYON MESH HOSE

57^c

Yes, they're lacy-sheer, and run-resistant to save a career girl's budget! These are seamed to help slenderize a pretty leg. In soft, new spring shades you want now, and will wear and wear! Sizes 8½ to 10½.

HOSIERY, FRONT AISLES 1 TO 8, MAIN FLOOR

PHONE STONE 6500

Phone and Mail Orders Taken,
No. C.O.D. orders accepted for less than \$1.00 purchase.



Lustrous Rayon Faille! Genuine Leather!
Easter HANDBAGS
5.00

Big bag bonanza just in time for your Easter shopping! Sibley's comes up with an exciting, spring-timed collection of leather and rayon faille bags to spark every Easter costume! Choose classic styles, or dazzling, new shoulder bags! Soot black, town brown, spring navy!

- A. Rayon faille button pouch with twisted fake shell 5.00
- B. Show-off bag! Double loops of fake shell. Secure snap opening ... 5.00
- C. Double-handle rayon faille bag with big fake shell loop 5.00
- D. Double-handle softly draped leather bag 5.00
- E. Rayon faille handbox shoulder bag 5.00

HANDBAGS, FRONT AISLES 8 AND 9, MAIN FLOOR

SIBLEY, LINDSAY & CURR CO.

COURAGE by ERNIE PYLE
A true story of a remarkable woman by this well-known columnist. How a courageous woman, deserted by her husband, carried a home for herself and four children North of the Arctic Circle.

THEY FOUGHT LIKE MEN
Women joining the WACS today are only following the footsteps of their great-grand mothers. This interesting article tells how women have taken their places beside men in every way.

You'll find dozens of other interesting articles and fiction in this largest selling pocket-sized magazine devoted to women's interests.

15c NOW ON THE WOMAN APRIL ISSUE 15c
SALE WITH WOMAN'S DIGEST

Closeout PAINTS
Values to \$3.45
As Low As **\$1.69** Gal.

Odds and ends—all pre-war quality—including Patch, Deck, Floor, Paint, Interior Finish, House Paint, etc.

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W. MAIN AT BROAD
Headquarters
HARDWARE, HOUSEWARES,
DOG & HORSE SUPPLIES
OPEN MONDAY NIGHTS

Ginger-Coffee Pudding
Or, serve hot with Coffee Sauce.

2 tps. cornstarch
1/2 cup water
1/2 cup karo
1/2 cup coffee beverage
1 tsp. butter or margarine

Blend cornstarch with water; add karo. Cook over low heat, stirring, 'til thickened and clear. Add coffee and butter or margarine. Serve hot.

IT ISN'T ALWAYS "SPRING FEVER"
That Makes You Feel ALL-IN, TIRED and PEPLESS!

Lots of times when people feel tired, jittery and "all run-down," it's because their blood is low in iron! This is especially true when their appetites are poor, their faces pale, and they're thin and underweight!

In such cases, a good iron tonic like **PEPTO-MANGAN** can be highly beneficial. Pepto-Mangan replenishes whatever iron the blood may be lacking—helps to give it that rich redness so essential for radiant pep, healthy color and a good hearty appetite.

In cases of "nutritional anemia," resulting from a shortage of blood-iron, Pepto-Mangan is recommended by many doctors and praised by thousands of men, women and children. Ask your druggist for—

GUDE'S PEPTO-MANGAN
THE FAMOUS IRON TONIC
IN LIQUID OR THE NEW TABLET FORM WITH VITAMIN B-1

One of the best home ways to BUILD UP RED BLOOD

To Get More Strength if You Lack Precious Blood-Iron!

You girls and women who suffer from simple anemia or who lose so much during monthly periods that you feel tired, weak, "dragged out"—due to low blood-iron—

Start at once—try Lydia Pinkham's TABLETS—one of the greatest blood-iron tonics you can buy to help build up red blood to give more strength and energy—in such cases.

Taken as directed—Pinkham's Tablets is one of the very best home ways to get precious iron into the blood. Just try Pinkham's Tablets for at least 30 days. Then see if you, too, don't remarkably benefit. Follow label directions. Pinkham's Tablets are worth trying!

— Lydia Pinkham's TABLETS —

Individual Stuffed Spareribs



This individual service of stuffed spareribs takes that very low-point meat right up into the company class—though guests have cheered for barbecued ribs for many years!

Cut the ribs into serving-size pieces, and brown in a hot skillet. Make your favorite bread dressing, seasoning well. Then between two serving-size pieces of ribs put a generous helping of dressing. Tie to hold together. Place in baking dish, cover, and bake 1 1/2 hours in a moderate (350 degrees F.) oven. Remove cover and bake 30 minutes more to brown well.

Serve with buttered green beans, an apple-celery salad, bread and beverage.

Personal To Certain Fat Women

You adult fat people may often slim down without starvation diets and heartbreaking exercises when your excess fat is contributed to by thyroid deficiency. Just eat sensibly and take Marmola, only in accordance with the directions, instructions and warnings on the package and in the enclosed circular, and not otherwise.

If you need Marmola, why not lose those ugly uncomfortable pounds the Marmola way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

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LUGGAGE, GOOD CONDITION
TOP PRICES
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Excellent Working Conditions
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Full Size 23 1/2" x 34"
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KEY DRUG STORES
offers you
MAKE-UP created by the men who make up the HOLLYWOOD STARS

Safety Pins
Pkg. of 20
Limit 2 **5c**

WALDORF
TOILET TISSUE
3 for **11c**
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WESTMORE MAKE-UP

ARMOUR'S LIGHTHOUSE CLEANSER
2 for **7c**
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ANALGESIC BALM
50c Size **19c**

WESTMORE MAKE-UP
The Westmore brothers, Perc, Wally and Bud, not only make up the Hollywood stars but actually create the make-up with which they do it. And it is that very make-up you get when you buy House of Westmore's lipstick, rouge, face-powder and foundation cream. You will like the fine texture and fashionable shades of Westmore Make-up.

Feen-A-Mint LAXATIVE GUM
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GILLETTE BLUE BLADES
PKG. OF 5 — 25c
Pkg. of 10 **49c**

NEW HOSPITAL MASK
FOR HOME USE
Helps Prevent Spread of Infections from Colds, Coughs, Sneezes

Ironized Yeast TABLETS
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Guaranteed Free From Chemical Impurities

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75c Size **59c**

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BEAMS 8 VITAMINS
EXTRA-POTENCY B COMPLEX
plus A, D and C
10-DAY SUPPLY **49c**
30 DAY SIZE \$1.29 - 90 DAY SIZE \$3.49

VICKS NOSE DROPS
50c Size **39c**

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Bottle of 1000 **\$1.98**

DURHAM DUPLEX SAFETY RAZOR KIT
Containing:
• Durham Safety Razor
• Ten Durham Blades
• Shaving Stick
• Semi Automatic Strapper
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\$2.50
Ideal for the Men in the Service

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25c Size **19c**

PRINCE ALBERT TOBACCO
2 for **19c**

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EXTRA-POTENCY B COMPLEX
plus A, D and C
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30 DAY SIZE \$1.29 - 90 DAY SIZE \$3.49

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BOX OF 12 **22c**

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60c SIZE **49c**

BEAMS 8 VITAMINS
EXTRA-POTENCY B COMPLEX
plus A, D and C
10-DAY SUPPLY **49c**
30 DAY SIZE \$1.29 - 90 DAY SIZE \$3.49

Edward's Olive TABLETS
30c Size **16c**

FREE Vimms VITAMINS-MINERALS
50c size FREE when you buy large size **\$2.25** VALUE FOR **\$1.69**

VITAMINS AND MINERALS GOVERNMENT EXPERTS SAY ARE NEEDED IN THE DAILY DIET

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- A Modern Plant
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- Excellent Opportunity
- No Experience Required
- Good Bus Service
- Help America's War Effort

FOOD IS ESSENTIAL
Apply At Employment Office
CLAPP BABY FOODS CO.
777 MT. READ BLVD. Or Write For Further Details.
If now engaged in war work please do not apply.

MEN and WOMEN WANTED!

POWER SEWING MACHINE OPERATORS... SINGLE NEEDLE, 2-NEEDLE, 4-NEEDLE AND ZIG ZAG. ALSO GIRLS FOR UTILITY WORK.

MEN—HUSKY WILLING TO WORK FOR GENERAL FACTORY WORK.

Good Pay—Pleasant Working Conditions STEADY EMPLOYMENT

DAY SHIFT 7:30 TO 4
NIGHT SHIFT 4 TO 11:45

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No More "OH PRETTY PLEASE" AT BREAKFAST FOR MRS. T!

SHE DISCOVERED NEW CREAM OF RICE —SERVES IT DIFFERENT WAYS EACH DAY. THEY LIKE IT **BETTER THAN WHEAT!**

WONDERFULLY DIGESTIBLE!
A wonderful way to start the day! It's so creamy, so easy to digest it's recommended by doctors as babies' first solid food. Recommended for people who suffer from wheat or corn allergies.

WONDERFUL ENERGY SOURCE!
Packed with plenty of energy values—it turns into energy fast. Cream of Rice is ideal for active people—youngsters who play hard, oldsters who work hard.

WONDERFULLY DELICIOUS!
Blends with any grain. Smooth it with syrup. Rain raisins on it. Serve it with chopped-up prunes, brown sugar or molasses. A different way every day!

CREAM OF RICE
FORTIFIED TO WHOLE GRAIN LEVELS
READY IN 5 MINUTES

• Mothers tired of urging their families to eat nourishing breakfasts should turn the whole matter over to Cream of Rice. Smooth, creamy, delicious spoonfuls of this new fast energy cereal will speak more eloquently than any words. And it's so good for everyone—fortified to whole grain levels with Vitamin B₁, G, Niacin plus the mineral iron. Think how important that is to all your families to combat vitamin deficiencies that make people feel listless, tired, blue and run-down. See how pleasant breakfasts really can be—with everybody acting hungry. Get Cream of Rice today!

Product of Grocery Store Products Sales Co., Inc., New York

Goodbye To Winter

The beginning of a summer wardrobe means one right hat, dress, coat. For her first summer outfit, beautiful Merle Oberon, now co-starring with Paul Muni, in an as yet untitled Columbia picture, chooses a short

bulky-topped reefer jacket of nude wool fleece, belted in back, and brightly-lined. She swings this over a sleeveless day dress of white jersey, with giant print leaf design. Her John-Frederic 1944 cloche is of white bacu, banded in green.

Don't Believe
New York is the largest city in the U.S.!

Los Angeles, Cal., Area Is 40% Greater Than N. Y. C.

YOU CAN BELIEVE

MARIN
PUERTO RICO
RUM

Is The Perfect Liquor
For All Drinks
Straight Or Mixed...



AWARDED GOLD MEDAL FIRST PRIZE AT THE INDUSTRIAL EXPOSITION MATABIEL, PUERTO RICO

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QUALITY LIQUORS SINCE 1887

GIVE MORE IN '44 TO RED CROSS WAR FUND

FOR WOMEN ONLY!



Most girls and women are at some time troubled by a whitish discharge, burning, itching and irritation due to simple leucorrhoea.

This is often accompanied by a run-down, weakened condition. If neglected, it may be very offensive and a menace to feminine attractiveness.

You should relieve these symptoms as soon as possible. So try douching with Lydia E. Pinkham's SANATIVE WASH! Hospital tests showed it a mighty effective "bacteriostatic" to relieve such discharge, burning, itching and minor irritation.

Be Careful What Product You Use!
Some products for feminine hygiene may be harmful germicides that burn, harden or damage sensitive tissues. But SANATIVE WASH, SANATIVE WASH is a mighty effective "bacteriostatic" (a new modern trend) with an inhibitory action which retards growth of bacteria in simple leucorrhoea. Yet despite its great strength, SANATIVE WASH has a wonderfully beneficial, comforting and refreshing effect on delicate membranes. May be used every day if necessary.

SANATIVE WASH is made by the Lydia E. Pinkham Medicine Co., makers of world-famous Lydia E. Pinkham's Vegetable Compound. Buy SANATIVE WASH (a modern "bacteriostatic") today at any drugstore. An inexpensive bottle lasts for weeks!

Lydia E. Pinkham's
SANATIVE WASH

MALE and FEMALE HELP WANTED
OPENINGS IN OUR DRUG, TOBACCO and STOCK DEPTS.

- Good Starting Salary
- Full Time Preferred
- Experience Helpful

... but not necessary — we will train you!

- Chance for Advancement
- Steady Employment

Apply in person—or, call or write for an appointment

DAW'S DRUG STORES

Offices: 18 CATARACT ST.

If now engaged in essential war work, please do not apply



DEFINITION
Democratic Convention, 1944 — where the assembly of delegates vote for somebody.
Republican Convention, 1944 — where the assembly of delegates vote against somebody.

"By jove! my dear, you're ripping, simply ripping!" enthused the member of the RAF at a USO dance in New York. "Oh, goodness, where? asked his companion, horrified. "Oh, don't misunderstand me, my dear. By ripping, I mean splendid, grand, gorgeous... you see in Old England the term covers a lot of things." "Is that so? Well, over here, it uncovers a lot of things."

And some magazine editors work on the assumption that if it isn't naughty, it isn't worth printing.

A friendly hand on a man's shoulder while he is alive, is a thousand times better than a bouquet of expensive flowers on his chest when he is dead.

Just a few years ago, being knock-kneed was a misfortune — not a dance.

Shades of Summer

Vacation days will be recalled by Suntourists who participated in the 1943 Shopping News-sponsored cruises at an informal gathering in the Palm Room of the Seneca Hotel this evening starting at 8 p. m. Special invitations have been issued to all who were cruise party members. Movies of the area covered will be shown, as well as photographs and color slides made during the cruises.

Announcement of the 1944 plans of the Suntour's Travel Bureau will also be made at that time.

Ask a man his definition of the word 'friend', and you will get a pretty good idea of his background.

A skeptical gent was Bill Teeter. He just couldn't believe his gas meter — So he pulled out a match And gave it a scratch, "Good Morning!" said to St. Peter.

GIVE YOUR HEAD COLD THE AIR

Don't let head colds' nasal mitering 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 Floogh, Inc. Economical, too, 50c for a generous size. 2 1/2 times as much for 50c. Caution: Use only as directed and always be sure that you are safe and get **PENETRO NOSE DROPS**

Head Colds, Coughs and Sinus Sufferers

Get Relief This Quick Easy Way

Use **MAID'S NOSE SPRAY**

A guaranteed product. One 2 c. 11 1/2 oz. combination bottle gives relief, even 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



HERE'S HOW TO MAKE WALL WASHING EASY

No Rubbing — No Scrubbing
No Rinsing — No Streaking

USE TRIG

DISCOVERY: Coal and oil smudge on woodwork easily removed with TRIG.

SOAPLESS - - - SUDSLESS

Your PORTRAIT

Glorified — Still Amazingly Natural. The Result of Lincoln's Modern New Studio Lighting Recently Perfected by EASTMAN KODAK — It's the

Kodatron SPEEDLAMP

This modern lamp is synchronized with our famous Polyfoto camera and flashes only with each click of the camera. It eliminates entirely the glare expressions so often caused by the old-fashioned conventional studio lights. It permits you to move while being photographed. Try it now and—

12 PROOFS

No Appointment Necessary

Try This Special for EASTER

4 PICTURES .. \$6.95

3—8x10 Vignettes and one miniature. So handy for members of the armed forces. Ceiling Price \$9.95

LINCOLN'S Photo STUDIO

118 Main St. E. at St. Paul Rear Main Floor

AT SMALLS

... For Work Weary Eyes!

Most war work places considerable strain on the eyes, often with unpleasant results including eye-strain headaches. It's exacting work, with efficiency the all-important factor. If your vision is not as keen as it was, or your eyes become tired, you will no doubt be able to remedy this condition with "Corrective"...

MODERN GLASSES

Come In And Discuss Your Eye Problems With **HARRY A. BENEWICK**, Optician

Smalls
28 EAST MAIN ST.

free 50¢

Package of Vimms

When you buy the large size \$2.25 Value for \$1.69

Money-back Guarantee included with each Free Trial Combination At Your Druggist!

ALL THE VITAMINS GOVERNMENT EXPERTS AND DOCTORS RECOGNIZE AS ESSENTIAL — AND VITALLY NEEDED MINERALS

Don't get Tired, Nervous, Low in Resistance!

GET THAT VIMMS Feeling

WHY be doomed to feel low, under par, just because your diet lacks the vitamins and minerals you need? Now there is a simple way to get enough of these necessary vitamins and minerals—just take Vimms every day.

U. S. Government Experts . . .

In a nation-wide survey, Government experts found that three out of four people—including rich, poor and in-between—weren't getting enough vitamins and minerals from the food they ate. Other surveys show similar results. Vimms were created to make up for this lack.

Vimms contain all of the vitamins that Government experts recognize as essential in the diet, including those of the B-Complex. And Vimms give, in addition, essential minerals to work along with the vitamins. Taking three Vimms each day will bring the average diet up to peak vitamin-mineral efficiency.

Doctors . . .

Vimms give you ALL the vitamins named by doctors as desirable in the daily diet, and a proper balance of these vitamins as officially endorsed by medical committees.

No other product at any price matches all of Vimms' advantages

Not only do Vimms give you all the vitamins Government experts recognize, and essential minerals to work with them, but they keep their standard strength. What's more—the vitamins in Vimms are absorbed in the system quickly and efficiently!

Get Vimms from your Druggist

Take advantage of Vimms' Free Trial Offer now, while the supply lasts. Just buy the large economy-size Vimms . . . you'll get the 50¢ package of Vimms as a free gift. Get Vimms from your druggist, the qualified vitamin dealer.

Vimms are pleasant tasting, little tablets—and they cost only a few cents a day. Start every day with Vimms! An easy way to remember is to take your 3 Vimms at breakfast. Remember—no other product at any price matches all of Vimms' advantages. Lever Brothers Company, Pharmaceutical Division, Cambridge, Mass.

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 UP EVERY DAY IN THE WEEK. There may be a route open soon in your neighborhood. Fill out the coupon.

FILL OUT THIS COUPON AND MAIL IT — NOW!

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Age School Grade

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AREA QUOTA
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RED CROSS
War Fund
Campaign
is on

NATIONAL
QUOTA
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The RED CROSS
is at his side



and the RED CROSS
is YOU!

Give More
in '44
Dig Deep
and be *GLAD*

GIVE until your heart says 'Stop'

The Red Cross Appreciates The Sponsorship of This Message by:

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with Thrifty Budgets

3 GALORE!

LAKES & DAIRY STATE
BUTTER
Fresh, 93 score Sweet
Cream
Butter,
In quarters or lb. **48c**
country rolls.

DEN BANTAM
No. 2 **10c**
can

TOES No. 2 **10c**
can

TENDERLEAF
TEA BAGS
Try this fragrant, full flav-
ored tea, at this economical
price.
2 2 to pkg. **15c**
pkg.

TED FOODS
ream Steaks ea. 11c
Codfish Cakes 12-oz. pkg. 33c
Red Beef Hash lb. pkg. 44c
Shellless Shrimp 12-oz. pkg. 49c
Strawberries lb. 39c
Green Beans lb. 29c

us Delicatessen
JU, GRADE A
IS **43c**
large, doz.
onzola Cheese lb. 51c
Cheese lb. 36c
eam Cheese 1/2 lb. 21c
Sharp Cheese lb. 44c

PRODUCE!

produce, delicious
d. Use more of it.

TOES
29c lb.
2 for 15c

PURE
IVORY SOAP
Economical Ivory is best
for all washing, and easy
on your hands.
3 large bars **29c**
lb.

pkg. **3c**

SOUP 3 cans **25c**

MILK 3 tall cans **25c**

Goodbye To Winter

The beginning of a summer wardrobe means one right hat, dress, coat. For her first summer outfit, beautiful Merle Oberon, now co-starring with Paul Muni, in an as yet untitled Columbia picture, chooses a short

bulky-topped red nude wool fleecy back, and bright swings this over a dress of white giant print leaf John-Frederic 19 white bacu, band

Don't Believe
New York is the largest city in the U.S.
Los Angeles, Cal., Area is 40% Greater Than N. Y. C.

YOU CAN BELIEVE

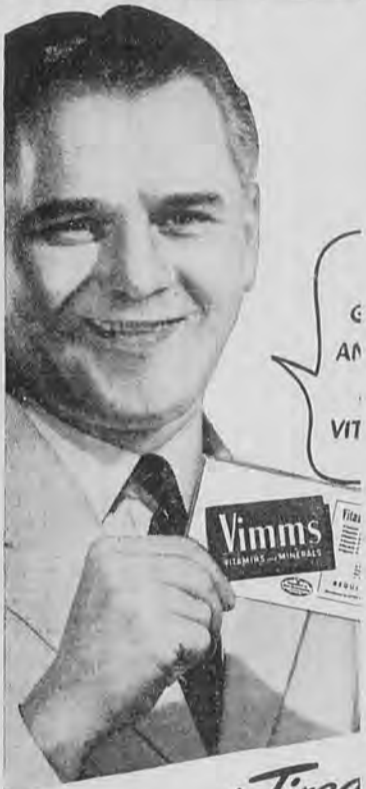
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PUERTO RICO RUM

Is The Perfect Liquor For All Drinks Straight Or Mixed...

AWARDED GOLD MEDAL FIRST PRIZE AT THE INDUSTRIAL EXPOSITION MAYAGUEZ, PUERTO RICO

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QUALITY LIQUORS SINCE 1888



Don't get Tired Nervous, Low

WHY be doomed to feel low, under par, because your diet lacks the vitamins and minerals you need? Now there is a simple way get enough of these necessary vitamins and minerals—just take Vimm's every day.

U. S. Government Experts...

In a nation-wide survey, Government experts found that three out of four people—including rich, poor and in-between—weren't getting enough vitamins and minerals from the food they eat. Other surveys show similar results. Vimm's was created to make up for this lack.

Vimm's contain all of the vitamins that Government experts recognize as essential in the diet including those of the B-Complex. And Vimm's

Civic To Play Music of Romberg, Lehár and Friml

A delightful program of some of America's best-loved music will be presented in the Eastman Theatre on Sunday evening, March 26th when the Civic orchestra, under the direction

of Guy Fraser Harrison, will play the music of Sigmund Romberg, Franz Lehár and Rudolf Friml.

Featured as soloists will be two of the brightest stars to

appear here with Romberg's own show last New Year's eve. Lovely Marie Nash, Broadway star of four musical comedies and Eric Mattson, the stalwart tenor, who earned a tremendous ovation in his recent appearance at the Eastman.

It is certain that Harrison has arranged a program which will include duets from "My Maryland", "The Desert Song" and other operettas which have so delighted American audiences.

In addition both Miss Nash and Mattson will be heard in

individual songs written by the three popular composers.

Brisbane ARC Feeds 125,000 Monthly

Open twenty-four hours a day, the American Red Cross club at Brisbane, Australia, served 60,000 meals in one month at a comparatively small luncheon in addition to 65,000 meals served in the main dining room.

ARC Chutes Kits To India Troops

The American Red Cross in India provides "Drop Bundles"—35-pound recreation kits con-

taining books, games, candy, and cigarettes—which are parachuted from planes to troops at advanced positions along the Burma border.

Milking machines saved 210 million man hours of labor to the dairy industry last year.

A Name for CHOICE Liquor
A Liquor for Every CHOICE

Pete Hagen's

READY TO SERVE COCKTAILS
SMOOTH MELLOW DELICIOUS CORDIALS
FAMOUS MASTER BLENDED "ROCK N" RUM

The name that has simplified liquor buying. A symbol of perfection in everyone of its products satisfying the needs of all who enjoy quality liquor.

*If your liquor supplier is temporarily out of a number—leave your order. Whatever you buy, ask for a "Pete Hagen" product at Your Neighborhood Liquor Store

popper morson company
Rockefeller Center, New York 20, N. Y.
QUALITY LIQUORS SINCE 1888

GIVE MORE IN '44 TO RED CROSS WAR FUND

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

Expert Mechanics
FREE CALL and DELIVERY
Parts for All Make Cleaners

PENN VACUUM STORES
30 SOUTH AVENUE • STONE 6747
Open Monday Evening 7:00-9:00—Other Evenings 7:00-9:00

ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Peirce Kitchen Craft
BEAUTY • COLOR • EFFICIENCY

START YOUR MODERN KITCHEN This Easy Way!

You will find a PEIRCE Kitchen Craft base cabinet, a wall cabinet, or cabinet-sink, to meet any requirement. These glossy white, streamlined units have colorful linoleum work surfaces, efficient roomy storage capacity. Best of all—they match each other in every detail.

Come in today and see these deluxe modern PEIRCE Cabinets and Sinks. Their low cost will amaze you.

SHERWIN-WILLIAMS
54 EXCHANGE ST. CORNER BROAD MAIN FREE PARKING 1511
BUY WAR BONDS!

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

3-lbs. 68c
1-lb. 24c
15 Points
5 Points

BETTER THAN EVER LIFEBOUY
3 for 20c

RINSO
LARGE 23c
REGULAR 19c

LUX TOILET SOAP
LARGE 23c
REGULAR 19c

NEW QUICK LUX
3 for 20c

SWAN WHITE FLOATING SOAP
10c
2 for 13c

Gold Dust Powder . . . 17c
Gold Dust Cleanser . . . 5c

UNION LEAGUE
SOUTH AVE. Cor. GREGORY

SUN. NITE
5 Games . . . \$5
5 Games . . . \$6
5 Games . . . \$7
5 Games . . . \$8
5 Games . . . \$9

\$50
SPECIAL PLAYED 4 WAYS

MON. - FRI. NITES
10 Games . . . \$5
5 Games . . . \$6
5 Games . . . \$7
5 Games . . . \$8
5 Games . . . \$9

\$50
SPECIAL PLAYED 4 WAYS

SAT. AFTERNOON 1:30
25 GAMES 45
Early Bird at Every Game

★ Where To Play BINGO ★

STAR BINGO
372 FLINT ST. (rear)
MON. 8:15 P. M.
TUES. ALL BOARD
WED. BOARD
THURS. BOARD
FRI. BOARD
SAT. BOARD
SUN. BOARD
JEFFERSON BLVD.
Monday Afternoon Games 1:30
23 GAMES

K of C 50 Chestnut St.
"Always the Best Game"
MON. NITE
\$1,000 in CASH
EXTRA BOARDS 25c
25 GAMES—Min. Prize \$20.00
Admission \$1.00, Plus Tax
K of C Deluxe BINGO
EVERY MONDAY NITE

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

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

TOWNER-HALL
ST. PATRICK'S PARTY
Thurs., March 16th
ALL GAMES \$5.00 - \$10.00
SATURDAY - TOWNER - REXY
Specials Played 5-6 Ways \$10-\$12
SUNDAY, MARCH 19th
Reg. Games \$7.00
Specials 4 & 5 Ways \$7 & \$8

HOLLYWOOD
35 PULLMAN AVE.
TUES. NIGHT. HUDSON-HOLLYWOOD HOOK UP
ADMISSION
All Reg. Games \$7.00
Triple Board and Book of Specials . . . 50c
TOTAL . . . 53c
Wednesday - Thursday - Friday
REGULAR GAMES (SPECIALS 4-6 WAYS) \$5.00
ADMISSION
WITH TRIPLE BOARD . . . Tax 3c
AND BOOK OF SPECIALS . . . 50c
Total 53c
SATURDAY REG. GAMES \$10
SPECIALS \$5 - \$6 - \$7
REG. GAMES \$7
SUNDAY SPECIAL
SPECIALS \$7 and \$8

WEGMAN HALL
371 E. MAIN ST.
SUNDAY NIGHT \$5-\$10
REG. GAMES \$15
25 GAMES \$15
MONDAY NIGHT \$5-\$10
REG. GAMES \$5-\$10
25 GAMES
AFTERNOON GAMES 1:30
WEDNESDAY FRIDAY SATURDAY \$5 & \$10
EARLY BIRD SPECIAL AT EACH GAME

PARK HALL
JEFFERSON AVE. AT PLYMOUTH
THURSDAY
23 GAMES ON BOARD
\$6 - \$7 - \$8
1 FULL BOARD JACKPOT \$200.00
SATURDAY, MARCH 18TH
ST. PATRICK'S PARTY
ALL GAMES ON BOARDS
\$10.00 - \$11.00 - \$12.00
GIFTS JACKPOT \$200
THERMOS BOTTLES
SERVING GIFT SETS
GLASS BAKE GIFT SETS
DRIPOLATORS
AND OTHER GIFTS
If Not Claimed Thurs.
NO FRIDAY GAMES DURING LENT
ADMISSION 28c, Tax Inc.

CAPITOL HALL
85 W. MAIN ST.
Door Special \$25 to \$50
Mon. - Thurs. 1:30 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 & SATURDAY
25 Games \$5-\$10
On Reg. Boards \$15
Letter "H", \$15 and \$15
ADM. 28c INC. TAX

CARPENTER HALL
113 N. FITZHUGH ST.
Door Special Sat. & Thurs. \$50
THURS. REG. GAMES \$10
EVE. GAMES \$10
8:15 Guaranteed
FRI. 1:30 23 GAMES \$5.00
SAT. REG. GAMES \$10
EVE. GAMES \$10
8:15 Guaranteed
SUN. 2:30 23 GAMES \$5.00
FRI. 55 Nos. \$50.00
SUN. 50 Nos. \$50.00
ADMISSION 25c—PLUS TAX
Extra Triple Boards 25c. Books 25c

BINGO
Saturday, March 18th
8:15 P. M.
23 \$5.00
Reg. AND GAMES \$7.00
EACH
Specials—5 and 6 Ways
Extra—WAR BOND Special
Sunday, March 19th
2:30 P. M.
23 \$4 & \$5
EARLY BIRD SPECIAL AT ALL GAMES
OTHER SPECIALS 4 AND 5 WAYS
Admission 25c. Plus 3c Tax
MUHS
BOWLING HALL
911 Clinton Ave. N.

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QUICK
LUX
3 lbs.
18 P.
GOLD
FAIRY
GOLD
CRIT
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**Foot Care
Urged To Avoid
Athletes Foot**

Athlete's foot has come to be recognized as one of the most trying ailments known to man. Although it is not fatal it makes the victim so thoroughly miserable that life is hardly worth the living.

It is easier to avoid athlete's foot than it is to get rid of it once you have it, according to an article in the March Good Housekeeping Magazine.

These simple rules are recommended in the article:

Dry your feet thoroughly every time you have a bath, shower or swim; dry carefully between toes; put a great deal of powder or cornstarch between your toes. Be sure that your shoes fit. Don't wear heavy hose or galoshes unless you must, and then remove them as soon as you can. Keep your toenails short and clean.

In short, if you would avoid athlete's foot, care for your feet as a fastidious woman cares for her hands.

It's again rumored since nylon has eased up a bit that some may be released for hostery.

Legal Notice

STATE OF NEW YORK, SUPREME COURT, COUNTY OF MONROE, GABRIELI, CENOVANTI, also known as MOLLY PANTI, Plaintiff, vs. GIOACCHINO CENOVANTI, also known as JACK PANTI, Defendant. TO THE ABOVE NAMED DEFENDANT: YOU ARE HEREBY SUMMONED to answer the complaint in this action and to serve a copy of your answer, or if the complaint is not served with this summons, to serve a notice of appearance, on the plaintiff's attorney within twenty days after the service of this summons, exclusive of the day of service. In case of your failure to appear or answer, judgment will be taken against you by default for the relief demanded in the complaint. Trial to be held in the County of Monroe.

Dated this 10th day of November, 1943. JOSEPH C. ATTARDO, Attorney for Plaintiff, 202 Wilder Building, Rochester, New York.

The foregoing summons is served upon you by publication pursuant to an order of Hon. Wm. F. Love, Justice, Supreme Court, Monroe County, dated the 8th day of February 1944, and filed with the complaint in the office of the Clerk of Monroe County, at Rochester, New York, on February 8th, 1944. Dated: February 4, 1944, at Rochester, New York.

JOSEPH C. ATTARDO, Attorney for Plaintiff, 202 Wilder Building, Rochester, New York.

Don't Believe
New York is the largest city in the U.S!

(See page 8)



Lg. 2 for 21c; Reg. 2 for 13c



BETTER LIFEBOUY 2 for 15c



Rinso 25c 10c



LUX TOILET SOAP 2 for 15c



LUX 10c 25c



3 lbs. 75c 1-lb. 26c

18 Pounds 5 Pounds

GOLD DUST POWDER 19c

FAIRY SOAP 3 for 17c

GOLD DUST CLEANSER 6c

CRITCO STORES

Phone MAIN 224

For Nearest Dealer

Wegmans HOME OWNED FOOD MARKETS
MARCH OF FOOD VALUES
OUR BIG MARCH SALE
That's Right in Step with Thrifty Budgets

Thursday, Friday, Saturday

We reserve the right to limit quantities

BARGAINS GALORE!

ORANGE and GRAPEFRUIT
MARMALADE
A delicious, economical sandwich spread.
2 lb. Jar **25c**

DELICIOUS COFFEE
BOSCUL lb. **33c**

VAN CAMP'S VEGETARIAN BAKED
BEANS 3 cans **25c**

SUMMER PACK
TOMATO JUICE
Let in a supply of this pure rich juice!
4 #2 cans **25c**

FAVORITE COOKIES
CHOCO. CHIPS
25c dz.

TASTY
BUTTER ROLLS
36c dz.

Oven-Fresh Baked Goods

DELICIOUS WESLEY

FUDGE CAKES ea. **45c**

- Delicious Assorted LAYER CAKES ea. 39c
- Spicy Rich GINGER SNAPS lb. 15c
- Parkerhouse or CLOVERLEAF ROLLS dz. 25c
- Dark Cookies FRUIT BARS dz. 16c
- Old Fashioned Buns HOT CROSS BUNS dz. 29c
- Tasty Chop Suey BUNS dz. 37c
- Cinnamon Raisin SWEET BUNS dz. 19c
- Fresh PRUNE KUCHEN .. ea. 39c
- Apple Custard KUCHEN ea. 33c
- Breakfast TURBAN KUCHEN ea. 22c
- Apple or Apple ORUNOH KUCHEN ea. 29c
- Decorated ST. PATS CAKES .. ea. 49c (also 69c cakes)

TEMPTING, OVEN-FRESH
BLUEBERRY PIES ea. **35c**

LAND O'LAKES & DAIRY STATE
BUTTER
Fresh, 91 score Sweet Cream Butter.
In quarters or lb. **48c**

PHILLIP'S GOLDEN BANTAM
CORN No. 2 can **10c**

PINECONE
TOMATOES No. 2 can **10c**

TENDERLEAF
TEA BAGS
Try this fragrant, full flavored tea, at this economical price.
2 #8 to pkg. **15c**

Guaranteed MEATS
Tender Rib-end Roast
Juicy, tender roasts cut from scientifically fed young porkers... a delicious meat for your Sunday Dinner!

PORK LOINS
25c lb.

Wegmans have the lowest OPA ceiling prices in this community!

FISH
FRESH, FLAVORFUL
SALMON STEAKS 39c lb.

FANCY WHOLE MACKEREL lb. 17c
BOSTON BLUE FISH FILLETS lb. 28c
FANCY RED PERCH FILLETS lb. 39c
LARGE WHITING FILLETS lb. 27c

DAISY PASTRY FLOUR
Guaranteed for delicious cakes and pastries.
25 lb. sack **99c**

N.B.C. NOURISHING
SHR. WHEAT pkg. **10c**

BLUE RIBBON
POTATO CHIPS pkg. **21c**

DELICIOUS
COCOAMALT 1/2 lb. jar **22c**

Grocery Values

- BAKER'S VANILLA 2 oz. bot. 35c
- PEANUT BUTTER, lb. jar 23c
- W.G. GARLIC FLAVORED DILL PICKLES... 1-gal. jar 23c
- BRUNCH can 35c
- RED SALMON can 40c
- MESEZAIH MACARONI OF SPAGHETTI pkg. 10c
- FOR MINCE PIES BORDEN'S PYCO pkg. 14c
- DEL MONTE SWEET GARDEN ASPARAGUS ... #2 can 35c
- REFUGEE CUT BEANS ... #2 can 12c
- SHORT CUT WAX BEANS ... #2 can 12c
- DICED CARROTS ... jar 13c
- TENDER PEAS ... #2 can 14c
- FANCY SPINACH ... #2 1/2 can 16c
- CLOVER LEAF HONEY lb. jar 29c
- FRANK'S BUTTER APPLE BUTTER jar 25c
- STERILIZED SUGAR 5 lb. bag. 32c
- WEGMANS FINE COFFEE KILBOURN HALL ... lb. 23c
- WOTTE APPLESAUCE can 12c
- KRAFT DINNERS 3 pkgs. 25c

FRESH FROZEN
NEW PEAS
29c lb.

TASTY BLEU OR
SWISS CHEESE
49c lb.

FROSTED FOODS
Delicious Dream Steaks ea. 11c
40 Fathom Codfish Cakes... 12-oz. pkg. 33c
Tasty Corned Beef Hash lb. pkg. 44c
Green Headless Shrimp ... 12-oz. pkg. 49c
Fresh Frozen Strawberries lb. 39c
Tender Cut Green Beans lb. 29c

Famous Delicatessen
NEST TO YOU, GRADE A
EGGS Cooked extra from nearby farms. large, doz. **43c**

Tasty Gorgonzola Cheese lb. 51c
Mild Daisy Cheese lb. 36c
Abbott's Cream Cheese 1/2 lb. 21c
Argentina Sharp Cheese lb. 44c

WEGMANS PRODUCE!

Here is pick of the market produce, delicious garden fresh and unseasoned. Use more of it.

FANCY, SOLID, RIPE
TOMATOES

FRESH TEXAS CARROTS 6c bunch

NEW TEXAS CABBAGE 2 lb. 9c

NEW UPLAND POTATOES 15 lb. 39c

LARGE JUICY FLORIDA ORANGES doz. 29c

LARGE FLORIDA SEEDLESS GRAPEFRUIT 4 for 25c

SOLID CRIST ICEBERGS 2 for 15c

PURE IVORY SOAP
Economic Ivory, is best for all washing, and easy on your hands.
3 large bars **29c** lb.

STERLING SALT pkg. 3c

CAMPBELL'S TOMATO SOUP 3 cans **25c**

JERSEY BRAND EVAP. MILK 3 tall cans **25c**



FREE—1 Regular Size Package HUNT CLUB DOG MEAL With the purchase of each 5-lb. bag

The Rochester Sun SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp., 93 Clinton Ave. S. Rochester, 4, N. Y. Distributed to more than 70,000 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. 21

ROCHESTER, N. Y., THURSDAY, MARCH 23, 1944

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

This Week's
\$25 WINNER
Paul Skiff
421 Ridgeway Ave.
WINNING CARRIER:
Wm. Mellon, 419 Ridgeway Av.
Please Call at Shopping
News for your award

TOTAL TO DATE
Paid by Shopping
News to sustain-
ing subscribers. **\$1170**

Bausch & Lomb Head Honored By Science Group

M. Herbert Eisenhart, president of Bausch & Lomb Optical Co. has been chosen Civic Medalist for 1944, according to an announcement made this morning by Judge Harvey Foote Remington, chairman of the Academic Council of the Rochester Museum of Arts and Sciences.

The electing bodies are the Academic Council, Association Trustees and Commissioners constituting 37 electors, chosen for their eminence in fields of science, education and industry. Eisenhart was cited for his contributions in the field of industrial science.

Eisenhart is a director of the Red Cross, Rochester Community Chest, The Rochester Athenaeum and Mechanics Institute, Rochester Gas & Electric Co., Rochester Telephone (Continued on Page 7)

Broadway Stars To Appear With Civic Sunday

Special interest in next Sunday evening's civic orchestra program is reflected in the stepped-up tempo at the Eastman Theater boxoffice as concert time draws near.

Guy Fraser Harrison, conductor, has arranged a program which should prove one of the most popular of the season. Featured will be the music of Sigmund Romberg, Franz Lehár and Rudolph Fiksel — three of (Continued on Page 7)

INDUCTING "SLACKERS"



NO EMPTY GESTURE is the prompt return of deposit bottles by CBS actress Peggy Knudsen. The million gross beverage bottles to be shipped overseas by the army will not come back to every "slacker bottle" is sought for active duty on the home front.

Health Association Names New Executive Secretary

Miss Marie Goulett has been appointed executive secretary of the Tuberculosis and Health Association of Rochester and Monroe County, it was announced this week by Joseph P. Macweeney, association president.

RATIONING At a Glance NOW VALID

CANNED GOODS — Book 4 blue stamps, A5, B5, C5, D5, E5 valid through May 20, worth 10 points each.
MEATS, FATS, OILS — Book 4 red stamps, A5, B5, C5, D5, E5 good through May 20, worth 10 points each.
SUGAR — No. 30 stamp, Book 4, 5 pounds good indefinitely. Sugar Stamp 40, Book 4, good for 5 pounds canning sugar until Feb. 28, 1945.
GASOLINE — A-9 coupons, good for 3 gallons. Expire May 8.
FUEL OIL — Period 4 and 5 coupons expire Sept. 30. Both good for 10 gallons.
SHOES — No. 18 stamp, Book 1, expire Apr. 30. Airplane Stamp 1, Book 3, valid indefinitely.

Communist Party Head To Speak Here April 8

Earl Browder, general secretary of the Communist party and recently released from jail by President Roosevelt, will be in Rochester on Saturday, April 8, to speak at the Labor Lyceum on the subject, "1944, The Year of Great Decision."

Browder, one of the leading exponents of Marxism-Leninism in this country is expected to give his views on problems of national unity in the war and in the post-war period. He will also explain recent proposals of his party's national committee to change the name of the organization.

Fish Supper On O. E. S. Lodge Calendar

Germaine Chapter, Order of the Eastern Star, will serve a fish supper from 5 to 7 p. m. on Monday, April 3, in the Star dining room of Masonic Temple, Mabel Walker and Alberta Rand will be in charge.

Victory Vacation Cruises Arranged By Sun Travel Dept.

You won't have to worry about transportation problems when planning your vacation trip this year! For, despite increasingly severe travel restrictions The Rochester Sun Tour Travel Bureau has arranged a complete schedule of victory vacation cruises offering the finest to be had in scenic travel, restful, zestful cruising and visits to some of the most historic spots in North America.

Fur Buyers Rush To Beat New Tax Scale

If you're planning to buy a fur coat, or even a fur trimmed coat in the near future — better buy it before next Friday midnight. Because on April 1st prices will be hiked ten percent by the new Federal excise taxes taking effect that date. And that's no April foolin' either.

Cosmetics and jewelry will reflect the new taxes in their higher prices too. Present tax on these items is ten percent but the new Federal levy calls for an additional ten percent making a total of 20 percent of the new retail prices.

Handbags and luggage, heretofore tax free will be included in the list of those items paying a 20 percent tax.

Liquor drinkers will have another chunk taken from them with an increased tax on distilled spirits. Of course, in order to pay the new tax — first you must find the liquor. It is becoming increasingly scarce — at least through legitimate channels of trade.

Through the cooperation of the Canada Steamship Lines the Travel and Vacation department of this paper has fortunately secured reservations for several all-expense all-feature cruises to Montreal, Quebec and the Saguenay River.

Five Cruises Planned

According to present plans five cruises will be made during the vacation months of July and August. Three cruises will be made through the Thousand Islands to Montreal, Quebec and the sacred shrine of Ste. Anne de Beaupre. The other two will continue on down the St. Lawrence and up the beautiful, breathtaking Saguenay River.

Sell-Out Expected

Last year three cruises were made to Montreal and Quebec. Each of them was sold out to full capacity. It is expected that the same condition will prevail this summer. Because of the many demands on the steamship companies for reservations a limit has been set on the total number in each cruise party.

The Montreal and Quebec cruises will leave Rochester on Wednesday evenings and return the following Sunday night (Continued on Page 7)

Amusements

- CENTURY** NOW PLAYING John Steinbeck's "LIFE BOAT" with Tallulah Bankhead, William Bendix; plus Donna Drake in "HOT RHYTHM."
- LOEWS** NOW PLAYING "The Show of Shows!" In Person! Phil Spitalny's All Girl Orchestra. Presenting the "HOUR OF CHARM."
- PALACE** NOW PLAYING Betty Hutton, Eddie Bracken in "MIRACLE OF MORGAN'S CREEK," plus "HU! GOOD LOOKIN'" with Harriet Hilliard.
- CAPITOL** NOW PLAYING Alice Faye, Carmen Miranda, Benny Goodman & Orchestra in "THE GANG'S ALL HERE," plus "ALI BABA AND THE FORTY THIEVES," with Maria Montez, Jon Hall.
- HUDSON** SUN., MON. "OKLAHOMA KID," with James Cagney, Humphrey Bogart; plus "TRUE TO LIFE," with Dick Powell, Mary Martin.
- LITTLE** NOW PLAYING "SHAKE WAY FOR TOMORROW," with Victor Moore, Buelah Bond. One of the Best Ten Films of its Year.
- REGENT** NOW PLAYING Ginger Rogers in "TENDER COMRADE," plus Joe E. Brown in "CASANOVA IN BURLESQUE"
- REXY** SUN., MON., TUES. "JOHNNY COME LATELY," with James Cagney, Grace Geer; plus "PISTOL PACKIN' MAMA," with Ruth Terry, Bob Livingston.
- TEMPLE** NOW PLAYING John Wayne, Susan Hayward, Dennis O'Keefe in "THE FIGHTING SEABERS," plus Priscilla Lane in "TROCADERO."

MONEY WORRIES QUICKLY SOLVED

Here's a modern practical way to get rid of worrisome debts and take care of unexpected expenses. If you have a lot of old medical, grocery, furniture, or other household bills that are piling up — bring them to Domestic. Here you can obtain the cash you need to pay all of your bills in full and get extra cash besides.

At Domestic you can borrow easily and simply — respectfully and in complete privacy. Figure the amount of money you need and how long a period you want to repay it. The table at right shows sample repayment plans.

FREE HOME ADVISORY SERVICE
Want free personal advice on how to budget, prepare responsive menus, remodel clothes stylishly? Ask for our free Home Advisory Service conducted by Lois Foster, graduate home economist.

DOMESTIC FINANCE CORPORATION
SUITE 512, GRANITE BLDG., 130 E. MAIN STREET
PHONE STONE 1782 W. R. STEVES, MANAGER
"A Friendly Place to Borrow"

Cash You	Check Your Budget	Get 2 Mo.	4 Mo.	6 Mo.	12 Mo.
\$10	\$12.95	\$6.64			
20	25.94	13.29	\$9.08		
30	31.88	16.38	12.16	\$9.75	
40	37.82	19.46	15.23	12.82	
50	43.76	22.54	18.30	15.89	
60	49.70	25.62	21.37	18.96	
70	55.64	28.70	24.44	22.03	
80	61.58	31.78	27.51	25.10	
90	67.52	34.86	30.58	28.17	
100	73.46	37.94	33.65	31.24	

25% per month on balances of \$100 or less — 2% per month on that part of balance in excess of \$100.

Harris Nusbaum - The Store With A Reputation For Value Leadership!

EASTER Fashion PARADE

NEW SPRING COATS

Tremendous coat selections that are really fine values. Dressy gabardine twills, crepes, 100% wool. Tweeds, checks . . . smart chesterfields and boy coats. Shop Nusbaum's first this Easter, see every imaginable style in the seasons leading colors!

\$19.95 to 39.50

SPRING COATS \$12.95
Others \$8.95 to \$18.95
For Girls of All Ages
1 to 6 10 to 16
7 to 14 8 1/2 to 16 1/2

SPRING SUITS \$12.95

It's Nusbaum's Boys' Department For Big Easter Savings!

BOYS' LONGIE SUITS \$11.95
Wonderful assortment of fine woolen fabrics in tweeds, herringbones and plaids. Just the kind for young Easter fashion plates. All colors in sizes 8 to 22. Others \$9.95 to \$18.95.

BOYS' SPORT JACKETS \$9.95
Sport coat styles that young fellows like! A spring style that's a must for boys with a keen eye for fashion. Nifty new plaids they'll all be wearing. Sizes 8 to 22. Others \$7.95 to \$14.95.

BOYS' SPRING TOPCOATS \$7.95
All the best and most popular styles for little boys. Single and double-breasted models in tweeds, chevrons and cashmeres. Colors are tan, grey, blue, navy. Sizes 1 to 8. Others \$6.95 to \$12.95.

HARRIS NUSBAUM
221-229 JOSEPH AVE., CORNER KELLY

STORE HOURS: Monday Thru Thursday 9 to 9—Friday 9 to 6—Saturday Evening 7:30 to 10 P. M.

No. 24 School PTA To Hear Principal In Policy Discussion

The PTA of Ellwanger & Barry School No. 24 will hold a tea at the school next Wednesday afternoon at 2:30 o'clock.

Miss Marguerite D. Hulbert, the Principal, will speak on certain education policies of the school. The talk will be followed by demonstrations given by children from Mrs. Brueckel's Kindergarten, Mrs. Swart's First Grade, Miss Greenstone's Second Grade and a chorus directed by Miss Hall.

Mrs. Harold Keller will have charge of serving the tea.

Fraternity Arranges Benefit Dance At JYMA

A benefit dance, under the auspices of the Alpha Phi Pi Fraternity, will be held at the Lodge Room of the J. Y. M. & W. A., on Saturday at 8:15 P. M. Money raised will be donated to the Children's Agricultural Village of Palestine, a project of Miriam Chapter, Mizrahi Women's organization.

Committee in charge of arrangements is under the direction of David Silverberg and Mrs. G. Silverberg.

Studio Institutes 'Wake-Up' Service

The wartime alarm clock shortage was reflected recently by a Hollywood picture studio taking over the task of waking some of its young lovelies.

Cover Girls Dusty Anderson and B. J. Graham, who arrived without alarm clocks when Columbia recently put them on term acting contracts, are the first recruits to the studio's new morning wake-up service.

The word recruits should be put in quotes. Participation is mandatory for the young players—until they find themselves alarm clocks. Meanwhile, they get before-dawn phone calls every morning from a special switch-board operator.

Global Honeymoon

What might well prove to be a potent inducement to young couples to postpone the nuptials until after the war, is the revelation by the air lines that secret and romantic plans are being made for "global honeymoon" air trips to key points around the world. These "bargain packages" points out SHE Magazine, in its April issue, will include hotel costs at stopovers and the usual sightseeing trips, all at excursion rates. Picture the day when a New York to Moscow to Honolulu honeymoon will be as traditional as the honeymoon at Niagara!

Receive Naval Commissions

Frederick C. Taylor, 22, son of Mrs. Lois D. Taylor of 332 S. Landing Rd.; and William H. Clancy, 20, son of Mrs. Doris M. Clancy of 1045 Arnett Blvd., Rochester, were commissioned Ensigns in the Naval Reserve last week following completion of training at the Naval Air Training Center, Pensacola, Fla.

WAVE Recruit To Be Honored At Farewell Dinner

Miss Gladys Bockus who has joined the WAVES will be honored at a farewell supper to be given by the Independent Benefit Society next Tuesday at 668 South Ave. The supper will start at 7 p. m.

Miss Bockus, whose home is at 684 Linden St., has been associated with the Eastman Kodak Co. before her recent enlistment.



INTIMATE FACTS to Make You a Happier Wife!

Vital up-to-date information is every woman's right!

Don't let false modesty or ignorance of certain physical facts play havoc with your happiness. You don't need to any more! Authentic scientific knowledge is now available to every woman!

AND YET DOCTORS KNOW that even today there is widespread misunderstanding about intimate feminine problems. The majority of women have no idea how seriously their happiness is threatened.

There are two very definite threats about which you should be warned. First, the danger of infection present every day in every woman's life. Second, the most serious deodorization problem any woman has... one which you may not even suspect. And what to use is so important.

That's why you ought to know about Zonite Antiseptic. USED IN THE POUCH (as well as for a simple everyday routine of external protection) Zonite is both antiseptic and deodorant. Zonite deodorizes, not by just masking, but by actually destroying odors. Leaves no lasting odor of its own.

Zonite also kills immediately all germs and bacteria on contact. Yet contains no poisons or acids. No other type of liquid antiseptic-germicide is more powerful, yet so safe. Your druggist has Zonite.

FREE: Just published! New, frankly written book. Reveals intimate facts every woman should know. Address: Zonite, Dept. 1284, 370 Lexington Ave., New York 17, N. Y.

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Address: _____
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Sibley's

Here Are The House-Happy Dresses You Want!

Clearance

Spun Rayon

Dresses

3.79

A

B

C

D

Crisp, neat spun rayons to brighten the kitchen where you are! To wear to market, to don for cool comfort in summer! Washable frocks to fit every figure, meet every daytime need! Floral, geometric and border prints! Slim stripes! Soft, solid hues. Prettified with sly ruffles, pockets, and decorative details. Come, pick your pets now, and baby your budget! Sizes 12 to 20 and 36 to 44. Not every dress in every color and size.

A. Ruffled neckline on a pretty border print 3.79

B. Solid color with wool yarn trim. Soft bow at side 3.79

C. Solid color with set-in belt, pleated skirt 3.79

D. Floral print coat dress 3.79

E. Stylized floral print with slim, gored skirt 3.79

F. Striped shirtwaist with perky big pockets 3.79

DAYTIME DRESSES, THIRD FLOOR

E

F

SIBLEY, LINDSAY & CURR CO.

Special Combination Value!

THORENS LIGHTER
And Leather Cigarette Case

- LIGHTER — Fine Swiss Make
- CASE — Metal Reinforced

BOTH FOR
12.95

A rare offer! Handsome, dependable lighter. Sturdy cigarette case of genuine leather, some in real lizard. Better get here early!

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Corner East Main at South Avenue
In Batavia — 109 Main Street
Open Monday From Noon 'Til 9 P. M.

Edwards Basement Store

Park Your Car at Edwards Parking
Station Cor. St. Paul & Pleasant Sts.
No Charge For 2 Hours

Use Edwards Handy Coupon Books
For All Your Shopping.

FOR...



Wherever You Go, You
Find Our Clothes Helping
to Win the War!



SMALL
MEDIUM
LARGE

U. S. Army Regulation
UTILITY JACKET
2.97

Just the jacket for Spring. For work
or sport wear. Water repellent. Made
of fine quality U. S. Army regulation
material. Button fly front, 2 pockets.
Elastic tight fitting bottom. 2 button
adjustable cuff.

Edwards Basement

Something New Has Been Added.

Gray Cover Cloth
Work
TROUSERS

Made of tough, sanforized
covercloth. Nicely
tailored. Wear them on
any job. They will take
all the hard wear you can
give them.

Sizes
32-40

2.50

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FORESIDE
Pocket Garment
The Sensational Idea in
Pocket Positions . . .

Double POCKET ROOM!
Double STRENGTH!
Double COMFORT!

Blue Chambray
WORK SHIRTS
Sanforized
Shrunk **1.49**

These shirts will take lots of hard
wear. Sanforized, it launders well and
don't shrink out of fit. Full cut for
extra comfort. 2 Button down pockets.
Fine quality chambray. Blue only.
14½ to 16½.

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WORK SHOES
4.64

A match for any working condi-
tions. Sturdy! Comfortable! Full
grain leather uppers raw cord
soles.

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WHITE DUCK
TROUSERS



Hard to find white ducks.
For chemist, Dentist, Doc-
tors, Barbers, and many fac-
tory jobs. Fine quality, san-
forized shrunk material. —
Sizes 30 to 42.

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SOX BY THE SOX
6 Months Wear
In Every 6 Pair

Six month's guarantee in each box.
Dated the day of purchase. Fine combed
cotton yarn in black, white, gray, khaki.
Ideal for work, and for men in the ser-
vice. Reinforced at all points of wear.
Sizes 10-13.

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Large Selection
WORK APRONS

Heavy White Twill or Blue Denim

TOOLMAKERS
APRONS **89c**

Blue Denim

BENCH
APRONS **69c**

Famous 'Lee' Sanforized Shrunk

SHOP CAPS

Blue Denim
Hickory Stripe
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Men's Blue Denim
DUNGAREES

1.79

- Sanforized Shrunk
- Bar Tacked
- Full Cut
- 8 Oz. Blue Denim

Tailored for extra wear with strong-
ly stitched double seams and bartacks
at points of strain. Heavy weight blue
denim cut full for extra wear and
comfort. Sizes 30 to 44.

Edwards Basement



SEE HOW TO GROW FOOD
A story that shows you how to garden. Step by step photographs illustrate how to get out plants, protect them from insects, boost them along with starter solution, feed, and cultivate them. A MUST for the Victory Gardener.

APRIL OUTDOOR GARDENING GUIDE
In April a lot of vegetable seeds go into the ground. This timely article tells you how you can make your land most productive for best results. This issue is check-full of instructions and helpful articles on gardening, home furnishings and decoration, food, home management and features that every housewife will appreciate.

15c APRIL ISSUE **Better Homes & Gardens** NOW ON SALE 15c

WEIDER'S
MOP HEADS
49c to \$1.10
MOP STICKS 39c up

Newly Arrived
FLASH LIGHTS
BATTERIES 10c

New Assortment
BUTCHER AND KITCHEN KNIVES

Useful in the Kitchen!
Giant Metal Canister \$1.79
Makes a smart waste basket, flour or sugar canister, bread box. Two side handles. Trim fitting cover. Big capacity.

WEIDER'S
OPEN MONDAY NIGHTS — W. MAIN AT BROAD

Romance Of The Rose
Madame Pompadour in a glorious white gown, carried long-stemmed roses and a wreath of roses in her hair.
Madame Du Barry wore pink roses in her hair and carried a magnificent fan of pink roses on gray tulle.
Lillian Russell carried armful of red roses as roses were her favorite flower.
Empress Josephine, wife of Napoleon, brought to her garden at great pain and expense, all the roses to horticulture and her collection finally numbered 250 varieties. She made rose growing fashionable in her time.
Turks and Christians in ancient days used to work together and live in peace and prosperity during the rose harvest, a period from May 15th to June 10th.
George Washington is said to have grown the first American rose from seed at Mount Vernon. He named the rose "Martha Washington."
Empress Eugenie when desiring to confer a distinction higher than the Grand Cross of the Legion of Honor to the hero of Sebastopol, chose a living rose.

Decreases of Fashion
Mother had her day at the Ritz-Carlton luncheon showing of hats by Erik. One group of medium-sized sailors, high-lighting kelly green trimmed with black lacquered palm leaves, gave conservative dash to a style for the older woman who is so frequently forgotten in the over-young fashion presentations.
Whether you're addicted to exaggeration or understatement, there's a handbag style for your particular personality. A sense of drama was revealed by CBS actress Elizabeth Sutherland in accenting her slender, suited silhouette with a medium-sized but trim bandbox model of black doekin. The entire top of the ovalshaped purse opens back to give a clear view of the contents and thus tosses into the limbo of outmoded fashions the purse-fumbling habit which cavernous envelope pouches of the past have cultivated. Carrying traps, ranging from wrist to shoulder lengths, are another feature of the season—a practical phase for the patriotic, package-toting lady.

The COLONEL Says:
by Col. Roger Wood
If you criticize a man coldly, he is an inferior;
If you criticize him calmly, he is an equal;
If you criticize him severely, he is your superior.
... a true music lover is a man who, upon hearing a soprano in the bathroom, puts his ear to the keyhole.
... men who are eager for power seldom make wise rulers.
... every man is a specialist at something... and, most of them specialize in making excuses.
... if he tries to make you think he is sophisticated, you can depend on it that he was a sucker once too... and, one who took a GOOD trimming.

HOUSEWIVES
Would you like to help with the family budget? Five hours a day will bring you a nice income.
CALL STONE 5385 FOR APPOINTMENT

NO APPOINTMENT NECESSARY
SPECIAL THIS WEEK
\$6.50 ZENO MACHINES \$4 PERMANENT
Realistic Wave \$7.50
Tulip Oil \$5.00
Deluxe Oil \$3.50
SUNRISE BEAUTY SHOPPE
9 to 6 Daily; 9 to 9 Mon. Other Eve's by Appointment
90 EAST MAIN • MAIN 2422

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¢. 25 tablets 20¢, 100 tablets only 35¢—so be sure you get St. Joseph Aspirin.

Shopping News Pattern

3723
22" TO 32"
WAIST MEASURE
SIZES

3697
SIZES 12-48

Look your most charming across the breakfast table in this gay little wrap-around with its deep, efficient pockets and flattering touch of ruffling.

No. 3697 in size 36 requires 3 1/2 yd. 35-in. fabric, 3 yd. ruffling.

GOAL
The nicest thing in the world to do is to love the man you are married to. True, there are many temptations that come your way. Which test your fidelity from day to day. When gossip, mistrust and doubt are your good There are numerous pitfalls Along life's road. But you're a lucky wife And can see it through When you love the man you are married to!

PERT AND PERTINENT
"Germany has developed many ersatz substitutes for coffee, meat, fish, milk and even eggs."
—but has not yet found a substitute for Hitler's mustache.
"A Chinese newspaper has been published continuously for 1,014 years."
—and no doubt some subscriber will write in and say, "this is not the editorial policy you assumed in 1544."
"Women of today are said to be wearing larger shoes than their mothers did."
—can this be the reason why they allow the rheels and toes to stick out?
"Most male motorists complain that you cannot tell what a woman means when she holds out her hand."
—you can—if she is a hat check girl.

Friday and Saturday Evenings, March 31 and April 1
ROCHESTER Grand Opera COMPANY
Presents Puccini's Stirring Drama
'LA TOSCA'
With Brilliant Cast
TICKETS NOW AT SIBLEY'S
Balcony: \$1.10, \$1.65, \$2.15 — Loges: \$2.95—Orchestra: \$2.15, \$2.55, \$2.95 (Tax Incl.)
AUDITORIUM
Main Street East

MANY WOMEN OVERJOYED OVER THIS "IMPROVED"
FEMININE HYGIENE
Modern New "BACTERIOSTATIC"
Hospital Tested With Splendid Results!

Many doctors today recommend the regular use of douches for women who want to be refreshingly clean, for women troubled with offending odor, discharge and minor irritation.
Some products may be harmful germicides which burn, harden and damage sensitive tissues. The regular use of strongly alkaline douches may cause irritation and injury, too.
But NOT Lydia E. Pinkham's SANATIVE WASH! Instead, this is a mighty effective "bacteriostatic" (a new modern trend). Pinkham's Sanative Wash contains the same type beneficial ingredients which great numbers of Doctors and skilled chemists say is one best principle of douching. It discourages growth of the more vulnerable bacteria, cleanses, deodorizes and relieves itching, minor irritations and discharge.
Pinkham's Sanative Wash is one product for Feminine Hygiene that, despite its great strength, has a beneficial, helpful effect on delicate membranes. Thus it may be used often as needed. Inexpensive, too.

Lydia E. Pinkham's **SANATIVE WASH**

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RE-ROOF YOUR HOUSE NOW!

Sears Will Supply Apply Guarantee

All you have to do is to bring or send your roof measurements in and we will do the rest. Supply all the materials, furnish roofers to apply and guarantee fully the roofing selected.

All Roofs Applied By Sears Have A 10-Year Service Guarantee In Addition To Our Material Guarantee...

3 in 1 Shingles
Our Finest Grade Roofing
Sears Honor Bilt Oriental 3 in 1 shingles give you maximum protection against all kinds of weather. Surfaced with genuine Sta-so slate granules, Sears 3 in 1 shingles will not crack or buckle in changing temperature, can be laid in cold or warm weather. Guaranteed in writing for 17 years against weather wear, and they come in a choice of 7 different colors. Weigh 210 pounds per 100 square feet.

Oriental Hex Shingles
For the Conservative Budgets
Special value second only to our heavier "3 in 1" design. Weigh 168 pounds per 100 square feet. Hexagon design combines pleasing appearance and lasting protection. Asphalt coating, surfaced with genuine Sta-so slate granules, will not crack or buckle. Carry our full 17 year written "weather wear" guarantee and come in 7 attractive colors and combinations.

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SEARS ROEBUCK AND CO.
259 Monroe Ave.—576 Ridge Road West,
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Gentlemen: I am interested in your Applied Roof Offer. I know this FREE ESTIMATE does not obligate me in any way. Kindly have Salesman call.....

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Address

City

Roofing On Sale At Both Sears Stores

ANY PURCHASE TOTALING \$10 OR MORE CAN BE MADE ON

Sears EASY PAYMENT PLAN

Sears, Roebuck and Co.
MONROE AVE. AT S. UNION — MAIN 7000
RIDGE ROAD NEAR DEWEY — GLENWOOD 556

Mrs. Churchill's Choice
If you were asked by the American government what you wanted most as a gift—could you make up your mind quickly? Mrs. Winston Churchill was asked that question on her last visit here, and she not only could but did. SHE Magazine tells us that she asked longingly for—"Nylons!" Upon receipt of the gift, a token of United Nation's friendship, Mrs. Churchill probably became one of the very few women on earth who could call a dozen pairs of Nylons her own.

Mothers of Invention Future Forecast
When the WPB undertook a study of the safety pin, it is doubtful that officials expected to uncover quite as much as they did. SHE Magazine tells us that in the course of the survey to determine the seriousness of the safety pin shortage, WPB found that one mother had resorted to sewing her baby into his diaper—while another was using bobby pins instead. This, observes SHE, surely must have baffled the investigators, for there was supposed to be a shortage of bobby pins too.

WANTED USED TRUNKS
LUGGAGE, GOOD CONDITION TOP PRICES
KRIEGER'S
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Dolan's
WHERE YOU BUY THE CUTS OF
CHICKEN
YOU PREFER
DOLAN'S
600 JEFFERSON AVENUE
Cor. Bartlett
Telephone Genesee 1417

Did you write today...
to someone in service?

GENESSEE LAGER BEER
LET'S WIN THE WAR IN '44

Coming Next Week —
A New Front Page for SHOPPING NEWS
MORE features MORE news MORE pictures
Watch For These New Features

Political Polka
By 'Curt' Gerling
You'll enjoy "Curt" Gerling's slant on the political scene — local and national. You won't always agree with his views because Gerling sees humor in both Democratic and Republican politics and politicians.

Reflections
By Orville Allen
Dust up the emery wheel because Allen will probably grind some axes. He's 'agin' a lot of things, but then — "He's 'agin' a lot of things, but then — whether you agree with his ideas or not — you'll find this column worth reading."

G. I. Joe Says
By Pvt. Joe Brewer
Scenes from the life of a rookie written by one Brewer was formerly associated with Shopping News and will regularly display his talents as a "word mason." Shed a tear and share a laugh with the woes and triumphs of the U. S. Army personnel.

STARTING NEXT THURSDAY IN YOUR SHOPPING NEWS

Suntour Cruises . . .
(Continued from Page 1)

while the Saguenay River cruises will leave Rochester on Monday and return the following Sunday.

Party Escort Provided

Each of the Suntour parties will be personally accompanied by an experienced tour conductor who will make all reservations and arrangements and will provide a complete worry-free service for members of the parties.

Cost of the Montreal and Quebec Cruises has been set at \$39.50 plus tax. The seven-day Saguenay cruises will be priced at \$86.50 plus tax.

The present schedule of cruises is as follows:

- July 5-9—Montreal and Quebec.
- July 17-23—Montreal, Quebec and the Saguenay.
- Aug. 2-6—Montreal and Quebec.
- Aug. 14-20—Montreal, Quebec and the Saguenay.
- Aug. 30-Sept. 3—Montreal and Quebec.

Plans for other cruises are now being made and will be announced in these columns as soon as arrangements have been completed.

Further information and free literature may be obtained at the Rochester Sun office, Travel Dept., 93 Clinton Ave. S. Literature will be sent by mail upon request.

Civic Program . . .
(Continued from Page 1)

the best beloved song composers of the century.

Added to the appeal of the program itself is the announcement of assisting artists who will be heard with the orchestra.

Beautiful Marie Nash, Broadway star of four musical comedies, and Eric Mattson, the stalwart tenor who earned a tremendous ovation in his last ap-

pearance here, will be heard in individual songs, as well as duets from the operettas by Romberg, Friml and Lehár.

Both Miss Nash and Mattson appeared here with Sigmund Romberg and his orchestra last New Year's Eve.

made to John Rothwell Slater in the field of arts and letters, Herman Leroy Fairchild in the field of geological science, James E. Gleason and Frank W. Lovejoy in the field of industrial science and Edward Griffith Miner in the fields of industry and public service.

**Don't Believe
a bull charges
a red flag!**

SEE PAGE 9

B & L Head Honored
(Continued from Page 1)

Corp., the Rochester Savings Bank and the Security Trust Co. He is also a Trustee of the Hillside Home for Children, the University of Rochester, the Rochester Chamber of Commerce and the Rochester Museum Association.

Last year's medal was awarded to Dr. George Hoyt Whipple in the field of biological science. It is presented annually in behalf of the City by the Museum at a Convocation. This year it will be held on Friday, May 5. Previous awards have been

**CLEARANCE
of DRESSES**

Broken **\$3.95 to \$6.95**
Sizes **3 to 6**

Values From \$14.95 to \$22.75

Belle Christiana
951 MERCANTILE BLDG.

VISION

.. Is Of World-Wide Importance Today!

Emphasis is on "Eyes" these busy war-time days and nights. Speed and efficiency is the keynote of production. Folks with impaired vision cannot meet the requirements of war industry, because the men and women of the fighting front must depend absolutely on the quality and quantity of the materials that those on the home front must provide. If your eyes are not up to standard—do something about it TODAY. Your deficiency can probably be overcome by wearing CORRECTIVE GLASSES.

Smalls Come In And Consult
28 EAST MAIN ST. HARRY A. BENEWICK
Optician

Pay Small Sums Weekly!

Orange Pudding (Baked)

1/2 cup tangerine sections, halved
1/2 cup sugar
1/2 cup flour
1/2 cup milk
1/2 cup tangerine juice
1/2 cup grated tangerine rind

1/2 cup milk; cook, stirring constantly, 'til thickened. Shred shrimp; add to sauce. Cool. Beat egg yolks; add Beat egg whites 'til stiff but not dry; fold carefully into shrimp mixture. Pour into baking dish. Bake in moderate oven (350° F.) 50 minutes. Serve at once. Serves 6.

for COLDS' MISERIES

1-2 AND IT'S GONE
—gone right to the sneezy 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

PENETRO NOSE DROPS

Special!
LADIES' PLAIN DRESSES **85¢**

DRY CLEANED & HAND FINISHED

PEEDY'S DRY CLEANERS & HATTERS
COURT ST. Free Parking at Chimes Station Across the Street

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! 'ake 'em do! Check this PENN SPECIAL!

6.95

Full Year Guarantee!

One of One Low Price
NEW BAG
NEW BRUSH
NEW CORD
NEW MOTOR BRUSHES
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Complete Oiling
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expert Mechanics
FREE CALL and DELIVERY
arts for All Make Cleaners

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10 SOUTH AVENUE • STONE 6747
Open Monday Evening 7:00-9:00—Other Evenings 7:00-9:00

ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Wegmans
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THE LOWEST OPA CEILING PRICES IN THIS COMMUNITY

Tender Young Rib End Roast

PORK LOINS
lb. **25¢**

ROSEDALE TENDER
SWEET PEAS No. 2 can **14c**

BLUE RIBBON
POTATO CHIPS pkg. **21c**

TALL CAN EVAPORATED
MILK 3 cans **25c**

RED OR BLUE LABEL
KARO bot. **16c**

SNIDER'S OLD FASHIONED
CHILI SAUCE bot. **21c**

DELICIOUS OVEN FRESH
TUTTIE FRUITTIE
LAYER CAKE
39¢ ea.

OLD FASHIONED SPICY
GINGER SNAPS lb. **15c**

TEMPTING
BLUEBERRY PIES ea. **35c**

FRESH, FLAVORFUL
APPLE KUCHEN ea. **29c**

Extra Fancy Tender California
ASPARAGUS
lb. **33¢**

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HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

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Eat Breakfast Any More?



CREAM OF RICE
Ready in 5 Minutes
Fortified To Whole Grain Levels

ery Store Products Sales Co., Inc., New York

SPECIAL LINOLEUM OFFER

WASHABLE WINDOW SHADES

From our large selection of patterns, all colors through to back. It is still possible to modernize that kitchen floor with

ARMSTRONG INLAID LINO FLOOR
Any Room Size Up To 9x12 **\$18.75**

Complete labor and materials

Selection of colors New roller included. Sizes 6 ft. x 36 inches. Without Roller **39¢**

Lucas FLOOR-LIFE
For outside porches or inside floors of wood, cement or composition. Dries to a hard glossy finish that is impervious to sun, rain, snow and traffic. Easily cleaned. 12 modern colors.

Lucas 1.15 Quart

ROLL IT ON!
One Coat Covers Wallpaper

Kon-Tone MIRACLE WALL FINISH
\$2.98
Kon-Tone covers most interior wall surfaces in one coat. Washes easily. Dries in one hour. Has no odor. You can brush it or roll it on with Roller Kuster. See our demonstration today!

TAKE ADVANTAGE OF THESE MONEY SAVING ITEMS

LUCAS PAINT STORE
80 ST. PAUL ST. ★ MAIN 2090
FREE PARKING

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 UP EVERY DAY IN THE WEEK. There may be a route open soon in your neighborhood. Fill out the coupon.

Fill Out This COUPON

Mail It Now!

SHOPPING NEWS, CIRCULATION DEPT.
93 CLINTON AVE. S.
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Name

Address

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WANTED
MEN AND WOMEN
FULL TIME WORK
Steady Employment and Overtime

WANTED MEN
PART TIME WORKERS

WANTED
WOMEN OFFICE WORKERS
AND TYPISTS

Apply Do not apply for full time work, if now engaged in War industry.

ARPEAKO EMPLOYMENT OFFICE
900 MAPLE ST.

Ham-Peas-Egg Skillet



From the oven to the table goes this casserole-skillet supper combination. Green peas, minced ham loaf (the table-ready kind) and eggs make the tasteful trio.

The peas may be combined in a white sauce—2 cups cooked peas, 2 cups medium white sauce, with slices of ham loaf, then drop eggs carefully on each slice.

For quick casserole meals you'll find table-ready meats fill the bill. Meat loaves, minced ham, bologna or a dry sausage as cervelat or salami, combine well with scalloped dishes such as macaroni, potatoes, spaghetti, noodles or rice. Dice the meat, combine with a sauce or gravy and the cooked "extender."

Tangerine Pudding (Baked)

1 cup tangerine sections, halved
1/2 cup sugar
1/2 tbsps. flour
1/2 tbsps. salt
2 eggs, separated
1 cup milk
2 tbsps. tangerine juice
1 tbsps. grated tangerine rind

Remove seeds from tangerine sections. Arrange sections in bottom of greased baking dish. Mix sugar, flour and salt. Beat egg yolks slightly; add. Add milk, tangerine juice and rind. Beat egg whites stiff, but not dry; fold in carefully. Place in pan of hot water. Bake in moderate oven (350° F.) 34 hour. Serves 4.

Shrimp Souffle

3 tbsps. butter or margarine
4 tbsps. flour
1/2 tbsps. salt
1/2 tbsps. Worcestershire sauce
1 cup milk
1 7-oz. can shrimp (1 1/2 cups)
3 eggs, separated

Melt butter or margarine; blend in flour, salt and Worcestershire sauce. Gradually add milk; cook, stirring constantly, 'til thickened. Shred shrimp; add to sauce. Cool. Beat egg yolks; add. Beat egg whites 'til stiff but not dry; fold carefully into shrimp mixture. Pour into baking dish. Bake in moderate oven (350° F.) 50 minutes. Serve at once. Serves 6.

for COLDS' MISERIES



1-2 AND IT'S GONE

—gone right to the sneezy, 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

PENETRO NOSE DROPS

Wegmans
HOME OWNED SUPER MARKETS

THE LOWEST OPA CEILING PRICES IN THIS COMMUNITY

Don't Believe
a bull charges a red flag!
a bull is color-blind and will charge at any object waved at it.

YOU CAN BELIEVE

MARIN
PUERTO RICO RUM



Is The Perfect Liquor For All Drinks Straight Or Mixed...

AWARDED GOLD MEDAL FIRST PRIZE AT THE INDUSTRIAL EXPOSITION MATAGUEZ, PUERTO RICO

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QUALITY LIQUORS SINCE 1889

GIVE MORE IN '44 TO RED CROSS WAR FUND

Consumer News

AND "THIS LITTLE PIG-CRIED" ... NO POINTS ... ALL THE WAY HOME! ... Lard is off rationing so store a little while you can. The home refrigerator that has an empty corner for a couple of pounds of lard this month may do its bit to relieve a temporary storage emergency and also help provide for pies and biscuits for the family's future meals. Right now, while more lard is on the market than cold storage warehouses can accommodate and while lard is off the ration list, the housewife may put by a small amount if she has refrigerator space for it. Food specialists remind housewives that lard will keep its fresh flavor only if it is stored in a cold, dark, dry place and covered tightly. Lard in general keeps longer than butter or margarine. Food specialists caution against buying too much lard or hoarding quantities which are likely to become rancid before they can be used and thus become a waste of valuable food.

The present lard emergency doesn't mean that this country now has all the fat it needs. Many millions of pounds of hard fat are still needed for making glycerin, soap and other wartime industrial products. Every housewife still has the patriotic duty of saving every drop of kitchen fat.

THOSE POPULAR ENGLISH MUFFINS NEED NOT BE BOUGHT IN A PACKAGE ... YOU CAN MAKE 'EM:

1 yeast cake
1 c. lukewarm water
1 tbs. sugar
1 t. salt
3 1/2 all-purpose flour
1 tbs. melted shortening

Crumble yeast into bowl and slowly add water, stirring until yeast is dissolved. Stir in sugar, salt and flour and mix well. Add shortening and mix well. Turn out on lightly floured board and knead until smooth. Place dough in greased bowl, cover and let rise until double in bulk. Roll dough to 3/8 inch thickness. Cut into 33-inch rounds and let rise until double in bulk. Bake slowly on greased griddle, about 15 minutes, turning often. When cool, split, toast and butter, or use anyway you wish.

NOW ... YOU CAN MEND YOUR OWN CHINA!

China that has been chipped or broken can be mended at home by mixing a teaspoon of pulverized alum with a teaspoon of water. Melt this in a hot oven or over the fire until transparent. Wash the broken pieces in hot water, dry them and while still warm apply the melted alum quickly and thickly to the edges and press together. Let the china dry and it will never come apart even when washed in hot water.

Special!
LADIES' PLAIN DRESSES
85¢

DRY CLEANED & HAND FINISHED

SPEEDY'S DRY CLEANERS & HATTERS

212 COURT ST. Free Parking at Chimes Station Across the 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! *ake 'em dol! 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 Evening (11) 9-Other Evenings (11) 7

ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Tender Young Rib End Roast

PORK LOINS
lb. **25¢**

ROSEDALE TENDER SWEET PEAS No. 2 can 14¢

BLUE RIBBON POTATO CHIPS pkg. 21¢

TALL CAN EVAPORATED MILK 3 cans 25¢

RED OR BLUE LABEL KARO bot. 16¢

SNIDER'S OLD FASHIONED CHILI SAUCE bot. 21¢

DELICIOUS OVEN FRESH

TUTTIE FRUITIE

LAYER CAKE
39¢ ea.

OLD FASHIONED SPICY GINGER SNAPS lb. 15¢

TEMPTING BLUEBERRY PIES ea. 35¢

FRESH, FLAVORFUL APPLE KUCHEN ea. 29¢

Extra Fancy Tender California

ASPARAGUS
lb. **33¢**

Wegmans
HOME OWNED SUPER MARKETS

FREE PARKING FOR CUSTOMERS

ELSCO STORES
QUALITY FOODS

Palmolive SOAP 8¢

1 LB. 26¢ 3 LBS. 74¢

LUX FLAKES 1g. 24¢
Lux Toilet Soap 8¢
Lifebuoy Soap 8¢
Rinso 1g. 24¢

SWAN SOAP
Regular ... 2 for 13¢
Large ... 11¢

Gold Dust Powd. 1g. 18¢

1 LB. JAR 36¢

OCTAGON
Soap Powder ... 5¢
Toilet Soap ... 5¢
Cleanser ... 5¢
Granulated Soap ... 24¢

SUPER SUDS 24¢

GUEST SIZE 5¢
MEDIUM 2 for 13¢
LARGE ... 11¢

Ivory Soap

Ivory Flakes 1g. 24¢
Ivory Snow 1g. 24¢
Camay Soap 8¢
Lava Soap 7¢
Chipso 24¢
DUZ 24¢
OXYDOL 24¢

CRISCO
1 lb. 26¢ 3 lbs. 74¢

20 MULE TEAM BORAX 15¢
BORAXO New Hand Cleaner 15¢

YOUR A BALANCED DIET OF 59 TITAMINS AND MINERALS 59¢
RINK **Borden's Hemi**

Preparation for Malted Milk

PILLSBURY'S BEST FLOUR
25 Lb. Bag \$1.35
5 Lbs. 33¢

PUZZLE

Why Isn't She Begging Them To Eat Breakfast Any More?

ANSWER:

SHE SERVES NEW CREAM OF RICE!
"BETTER THAN WHEAT THEY AGREE!"

SO EASILY DIGESTIBLE!

A wonderful way to start the day! It's so creamy, so easy to digest, it's recommended by doctors as babies' first solid food. Recommended for people who suffer from wheat or corn allergies.

RICH SOURCE OF FOOD ENERGY!

Packed with plenty of energy values—it turns into energy fast, Cream of Rice is ideal for active people— youngsters who play hard, oldsters who work hard.

FOR DELICIOUS TASTE!

Blends with any fixin'. Smother it with syrup. Rain raisins on it. Serve it with chopped-up prunes, brown sugar or molasses. A different way every day!

Mommas puzzled about how to make families really enjoy breakfast, try Cream of Rice. It's delicious! And it's fortified to whole grain levels with vitamins and iron. Yes, it's just as rich in these precious food elements as rice in the field. Think what a protection that is against vitamin deficiencies that tend to make people listless, nerves jittery, appetites poor.

See how all the family thank you for discovering delicious Cream of Rice. Get a package today.



CREAM OF RICE
Ready in 5 Minutes
Fortified To Whole Grain Levels

Product of Grocery Store Products Sales Co., Inc., New York

Shop With
Edwards Credit
Coupon Books,
Issued on
7th Floor.



Yours for Easter and After



2 Hours
Parking For
Edwards
Customers
at St. Paul &
Pleasant Sts.

SLIPS OF FASHION

Rayon Crepe and
Satin

SLIPS 1.79

Beautiful slim fitting, lace
trimmed and tailored slips. Gleam-
ing rayon satin and fine rayon
crepe materials. Bias cut, high
detailed bodice, adjustable shoulder
straps. Tealose, Blue and White.
Sizes 32 to 40.

EDWARDS—Basement



Phone
Orders
Filled
As Early
As
9 A. M.

STARRED for EASTER
Right THRU SPRING

BUDGET-WISE SUITS 19.94

Capture the spotlight in the Easter Parade!
Wear a wonderful new suit—prize it thru
Spring! Choose it from our top collection.
New Cardigan suits, slick tailored classics,
soft dressmakers. Come find exactly the suit
you want.

RED - NAVY - GREEN - MAIZE - LILAC
BROWN - BLACK

SIZES 10-20

EDWARDS—Basement



LOOK . . .

These Are Really
Wonderful!

DRESSES 5.97

Compliment-catching dresses to see you
through Springtime. They're excitingly
figure flattering, color-bright. Wonder-
ful under your new Spring coat. See the
whole collection today! Prints, Plains.
Sizes 12-20, 38-44.

EDWARDS—Basement



STEP INTO SPRING

With A Pair of Edwards
Fashion Right

SHOES 4.49

The find of grand fitting shoes
that suit you to a T. They're
really a pleasure to wear. Black
kidskins with gabardine inserts.
Black gabardine with patent
trim. Sizes to 9. Width AA
to C.

EDWARDS—Basement



SHORT CUT IN FASHION SHORTY COATS 16.94

Fashion hit from coast to coast!
Brief color bright—they top every-
thing from your suits to slacks.
Choose yours from double breasted
tappers, cardigans, single breasted
styles. You'll wear it all summer
long. Sizes 12-20.

RED - LILAC - GREEN
BLUE - NATURAL

EDWARDS—Basement



"GOOD NEWS" IN SPRING COATS 19.94

We've a prize collection. Find that
Spring coat you need here. Chester-
fields, Fitted Reclers, Bright Boy-coats.
All superbly tailored and fine fitting.
All fully lined. Crepes, Shetlands,
Fleeces. Sizes 12-20. Women's styles
38-44.

COLORS:

RED MAIZE
BLUE GREEN
LILAC BROWN

EDWARDS—Basement



Edwards Basement Store

WANTED
ICE SERVICE MEN
ICE PULLERS
COAL DRIVERS
OFFICE HELP
ESSENTIAL INDUSTRY
HETZLER BROS.
801 DRIVING PARK AVE.
Glen, 446
If in war work do not apply.

**Regent Screens
Comedy With
Eddie Bracken**

Eddie Bracken has gone the way of all Preston Sturges heroes — right smack into slambang, physical comedy with bubs, falls and considerable messing up. Sturges loves to make all his heroes ridiculously funny and suffer from the slings

and arrows of outrageous slapstick fortune. Bracken is no exception even though his role in Paramount's "The Miracle of Morgan's Creek," at the Regent theatre, this week, with Betty Hutton, is his first highly dramatic and human one.

Bracken portrays a shy, nervous fellow who has always been in love with Betty but without hope of having his love reciprocated. The things that happen to Eddie shouldn't happen to a dog; they include some terrific falls and a lot of pushing around, no small part of it at the hands of Betty's screen father, William Demarest. All of it is worth it, however, because of the "miracle" at the end! And we're not telling.

**New Features Added
To Cruise Schedule
Offered Sun Readers**

Several innovations have been made in the 1944 vacation season operation of the Rochester Sunours Travel Bureau, a service department of this paper.

Extensive plans for lake and river cruises have been announced affording Rochesterians an opportunity to rest and relax from arduous wartime tasks. Five cruises on Lake Ontario and the St. Lawrence river will be made during July and August; two will continue on up the breath-taking Saguenay River.

Chief of the added features is the vacation finance plan whereby the entire cost of the cruise can be financed by individuals. Up to a year to pay will be offered all tourists. This will eliminate the need for ready cash and will space out the cost of the cruise into as many as twelve small payments.

In addition to the cruises planned by Shopping News, reservations for many choice vacation spots will be available through the Sunours Travel Bureau. Reservations for resorts in the Adirondacks, the Pocono Mountains in Pennsylvania, at Atlantic City and other summer playgrounds will be available as well as reservations in several New York City hotels.

First of the five cruises planned in conjunction with the

**Women Sought
By Red Cross
For House Nursing**

The Rochester Chapter of the Red Cross has appealed for 1,100 women to start courses in Home Nursing towards the quota of 3,000 trainees set by the National Red Cross by July 1.

Immediate registration was urged by Mrs. Alvah Strong, chairman of Home Nursing, who pointed to area conditions that indicate more and more every day the effects of the constantly growing shortage of physicians and nurses.

Consisting of instruction in the practical procedures and treatment used for caring for the sick in the home, the courses are for two hours a week for 12 weeks. Classes now available, taught by volunteer professional nurses at 37 Exchange Street, are as follows:

Monday, April 3, 7:30 to 9:30 p. m.
Tuesday, April 4, 1:30 to 3:30

p. m.
Monday, April 10, 10 a. m. to 12 noon.
Enrollment for these classes, which will continue on the same days and during the same hours for 12 weeks, may be made by calling the Home Nursing service of the Rochester Chapter, Main 6160.

WANTED
MEN AND WOMEN
FULL TIME WORK
Steady Employment and Overtime

WANTED MEN
PART TIME WORKERS

WANTED
WOMEN OFFICE WORKERS
AND TYPISTS

Apply
Do not apply for full time work, if now engaged in War industry
ARPEAKO EMPLOYMENT OFFICE
900 MAPLE ST.

*Don't Believe
Niagara Falls is the Highest
Waterfalls in the U. S.
... at least 17
others surpass it*

YOU CAN BELIEVE

MARIN
PUERTO RICO
RUM

Is The Perfect Liquor
For All Drinks
Straight Or Mixed...



AWARDED GOLD MEDAL FIRST PRIZE AT THE INDUSTRIAL EXPOSITION MAYAGUEZ, PUERTO RICO

At Your Neighborhood Liquor Store

SOLE U. S. AGENTS
Popper-Morson Company
Rockefeller Center, New York 20, N. Y.
QUALITY LIQUORS SINCE 1885

Dolan's



WHERE YOU BUY
THE CUTS OF
CHICKEN
YOU PREFER
DOLAN'S
600 JEFFERSON AVENUE
Cor. Bartlett
Telephone Genesee 1417

CERTAINLY!...we
have the sensational new
Kem-Tone miracle
wall finish



ONE GALLON
DOES A ROOM!

298 PER GAL.
PASTE FORM

- ONE COAT COVERS most wallpapers, painted walls and ceilings, wallboard, basement walls.
- APPLIES LIKE MAGIC
- DRIES IN ONE HOUR
- MIXES WITH WATER
- NO "PAINTY" ODOR
- WASHES EASILY
- LOVELIEST COLORS

Kem-Tone ROLLER-KOATER 89¢
Kem-Tone TRIMS As low as 15¢ a roll
PLASTIC PATCH PASTE 99¢
Repairs cracks 29¢ lb.

VARNISH for FLOORS • FURNITURE • WOODWORK
SHERWIN-WILLIAMS
MAR-NOT VARNISH
Beautifies and protects. Resists chipping, scuffing and scratching. Will not turn white.
\$1.49
QUART

SHERWIN-WILLIAMS
64 EXCHANGE ST. & BROAD
MAIN 1517
FREE PARKING NEXT DOOR
KEM-TONE Now Offers 5 New Beautiful Colors
SHERWIN-WILLIAMS PAINTS

GIVE MORE IN '44 TO RED CROSS WAR FUND

YOUR FAMILY WILL EAT BETTER



IF YOU
**BUY FROM
THE PLENTY... NOT
FROM THE SCARCE!**

Right now your grocer is featuring a big selection of NO-POINT, LOW-POINT foods. Your Government urges you to buy more of these plentiful foods. This way you SHARE and PLAY SQUARE with the nation's food supply... and your family will eat well, too!

WATCH FOR

**No-POINT
Low-POINT**
FOOD FEATURES





This advertising space has been donated to the WAR FOOD ADMINISTRATION and the OFFICE OF PRICE ADMINISTRATION Washington, D. C.

By The ROCHESTER SUN—SHOPPING NEWS

Help your grocer when you shop

- Have ration points ready
- Be prepared to take substitutes
- Buy no-point, low-point foods

BREAST-O'-CHICKEN BRAND TUNA FISH
makes low-point meals taste good!

The delicious flavor of Breast-O'-Chicken Brand Tuna Fish gives real appetite appeal to hot main-course dishes, such as stuffed baked potatoes, rich souffles, vegetable pot pies, and baked macaroni recipes. When this tuna is available your family will be delighted with these point-stretching meals.



WESTGATE SEA PRODUCTS CO. 1
SAN DIEGO, CALIFORNIA

Buy more War Bonds ★ Keep those you buy

**Local Shipbuilders
Develop Shortcuts
To Speed Production**

War-time needs for ships and tankers have developed many short-cuts but it remained for a comparatively new entrant into the field to hit on a construction idea that is breaking records in tanker-building circles. This is the welded channel-type of construction developed and patented by John H. Odenbach.

This type of construction employ steel channels bent into shape and welded by automatic welding machines to form a rivetless, steel hull. Wheelhouse and bridge sections and forecastle sections are likewise prefabricated. These sections are then welded together to form the complete tanker.

The big feature of this is that the whole shipbuilding procedure has been so streamlined that tankers come off the ways with production-line regularity. Also adding to the speed with which these much needed ships are launched is the fact that work can be carried on continuously, twelve months of the year, inasmuch as the Odenbach firm operates one of the few all-enclosed shipyards in the United States.

Wegmans
HOME OWNED SUPER MARKETS

FRESH WHITE MEAT

**MILK-FED
LEG O'VEAL**
29¢ lb.

TENDER, YOUNG

**ROAST
LEG O'LAMB**
39¢ lb.

EXTRA FANCY

**CALIFORNIA
ASPARAGUS**
29¢ lb.

FLAVORFUL

CRAX
19¢ lb.

WEGMAN'S
KILBOURN HALL

COFFEE
23¢ lb.

LUNCHEON
MEAT

BRUNCH
Can 33¢

TENDER FRESH

**CALIFORNIA
BROCCOLI**
19¢ 1ge. bunch

TEMPTING FRESH
ASSORTED

**LAYER
CAKES**
39¢ ea.

DELICIOUS APPLE
AND APPLE CRUNCH

KUCHENS
29¢ ea.

SPRING LEAF

TEA
1/4-lb. pkg. 17¢

JERSEY
EVAPORATED

MILK
3 tall cans 25¢

GOLD
MEDAL

FLOUR
10 lbs. 59¢ 5-lb. bag 30¢

THIS WAY TO THE EASTER PARADE!

Exciting Collection of

Easter Handbags

5.00

You have to hand it to our eye-opening assortment of Easter bags! Timed for Easter elegance and the price is boiled down to any budget! Dress-up bags and classic suitors in lustrous fabrics and neat leather! Black, brown, navy and many color combinations!

- A. Smart rayon faille zipper bag with lucite trim 5.00
- B. Underarm rayon corsette with fake shell clasp 5.00
- C. Soft, fine rayon faille with fake shell clasp 5.00
- D. Large rayon corsette underarm bag 5.00
- E. Huge show-off bag of striped rayon faille 5.00
- F. Lustrous rayon faille with patent cloth trim 5.00
- G. Dressy rayon faille pouch with twisted handle 5.00
- H. Big, colorful twine bag with wooden clasp 5.00

HANDBAGS, FRONT AISLES B AND C, MAIN FLOOR



Parade of Dazzling, New

Easter Shoes

4.95 and 5.95

Set the pace for your Easter best in foot-fancy Cinderella shoes. Slim, flattering new shoes, well-worth a precious coupon! Remember that stamp 13 expires April 30. So shop now for Easter and after, and avoid last-minute worry and flurry! Be sure stamp 13, or aeroplane 1, is attached to ration book.

- A. Military mannered black calf oxford 5.95
- B. Trim low pump in soft, military tan calf 4.95
- C. Lustrous black gabardine toeless pump 5.95
- D. Toeless dress pump with fluted bow, Black, brown calf 5.95
- E. Slim out pumps with bow, Cuban heel, Brown, Black 5.95
- F. Dress-up oxford in alligator grained calf, Brown only 5.95
- G. Classic spectator pump, Military tan calf 4.95

CINDERELLA SHOES, FRONT AISLE H, MAIN FLOOR



SIBLEY, LINDSAY & CURR CO.

G. I. Joe Says . . .

Continued From Page 1

ed, said clearly and crisply, "Yes, Sir!"

"Fair enough," said the C. O. "Please take the head of the column and march these gentlemen to the barber shop."

One of the lads protested . . . "What if a guy hasn't any money?" The U. O. reached for his pocket, saying, "How much does a hair cut cost?"

"Thirty cents," he says.

At this point 13 others raised their hands and said, "We haven't the dough either." So, the C. O., the Top Sergeant and a Corporal got up the cash between them, in some embarrassment, to the accompanying guffaws from the rest of the platoon.

Here's a classic! In preparation for our move out here, we spread our equipment from our barracks bags out on the ground in the Upton drill field. An officer stood on a high platform and called off an item at a time, which we were required to hold up in the air, then put in our

bags, thus making sure no one was anything . . . three pairs of socks, he calls, we now item up . . . "dump em in." "Two pair winter underwear, etc. . . . "Occasionally someone was short, he repaired the shortage at his own expense before leaving. At the instant the officer showed us how to tie the two bags together to sling over one shoulder, then asked, "Are there any questions?"

"Yes, pipes up one Jeep . . . "What do I do with this pillow?"

Some of the Army training films are masterpieces. Some contain restricted films from German invasion blitz . . . fascinating . . . dynamic . . . powerful. I wish the public could see these restricted films, they would really wake up! I cannot describe them, unfortunately.

Much has been said about Army show. There will always be two viewpoints as long as people think freely, but from where . . . the tools is excellent . . . and if Mrs. John Public made half the effort in one day, that the Army does in kitchen salvage, we'd have a surplus of rats, tin cans, etc. for a month!

are currently made. Meanwhile draft deferments for men in industry came into the news with several conflicting announcements. As of yesterday it looked something like this: From now on men under 28 years of age and in good health will have to face military service, unless they are actually working on a farm. Industrial deferments for men in the 18-28 age group will become increasingly scarce.

A new "enforcement drive" was launched by police to increase traffic safety and the Democrat & Chronicle's high priest of traffic safety, Roy Elliott, came back into the news with his pictures, charts and stories of traffic violations.

A weeping, wailing and gnashing of teeth went up from users of the mails as the local postage rate was increased from 2 cents per ounce to three cents. Direct mail advertisers were hardest hit as their postage bill was increased by a third. Other general increases are to become effective Saturday and this was reflected in the rushing business being done this week by cosmetic counters, furriers and luggage dealers, as customers sought to "beat the tax rise."

Jose Iturbi, brilliant director of the Philharmonic Orchestra broke into the news when he

turned over a check for \$500 to members of his orchestra with which to start a pension fund. He did not intimate which particular members of the orchestra he wished would retire.

Fire, which swept St. Anne's Church in Mt. Hope Ave. on Monday afternoon caused an estimated \$20,000 loss. An epidemic of grass fires was extinguished by firemen on Saturday as the thermometer shot up into summer range and golfers began shining up the clubs.

Franchot Tone In Villain Role On Century Screen

One of the screen's foremost romantic personalities, handsome Franchot Tone, essays what is for this polished actor an entirely new dramatic portrayal in Universal's moody mystery drama "Phantom Lady" now playing at the Century Theatre.

This, his first appearance in films as a menace, is by all odds his most dramatic performance just as "Phantom Lady" is one of the most intensely dramatic pictures of its kind ever to be turned out by Hollywood.

So exacting are the transitions which Tone must bridge in the creation of his masterful villain that he consulted a noted Beverly Hills psychiatrist to obtain authentic information on the physical and nervous reactions of a psychopathic depressive such as he portrays in "Phantom Lady."

Film audiences which for a number of years have seen and applauded the actor in appealing sympathetic portrayals such as were his in the current Deanna Durbin hits "His Butler's Sister" and "Five Graves to Cairo" will encounter an entirely different Franchot Tone in "Phantom Lady" but one who is if anything, even more effective than ever.

Technicolor Musical Opens At Capitol

"The Desert Song," famed musical, now modernized and filmed in Technicolor with all its glorious songs, romance, excitement and adventure, opens today at the Capitol Theatre. This Warner Bros. production features Dennis Morgan and Irene Manning, Eastman School of Music graduate and Light Opera star, in the leading singing roles. Bruce Cabot, Lynne Overman and Gene Lockhart are prominent in the supporting cast.

Don't Believe Niagara Falls is the highest waterfalls in the U. S.

SEE PAGE 4

GIVE YOUR HEAD COLD THE AIR

It's easy. Quick, too. You'll breathe freer almost instantly when you put just two drops Penetro Nose Drops in each nostril. They're tops in drops, top-quality guaranteed. Real prescription-type medication containing genuine ephedrine. Feel them soothe as they act for greater comfort—you feel better, feel more like yourself again. They open up that cold-clogged nose and give your head cold air. Economical. Generous size, 25¢, 2 1/2 times as much in the 50¢ size. Caution: Use only as directed. Demand **PENETRO NOSE DROPS**

Week In Review . . .

Continued From Page 1

Ickes, Solid Fuel Administrator announced that householders would get only seven-eighths of their annual requirements of coal during the heating year starting April 1st. Dealers were to begin distribution of "consumer declaration forms" stating the amount of coal needed by the individual during the next heating season and listing the amount of coal on hand as of April 1.

For many a motorist the bright spot of the week in the field of rationing was the announcement on Tuesday that a former OPA sleuth had been denied gas ration for the duration for disobeying the very rules he so vigorously sought to enforce during the pleasure ban last summer.

Plans were announced for a city-wide roundup of waste paper to be held on Sunday and all householders were urged to place their waste paper at the curb before 8 a. m. on that day. The Army took steps to test inductees in Convention Hall instead of in the Church St. Federal Bldg. where examinations

Did you write today... to someone in service?

GENESEE LAGER BEER

LET'S WIN THE WAR IN '44



ODENBACH CONSTRUCTION SPEEDS AXIS DESTRUCTION

Pictured above is an ocean-going tanker being constructed by the Odenbach Shipbuilding Corporation. These ships are carrying vital fuel to fighting fronts throughout the world.

Urgently Needed . . . NOW!

Welders, Shipfitters, Pipefitters, Burners, Mechanics, Electricians and Helpers to work in our all-enclosed shipyard. Top pay, free insurance. If not engaged in war work apply now. Odenbach Shipbuilding Corporation, 4800 Dewey Avenue.

Odenbach Shipbuilding Corporation
4800 Dewey Ave.

Odenbach

TANKERS • DERRICK BARGES • UTILITY BARGES

Serving the United Nations throughout the World

Neisner's . . . Famous for Fine Portraits

Mothers!

Here's a Chance To Get a Famous Neisner

BABY PORTRAIT

at a Reduced Price

Special! \$1.45

A Lovely Baby Miniature Portrait including a Beautiful Frame . . . for only \$1.45

You'll Treasure This Portrait in Years to Come.

4 Proofs to Choose From
No Appointment Necessary

Neisner's
5¢ to \$1.00 Stores

200 MAIN ST., E. STUDIO REAR MAIN FLOOR

Only 1 in 100 would know!



WE WERE going to make a survey, 100 interviews. Then we had a better idea.

"Why bother all those busy people? Probably not more than one of them would know the answer, because it's something they take for granted. . . . Let's just print it here and save a lot of time!"

So here's the question: "What's the smallest item and BIGGEST bargain in most family budgets?"

And here's the answer in one word: "Electricity."

Look at the last item in these recent cost-of-living figures from the U. S. Bureau of Labor Statistics (reprinted at right). Considering how many household jobs electricity does daily, that's a rather startling statistic.

Then remember that electricity is still sold at low pre-war prices—remember that the average U. S. family gets about

WHERE THE WORKERS' MONEY GOES

(War-time Cost-of-Living Index, wage earners, 54 cities, U. S. Bureau of Labor Statistics)

FOOD	41.8%
RENT	17.3
CLOTHING	12.1
MISCELLANEOUS	11.9
FUEL AND ICE	4.7
HOUSEFURNISHINGS	3.1
ELECTRICITY	1.3
TOTAL	100%

ROCHESTER GAS and ELECTRIC

DON'T WASTE ELECTRICITY JUST BECAUSE IT ISN'T RATIONED!

NO RATION STAMP NEEDED

EASTER -- STYLES

Red, Green, Brown and Black GABARDINE and PATENT

\$2.98

ALL EASTER STYLES

Wear Tested Guaranteed Soles

Surprising is the great variety of RATION FREE spring shoes that await you now.

AT NEISNER'S

NO Ration Stamps Needed

MISSES' — CHILDS' EASTER FOOTWEAR NOT RATIONED

\$1.49 to \$2.98 FINE QUALITY

EVERY PAIR HAVE WEAR TESTED SOLES — ALL GUARANTEED

SIZES 8 1/2 to 3

SAVE IN NEISNER'S SHOE DEPT.

Wear Tested Soles

NO RATION STAMP NEEDED

BOYS' and MEN'S OXFORDS

Not-Rationed

\$2.98

REAL VALUES

Wear Tested Soles

Neisner's
5¢ to \$1.00 Stores

200 EAST MAIN ST.

APPOINTMENT NECESSARY

er Charm! Victory Curl Permanent \$2.35

FINGER WAVE 50¢

BEAUTY SHOPPE

Monday 9 to 9 Mon. Other Eve's by Appointment

EAST MAIN • MAIN 2422

Parade FAMILY . . .

Five Hour

Black nts" 5

black nts" You'll try day int the rt and ant to p for r eve- to 7.

Main Floor Monroe Store

is young crowd

Sport ear 30

be buck and Co.

AVE. AT S. UNION — MAIN 7000
ROAD NEAR DEWEY — GLEN. 556

HOUSEWIVES WANTED
An opportunity for housewives to earn \$1.00 per hour during spare time.
CALL STONE 5385
Between 2 and 3

Personal To Certain Fat Women
You admit fat people may often slim down without starvation diets and backbreaking exercises when your excess fat is contributed to by thyroid deficiency. Just eat sensibly and take Marmola only in accordance with the directions, instructions and warnings on the package and in the enclosed circular, and not otherwise.
Marmola is not a cure-all. If in doubt as to further information as to the properties and effects of the Marmola ingredients, consult a physician.
If you need Marmola, why not lose those extra unbecoming pounds the Marmola way. Look's delay, fragrance have sold more than twenty million packages during the past thirty years.

SCARFS
SQUIRRELS
MOUNTAIN SABLE
MINK & KOLINSKY
SILVER FOXES
LOWEST PRICES IN CITY
CLIFFORD FUR CO.
123 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

Head Colds, Coughs 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—no money will be refunded. Effective, non-irritating. May be used to treat an infant in absolute safety.
Sold at All Good Drug Stores

A Name for CHOICE Liquor
A Liquor for Every CHOICE
Pete Hagen's
READY TO SERVE
COCKTAILS
SMOOTH MELLOW DELICIOUS
CORDIALS
FAMOUS MASTER BLENDED
"ROCK N" RUM
The name that has simplified liquor buying. A symbol of perfection in everyone of its products satisfying the needs of all who enjoy quality liquor.
*If your liquor supplier is temporarily out of a number—leave your order. Whatever you buy, ask for a "Pete Hagen" product at Your Neighborhood Liquor Store.
popper morson company
Rochester, New York 20, N. Y.
QUALITY LIQUORS SINCE 1889

GIVE MORE IN '44 TO RED CROSS WAR FUND

Hi-Test OXYDOL . . . Lg. 25c	20 MULE TEAM BORAX, 1-lb. . . 15c
IVORY FLAKES Large 25c, Med. 11c	Cleans Dirty Hands BORAX-O, 2 for 29c
NEW IVORY SOAP Large 25c, Med. 11c	OLD DUTCH CLEANSER . . . 9c
Super Creamed CRISCO 1-lb. 26c, 3-lb. 73c	WINDIX 15c
DUZ Large 25c, Med. 10c	WOODBURY Soap 9c
LAVA SOAP 7c	KIRKMAN Granulated Lg. 26c Flakes . . . Lg. 25c
CAMAY SOAP 3 for 20c	WHITE HOUSE COFFEE 1-lb. 29c
IVORY SOAP Lg. 11c Med. 3 for 20c	
GUEST IVORY SOAP 4 for 19c	

BUSY BEE STORES
CO-OPERATING WITH
S-K CO. INC.

Reflections . . .
Continued From Page 1

her brethren in the stately hall of Congress.
Sure they do! But what does that prove? Not a thing! Look at the face remember this little thing:
If you were a man, you'd be marching in the Army, Navy or Marines—or you'd at least be able for military service. Did you ever hear of them drafting women? Well, what about a draft for women for military service, not even for fighting service, and you, I'm only thinking of behind the lines service. Oh, you are in favor of a draft for women? Well, why don't you counter your services then and make a draft unnecessary? The services need you—now.

Where do I get my figures to prove my argument? Right out of the enlistment figures for the WACS, WAVES, SARNS and other military services where women are sought for enlistment. There isn't a one of them which has reached its quota.
Now, where are your equal rights—equal responsibilities argument? Of course you don't want to be drafted—but you won't even enlist.
Maybe I don't blame you too much. But I do blame you if you want to stand up at a bar and drink like a man, you want to saunter down the street with a cigarette dangling from your lips like a man, you want to tell the same backroom jokes, handle the same jobs and at the same pay—in fact—you want to be "treated exactly as a man."

Yet, you expect every man in the crowded bus to relinquish his seat to you. You want all the courtesies ever extended solely to women—and you don't even enlist in the service of your country in time of war. Oh sure, you'll join the Red Cross if you can wear a uniform and work on "the home front." You'll take a job in a warplant at a nice juicy wage (with time-and-a-half for overtime) but I mean—get right in there and pitch.
Thank God there is at least a minority which is doing just that. I'm thinking of the nurses on the fighting fronts, the

Vaca, Waves etc, who have already left home, family, job and career to do what they can get this war over with. They know what their responsibility is—and they've done something about it. Of course there are a lot of gals who might accept officer commissions in one of the services—but just a private in the ranks—perish forbid (as Archie Gardner would say).
Well, Misses and Mesdames—there you be. Now you are sore at me. I'm sorry dears—I love you all. But it still remains a

Don't Believe
Niagara Falls is the highest waterfalls in the U. S.
SEE PAGE 4

trip to the Federal Building services can undoubtedly use down on Church St. One of the you.

Eddie Cantor Searches For G. I. Joe
Full details on the famous contest which will make some service man \$5,000 richer at the end of the war. Fill out questionnaire form in this issue and vote for your favorite man in uniform.
WHERE HITLER LOST HIS WAR
The story of the war's turning point, based on original Russian material. How the Nazis threw their Sunday punch at Kursk last July and failed. Their course has been vividly dramatized since.
Many other timely articles, a condensation of the famous book, *Those Were The Days*, fascinating fiction and features of interest and value to all.
10c APR. 8 ISSUE LIBERTY NOW ON SALE 10c
AMERICA'S FAVORITE WEEKLY

NO APPOINTMENT NECESSARY
For Easter Charm!
OUR FAMOUS PERMANENTS — \$6.00 (plus tip) — low priced! Individually styled for you by skilled operators — longer lasting too!
Choose from our flattering line-up of spring coiffures today.
Realistic Wave \$7.50
Tulip Oil \$5.00
Deluxe Oil \$3.50
SUNRISE BEAUTY SHOPPE
9 to 6 Daily; 9 to 3 Mon. Other Eve's by Appointment
90 EAST MAIN • MAIN 2422



Sears Easter Parade
.. AT SEARS .. SAVINGS FOR THE ENTIRE FAMILY ..

Get "Old Shoe" Comfort From The Very First Step

"Pre-Flexed" Sandy Nevins



Smartly Styled, Smooth Fitting, Long Wearing

4.35

4.40

Men, it's actually a joy to wear Sandy Nevins. They're "Pre-Flexed". This means sole-stiffness is removed at the factory. You walk in happy comfort from your very first step. What's more, top-quality leathers and better workmanship makes them look smarter and wear longer. Wear Sandy Nevins. Be Comfortable . . . and thrifty, too.

ALL Shoes On Sale Main Floor Monroe
ALL Shoes Expertly Fitted By X-Ray

For Your Shining Hour

Gleaming Black "Patents"

4.35



These Glittering black "Vanity Modes" creations do get around . . . You'll find them worn every day by women who want the utmost in comfort and style . . . who want to "look" dressed up for happy daytime or evening hours, sizes 4 to 9.

Main Floor Monroe Store

Husky, Handsome Shoes Styled Just Like Dads

Sandy Nevin Jr.

3.45



Here are sturdy flexible shoes that can really take all the abuse any young active Commando can deliver. Selected leather uppers, with tough rubber soles that outwear leather-soled shoes. You save at Sears. Famous low prices. Sizes 2 1/2 to 6.

Main Floor Monroe Store

Both Stores Open
Fri. and Sat. 'Til 9 P. M.

A Must with the style conscious young crowd

Jaunty Actionnaires

A Pal for Sport or Casual Wear

3.30



Gay, youthful styles in all of the newest styles. Smartest browns and whites in slippers and ties . . . that not only flatter your ankles but also give you a precious feeling of "knockabout" comfort, sizes 4 to 6.

Sears, Roebuck and Co.

Main Floor Monroe Store
MONROE AVE. AT 5. UNION — MAIN 7000
RIDGE ROAD NEAR DEWEY — GLEN. 556

How about some new buttons to change that suit left over from last season. Plastic buttons are really gorgeous—in bright colors they change any suit in the flash of a needle.

★★★★★★★★★★★★★
Suits On Sale Now
At The Box Office For
NELSON EDDY
BARITONE
FRIDAY, APRIL 21
PRICES: \$1.20 \$1.50
\$1.80 \$2.40 \$3.00
EASTMAN THEATER
of the University of Rochester
★★★★★★★★★★★★★

KAY'S COMMENTS by kay shearer

SALE! OPPORTUNITY DRESSES. Scheduled to meet the Easter Rush, substantial reductions on brand new Spring dresses. Prints—Jersey's—Dots—Navy—Black included in this SALE. This friendly shop is located at 240 ROSEDALE ST. (a few steps from Monroe). If you're "in the market" for a WOOL SUIT, ZWEIG'S will be sure to please you. Superbly tailored priced at a mere \$26. Sizes 9 to 20. ZWEIG DRESSES—Open Eye and Sunday's for your convenience.

It's the cut of your jacket... in fact the very shortness of your jacket... that tells your fashion wisdom this spring. For the briefer, the better your jacket. Young in line—these short jacketed suits are destined to be the backbone of your wardrobe. They'll help you to look smooth and efficient all day long at your essential job. Delightfully, these shorter jackets are easy to wear—and seem so right with the pedestal slim skirts. Boleros are ingeniously cut to hug your body at the back and are long enough to cover the high, wide band of your skirt. So cleverly are they styled, you need only a halter instead of a blouse, if you prefer. Some, especially those shown in tiny checks, button down the front like a bell-boy's jacket. Some are bound with the fabric cut on the bias. Choose your fabric with care and consideration whether you'll wear it for business or just for Sunday's and holy days. But whichever type of suit you prefer—your jacket should be on the short side.

It may be your attitude to sewing is—ugh! Perhaps you were frightened by a pattern when impressively young—Could be that you've never gotten over that tortuous apron you latched to completion in your freshman year. If so, forget the labor and capitalize on the new methods that have been devised to make sewing fun, fool-proof and pie-easy. At the SINGER SEWING CENTER you are given a complete course of sewing instructions for \$10. Yes, ma'am \$10. This includes the use of their beautiful sewing room—experts instruction from a professional seamstress. Classes are limited to six people—two hours instruction once a week for eight weeks—Morn-Aft-Or-Eve, as you prefer. All equipment at SINGER SEWING CENTER is at your disposal. Call Stone 7007 for details or drop into SINGER SEWING CENTER at East Ave.—Did you know that electric portables are now available for rent?

Devotedly... Kay

To Women Doing Vital War Work...

TAKE CARE OF YOUR VISION

Your work is important. Your hands are important likewise. Through defective vision you may suffer an injury to those hands, as well as turning out imperfect work that will slow up production... Act Now—If necessary, wear dependable...

CORRECTIVE GLASSES

We Use Only Bausch & Lomb And Shuron Lenses

Come In Today And Talk With HARRY A. BENWICK, Optician

At **Smalls** Pay Small Sums Weekly!
28 EAST MAIN ST.

For sheer flattery—for youthful allure—try one of those HAT & BAG SETS at HAT & BAG SHOP. A miracle happens when you clamp one of these becoming chapeaus on your noggin. Plaids—checks—pastel all with matching bags—meticulously tailored—some with zippers. Priced to fit your budget, very reasonable. — COSTUME JEWELRY priced \$1 up. ORCHIDS to pin on your bag. Also CARTER HAT SHOP carries the famous GAGE LINE. Why don't you drop into this friendly shop located at 636 MONROE AVE. Open Eve.

Whatever time of Spring Day it is—whatever you may be doing—short of hosing your Victory Garden—you are correctly coated in If its a del means the famous name of STROCK. These coats featured at EDWARDS on the Third floor are all occasion—all seasons coats. Priced at a mere \$54, in days like these, when practicability is one of the prime requisites for clothes, I consider these beautiful coats an outstanding buy. Let me tell you about the fabric is soft and supple, yet it has the sturdiness that today's active living demands. Notice the hang of the shoulders—the ease of the labels—the elegance of line—all these mark these coats as "STROCK". You have a wide selection in colors—Wild Rose—Shell Pink—(this one is gorgeous)—Gold—Lilac—Opal—Canary—Eagle Grey. As for styles there are the Box Casuals—Velvet Collars—The Chestfield and the Raglan Shoulders. Sizes range from 9 to 15—10 to 20. If you buy one of these coats (and I'm sure you will) it will be a source of inspiration to wearer and beholder alike. Remember \$54 at EDWARDS—on the Third Floor.

Bolero—classy suit, print frock—whatever new fashion you wear—will look better if you have a perfect figure. Talk it over with PETTIS that famous gal—who will advise—help PRODUCE—lots of pounds—to say nothing of added men and vitality. The RATTI CREEK REDUCING LOUNGE does all the work, efficiently—permanently. Treatments take only 15 minutes. PETTIS Stone 6210—327 BURKE BLDG.

THEY WEAVE—THEY MEND—THEY REPAIR anything under the sun Who—EMPIRE WEAVERS of course. For years they have served Rochesterians quietly—efficiently with work done in a minimum of time at gentle prices. Why don't you try them? EMPIRE WEAVERS—409 BURKE BLDG.

LAST CALL from LLOYD'S for distinctive corages for Easter. In order to avoid disappointment EARLY—place your order plants, cut flowers, Easter novelties, to choose from. LLOYD'S will be open every evening until Easter—also through Sunday. LLOYD'S LEAD AGAIN with real values. Call Main 6633 LLOYD'S FLOWER SHOP, Powers Hotel Opposite the Court House.

Why don't you check your fruit cellar so that the best use is made of what's left of last year's canning. Use up jams and jellies that have leaked into the paraffin. Warmer weather may cause this jam to ferment. If fruits for dessert are running short try a pudding using jam. To avoid that spring-fever feeling check your menus. See if your family are getting their protective foods—Courtesy of ROCHESTER GAS & ELECTRIC—89 East Ave.

"Break out!" Easter Sunday in a new spanking chapeau from the MARLENE HAT SHOP. Selection is easy in this well-stocked shop. Prices start at \$2.98. Bags nicely tailored priced \$2.98 up. Gloves \$1. up. MARLENE HAT SHOP is located in the HOTEL SENeca.

Fashion...
Continued From Page 1
a color-photometer which mechanically measures colors for perfect tone. It's not very widely distributed at the moment but has received the approval of practical testing.

BERETS, bobbie bowlers, bumpers and bonnets give an alliterative description of the spring millinery picture. Brimful of youth are the bowlers, whose pattern was shamelessly stolen from the London Bobbies, and the head-fitting bonnet which capitalizes on the delicate styles when grandmother was a miss. Berets take on many shapes, can be worn at any angle, but all demand the smooth line of a flat hair-do. Bumpers survive to support the declining days of the pompadour.

PERHAPS we have stuck our necks out too far in the ready acceptance of deep-throated styles, but the challenge must now be met. If the skin of your neck has become too dry or taken on a tale-tale gray during the winter, Vera Deane suggests an effective treatment. After washing with warm water and a mild soap each evening, dash on cold water to close the pores before applying a coat of nourishing cream. With a gentle rotary massage, using the padded tips of your fingers, stimulate circulation in the delicate tissue. Then slap smartly with the upper side of your fingers directly under and along the jaw bone. Don't pat too roughly. The idea is simply to stimulate the surface. A swan-like neck is the lot of your which should be pampered.



Vera Deane

Broadway Entertainers To Appear Here At Browder Mass Meeting

Jock De Merchant and Bernie Hern, New York City entertainers, are expected to appear on the program of the Earl Browder Meeting, Saturday evening, at the Labor Lyceum, 580 St. Paul St., according to the committee in charge of arrangements. The meeting will start at 8 p. m.

Browder, the Kansas-born head of the American Communist Party, is coming to Rochester as part of a nation-wide speaking tour. He will speak on "1944, the Year of Great Decision".

In the spring all women love perfume. Try some Wood Violet in cream cologne to slather on till you're as sweet as the deep woods. Sells for about \$1.25 plus tax.

Charming Shoes

Designed on sleek young lines, made by master craftsmen. Patent Baby Doll sandal illustrated.

\$4.98
Others to \$6.98

Tracy's
82 East Ave.
Opposite Chestnut
Hosiery • Handbags

Don't Believe
a lighted match is invisible from a great height

SEE PAGE 9

Lloyd's LEAD AGAIN
in the EASTER FLOWER PARADE!

PLANTS—NOVELTIES—CORSAGES
CUT FLOWERS—DISH GARDENS

ORDER EARLY—AVOID DISAPPOINTMENT
Flowers Telegraphed Anywhere

LLOYD'S FLOWER SHOP
"Your Family Florist"
Powers Hotel (Opp. Court House) MAIN 6633

Easter Specials In Fashion Jewelry

AT SMALL'S LOW PRICES
265 EXQUISITE PIECES...

Drastically reduced for EASTER selling. You'll find almost every conceivable type of apron pin, animal pin, bird pin, novelty pin, earrings, simulated pearl necklaces... included in this Sale. Here are some typical prices. (20% tax included).

75 Pairs of Earrings.	\$1.25
Special at	
100 Pairs of Earrings.	\$2.50
Special at	
150 Animal Pins.	\$4.50
Special at	
75 Spray Pins.	\$6.80
Special at	
65 Spray Pins.	\$9.95
Special at	

3 Easy Ways to Buy

- CASH
- CHARGE
- DEFERRED PAYMENTS

Smalls
28 EAST MAIN STREET
Open Monday Evening!

'IT'S HELPER'S FOR HOSIERY'
First Quality—Extra Sheer

Full-Fashioned RAYON HOSE

\$1.10 pr.

51 Gauge Hose as beautiful as the sheerest silks or nylon. New Spring shades—Sun Dash and Honey-Glow. Sizes 8 1/2 to 10 1/2.

The same with extra Toe & Top for long-wearing qualities, \$1.25 a pair.

And for Everyday Wear. A huge selection of good hosiery at

2 prs. for \$1.00
2 prs. for \$1.29
2 prs. for \$1.59

All kinds and styles, first quality and sub-standard. Slight irregularities that will not mar the appearance or impair the wearing quality. All sizes, all new shades.

HELPER'S
213 Main St. East

Edwards Headquarters for Easter Candies!

"Alyce Chase" Chocolates

1-lb. box
59c

2-lb. box
1 18

For folks who appreciate good things... Alyce Chase Chocolates. Many different centers including nut, crisp, chewy and cream centers, covered with a double coating of chocolate.

"Donna Deanne" Chocolates

Made as you would make them in your own kitchen... with fresh creamery butter, pure cream, finest quality, smooth chocolate coating and delicious nut and cream center.

Work of Art Package	2-lb. box 3.00	1-lb. box 1.50
Deane Arms Package		1-lb. box 1.00
Silver Blue Package		1-lb. box 1.00
Bouquet of Sweets Package		1-lb. box 1.00
Superb Milk Chocolate		1-lb. box 1.50

EDWARDS—Candy Shop—Street Floor

Edwards Basement Store

SPRING, 1944



SHORT COATS STARRED!

They're Terrific —
Every Last One of Them

16.95
AND
19.95

The best thing about these coats is their versatile wearability. For you'll find any one you choose just right over your business casuals, your sportswear, and your dine-dance formals. They're made beautifully of the best available fabrics, to give you everything you need for a season of long wear-in one beautiful, basic coat. Single and double breasted styles. Boxy and Belted.

RED LILAC GREEN
BLUE NATURAL BROWN
SIZES 12-20

Edwards Basement



WE CATER to the CRADLE CROWD

INFANTS WHITE
DRESSES

\$1 Embroidery Trims



FLANNELETTE
GOWNS and
PAJAMAS

39c

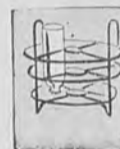
PINK AND BLUE TRIMS



HIGH CHAIR
PADS

1.39

GAY NURSERY PRINTS
IN PINK AND BLUE



FOR STERILIZING BOTTLES
WIRE RACKS

1.29

IRREGULAR

Fine Quality
CRIB
BLANKETS

1.49

Soft, cuddly blankets with defects so slight they do not harm the wearing quality in the least. Pink with wide Satin binding.



WHITE
TERRY CLOTH
BIBS

19c

Pink or Blue Binding

INFANTS'
COTTON KNITS
TIE SHIRTS

29c



Look Pretty
For Easter
In Spring Time
DRESSES
5.97

Color-bright dresses that are really wonderful. Prints, Plain shades with lingerie and print trims, Polka-dots and Stripes. One and two-piece styles.

Sizes 12-20, 38-44

Edwards Basement

LOOK --- Seamless
SHEER RAYON
HOSIERY

4 Pr. for \$1

Imagine! Sheer rayons. If you need stockings for work or everyday wear these will more than please you. Third quality, but the defects are near the top and do not affect the wearing qualities in the least. Cotton top and reinforced foot. All popular shades. Sizes 8 1/2-12 1/2.

Edwards Basement

Put Your Best
Foot Forward

FAMOUS
'TOWNWAY'

SHOES

4.40



This is the shoe that can give you high style at an affordable low price. Have your choice of styles. Algonquins, Brogues and walled toe models. Leather or Rubber soles. Sizes to 12.

Edwards Basement

Boys' and Girls'
New SPRING
SHOES **2.89**

Wonderful shoes for growing feet. Carefully fitted. Styles for both boys and girls. Goodyear welts. Leather or rubber soles.

Edwards Basement

BOYS'
SHOES
3.49

Perfect fitting oxfords for the young man. Goodyear welt. Mocassin or Tip styles. Raw cord, rubber soles. The kind of a shoe that will wear and wear.

Edwards Basement

Slipper Time Gal!
WOMEN'S
SLIPPERS
1.39

Comfortable soft sole bedroom slippers. Quilted sox lining for greater comfort. Medium heel. Red, Wine, Blue. Sizes 4 to 8.

Edwards Basement

Don't Believe
a lighted match is invisible from a great height

SEE PAGE 9

NEW METHOD SAVES SOAP

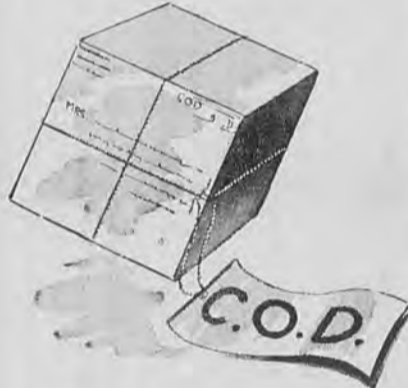
Use Trig! Far superior to soap. No rubbing, scrubbing, less work.



Important Information on C. O. D. ORDERS and NEW RATES

Because many of our customers find, on receiving their C.O.D. purchases, that they must pay somewhat more than the listed cost of the purchase ordered, we should like to explain the postal and delivery regulations governing such orders:

1. No C.O.D. orders may be made on purchases amounting to less than \$1.
2. On C.O.D. orders up to \$5, a C.O.D. fee of 24c (formerly 12c) will be made, above the purchase price. (Rates increase in proportion to the cost amount of the purchase).
3. In addition, a Parcel Post charge is made according to the weight of the C.O.D. package delivered. A Customer charge of 9c for the first pound (formerly 8c) will be made on C.O.D. packages delivered in Western New York. (Rate increases with increased weight of package).
4. As the payment for C.O.D. purchases is made by Money Order, the minimum fee to the customer for the Money Order is 10c (formerly 6c). Fee increases with the increased amount of the Money Order.



For Example:

Here's a \$1 C.O.D. Package, Weighing 4 lbs. Delivered to a Town in Western New York.	
Purchase Price of Merchandise	\$4.00
Parcel Post charge for 4 lbs.	13c
C.O.D. fee	24c
Money Order fee for \$1	14c
Total Cost to Customer	\$4.51

Therefore, to save on expenses entailed in C.O.D. ordering, we suggest that, whenever possible, in making purchase by mail, you enclose your check or money order with your order letter. Or, that in C.O.D. orders, you group small purchases of your own or with those of your neighbors and order the entire lot in your own name.

SIBLEY, LINDSAY & CURR CO.

Owners Urged To Enter Dogs In Armory Show

Rochester owners are urged especially to enter their dogs in the two Rochester dog shows in Main St. Armory Saturday and Sunday Apr. 22 and 23. Henry R. Dutcher, general chairman, said this week.

Entry blanks can be obtained at the show headquarters, 115 East Ave., in the Sagamore Hotel Building. The Saturday show is sponsored by the Tonawanda Valley Kennel Club of Batavia, the Sunday show by Rochester's Genesee Valley Kennel Club.

The two shows taken together are expected to constitute the most important dog competition and exhibition in upstate New York in 1944. Dutcher said.

"It's not expected that any other show in the state this year will present, for instance the War Dog exhibition," he pointed out. "This exhibition will include an even larger number of dogs and handlers than appeared in the famous Westminster show in Madison Square Garden in February. We are able to bring the entire group from the Army's Training Center at Front Royal, Va., through the sponsorship of The Times-Union and Democrat and Chronicle."

The array of cash prizes up for competition in both shows surpasses any former Rochester Dog show, Dutcher stated. In addition, the opportunity for two chances at championship points is a rare one.

Proceeds of the show will go to the Junior League of Rochester to help support its charitable projects. Both sponsoring clubs will also make special contributions to Dogs for Defense, Inc.

Veterans Groups To Honor Lincoln At Memorial Service

Patriotic societies comprising the Abraham Lincoln Association will honor the memory of the martyred president on the 89th anniversary of his death with special exercises at the Soldier's Monument in Washington Square on Sunday, April 16.

The Rev. Arthur Evans, pastor of South Congregational Church will address the group and the Rev. William Hallock, chairman will place a wreath at the foot of the monument.

All patriotic groups are invited to participate. The Abraham Lincoln Association is allied with the Grand Army of the Republic and is composed of the Women's Relief Corps, Ladies of the Grand Army, Daughters of the Union Veterans, Sons of Union Veterans and their auxiliaries.

14th Ward Women's Republican Club Plan Meeting

Members of the 14th Ward Women's Republican Club will meet at Erie Social Hall next Tuesday with Mrs. Isaac Russell presiding. Reports of the current membership drive will be made and plans laid for a bingo party to be given by the organization on Tuesday, April 18 at 8 p. m. in the Union League Hall on Gregory St.

Commissioned

Robert H. Decker, 132 Northumberland Rd. was commissioned an Ensign in the Naval Reserve this week following completion of his training course at Pensacola Naval Air Training Center.

A Name for CHOICE Liquor
A Liquor for Every CHOICE

Pete Hagen's

READY TO SERVE COCKTAILS
SMOOTH MELLOW DELICIOUS CORDIALS
FAMOUS MASTER BLENDED "ROCK N" RUM

The name that has simplified liquor buying. A symbol of perfection in everyone of its products satisfying the needs of all who enjoy quality liquor.

*If your liquor supplier is temporarily out of a number—leave your order. Whatever you buy, ask for a "Pete Hagen" product at Your Neighborhood Liquor Store

popper marson company
Rockefeller Center, New York 20, N. Y.
QUALITY LIQUORS SINCE 1885

HOUSEWIVES WANTED
Wonderful opportunity to earn money. Does not interfere with home duties. Good pay permanent. Phone For Appointment. STONE 5335 — 1134 to 5

NOTHING CAN DO MORE FOR YOU
in the entire field of aspirin than St. Joseph Aspirin. None faster, none safer. The world's largest seller at 10c. Also sold in economy sizes—36 tablets, 20c, 100 tablets, 30c. Demand St. Joseph Aspirin.

IT'S GARDENING TIME AGAIN

VIGORO
Fertilizer New With
100 lbs. \$4
10 lbs. 85c

COMPLETE LINE
MILORGANITE AND GORMEL PLANT FOODS

SEEDS Grass, Vegetable and Flower PACKAGE OR BULK

ONION SETS 49c

Hardware CLOTH (Wire Mesh) 14 and 15 inch mesh in 24, 30 and 36 inch width rolls.

SOILAX Super Cleaner For all household cleaning. 25c 3 1/2-lb. box

WEIDER'S W. MAIN AT BROAD Headquarters Hardware, Housewares, Dog & Horse Supplies OPEN MONDAY NIGHTS

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 Evening 'til 9—Other Evenings 'til 7
ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

KEY ROCHESTER'S MODERN CUT RATE DRUG STORES

470 N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTERS
457 RIDGE RD. NEAR DEWY

TODAY THROUGH WEDNESDAY

REQUIREMENTS FOR THE PERFECT PRESCRIPTION

R

ACCURACY—We take extreme care to ensure accuracy.
RELIABILITY—Our chemicals are purchased from the carefully-controlled stocks of reputable manufacturers.
VALUE—In addition to quality ingredients and special stock, professional training and dependable apparatus contribute to the discharge of our responsibility for every prescription we fill.
SERVICE—Courteous service and prompt delivery to your home. Choose your pharmacist as carefully as you would your physician. We use Merck Prescription Chemicals.

TAKE YOUR NEXT PRESCRIPTION TO YOUR NEAREST **KEY DRUG STORE**

KEY COUPON
LUX TOILET SOAP
3 for 16c
Limit 3

KEY COUPON
PHILLIPS TOOTH PASTE
2 1/2 SIZE
Limit 1 11c

KEY COUPON
SANITARY NAPKINS
Box of 12 — Reg. 20c
Limit 2 11c

LIFEBUOY SHAVING CREAM
Large Size 27c

MODESS SANITARY NAPKINS
Box of 30 49c

MOTH BALLS or FLAKES
12-OZ. SIZE 9c

TYPEWRITING PAPER
Pkg. of 160 Reg. 25c 19c

MARLIN BLADES
Box of 18 25c

Common Pins
PKG. OF 200
Limit 1 Pkg. 5c

BORDEN'S MALTED MILK
Plain—5-Lb. Can \$1.29

PACQUINS HAND CREAM
2 1/2 Size 19c

NEW CREAM DEODORANT
safely STOPS under-arm PERSPIRATION
1. Does not rot dress or men's shirts. Does not irritate skin.
2. No waiting today—can be used right after shaving.
3. Stops perspiration for 1 to 3 days.
4. White, graceless, vanishing cream.
5. Aird has the American Institute of Laundering Approval Seal for being harmless to fabrics.
39c and 59c a jar **ARRID**
THE LARGEST SELLING DEODORANT

NEW LOW PRICE
Bottle of 100 \$2.96

Unicap 100 FOR VITAMINS \$2.96

KEY CASES
● METAL KEY CUPS
● SNAP FASTENER
● FULL SIZE
● SIX KEY CLIPS
● REAL LEATHER

GOATSKIN LEATHER \$1.00
REAL CALFSKIN \$1.50

Luckies, Chesterfields, Raleighs, Old Golds, Philip Morris, Pall Malls, Tareyton's
LUCKY STRIKE Carton \$1.46 Tax Paid

Flashlight BATTERIES
3 for 25c

Milk of Magnesia TABLETS
Bottle of 100 19c

Analgesic Balm
50c Size 16c

Amphojel Wyeth's
\$1.50 SIZE \$1.29

LYSOL
6-OZ. SIZE 43c

PLUTO WATER
50c SIZE 39c

Sanitary Glass Bottle Caps
2 for 15c

ANACIN TABLETS
Tin of 12 Reg. 25c 19c
Tin of 30 Reg. 50c 39c
Bot. of 30 Reg. 75c 59c
Bot. of 100 Reg. \$1.25 98c

FREE Vimms VITAMINS-MINERALS
50c size FREE when you buy large size \$2.25 VALUE FOR \$1.69
VITAMINS AND MINERALS GOVERNMENT EXPERTS SAY ARE NEEDED IN THE DAILY DIET

SPECIAL LINOLEUM OFFER

WASHABLE WINDOW SHADES

From our large selection of patterns, all colors through to black. It is still possible to modernize that kitchen floor with **ARMSTRONG INLAID LINO FLOOR** Any Room Size Up To 9x12 \$18.75 Complete labor and materials

Selection of colors New roller included. Sizes 6 ft. x 36 inches. Without Roller 39c

TOUGH FLOOR PAINT FOR THE HOME FRONT
Lucas FLOOR-LIFE
For outside porches or inside floors of wood, cement or composition. Dries to a hard glossy finish that is impervious to sun, rain, snow and traffic. Easily cleaned. 12 modern colors.

ROLL IT ON!
One Coat Covers Wallpaper

Key-Tone MIRACLE WALL FINISH \$2.98 9 1/2 sq. ft. per gal. The color of your walls. The texture of Key-Tone. The white finish with blue veins. Check for yourself today!

LUCAS PAINT STORE
80 ST. PAUL ST. ★ MAIN 2090
FREE PARKING

COME TO CHURCH Easter

OUT of the darkness of sacrifice and sorrow, the blessed certainty of Easter . . . out of the storm of war, the promise of Victory!

This year, of all years within living memory, the real spirit of Eastertide is working in the hearts of men — its Hope, its assurance of the Triumph of Good over Evil.

All over the civilized world . . . in great cities, in the bombed, ruined towns of England, France, Italy, in jungle chapels, free people are coming together to celebrate the greatest miracle of mankind's history. All over the world men and women are assembling to pray for Victory and Peace.

Come to Church this Easter! Join with your neighbors, your friends, your boys and girls overseas to express the prayer in your own heart.

Come to Church to pray for Peace . . . to worship the Prince of Peace . . . to ask for a speedy Victory.



In appreciation of their outstanding community service, the following concerns respectfully sponsor this page in the interest of Rochester's churches.

BRIGHTON PLACE DAIRY
CENTRAL TRUST CO.
CRAMER DRUG STORES
DAW DRUG STORES
E. W. EDWARDS & SON
B. FORMAN CO.
H. L. GREEN CO.
LAUBE'S OLD SPAIN
LAUER FURNITURE CO.
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LINCOLN STORES
MCCURDY & CO.
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NATIONAL CLOTHING CO.
PROJANSKY
SEARS-ROEBUCK & CO.
SIBLEY, LINDSAY & CURR CO.
SHAFFER FUR CO.
WEED & CO.
WEIS & FISHER

Rudolph's Has a Most Thrilling Collection of the Smartest EARRINGS You Have Ever Seen

Gold Plate on Sterling Silver
Large, handsome earrings that are so much in vogue. Some with simulated pearls, others with choice of colored stones, as well as all-metal types.

Use Your Credit
Subject to 20% Tax

Rudolph's
CORNER EAST MAIN AT SOUTH AVENUE
IN BATAVIA—109 MAIN STREET
Open Monday From Noon 'Til 9 P. M.

Nelson Eddy, Rated Box Office 'Tops', To Sing Here Apr. 21

Nelson Eddy, according to "Variety" magazine, is America's No. 1 box-office draw. He earned that title in radio motion pictures, concerts and recordings.

That Rochester agrees with Variety is evidenced in the large pre-concert ticket sale for his recital here Friday evening, April 21 at the Eastman Theater.

During the past year he has found a new audience of fans—soldiers, sailors, aviators and marines of the United States to whom he has been singing at army camps, naval stations and flying fields. All of them he reports, like good music.

In his appearance here, Eddy is expected to include several of the songs for which he is most famous.

Ticket sales, according to officers of the Civic Music Association, sponsoring group are "most gratifying."

ROBERTSHAW AUXILIARY
Frank E. Robertshaw, Auxiliary, American Legion will sponsor a card party on Friday evening, April 14 at the 22nd Ward Republican Club, 1050 Clifford Ave.

SCARFS
SQUIRRELS
MOUNTAIN SABLE
MINK & KOLINSKY
SILVER FOXES

LOWEST PRICES IN CITY
CLIFFORD FUR CO.
1283 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

WANTED
Men And Women

Full Time Employment Apply

ARPEAKO
900 MAPLE ST.

Easter H



Ration points required for low this year, but even if you ham you can still maintain a festive holiday touch, and car

Bake the ham slice on top diced apples, oranges, and the bread cubes and other seasonings into tulip shapes and surrounded the Easter ham with an extra touch of spring.

Consumer

WOULD YOU KEEP HOME?
You'd be horrified at the thought of attempting to use —YET many people, forced by necessity to clean at home, are using GASOLINE. A few cents worth wouldn't take your car very far, but it would take you and your house as high or as far as a pound of dynamite would.

The Russians blow tanks apart with their Molotov Cocktail, which are bottles of gasoline with a home made fuse that is lighted. Want one in your home?

Fumes from gasoline can easily reach a pilot light, or lighted cigarette. Even though you may be exercising the greatest of care in rubbing, friction spark can cause flame to develop so quickly you lose your garments. The fact that you might lose your own life and your home too, is incidental.

So, if you won't use a napkin or sit close to the table and you must clean spots yourself, use a fluid that will neither burn nor explode. That means gasoline, benzene and ether are OUT. Fluids containing carbontetrachloride under a variety

Where to Play BINGO

BIG EASTER

BINGO

\$2750⁰⁰ FRIDAY, APRIL 14th
CASH PRIZES • NO JACKPOTS • 25 GAMES
NO GAME UNDER \$50⁰⁰

\$1000⁰⁰ GRAND PRIZE

PLUS 100 DOOR PRIZES
ADMISSION \$1.50 PLUS TAX
IRONDEQUOIT POST No. 134
AMERICAN LEGION
FRIDAY-NITE PARTIES
COLUMBUS AUDITORIUM
50 CHESTNUT ST.

CALL STONE 5372 for Tickets
822 GRANITE BLDG. HOURS 10 to 4

PLUS Nylon Hosiery FREE
50 CHESTNUT ST.

HOLLYWOOD

35 PULLMAN AVE.

TUES. NIGHT. HUDSON-HOLLYWOOD HOOK UP
APRIL 11th

All Reg. Games \$7.00
And Specials ... 55¢

ADMISSION With Triple Board & Book of Specials

WEDNESDAY - THURSDAY
23 REGULAR GAMES \$5.00
ALL SPECIALS PLAYED 4-6 WAYS

SATURDAY
SPECIALS REG. \$10
\$5 - \$6 - \$7 GAMES

NO GAME GOOD FRIDAY

REG. GAMES \$7 SUNDAY SPECIAL
SPECIALS \$7 and \$8

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
JACKPOT \$55 50 Nos.

ADMISSION 31c
Plus Fed. Tax—4c

CARPENTER HALL
113 N. Fitzhugh St.
TUES. 8:15 P. M.

REG. GAMES \$6.00

JACKPOT \$45

WED. AFTERNOON
REG. GAMES \$3 & \$5

PARK HALL
JEFFERSON AVE. AT PLYMOUTH

THURSDAY
23 GAMES ON BOARD \$8 - \$9 - \$10
1 Full Board \$20 - Jackpot \$200
5c Door Special \$20.00

SATURDAY
BIG EASTER PARTY
\$10⁰⁰ - \$12⁰⁰
ALSO SPECIAL PRIZES GIVEN
1 FULL BOARD \$20.00
JACKPOT \$200.00
5c Door Special \$20.00

NO FRIDAY GAMES UNTIL FURTHER NOTICE
ADMISSION 25c. Tax 5c—Total 30c

TOWNER-HALL

WEDNESDAY THURSDAY
ADMISSION - - - 5c tax
Triple Board & Book of Specials 50c

SATURDAY
BIG EASTER PARTY
GAMES \$10-\$12
SPECIALS PLAYED 5 & 6 WAYS

SUNDAY, APRIL 9th
Reg. Games \$7.00 Specials \$7 & \$8

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.-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

SATURDAY
25 Games \$5-\$10
On Reg. Boards Letter 'H', \$15 and \$15
ADM. 28c INC. TAX

DON'T FORGET THE DATE

NEXT WEDNESDAY NIGHT
APRIL 12th 8:15 P.M.

186 CLINTON AVE. NORTH

\$1000 IN CASH

ADMISSION \$1.00 Plus Tax INCLUDES 2 BOARDS 2

FIRST SPECIAL WINNER TAKE ALL

23 GAMES 23
25 DOOR PRIZES 25

NO GAME LESS THAN \$20.00

2 \$50⁰⁰ GAMES

FULL CARD GAME \$200
ONE ROUND ROBIN \$150
ONE ROUND ROBIN \$100

Mrs. Burns MANAGER CAPITOL HALL BINGO

BINGO

SATURDAY, APRIL 8th
TUESDAY, APRIL 11th
8:15 P. M.

23 REG. GAMES \$5

and SPECIALS 5 AND 6 WAYS \$10

Extra—WAR BOND Special
EARLY BIRD SPECIAL AT ALL GAMES
Admission 25c. Plus 5c Tax

MUHS
BOWLING HALL
911 Clinton Ave. N.

Sibley, Lindsay & Curr. Co.

PHONE STONE 6500

ORDERS TAKEN AS EARLY AS 8 A. M. DAILY

SIBLEY'S GETS YOU READY FOR THE EASTER FEAST

Colored EASTER EGGS
doz. 60¢

SMOKED LOX .lb. 72¢
SMOKED SLICED SALMON, 8 oz. jar 55¢
SMOKED EEL, .lb. 55¢
FRESH COOKED SHRIMPlb. 89¢

Goodman's Pickles And Relishes
Dill Mixed Pickles, Sour Chow Chow, Watermelon Rind, Spicy Red Relish, Sweet Green Relish, Sour Mixed Pickles, Sweet Mixed Pickles 4 jars 1.00
LENOX Fresh Roasted Coffee3 lbs. 79¢
DURKEE'S Famous Dressing and Meat Sauce, 10 oz. jar32¢
BETTY CROCKER Soup3 pkgs. 25¢
LUCKY Doughnut and Fried Cake Mix. 36¢
RAYOU KING Large Wet Shrimp 15 points 7 oz. tin 37¢

CANDLES
To brighten your Easter table.
Pastel Shades
12" Tavern Candlespr. 17¢
15" Tavern Candlespr. 21¢
18" Tavern Candlespr. 25¢
Easter Novelties10¢ and up

Tasty Cooked HAM
lb. 37¢
(2 points)
Tender, savory ham for Easter Dinner

Sliced Bacon
Old-fashioned bacon1/2 lb. 21¢ (1 point)
ROASTING CHICKENS
5 to 6 lb averagelb. 45¢ (no points)
FOWL, 5 to 6 lb. average,lb. 41¢ (no points)
HAMBURGERlb. 29¢ (6 points)
TOWER SAUSAGE MEAT
100% Porklb. 39¢ (1 point)

An Ideal Gift For Easter FRUIT BASKETS
4.95 (sketched)
Beautifully packed fruit baskets filled with choicest fresh fruits, figs, dates and preserves. All baskets are wrapped in cellophane and tied with attractive ribbon.

Fruit Gift Box ea. 3.95
GLAZED FRUIT PACKAGES98¢ and up
SEEDLESS PINK GRAPEFRUIT3 for 29¢
EXTRA FANCY ASPARAGUS2 lbs. 49¢
FRESH FANCY DATESlb. 49¢

CALAVOS
The Aristocrat of Salad Fruit
ea. 15¢ 5 for 50¢

Boston Cream PIES
ea. 30¢
(Sorry no delivery)

FANCY RICH BUTTER WAFERSlb. 69¢
EASTER BREADloaf 24¢

Order Today! Easter Goodies
CAKES
COOKIES

SPECIAL LEYDEN CHEESE (12 points) lb. 39¢
HICKORY SMOKED KAUKAUNA CHEESE, 1/2 lb. links (6 points each) lb. 26¢
MELLO PURE CHEESE, 11 oz. pkg. (9 points)ea. 40¢
LONGHORN CHEDDAR CHEESE (12 points)lb. 37¢

Creamy Muenster CHEESE
lb. 40¢
(12 points)

GROCERY, MAIN FLOOR. PHONE STONE 6500. CREDITS PAID AS EARLY AS 8 A. M. DAILY.
Phone Orders Must Be In Before 4:30 P. M. Friday

GI Joe Says . . .

(Continued from Page 1)

the "seconds" run out. Also, look out for yourself first. If you go for "seconds" (a charitable gesture and much fought over) dump half the platter on your own plate first. If someone asks you to pass the butter, cut off a slab before relinquishing it, or as it goes by. This is known as "short-stopping."

Anyone who fills his plate more than twice and neglects to deride the cooking is called a "chow-hound."

Only one fatherly word . . . NEVER klick to the mess sergeant about the chow . . . HE holds the reins.

Sunday supper may be counted upon to produce cold cuts and salad. There are two ways of dealing with this situation. You may skip chow and eat at a service club, or, as I prefer, you may eat what you have coming free in the mess hall and then go to the service club.

So much for food. Psychology manuals say the next thing you'll think about is women. I suggest taking a photo of the little woman to camp and/or some pin-up girls. Make up your mind in advance that this is your only contact with femininity. You won't have any leisure time anyway.

Clothing—the army will suggest every morning. You'll wear Class "D" and like it. Class "B" graces retreat ceremonies and likely you'll get 20 minutes to change into it, then after chow you'll change back to go on detail or GI the barracks!

Sunday is yours (except you get up for reveille just the same and have details just the same). Otherwise, you may dress for all day.

Then you'll want to "go to town." Straight "day" passes are issued after two weeks of basic. You may go 50 miles away on them and stay until 11 p. m. You will no doubt try this at once. This is something you'll have to learn better for yourself. Go ahead, have a good time. But don't kick about it when you are pulled out in the frosty dawn for a 10-mile hike.

Payday comes the last of every month . . . and when I got my first pay I understood why the post office lets soldiers write home free. After you buy a carton of cigarettes, sew the remaining change in your hat—because the minute you get off the pay line somebody'll either want to borrow it or toss the square marbles. American soldiers' wives are the best paid in the world.

Homestly . . . the Army, Navy or Marines will do you a lot of good. Early to bed and early to rise, makes a man healthy, G. I. and wise! You'll get sleep, fresh air, exercise, sharper wits and good circulation. You'll feel like a million—after the first week in the hospital.

Don't Believe

George Washington was born on Feb. 22!

(See Page 10)



GRANTS FOR SAVINGS

Huge assortments, tested values, low, low prices make real savings possible. No wonder thrifty shoppers from Maine to California depend on Grants for savings on every item, every day in the year. Check this page for your proof that you save when you shop at Grants.

GRANTS FOR SAVINGS • GRANTS FOR SAVINGS • GRANTS FOR SAVINGS

"A token as divine as your Love"

SMALLS 149.50
10% Tax Included

"ATTESTED PERFECT"

DIAMOND Bridal Set

A gorgeous duette with sparkling diamonds that have passed every test for Purity, Quality and Cutting Perfection. Typical of SMALLS high quality diamond values that are easy to buy. You can take up to a year to pay after down payment.

Others from \$49.50 to \$2,000

No Cracks • No Flaws • No Carbon Spots

Smalls
28 EAST MAIN ST.



Alive with Value

Our new Economy Classics in sizes 12 to 20, 38 to 44 have a zest for long life

1.77

They're built to stand up under hard wear . . . our flowered percales, good quality sheetings, poplins and chambrays in stripes or checks. Full cut, they allow for freedom when you work, but still look fresh when they go along on your shopping tours. See this large collection of washables with dainty lingerie touches to make them every inch 1944. Sizes 12 up to 44.

These Dresses On Sale On 2nd Floor

Attention! Women Doing Essential War Work!

Don't Let Your Eyes LET YOU DOWN

Your work is necessary to bring Victory . . . your vision should be TOPS to insure perfect workmanship . . . Don't slow up the production line with poor eyesight . . . if necessary, wear

CORRECTIVE GLASSES

We Use Only Bausch & Lomb And Shuron Lenses

Come In Today and Talk Over Your Eye Problems with HARRY A. BENEWICK, Optician

Smalls
28 EAST MAIN ST.
Pay Small Sums Weekly!

Spice for Every Dress

from our huge collection of lovely collars and dummies!

84¢

Soft fluffy collars or crisp little dummies that are so simple to launder. You'll have fun browsing through our big assortment to find just the right ones for your new dress or suit . . . or to perk up last year's outfit.

Hair Flowers
Reg. 50c. Real beauties, clusters of blossoms or with rayon velvet bows. On combs . . . **44c**

Sparkling new Spring Earrings
88¢

Reg. 1.00! Lovely metal earrings . . . many set with richly colored stones. Unusually well designed and carefully made. Excellent values at this price!

W. T. GRANT CO.

GRANTS FOR SAVINGS

Dozens of non-rationed Play Shoes
27¢

Reg. 3.29. One of a huge selection of fabric shoes in white and gay colors. All have sturdy synthetic soles that passed government tests for wear. 4-9.

Canvas Oxfords
Reg. 1.79. Non-rationed play shoes in blue or wheat. Sturdy synthetic soles. Sizes 4 to 9. **1.47**

Save 23¢ on your new Summer D'Orsavs
77¢

Reg. 1.00. Pretty lounging slippers in pink or blue striped denim. Pom-pom trim, Cuban heel, comfortable padded sole. Sizes 4 to 8.

Our regular price is 2.98 Imported Straws
1.94

Pictured is our smart new coöite style, just one of many in our wide selection of imported Pedalines for Summer. Dark or bright colors, 21-23.

Heavier quality Rayon Undies
34¢ ea

You'll like these closely knitted vests and panties that come in several styles. Lace trimmed, tailored, 34 to 40. Large sizes 44¢, extra large 64¢

Baseball Caps
For both boys and war workers. Gray cotton flannel. Red or blue visors. Sizes 6 1/2 to 7 1/2. **47¢**

Men like comfort! Tennis Shirts
44¢

This is a low, low price for such a good quality shirt! Close knit white cotton with short sleeves and comfortable crew neck. Small, medium, large.

W. J. Grant Co.

GRANTS FOR SAVINGS

Dressed for Hard Play
in this sturdy outfit for 2 to 8-ers!

Crepe Overalls
94¢

Soft cotton crepe that's washable and wears well. Bib top with adjustable suspenders. Neatly striped in a wide choice of rich colors.

Polo Shirts
54¢

Cotton knit polo shirts that wash as easily as handkerchiefs! Perfect to team with these crepe overalls.

293 MAIN ST. E - - - Cor. EAST AVE.

HURRY, HURRY — BEFORE THE SPRINGTIME RUSH
Dresses • Suits • Hats • Ties
DRY CLEANED
Expertly • Carefully • Thoroughly

SPEEDY'S
212 COURT STREET
Park Free at Chimes Station Across the Street

Get Ready For Spring!

The Colonel Tells Us

By COL. ROGER WOOD

That child who defined the sweat glands as small tubes which carry our inspiration away, was not so far from the correct answer.

When confronted by hard labor, enthusiasm and inspiration have a way of oozing out thru the pores.

Any contest or cause or movement can secure a multitude of noisy, flag-waving, rag-chewing starters; but as soon as the real grind begins, they drop out in disheartened bunches.

A few of the quiet ones, who save their breath, fix their eyes on the objective, and do not sweat out all determination to win, will cross the tape, eventually, after the "promoters" have forgotten what it was all about.

BEING IN AT THE FINISH

A man who had been the glass eater in a side show of the circus entered a cocktail lounge and ordered a Martini, drank it, and chewed the bowl of the glass up, throwing the stem over his shoulder. He continued this for about six Martinis and then noticed that the bartender was staring at him.

"I guess you think I'm crazy, don't you?"
"I sure do," replied the bar-

tender. "Them stems are the best part."

The difference between a patriot and a politician is that the patriot tries to arouse the nation, while the politician tries to lull it to sleep.

Sally, our sometimes sapient secretary, says that it doesn't do much good to try to "catch" a silk stocking or a lover — once they have started to run.

TRUISM: Race Hatred is more often than not engendered by their bad manners.

T, T and T (tongue and thought twister) . . . "I'm not under the influence of incohol, but think peep I am."

"I'm not half as drunk as you drink, but fool so feellish I don't know who I am."

Every man is endowed by his maker with the inherent quality and ability to be something better than he is and of raising above his environment.

Sarcastic Sal
Waitress (looking at nickel tip left by a guest): "What ya tryin' to do seduce me?"

We Heard These

Caught With The Goods

"Folks," said the colored minister, "the subject of my sermon dis evenin' am 'Llars.' How many in de congregation has done read the 69th chapter ob Matthew?"
Nearly every hand in the audience was raised immediately.

"Dat's right," said his reverence. "You is just de folks I want to preach to. Dere is no 69th chapter of Matthew."

Volunteer Chumps

"Before we took over," reports a Tunis victory veteran, "the brass hats in this country made the people do some of the craziest things. That's what I like about the U. S. A. A guy don't need a dictator to tell him how to make a chump of himself!"

Big Ones Too

A guy in a Plymouth told us today that it's those little things that break up marriage — those little blondes, those little brunettes, and those little redheads.

Don't Believe
George Washington was born on Feb. 22!
(See Page 10)

Political Polka . . . By Curt Gerling

(Continued from Page 1)

the middle west. But the House of Morgan was undismayed.

The other half of the "House divided" is a lavish supporter of Mr. Dewey's candidacy.

Those who know says that Wilkie will not bolt the Republican party. Will not oppose Dewey. Nor will we jump over to the Democrats and run as vice-president on a Roosevelt-Wilkie ticket. He will be content to try and influence the Republicans to write in a strong platform plank on world cooperation.

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 Ru-Ex Compound, a two-week supply, today. Mix 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 pains 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.

and the State Department make a stand on the Polish boundary question. With Russia still carrying the ball in Europe and showing little inclination to discuss the question with anyone but Poland — this is going to be trick worthy of Houdini.

ORDER NOW!
FOR BEST RESULTS, USE AGRICO
IN YOUR VICTORY GARDEN

YOUR Victory Garden is food insurance. Use AGRICO VICTORY GARDEN FERTILIZER and get bigger yields of tender, delicious vegetables, richer in minerals and vitamins. Backed by 80 years' success—used by nation's leading growers. There's also an AGRICO FOR LAWNS, TREES & SHRUBS. Available now—in 100, 50, 25 and 10 lb. bags—at your Garden Supplies Dealer.

AGRICO THE NATION'S LEADING FERTILIZER

Saturday Evening, April 29

ROCHESTER Grand Opera COMPANY

Presents
"Barber of Seville"
with "Met" Stars

TICKETS NOW AT SIBLEY'S
Balcony: \$1.20, \$1.80, \$2.40. Lodges: \$3.60.
Orchestra: \$2.40, \$2.80, \$3.60 (Tax Included)

No Phone Orders

AUDITORIUM E. MAIN STREET

Sibley's

Answers To Your Current and Summer Needs!

LINENS

Cannon Fine Muslin
Sheets, Cases

72x99" Sheet **1.44**

72x108" sheet **1.47**
81x99" sheet **1.47**
45x36" case **39c**

Sturdy weave and soft finish make famous Cannon sheets favorites with homemakers.

Cannon Husky Turkish Towels 37c each

Grand bath towels, 20x40 inches, in snowy white with border touches of azure, jade, rose or peach. Cannons are strong, absorbent, durable. Take stock of your summer needs now!

Tufted Chenille Bath Sets 2.96

Blue, green, rose or peach, solid tone with darker border. 22x35" bath mat and matching lid cover, in thick, soft, fine quality chenille. Also multicolor Waffle - Pattern Chenille Bath Mats **1.34**

Gift Guest TOWELS
"Decopak" — two dainty, embroidered towels in a pretty gift package. His and Hers, or flower design . . . box **84c**

Kitchen TOWELS
Bright Spring flowers on sturdy, 17x30" towels printed in blue, gold, red and green to brighten your kitchen. Ea. **54c**

Printed CLOTHS
So attractive on your breakfast or lunch table! Fruit-patterned in vivid colors: red, blue, green. 51x51" **1.44**

Linen, rear aisle, 1 to M, Main Floor

SIBLEY, LINDSAY & CURR CO.

Sibley's FOOD CENTER
for Quality Groceries

RUM BUTTER RINGS 35c

FANCY, RICH BUTTER WAFERS lb. **69c**
GINGER BREAD SQUARES doz. **29c**
DATE AND NUT LOAF ea. **37c**

BONELESS BRISKET Corned Beef. 39c (5 points)

FRESH SLICED BOILED HAM 39c (4 points)

LIPTON'S NOODLE SOUP 3 pks. 25c

Tastes like real old-fashioned noodle soup. Easy to prepare.

KAPHER'S French Dressing 25c

8 oz. jar

FRESH BULK PEANUT BUTTER 23c lb.

Delicious peanut butter made from fresh ground peanuts. A treat your family will love.

TUMA "A" MILD CREAM CHEESE 39c (12 points)

For a tempting snack and appetizing salads!

NORTHERN SPY APPLES 3 lbs. 35c

SEEDLESS FLORIDA JUICE ORANGES . . 3 doz. **1.05**

SWAN VANILLA 35c (2 oz. bottle)

With each purchase of Baker's extract a complimentary package of vegetable seeds is included.

LIBBY'S HOMOGENIZED MILK (1 point each) 3 tall tins 28c
BIG "B" FLOUR 24 1/2 lb. bag 1.35
DIXIE PEANUT BUTTER lb. jar 25c
BOSCOL COFFEE in bean lb. bag 31c

Our New and Enlarged Garden Shop

Brings you a superb collection of fruit bearing plants, flowering shrubs, hedge plants and seeds.

Rose Bushes Each 69c

[] Ami Quinard
[] Chris Stone
[] McGrady's Scarlet
[] President Hoover
[] Talisman
[] Paul's Scarlet

Apple Trees Each 1.29

[] McIntosh
[] Northern Spy
[] Cortland
[] Red Delicious

Prune Trees German or Italian Each 1.29

Napoleon Cherry ea. 1.75

Garden Shop, Grocery, Main Floor

GROCERY, MAIN FLOOR
Phone Stone 6500—Phone Orders Must Be In Before 4:30 P. M. Friday

Sibley, Lindsay & Curr Co.

Edwards Basement Store

SHOP WITH EDWARDS HANDY CREDIT COUPON BOOKS. USE THEM SAME AS CASH IN ANY DEPARTMENT. NO DOWN PAYMENT ON PURCHASES UP TO \$10. ISSUED IN \$15 AND \$25 DENOMINATIONS AT CREDIT OFFICE. 7TH FLOOR

"So Many Children" WE KNOW WHAT TO DO!

BECAUSE WE HAVE BEEN CLOTHING CHILDREN FOR SO MANY YEARS, WE KNOW JUST WHAT THEIR WARDROBE REQUIREMENTS ARE FOR THIS SPRING, TOO



**ALL WOOL
SLIPON
SWEATERS
1.97**

Favorite style of all the young crowd. Classic slipons in lovely new bright colors. Short sleeves. Ribbed neckline and bottom. Best of all they are 100% wool. Red, Blue, Rose, Maize. Sizes 7 to 14.



**CLOTHES PIN
COTTONS
1.97**

Cotton that welcome the washtub. Favorite styles for the young miss. Floral prints, stripes, polka-dots, with pleats, tucks, dirndl skirts, crisp white colors, peasant embroidery trims. Now is the time to pick cotton. Sizes 7 to 14.

Girls' Cotton
Blouses 1.77

Gay bright floral prints. Just the blouse to wear with her new spring suit or separate skirts. Two styles, one a cute square neckline the other a perky bow tie neckline. Washable of course. Blue and Blue Prints on white backgrounds. Sizes 10 to 16.

Girls 2 Piece
**COTTON CREPE
PAJAMAS
2.19**

Cotton crepe two piece pajamas for girls. Dainty floral prints in pastel colors. Butcher boy style with pockets and cute ruffle trim. Pink, Blue, Peach. Sizes 8 to 16.



EDWARDS—Basement

**New Spring
SKIRTS
2.19**

Bright print dirndl skirts. Gay designs on backgrounds of Blue, Rose, Red. Very popular with girls who wear it every where, from school to dress up occasions. Sizes 7 to 14.



IRREGULARS

**SHEER
LOVELIES!
EXTRA LONG
BUSINESS SHEER
RAYONS
94c**

Leg hugging as liquid hose, and for all their flattery, practical for day-after-day wear. Made with hile garter top and reinforced feet to give maximum service as well as good looks. The slight imperfections will in no way harm the wearing quality of these stockings. All smart spring shades. Sizes 9 1/2 to 11.

EDWARDS—Basement

**From Our
Cradle Shop**

**HIGH CHAIR
PADS** Pink and Blue Nursery Prints **1.39**

**IRREGULAR
CRIB BLANKETS**
Soft down blankets with defects so slight they are hard to find. Pink with wide satin binding. **1.49**

**FLANNELETTE
GOWNS AND KIMONAS**
Dainty, soft white gowns and kimonas with pink and blue trims. **39c**

EDWARDS—Basement

**FLORAL PRINTED
RAYON
CREPE
GOWNS
2.29**

Beautifully cut gown with generous skirt. Irregulars of higher priced gowns. Empire bodies with V neck line, low cut back. Side ties of self material. White, Blue and Tealrose prints. Sizes 34 to 40.



EDWARDS—Basement

Aunt Liz' Special

6 slices stale bread
1/2 cup raisins
1 cup shredded bran
2 eggs, separated
2 tbsps. sugar
1/4 tsp. nutmeg
2 cups milk
1 tbsps. vanilla
4 tbsps. sugar

Remove crusts from bread; spread with butter or margarine; cut bread into squares and arrange in layers in greased baking dish. Sprinkle each layer with raisins and shredded bran. Beat egg yolks; add sugar, nutmeg, milk and flavoring. Mix thoroughly and pour over bread. Bake in moderate oven (350° F.) about 35 minutes. Cover with meringue made from 2 beaten egg whites and 4 tbsps. sugar. Bake in slow oven (300° F.) about 20 minutes.

Top Hats

Yield: 6 servings

1/2 lb. pure pork sausage
1/2 lb. ground beef or veal
1/2 cup soft bread crumbs
2 lge. white onions
3 lge. potatoes

Combine sausage, beef, and crumbs. Shape into 6 patties. Peel and boil onions 10 minutes. Boil potatoes 10 minutes. Remove skin and cut into half lengthwise. Cut each onion into 3 slices. Place onion slices in dripping pan, top each with a meat patty. Place potatoes in pan. Bake in moderate oven (350° F.) 1 hour. Turn potatoes to brown evenly. Serve hot.

Supper Casserole



This savory dinner dish is a casserole combination ranking high in flavor and low in cost. The meat is minced specialty, a table-ready meat with a ham-like flavor.

For four generous servings, cook 2 cups of macaroni or spaghetti (1 cup uncooked). Make one cup of white sauce, adding 2 bouillon cubes to the hot sauce for increased flavor. Dice 2 ounces of the meat loaf (3 or 4 slices) and add to the sauce, along with 1 cup diced cooked green beans. Season with salt and pepper to taste. Place half the macaroni in a casserole, pour the sauce mixture over, then add remaining macaroni. Top with buttered crumbs. Bake in a moderate oven (350 degrees F.) 40-45 minutes.

GINGERALE SALAD

Dissolve one package of prepared gelatin with 1/2 c. water and 1 1/2 c. gingerale. When it begins to congeal add 1 t. salt, 1 c. chopped celery, 1 c. pears, pineapple or grapefruit and 2 tbs. of candied or preserved ginger, finely chopped.

COCONUT SNOW BALLS

Break angel cake apart into small cubes, dip in fluffy boiled frosting and roll in fresh coconut.

Don't Believe
George Washington was born on Feb. 22!

(See Page 10)

NONE FASTER
St. Joseph ASPIRIN
World's Largest Seller at 10

MEET FIBBER MCGEE and MOLLY

A glimpse of the square of Watford Villa and the bride. The story of Jim and Marian Jordan who have become one of radio's top programs after seventeen years on the air.

IT'S TIME TO DIG

Many authoritative and helpful hints on how to plan and work your Victory Garden to produce the most from the small plot. You will profit from the many other articles and fiction stories in this issue of the largest selling pocket-sized magazine devoted to women's interests.

15c MAY THE WOMAN NOW ON SALE 15c
WITH WOMAN'S DIGEST

Puddings Regain Favor With Wartime Cooks

How do you rate in the pudding revival? The good old art is back and with it a lot of old-fashioned eating enjoyment. Who can forget the Floating Island of childhood, the quivery Blanc Mange and the Tapioca with the jewel of jelly on top?

See the passing pudding parade and pick your favorite. Choose from batters, custards, snobs and creams. Concoct a cabinet pudding or an ice-box delight. Try trifles, whips, meringues and steamers. How about a feathery soufflé — to serve sweet for dessert or to flavor with fish for a main dish?

Brownie Pudding

Temp. 350 degrees F.
Time: 40-45 minutes.

1 c. all-purpose flour
1/2 c. baking powder
1/2 t. salt
1/2 c. sugar
2 t. cocoa
1/2 c. milk
1/2 c. hot water

1 t. vanilla
2 t. melted shortening
1/4 c. chopped nuts
1/4 c. cocoa
1/4 c. brown sugar
1/4 c. hot water

Sift together flour, baking powder, salt, sugar, cocoa. Add milk, vanilla and shortening. Mix until smooth. Add nuts.

Spread into a greased 8x8x2" cake pan.

Mix 1/2 c. brown sugar and cocoa; sprinkle over batter.

Pour hot water over entire

Where To Play BINGO

STAR BINGO
372 FLINT ST. (rear)
MON. 8:15 P. M.
TUE. 8:15 P. M.
WED. 8:15 P. M.
THUR. 8:15 P. M.
FRI. 8:15 P. M.
SAT. 8:15 P. M.
SUN. 8:15 P. M.

MON. NITE \$3
25 GAMES—Min. Prize \$20.00
Admission \$1.00, Plus Tax

GOLD AWARD
MONDAY, APRIL 17th
EXTRA \$100 GAME

K of C 50 Chestnut S. EVERY MONDAY NITE

CAPITOL HALL
85 W. MAIN ST.
Door Special \$25 to \$50

Games Sun Afternoon \$4
Mon. 30 Games \$3
Games Tues. Aft. \$4
Games Thurs. Aft. \$5

FRIDAY, SATURDAY
25 Games \$5-\$10
On Reg. Boards Letter 'H' \$15 and \$15
ADM. 28c INC. TAX

WEGMAN HALL
371 E. MAIN ST.

SUNDAY NIGHT \$5-\$10
REG. GAMES \$5-\$10
25 GAMES \$15

MONDAY NIGHT \$5-\$10
REG. GAMES \$5-\$10
25 GAMES

AFTERNOON GAMES 1.30

WEDNESDAY \$5 & \$10
FRIDAY \$5 & \$10
SATURDAY \$5 & \$10

EARLY BIRD SPECIAL AT EACH GAME

TOWNER HALL

WEDNESDAY THURSDAY
Admission Tax Only 5c

SPECIAL THURSDAY NIGHT
REG. GAMES \$5-\$10

SATURDAY NIGHT PARTY
TOWNER and REXY
REG. BOARD GAMES \$10-\$12-\$15
Letter "T" \$15
Specials Played 5 and 6 Ways \$5 — \$6 and \$10

SUNDAY, APRIL 16th
REG. GAMES \$7.00 SPECIAL \$7 & \$8
JACKPOT SPECIAL \$120

Shopping News Pattern

No. 2731—Call it a blouse or a jacket, it's still mighty smart, and the pattern will flatter the neckline. Sizes 14 to 50. Size 36, 36 1/2, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50. Fabric for short-sleeved blouse with collar, 1 1/2 yds. 39-in. fabric and 1 1/2 yds. ruffling.

No. 2710—If you can lay your hands on a suit of good men's wear, cut it over into this useful jacket and skirt, especially designed for make-over. Sizes 14 to 30. Size 18 can be made from a suit in size 41-42.

No. 3707—Well-cut, shirtwaist dress, one of the first essentials for spring and all year around. Sizes 12 to 44. Size 36, 3 1/2 yds. 39-in. fabric.

Send 16c for each PATTERN, which includes complete sewing guide. Print your Name, Address and Style Number plainly. Be sure to state size you wish. Include postal unit of zone number in your address. Address: PATTERN DEPARTMENT, Shopping News, 99 Clinton Ave. S., Rochester 4, N. Y.

MANY WOMEN OVERJOYED OVER THIS "IMPROVED" FEMININE HYGIENE

Modern New "BACTERIOSTATIC" Hospital Tested With Splendid Results!

Many doctors today recommend the regular use of douches for women who want to be refreshingly clean, for women troubled with offending odor, discharge and minor irritation.

Some products may be harmful germicides which burn, harden and damage sensitive tissues. The regular use of strongly alkaline douches may cause irritation and injury, too.

But NOT Lydia E. Pinkham's SANATIVE WASH! Instead, this is a mighty effective "bacteriostatic" (a new modern trend). Pinkham's Sanative Wash contains the same type beneficial ingredients which great numbers of Doctors and skilled chemists say is due to its principle of douching. It discourages growth of the more vulnerable bacteria, cleans, deodorizes and relieves itching, minor irritations and discharge.

Pinkham's Sanative Wash is one product for feminine hygiene that, despite its great strength, has a beneficial, helpful effect on delicate membranes. Thus it may be used often as needed. Inexpensive, too.

Lydia E. Pinkham's SANATIVE WASH

An Orchid To You

Each week Shopping News, in cooperation with Lloyd's Flower Shop, Powers Hotel, gives an orchid to a Rochester woman. This week the winner, selected from the city directory is

Miss Joan H. Glen
438 Champlain St.

If the winner will call at Lloyd's Flower Shop and identify herself within the next week she will be given free a beautiful orchid.

If a friend's name appears as an orchid winner—telephone her immediately. Maybe some day she will do the same for you.

WANTED USED TRUNKS
LUGGAGE, GOOD CONDITION
TOP PRICES
KRIEGER'S
133 CLINTON AVE. S. Stone 2381

No More "OH PRETTY PLEASE" AT BREAKFAST FOR MRS. T!

She discovered NEW CREAM OF RICE —SERVES IT DIFFERENT WAYS EACH DAY— THEY LIKE IT BETTER THAN WHEAT!

WONDERFULLY DIGESTIBLE!
A wonderful way to start the day! It's as creamy as easy to digest. It's recommended by doctors as babies' first solid food. Recommended for people who suffer from wheat or corn allergies.

WONDERFUL ENERGY SOURCE!
Packed with plenty of energy values—protein, iron, energy, fat. Cream of Rice is ideal for active people—youngsters who play hard, oldsters who work hard.

WONDERFULLY DELICIOUS!
Blends with any fruit. Smooth it with syrup. Rain clouds on it. Serve it with chopped-up prunes, brown sugar or molasses. A different way every day!

Mothers tired of urging their families to eat nourishing breakfasts should turn the whole matter over to Cream of Rice. Smooth, creamy, delicious spoonfuls of this new fast energy cereal will speak more eloquently than any words.

And it's so good for everyone—fortified to whole grain levels with Vitamin B₁, G. Niacin plus the mineral iron. Think how important that is to all your families to combat vitamin deficiencies that make people feel listless, tired, blue and rundown.

See how pleasant breakfasts really can be—with everybody acting hungry. Get Cream of Rice today!

Product of Greasy-Slate Products Sales Co., Inc., New York

SPECIAL LINOLEUM OFFER

WASHABLE WINDOW SHADES

From our large selection of patterns, all colors, through to back. It is still possible to modernize that kitchen floor with

ARMSTRONG INLAID LINO FLOOR
Any Room \$18.75
Size Up To 9 x 12
Complete labor and materials

Selection of colors New roller included. Sizes 6 ft. x 36 inches. Without Roller 29c 39c

TOUGH FLOOR PAINT FOR THE HOME FRONT

Lucas FLOOR-LIFE

For outside porches or inside floors of wood, cement or composition. Dries to a hard glossy finish that is impervious to salt, rain, snow and traffic. Only cost 12¢ modern colors.

ARMSTRONG INLAID LINO FLOOR
Any Room \$18.75
Size Up To 9 x 12
Complete labor and materials

Selection of colors New roller included. Sizes 6 ft. x 36 inches. Without Roller 29c 39c

Lucas FLOOR-LIFE
1.15 Quart

QUICK-DRYING ENAMEL
Lucas LUCO-KWIK Transforms old, worn furniture into new sparkling pieces quickly, easily, economically. Shows no brush marks. Will not chip or crack. One coat covers and lasts for years.
\$1.50 QUART

SPRING CLEANING NEEDS
Rubber-like Floor Matting . . . 39c Yd.
Schalks Crack Filler . . . 25c Lb.
Double XX Floor Cleaner . . . 75c Lb.
Putty Knives . . . 15c Pk.
Dextex Dry Cleaner . . . 1.25 Qt.
Rutland Concrete Patcher . . . 45c Box

UNITIZED WASHABLE WALLPAPER
Ask Your Decorator to Show You Our New Sample Book

LUCAS PAINT STORE
80 ST. PAUL ST. ★ MAIN 2090
FREE PARKING

Large grosgrain bows accenting the neck and hips of a printed crepe with that new low waistline.

Weed's

HELP WANTED
Weed's can use clerks, male or female, experience not necessary.

Present Some Real Specials In

TOP OF STOVE WARE
2 Qt. Size
WHISTLING GLASS TEA KETTLE
\$1.49
Made of heat resistant glass with cool bakelite handles.

VACUUM TYPE GLASS COFFEE MAKER
Made of Flame-Tec, Top of Stove Glass
6 to 8 or 8 to 10 Cup Sizes
\$1.69
Makes the best coffee with the least effort. Specially priced.

GLASS TEA POT
6 Cup—Heatproof
\$1.19
Cool bakelite handles. Complete with asbestos pad.

ALL THIS PYREX WARE for only \$2.80



17-PIECE SET DOES ALL YOUR BAKING

Here's all you need to make yours the smartest, most up-to-date kitchen in town! This set of 17 sparkling clear Pyrex Ovenware dishes contains one 9" pie plate; 9 1/2" loaf pan; big 10 1/2" milky dish; eight 4-oz. custard cups; and four 8-oz. individual deep pie dishes. And every one of these Pyrex dishes can be used for baking, serving and storing. See this set at our Pyrex ware counter today!

Come in! Lots of Pyrex ware to choose from!

CROSMAN and MANDEVILLE & KING

VEGETABLE-FLOWER SEEDS

A "Self-Cleaning" White Paint

DU PONT HOUSE PAINT

Du Pont House Paint saves you money because of its intense hiding, excellent spread and fast application. The white is a brilliant white that stays white because certain chemical characteristics help it to "clean itself." Ask us how this occurs.

DU PONT PREPARED HOUSE PAINT
In 5 Gallon Containers **\$3.25 Gal.**

Free City Delivery!
Free Parking Opposite
With \$1 Purchase

Weed's

15 EXCHANGE ST.

MAIN 7900

No C.O.D.'s or Purchases Under \$1

KAY'S COMMENTS by kay shearer

SALE! Some below cost — what? Those wool suits at "ZWEIG DRESSES". Beautifully tailored to fit well. What gives more wear than a good suit? Benzoline and dress maker suits included in this group. Substantial savings on women's dresses in sizes 18 1/2 to 20 1/2. These dresses are superb quality with expert craftsmanship so necessary in the larger size dress. ZWEIG DRESSES is located at 240 Rosedale Street a few steps off Monroe Ave. Open evenings and Sundays for your convenience.

MOTH TIME — The time of the year when those "babes" help themselves to your precious woolens and other things you will not be able to replace. Let the EMPIRE WEAVERS mend in a way of weaving — mending any of those articles you have neglected. EMPIRE WEAVER, 409 Burke Building.

Add a little grated tangerine or orange peel to a spot of apple-sauce. Works wonders.

SALE! HAVE YOU SHOPPED AT CARTER'S HAT SHOP? It is one of the most progressive and friendly shops in town. Personal service is yours at CARTER'S HAT SHOP. A group of hats have been reduced. If you hurry, you will be able "to get" a real value. Remember the famous "Gage Line" are handled by CARTER'S. This Gage Line is really gorgeous. New jewelry has arrived priced at \$1.00 and up. A sparkling line of new spring hats priced at a gentle \$2.95 up. Take a look at the hat and bag sets at CARTER'S. Plaid checked, pastels, with nicely tailored bags to match. Priced lower than any I have seen. CARTER'S HAT SHOP, 639 Monroe Avenue, Open Evenings.

EDWARD'S POPULAR SPORTS-WEAR SHOP PRESENTS THREE HELPS FOR A ROCHESTER MISS — Did you know that the three famous sportswear markets are Los Angeles, Dallas, and New York. These three cities have joined hands this year to top the play clothes fashion for Rochester. Los Angeles is famous for its sophisticated colorful play clothes—Dallas is noted for the western tailoring and casualness. New York the creator of city-wide fun-fun fashions. All three are at EDWARD'S to bring to you this season's most beautiful sportswear. It will be easy to choose the most becoming, because the selection at EDWARD'S is so large. The bra and short combination fashion of Rayon Butcher Linen with fire red roses and greenleaf splashed over a white background come in sizes 10 to 16, priced at 5.98. Then the two piece dress with matching slack with multi-color jacket in Strutter cloth in sizes 9 to 17 priced complete at \$15.98. Navy blue Denim Short—all will make you a cute little farmerette in sanforized navy Denim with red and white checked gingham ruffle with huge patched pockets. Sizes 12 to 18... priced at 3.98. A seer-sicker play suit with a trimmed separate gored skirt and wonderful pin striped with a crisp plique color in 3 color combination, sizes 12 to 18. Priced at a gentle \$7.98. Drop in at EDWARD'S on the 3rd floor Sportswear Shop and "fit yourself for play-time" this summer. You will be pleased with their selection, I know.

Here's a new one—**SHERRY WINE JELL-O**. Use 1-2 cup not-too-sweet domestic sherry with 1-3-4 cups water in making up cherry, strawberry, raspberry or orange Jell-O. You'll like it—serve it as a special treat for your family.

TURN THOSE LIGHTS OFF MY LADY — THE ROCHESTER GAS & ELECTRIC COMPANY ask your cooperation in saving light. Watch the light in your cellar, attic and closet. Your Government is asking your help. With the extra burden of war plants working day and night, there is a strain on the facilities of the ROCHESTER GAS & ELECTRIC COMPANY. Won't you help by conserving? ROCHESTER GAS & ELECTRIC COMPANY, 89 EAST AVENUE.

RUDOLPH'S

has a fine selection of Romantic and Beautiful Wedding Rings



New Wide Style
16.25 Dainty design in 14K yellow gold.

14K Yellow Gold
8.25 Popular smart classic style.

Groom's Band
24.50 Handsome 14K yellow gold band.

3 Diamond
Unusual design, with fine diamonds. **24.50**

5 Diamond
Fine diamonds in lovely setting. **55.00**

9 Diamond
Beautiful design in 14K yellow gold. **\$125**

For Bride and Groom
Striking modern design in 14K yellow gold. Matching bands for bride and groom. **19.95 FOR BOTH**

We Don't Miss A Thing!

When it comes to inspecting the fine points of a watch and repairing it!

- Watch Repairs
- Wristwatch Alarm Clock Repairs
- Beads Restrang
- Baby Shoes Permalized

Dependable WATCH REPAIRS
CENTER AISLE A, MAIN FLOOR
SIBLEY, LINDSAY & CURR CO.

Rudolph's

Use Your Credit at ...

CORNER EAST MAIN at SOUTH AVE.
IN BATAVIA — 109 MAIN STREET
Open Monday From Noon 'Til 9 P. M.

Don't Believe
Los Angeles is farther west than Reno!
(SEE PAGE 8)

Neisner's — Famous For Fine Portraits
NO FINER GIFT AT ANY PRICE THAN A FAMOUS NEISNER PORTRAIT
Mothers' Day Special
HANDSOME MINIATURE PORTRAIT
including newest style swinging picture frame (exactly as sketched) at the special price of **\$1.75** Regularly \$3.50
She'll treasure this unusual gift in years to come.

• Proofs To Choose From
• No Appointment Necessary

Neisner's
5¢ to \$1.00 Stores
200 MAIN ST., E. STUDIO REAR MAIN FLOOR

Sibley's

Annual After-Easter CLEARANCE Is Now in Progress!

Here's your opportunity to save \$\$\$ and get famous Sibley quality! Shop every department in this exciting store-wide clearance... for items you need now and for months to come. Big Buys for yourself, your family and your home!

MISSSES' AND WOMEN'S APPAREL and ACCESSORIES

Coats	Gloves	Lingerie
Suits	Hosiery	Neckwear
Dresses	Jewelry	Millinery
Shirts	Handbags	Handkerchiefs
Flowers	Blouses	Toiletries

JUNIOR-SIZE FASHIONS
Coats Dresses Blouses Shirts

YOUTH CENTER FASHIONS
Infants' Wear Girls' Wear
Boys' and Students' Wear

HOME FURNISHINGS
Furniture China and Glass
Housewares Bedding
Linens Curtains
Linoleum Household Cottons

MEN'S FURNISHINGS
SPORTING GOODS

SIBLEY, LINDSAY & CURR CO.

OPEN A
CONVENIENT
EDWARDS
CHARGE ACCOUNT

Edwards Basement Store

Shop With
Edwards
Handy
Credit
Coupon
Books



Jr. Boys' Poplin and Gabardine

JACKETS

2.97



Very popular with all boys for this time of the year. Poplin and cotton Gabardine. Button style fly front. Cotton flannel lined. Blue, Lt. Tan, Khaki. Sizes 4-12.

Edwards Basement

Men's Blue Chambray

Work SHIRTS

1.49



SANFORIZED SHRUNK

These shirts will take lots of hard wear. Sanforized, they launder well and don't shrink out of fit. Full cut for extra comfort. 2 button down pockets. Fine quality chambray. Blue only. Sizes 14½ to 16½.

Edwards Basement

Boys' Cotton
SLACKS

1.97 pr.

He always can use an extra pair of slacks. For school or play these are just the thing. Sanforized shrunk so they will stand plenty of washing. Dark shades, blue and brown. Sizes 8 to 18.

SIZES
8 TO 18



Edwards Basement



SHOP COATS
3.19

Freeland shop coats. Extra fine tailored. Bar tacked at all points of strain. Detachable button micrometer pockets. Tan only. Sizes 34-50.

Edwards Basement

Men's Rayon Short Style SOCKS



- FANCY PATTERNS
- STRIPES
- OVERPLAIDS
- CLOCKS
- ALL COLORS

3 Pr. For 50^c

SIZES 10½ - 11 - 11½

THIRDS OF FINER SOCKS

Edwards Basement

Grey Covert Cloth Work TROUSERS

Featuring the New
"FORESIDE POCKET"

- Double Pocket Room
- Double Strength
- Double Comfort

2.50

Made of tough sanforized covert cloth. Nicely tailored. Wear them on any job. They will take all the hard wear you can give them.



SIZES 32-50

Edwards Basement

Men's "Townway" Dress SHOES



4.40 pr.

True foot comfort. Handsome styles. Algonquins, Brogues, or walled toe models. Leather or rubber soles. Black or brown. Variety of lasts.

Edwards Basement

MEN'S WORK SHOES

3.97 pr.

- STRONG
- DURABLE
- DEPENDABLE
- ALL SIZES



- CORD OR LEATHER SOLES
- RUBBER HEELS
- PLAIN OR TIP TOE

Edwards Basement

For Boys On The Go! STURDY OXFORDS

3.49 pr.

As rugged and handsome as He could want. As long wearing and durable as Mother could ask for. Black or Brown. Leather or Cord soles. Rubber or leather heels.



Edwards Basement

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

Quick Shrimp Entree
4 slices bread
1 7-oz. can shrimp (1 1/4 cups)
1 cup milk (about)
2 eggs
2 tsp. Worcestershire sauce
1/2 tsp. salt
1/4 tsp. pepper
Have bread slices; arrange in alternate layers with shrimp in baking dish. Beat eggs; add milk and seasonings. Pour into baking dish, adding more milk if necessary to cover bread and shrimp. Bake in moderate oven (350° F.) 30 mins. or 'til set. Serves 4 to 6.

Don't Believe
Los Angeles is farther west than Reno!
(SEE PAGE 8)

Shopping News Pattern



WHAT ABOUT INDIA'S ARMY?
The warlike tribesmen of India have been forged into an army two million strong and some of that army is now seeing action against the Japs under Lord Mountbatten. This may well be the secret weapon which will defeat Japan on the battlefields of Southern Asia.
SO THE PRIVATE SAID TO THE GENERAL . . .
The biggest brass hats listened to a doctor for a solid hour. Out of this conference came the order which revolutionized mass-management methods and saved the nation millions of dollars a month, tons of chow, yet feeds the boys as well as ever.
Many other timely articles in this issue, along with sparkling fiction, including the last story written by John W. Thomson, Jr., and features of interest to everyone in the family.
10c APR. 22 ISSUE The Saturday Evening POST NOW ON 10c SALE

YOU'LL VOTE IT MOST LIKELY TO SUCCEED!

BARTHOLOMAY
HOMOGENIZED VITAMIN D MILK

EXTRA VALUES IN EVERY BOTTLE

- Has a richer, creamier flavor.
- Much more quickly digested.
- Has much more nourishment, 400 U.S.P. Units of Vitamin D per qt.
- Every drop equally rich in cream, minerals, vitamins!

Here's a tip on a food that provides more real nutrition value per penny spent than any other food on the market. With rationing and scarcity of many essential foods, milk becomes more important—and BARTHOLOMAY Homogenized Vitamin D Milk is the best milk you can buy at any price.

Let milk bolster wartime diets! Give the family the added protection of BARTHOLOMAY Homogenized Vitamin D Milk.

BARTHOLOMAY
HOMOGENIZED VITAMIN D MILK
The Most Nutritious Milk You Can Buy!

★
PHONE
Main 6520

No. 3688—A becoming frock that like the most of good lines and is design, styled with a novel use buttons. Sizes 12 to 40. Size 16, 1 yd. 33-in. fabric.
No. 3773—There's something about a sailor—that will delight our small son in this brief play-out. Sizes 1, 2, 3, 4. Size 2, 1 1/2 yd. 3-in. fabric, 3/4 yd. contrasting.
No. 11216 is a separate transfer pattern including 24 different motifs for applique.
No. 3723—This flattering skirt is so economical of fabric that there's no reason why you shouldn't have it in several colors. Sizes 22 to 22 waistline. Any of the above sizes requires only 1 yd. 34-in. fabric.
No. 3781—Last summer days are just around the corner, but your small daughter will be cool and pretty in this cute sundress. Sizes 2 to 8. Size 4, 1 1/4 yd. 35-in. fabric.
Send 16c for PATTERN, which includes a complete sewing guide. Print your Name, Address and S.W.V. Number plainly. Be sure to state size you wish. Enclose postal note or zone number in your address.
Address: Pattern Dept., Shopping News, 53 Clinton Ave. S., Rochester, 4, N. Y.

Individual Pork Roasts

Yield: 2 servings
2-1/2-inch thick shoulder pork chops
1/2 teaspoon prepared mustard
1 cup bread crumbs
1/4 cup chopped onion
1/4 tsp. sage
1/2 tsp. salt
2 sweet potatoes
Spread chops with mustard. Make dressing of bread, onions, and seasoning, with just enough water to moisten. Brown chops in a heavy skillet. When well browned, top chops with dressing. Press firm. Bake covered in a moderate oven (350 degrees F.) for 20 minutes. Uncover and bake 15 to 20 minutes until dressing is crisp and brown. Boil sweet potatoes 10 minutes. Remove peeling. Bake in pan with chops for 40 minutes.

Sausage Skillet

Yield: 2 to 3 servings
1/2 pound meat
1 thick sliced onion
1 cup cooked rice
1 cup cooked tomatoes
1/2 tsp. prepared mustard
1/4 tsp. chili, if desired
1 cup cooked green beans
Pan-fry sausage and onion. Pour off drippings. Add rice, tomatoes, mustard, and chili powder, if desired. Cover. Cook slowly 30 minutes to blend flavors. Serve hot with green beans seasoned with sausage drippings.

Sausage Cornettes

Yield: about 6 patties
1/2 lb. sausage patties
1 egg
1 cup crushed cornflakes
Beat egg lightly with 2 tablespoons of water. Dip patties in egg, then roll in cornflakes. Pan fry slowly in a small amount of fat. Turn to cook uniformly and thoroughly. Serve hot with apple sauce.

PUZZLE

Why Isn't She Begging Them To Eat Breakfast Any More?

ANSWER:

SHE SERVES NEW CREAM OF RICE! "BETTER THAN WHEAT THEY AGREE!"

SO EASILY DIGESTIBLE!
A wonderful way to start the day! It's so creamy, so easy to digest, it's recommended by doctors as babies' first solid food. Recommended for people who suffer from wheat or corn allergies.

RICH SOURCE OF FOOD ENERGY!
Packed with plenty of energy values—it turns into energy fast. Cream of Rice is ideal for active people— youngsters who play hard, oldsters who work hard.

FOR DELICIOUS TASTE!
Blends with any fruit. Soother it with syrup. Rain raises on it. Serve it with chopped-up prunes, brown sugar or molasses. A different way every day!

MOTHERS puzzled about how to make families really enjoy breakfast, try Cream of Rice. It's delicious! And it's fortified to whole grain levels with vitamins and iron. Yes, it's just as rich in these precious food elements as rice in the field. Think what a protection that is against vitamin deficiencies that tend to make people listless, nerves jittery, appetites poor.
See how all the family thank you for discovering delicious Cream of Rice. Get a package today.

CREAM OF RICE
Ready in 5 Minutes
Fortified To Whole Grain Levels

Product of Grocery Store Products Sales Co., Inc., New York

NEW "EASY-MIX"

Spry

MADE OF HYDROGENATED VEGETABLE OIL

Spry

PURE VEGETABLE SHORTENING
FOR ALL BAKING FRYING
CAKES PASTRY
BISCUITS COOKIES

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF DEFECTIVE OR NOT AS ADVERTISED THEREIN

1 lb. jar 25c
3 lb. jar 69c

NOW POINT FREE!

SAVES "2-3 The Mixing Time"

SPECIAL LINOLEUM OFFER

WASHABLE WINDOW SHADES

From our large selection of patterns, all colors washable in back. It is still possible to modernize that kitchen floor with

ARMSTRONG
INLAID LINO FLOOR
Any Room Size Up To \$18.75
9x12
Complete labor and materials

Without Roller 29c
39c

TOUGH FLOOR PAINT FOR THE HOME FRONT

Lucas FLOOR-LIFE

For outside porches or inside floors of wood, cement or composition. Dries to a hard glossy finish that is impervious to sun, rain, snow and traffic. Easily cleaned. 12 modern colors.

One Coat Covers Wallpaper

Roll It On!

Kon-Tone MIRACLE WALL FINISH

Each 7-ounce can contains enough paint to cover 100 sq. ft. of wall. Washes easily. Dries to a hard finish. Has no odor. You can brush it or roll it on with Roller. Washes off with water. See our complete list of colors!

1.15 Quart

Quick-Drying Enamel

LUCAS LUCO-KWIK transforms old, drab furniture into new sparkling pieces quickly, easily, economically. Shows no brush marks. Will not chip or crack. One coat covers and wears for years.

\$1.50

SPRING CLEANING NEEDS

Rubber-like Floor Mating . . . 39c Yd.
Schalks Crack Filler . . . 25c Lb.
Double XX Floor Cleaner . . . 75c Lb.
Putty Knives . . . 15c Up
Dextex Dry Cleaner . . . 1.25 Qt.
Rutland Concrete Patcher . . . 45c Box

UNITIZED WASHABLE WALLPAPER

Ask Your Decorator to Show You Our New Sample Book

LUCAS PAINT STORE

80 ST. PAUL ST. ★ MAIN 2090
FREE PARKING

SWAN FLOATING SOAP NEW - WHITE - MILD
Lg. Size 10c
Reg. Size 2 for 13c

FAIRY SOAP 5c
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GOLD DUST 17c

RINSO LARGE 23c REGULAR 10c

BETTER THAN EVER LIFEBOUOY
3 for 20c

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LUX TOILET SOAP
3 for 20c

NEW QUICK-LUX
REGULAR LARGE 10c 23c

The Rochester Sun
SHOPPING NEWS

SEVENTH YEAR—No. 26 THURSDAY, APRIL 27, 1944
If You Do Not Receive PHONE, STONE 6000
Your Copy Regularly

Political
Polka

By CURT GERLING
Circuit Swinger

A prominent local political leader had just completed a swing around the circuit — the circuit which ends, as do most things these days, in Washington, D. C. Asked whether F.D.R. was going to run or not, he answered "Everyone thinks so — if he doesn't we'll be worse off than the Republicans — and as Archie would say 'Perish Forbid'."

"Assuming that F.D.R. runs, what does the party think are his chances?" was the next question. The answer, "Every place I went, the 'boys' were extremely confident — everywhere, that is, till we hit Washington. There we ran into a number of dissenters with unfavorable observations about the boss. The political leader bit viciously at the end of his frayed cigar. 'It's surprising the number of jerks who will snap at the hand that feeds 'em.'"

Roosevelt Needs Labor Support
At the moment, the front political mind seems to be thinking Roosevelt's ability to gain re-election with a comfortable plurality depends on the support he receives from Labor. To-day Labor doesn't get mad at employers. The government now fixes wages and is supposed to keep living costs down. Hence when Labor, particularly Union Labor, gets indignant it blows off to the Government — and that brings it all right to Roosevelt. (Continued On Page 6)

This Week's
\$25 Winner
Winner of the final April drawing, held at Shopping News on Monday afternoon, is Mrs. Ella Brown, 472 Tremont St. Mrs. Brown will collect \$25 dollars in cash because she paid her Shopping News carrier, Earl Hirschman, 482 Tremont St., ten cents as a sustaining subscriber to this paper. Earl collects an extra bonus of five dollars because the winner is one of his customers.

Each week Shopping News awards \$25 dollars to some sustaining subscriber who has paid the Shopping News carrier the regular 10-cent monthly delivery charge. To date, Shopping News has paid out 1320 dollars under the plan.

Women Bowlers Donate Air Ambulance



Women bowlers of the nation, through the Women's International Bowling Congress, raised \$8,000 dollars to purchase this ambulance plane. They already have 20,000 dollars toward a second. Photo shows Mrs. Violet Jean McClatchey (at microphone) during formal presentation of the ship at LaGuardia Field in New York.

Travel
Talks

KENT HOUSE
Visitors to Montmorency Falls, midway between the city of Quebec and the village of St. Anne de Beaupre, usually enjoy their best view of the falls, which are a hundred feet higher than Niagara, from the grounds of the famed Kent House perched high atop a hill directly opposite the falls themselves.

The past romantic history of (Continued On Page 4)

ticket Sale Opens For Red Wing 'Opener'
Tickets for the opening day baseball game at Red Wing Stadium next Thursday will go on sale tomorrow at the Downtown Ticket Office, at The Rochester Sun, 93 Clinton Ave. S. Reserved seat price is \$1.25; box seats, \$1.64. The Red Wings will be pitted against the Syracuse Chiefs in the opener.

Reflections
By
Orville Allen

Local Radio War
Out of the welter of rumors, statements, facts and fancies concerning "Rochester's new radio station" one thing is certain: Behind the scenes a veritable battle royal is in the making over the privilege of "serving" the Rochester area through the medium of radio.

When that smoke of battle is at last cleared away, hopeful Rochesterians may find that the new station isn't in Rochester at all. It might wind up in Geneva or Penn Yan. If all the applications for local operation now before the Federal Communications Commission were laid end to end they would reach from Akron to Rochester to Philadelphia to Wall St. to Stamford, Conn. But, only three need be considered serious contenders. The rest may be written off right now as mere fishing expeditions.

3-Cornered Fight
The battle royal will consist of a three-cornered fight among two financially powerful local groups and Gordon P. Brown, owner and operator of station WSAY. In fact, Brown really started the whole thing when he was given permission to increase his power to 1000 watts and change his frequency to 1370 Kilocycles from the present 1240. When that happened it left the 1240 channel open and available to the Rochester area. Hence the welter of machine-gun incorporations and applications for licenses.

Coming
Events

Tonight—The Eastman—Rochester Symphony under the direction of Dr. Howard Hanson will offer a concert in the Eastman Theatre at 8:15 p. m. Jacques Godwin, violinist and Max Taniguchi, soprano will be soloists.

Tonight—The Rosary and Altar Society of St. Anne's Church will hold a benefit card party at 8:15 p. m. in Corpus Christi Church hall. Mrs. Wm. McFall is chairman.

Tonight—Women's Group of the Chamber of Commerce will dine at 6:30 p. m. at the Chamber. They will hear Kenneth Piper, former district manager of the FBI in Western New York and later head of personnel in Washington. His subject is, "The Enemy Within Our Gates."

Tomorrow—Capt. Henry Lomb Circle, Ladies of the GAR will have a business supper at 8 p. m. with Olive M. Smith as chairman. A business session will follow at 8 p. m.

Tomorrow—A program of ballet will be offered at 8:15 p. m. in the Eastman Theatre as part of the Rochester 14th Annual Festival of American Music. Music by the Chamber Orchestra under the direction of Dr. Howard Hanson. Thelma Biracree, choreographer.

Tomorrow—Townsend Club No. 23 will meet at 6:30 South Ave. at 8 p. m. Edna M. Gledhill, chairman.

Sat., Apr. 28—Rossini's "Barber of Seville" will be offered at the Auditorium Theatre by the Rochester Grand Opera Company. Leading roles will be sung by John DeSurre, Nino Martin and Hilda Reggiani.

Sat., Apr. 28—Annual Spring Dinner Dance of the Rochester Country Club will be at Locust Hill Country Club at 7 p. m. Mrs. Chas. Steenworth is chairman of the dinner.

Sat., Apr. 28—Rochester Guiding Star Loyal Orange Lodge will meet at 8 p. m. in Orange Hall, 98 State St. The R.A.P. Degree will be exemplified.

Sun., Apr. 30—Piano concert of the season by the Civic Orchestra under the direction of Guy Fraser Harrison in the Eastman Theatre at 8 p. m. Wilbur Evans, Broadway musical star will be soloist.

Sun., Apr. 30—The Rev. Weston A. Cate, pastor of the First University Church and Mrs. Cate will be guests of honor at a reception to be held from 5 to 7 p. m. in the church parlors. Mrs. F. J. Garrison and Mrs. E. K. Haas are in charge of arrangements.

Mon., May 1—Germania Chapter, O. E. S. will meet in Room A, Masonic Temple with worthy patron Arthur Taylor and worthy patron Arthur Taylor presiding. Mother's Day services will be observed.

Mon.—Tues., May 1-2—The 14th Ward Women's Republican Club will sponsor a rummage sale of wearing apparel and household articles, at 435 South Ave. Mrs. J. Graver Conley and Mrs. Joseph Kasman are co-chairmen.

Tues., May 2—Samuel C. Pierce Auxiliary 18, Sons of Union Veterans of the Civil War will hold a pot luck supper in City Hall Annex at 6 p. m. Alice M. Waite is chairman.

Tues., May 2—The P.T.A. of No. 43 School will hold a square dance from 8 to 11 p. m. in the school. Harry Shannon's Orchestra will furnish music and Art Brooks will be the caller. Mothers of the 4th and 6th grades.

Wed., May 3—No. 32 School P.T.A. is having a card party in the school at 8 p. m. for the benefit of the June class and the library fund. Mrs. W. Fearley, chairman.

The Week
In Review

When the new railroad terminal was opened in Buffalo a few years back, Rochesterians were horrified to learn that the Twentieth Century Limited, crack New York Central train, would pass up Rochester and stop at Buffalo. This week Rochester again takes a back seat to its larger western neighbor as the OPA announces plans to switch issuance of gasoline rations from Rochester to Buffalo.

Rochester industries, through the Industrial Management Council, have entered a vigorous protest to the contemplated move, warning that many delays in war production might result if the proposed change in policy is carried out. Representative Joseph J. O'Brien announced yesterday that he would carry the fight right to Washington and commented that the move was designed "only to provide jobs in Buffalo for 'faithfuls' of the Democratic party." He termed the action "outrageous," and promised to take the matter up with Chester Bowles, OPA head.

Meanwhile Phillip J. Torti, 970 (Continued On Page 5)

G. I. Joe
Says —
Prediction

Camp Crowder, Mo.—The boys here are seriously considering the problem of "morale" on the home front. After consulting "unimpeachable sources" at this camp I wish to enter my own prediction of the war's ending . . . to wit: June 25, 1947.

Mystified Mess Sergeant
"The mess sergeant no sooner licked the ever-present problem of satisfying the gastronomic critics among us than a new baffling enigma appears: why does a company of 187 men count up to 216 atchow? Don't fret Sarge . . . it's just your fame spreading to other quarters.

Missouri Weather
Will Rogers once said, "If you don't like the weather in Missouri, stick around ten minutes — it'll change." Today we had: frost, hot sunshine, and a thunderstorm.

Word Picture of Barracks
Those who had their doubts in the beginning are growing to like the army. Everybody getting well acquainted by now. Here's a word-picture of barracks at 5:30 (Continued On Page 5)

Amusements

CENTURY NOW PLAYING "THE FIGHTING SULLIVANS" with Thomas Mitchell and Anne Baxter, Plus Jean Parker in "DETECTIVE KITTY O'DAY."

LOEWS COMING "I Would Rather Die Than Be Forced Into The Nazi Officer's Club 'NONE SHALL ESCAPE'"

PALACE NOW PLAYING Ann Sheridan and Dennis Morgan in "SHINE ON HARVEST MOON," Plus Lon Chaney in "WEIRD WOMAN."

CAPITOL NOW PLAYING Betty Hutton and Edde Bracken in "THE MIRACLE OF MORGAN'S CREEK," Plus John Wayne and Susan Hayward in "THE FIGHTING SEABEES."

HUDSON SUN. AND MON. "WHAT A WOMAN" with Rosalind Russell and Brian Aherne, "CRIME DOCTOR'S STRANGEST CASE" with Warner Baxter.

LITTLE STARTS SAT. George Arliss in "EAST MEETS WEST" Plus Captain John Craig's Fighting Sea Monsters

REGENT "THE SONG OF BERNADETTE" with Jennifer Jones

REXY "TRUE TO LIFE" with Mary Martin and Dick Powell, Plus "HENRY ALDRICH HAUNTS A HOUSE" with Jimmie Lyden and Charlie Smith.

TEMPLE NOW PLAYING Humphrey Bogart and Michele Morgan in "PASSAGE TO MARSEILLE," Plus Ann Gwynne in "MOON OVER LAS VEGAS."

Wm. F. and S. George SHAFER Formerly President and Vice President of MENG & SHAFER
IT COSTS NO MORE TO STORE YOUR FURS AT SHAFER'S
Have SHAFER fur experts examine, clean, repair and store them in Shafter specialized GOLD STORAGE vaults. Bring in your fur coat or our bonded messenger will call.
Phone Stone 18
SHAFER CO.
51 EAST AVE.

Special LINOLEUM OFFER
From our large selection of patterns, all colors through to hark. It is still possible to moderate that kitchen floor with.
ARMSTRONG INLAID LINO FLOOR
Any Room Size Up To \$1875
Complete labor and materials.
WASHABLE WINDOW SHADES
Selection of colors. New roller included. sizes 6 ft. x 36 inches.
WITHOUT ROLLER 39c
Spring Cleaning Needs!
Rubber-like Floor Matting .39c Yd.
Schalks Crack Filler .25c Lb.
Double XX Floor Cleaner .75c Lb.
Putty Knives .15c Up
Sollax .25c Pkg.
Rutland Concrete Patcher .45c Box
UNITIZED WASHABLE WALLPAPER
Ask Your Decorator to Show You Our Sample Book
LUCAS PAINT STORE
80 St. Paul St. Free Parking MA in 2090

Savings Only NUSBAUM'S Can Offer BECAUSE OF OUR LOW RENT LOCATION!
Shop Evenings . . . Convenient Store Hours
Mon., Tues., Wed. and Thurs. 9:00 A. M. to 9:00 P. M.
Friday 9:00 A. M. to 6:00 P. M.
Sat. Eve., 8 P. M. to 10 P. M.
EXCEPTIONAL VALUES! LADIES' Better Quality SPRING COATS \$16.95 TO \$34.50 Save Up To \$10.00
Here they are! Beautiful spring coats at sale prices that are rare for such excellent quality and tailoring. Many all wools. Dressy gabardines, fine crepes, tweeds, checks, smart chesterfields . . . whatever the style may be, you will find it here. Don't miss seeing these Sale values at NUSBAUM'S. Sizes 9 to 15, 10 to 20, 38 to 52, 35 1/4 to 51 1/4.
Boys' Sport Coats \$9.95
Smart plaids . . . expertly tailored . . . just the kind he likes . . . here now . . . after-Easter priced. Sizes 8 to 22.
Boys' Sport Slacks \$3.95
Grand values! Stripes, checks, plaids, solids in all colors. Sizes 6 to 20. Others \$2.95 to \$5.95.
Girls' Suits \$9.95
Saving up to \$5.00 on each suit. All our Spring styles at this special sale price, beautiful shetlands, plaids and checks. Sizes 7 to 16. All colors.
Girls' Coats \$9.95
A real super value. Saving up to \$5.00 a coat. Beautiful box or fitted styles, in plain colors, plaids, checks, etc. All expertly tailored. Sizes 1 to 6 1/2 and 7 to 16. Plenty of colors to choose from.
HARRIS NUSBAUM THE COMPLETE APPAREL DEPARTMENT STORE
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Free Parking In Rear of Store

Spring Cleaning Needs!
Rubber-like Floor Matting .39c Yd.
Schalks Crack Filler .25c Lb.
Double XX Floor Cleaner .75c Lb.
Putty Knives .15c Up
Sollax .25c Pkg.
Rutland Concrete Patcher .45c Box
UNITIZED WASHABLE WALLPAPER
Ask Your Decorator to Show You Our Sample Book
LUCAS PAINT STORE
80 St. Paul St. Free Parking MA in 2090

Legs Lovelier
in these
**FULL FASHIONED
FINE BUSINESS SHEERS**
2 prs. for \$1.29*
Extra Lengths Included
*Slight Recede

Extra Sheer Full Fashioned
FINE RAYON HOSE
2 prs. for \$1.59*
*Rub-Standards

No imperfections to mar the appearance or service.

HELPER'S 213 Main St. E.



KAY'S COMMENTS

by kay shearer

Everyone loves a RИPTON DRESS. Compliments will fly your way when you're wearing one. Regardless of size—whether you're a Junior or wear a Woman's Dress in a large size you'll find what you want at RИPTON DRESSES. Prices range \$8.95 and up. COTTONS and are in at "RИPTON DRESSES". Plenty of adorable washable "things" to keep you thoroughly happy through the warm months ahead. Larger sizes also included in the Cotton group. RИPTON DRESSES, 739 MONROE AVE. Open Eve.

When you're in the throes of spring-cleaning . . . don't yip so much . . . think of how much more work your Grandma had . . . yes, even your Ma—just a few short years ago . . . so get going . . . twirl that duster . . . roll that sweeper, keep your house alive by rotating your time . . . yes it's even become fashionable when it comes to housekeeping . . . and conserve your energy. Here are a few suggestions for your rugs . . . Try POWDER-ENE . . . works like magic. Costs practically nothing—\$1 for a very large box—follow directions carefully . . . leave on all night and vacuum off in the morning. Wait 'til you see the color come back, you'll be pleasantly surprised. Give your upholstered furniture a bath in MYSTIC FOAM—easy to use, be sure to rub with nap of the fabric. As to woodwork there are plenty of good cleaners on the market . . . be careful not to buy a strong powder . . . ivory suds with plenty of hot water will do the trick if the wood-work isn't too bad. Now about those sheets and pillowcases that have "given out" . . . try this—use Irontex mending tape applied with hot iron. Try out these time-saving products—be your own home technician in the 1944 manner. Devotedly . . . Kay

FLASH NEWS —
BIG NEWS —
GOOD NEWS —
from PENN VACUUM. A generous allowance for your old cleaner on a BRAND NEW ONE. Did you know that PENN VACUUM is the only store in this locality with new latest model cleaners (Tank types). So if you've been toying with the idea of a new cleaner (and really need it for spring cleaning) why not take advantage of this timely offer. If you would like a re-built cleaner you may buy one at PENN VACUUM with one year guarantee. A few of these cleaners are authorized to be sold without trade-ins. Take advantage of 9 point overhaul expertly done by PENN VACUUM for exactly \$6.95. One year guarantee goes with this work. Call Stone 6747 or call at PENN VACUUM, 30 SOUTH AVE.

VIRGINIA'S BEAUTY & REDUCING SALON will furnish you an analysis of your needs as to reducing—they'll turn you "out" the slim lovely girl you've always wanted to be. What a thrill when you'll be able to wear that size 14 again. Best of all you'll feel much better—pounds lighter. Well—what about it?—Call Stone 346 today—27 CLINTON AVE. SO. (Present Bldg.)

For downright femininity and frank flattery wear a CARTER HAT. Did you know that this friendly shop carries the "GAGE LINE". Also other smart models—one "Call for Phillip Morris," a jaunty bell-hop style with a dashing feather to be worn over one eye. This one is priced at a mere \$4.95. The "Radio Hat" a simple caplet with flowers and veil worn on the back of the head is priced \$3.95. Of course plenty of other dashing hats priced right. Bar and Hat Sets in plaids, checks and pastels priced more reasonably than any I've seen. Good looking jewelry priced \$1 up. Make a date with yourself today to visit the CARTER HAT SHOP located at 635 MONROE AVE.—Open Eve.

Hundreds of rochesterians are making LLOYDS "Their Family Florist". LLOYDS LEAD AGAIN with values whether your flower needs will bear cards of "congratulations" or "CONGRATULATIONS". Make it a habit to call LLOYDS—Main 7988—Dally Deliveries anywhere.—LLOYDS located in the POWERS HOTEL, directly opposite the Court House.

I have noticed that cottons are being shown in darker hues—such as black brown, dark green. Nice idea eh—so you won't spend your summer in Rinsos.

Decrees of Fashion

Most women lead active useful lives these busy days—with this thought in mind EDWARDS have selected a group of pretty home show offs frocks being shown in their Daytime Dress Shop located on the Third Floor. The designers of these lovely frocks have remembered the accelerated pace of American women and their many activities have inspired these frocks. Priced at a mere \$3.98—the "LINDA JOYCE"—invades the daytime dress scene—with the exposure trend. Almost sleeveless in stripes the dress boasts the picture frame neckline so becoming to most women. This model may be purchased in red, blue, and brown, in sizes 12 to 42. The "NALL BEE" is a trig fresh seersucker—buttens down the front, has patch pockets on the waist and skirt—may be had in red or blue in sizes 12 to 42. These two models described are very smart—but you'll find plenty of other styles in the beloved Shirtwaist and Coat styles in many colors and all sizes. When you're checking up on summer preparedness—give some thought to these dresses I've mentioned—better yet, drop into EDWARDS—Daytime Froek Shop—on the Third Floor and stock up. At a mere \$3.98 you'll be able to afford several of these models.

Few women are really pleased about their height. Whether the cry is "too tall" or "too short," correct posture brings satisfying admiration. Petite GBS singer Kay Penton, a bare five-foot-two, creates the illusion of added inches by "standing tall." Reach up with your head, holding the chin up and back, and the shoulders naturally follow. A straight back and flat diaphragm result. It's all really dependent on your mental attitude, says Kay. First you're continuously conscious of the attempted "tall thinking," and then it becomes a habit.

Dolman Sleeves are peering over the fall fashion horizon to vie with the current concentration of waist and neckline interest. Sensible it is, too, for the comfortable and softly molded shoulder gives greater freedom of arm and elbow.

Don't Believe
A laughing jackass is a 4-legged animal!
(SEE PAGE 6)

EXOTIC LOVELINESS IN HEAVY STERLING SILVER BRACELETS



LIKLY'S, known for fine jewelry, presents a thrilling new collection of bracelets in precious sterling silver. Each piece of exquisite design to meet your approval!

- A—WIDE BRACELET OF 4 LARGE FLORAL LINKS . . . \$19.95
 - B—ROSE MOTIF CLOSE LINKS, STERLING . . . \$ 8.95
 - . . . IN GOLD OR STERLING . . . \$ 8.95
- Prices Plus 20% Federal Excise Tax

Mail and Phone Orders **LIKLY'S** STONE 915
271 MAIN STREET E.

An Orchid To You



Each week Shopping News, in cooperation with Lloyd's Flower Shop, Powers Hotel, gives an orchid to a Rochester woman. This week the winner, selected from the city directory is

Miss Alice Morrison
268 Bronson Ave.
If the winner will call at Lloyd's Flower Shop and identify herself within the next week she will be given free a beautiful orchid.

If a friend's name appears as an orchid winner—telephone her immediately. Maybe some day she will do the same for you.

Rub your eyes—it's true—what!—that mending job done by EMPIRE WEAVERS. They weave magic needles—meaning beautiful work done in a minimum of time at gentle prices. Located at 409 BURKE BLDG.—Mention me will you huh!

Are you co-operating with your government in conserving lights. It sounds like such a small thing—that forgotten light down collar—in the kitchen—in the garage etc.—but if everyone would do his share thousands and thousands of wattage throughout the city could be saved. Your ROCHES-TER GAS & ELECTRIC asks your help—you'll co-operate I know, 89 East Ave.

"A Lincoln-Alliance Personal Loan"

Took Care of My Doctor Bills"



COMPARE THESE COSTS

You Pay Cash	Finance Cost	Interest	Amount of Note	12 Monthly Payments
\$100	\$ 5.00	\$.40	\$105.40	\$ 8.78
125	6.25	.50	131.75	10.97
140	7.00	.56	147.56	12.29
150	7.50	.60	158.10	13.17
175	8.75	.70	184.45	15.37
200	10.00	.80	210.80	17.56
250	12.50	1.00	265.50	21.95
300	15.00	1.20	316.20	26.35
500	25.00	2.00	527.00	43.91

*Insurance pays off loan in case borrower dies

WHENEVER you find yourself in need of money, this is the sensible, businesslike way to borrow. The Lincoln-Alliance makes Personal Loans for all kinds of individual and family needs. It isn't necessary to be a depositor at this bank to be eligible for a loan.

Notice the chart at the left. Figure for yourself how little a Lincoln-Alliance Personal Loan really costs. Any officer at any of our 12 conveniently located bank offices will be glad to help you with your financial problem. No obligation, of course.

LINCOLN-ALLIANCE
BANK AND TRUST COMPANY
Member Federal Reserve System
Member F. D. I. C.

Serial story of the boy next door




It's Don's story. But the name could just as well be Walt or Jim or Bob or any other.

- And, of course, the fifth entry in the little address book really hasn't been written yet. But it will be—and we hope to have a hand in making it come true.
- When Don and millions like him went to war, they were given the best weapons and equipment in the world. Equipment turned out fast by machines that were turned by plentiful, low-priced electric power.
- When these boys come home again, electric power will be ready in even greater abundance—to serve new industries and create new opportunities. For power makes production—and production makes jobs.
- The electric light and power companies are prepared for peace as they were for war and they have kept rates low while other costs have risen.

Rochester Gas and Electric
"Electricity is a Vital War Weapon—Don't waste it!"

Air Cooled



The Aristocrats of the Fur World

are Safe from Moths, Fire and Theft in Projansky's Frigid Storage Vaults

Remember your furs are more precious than ever this year! They may have roasts for the duration! So give them the care they deserve . . . the Best care . . . the Projansky way!

It costs no more to store your furs with dependable fur specialists. If you cannot bring them in—call STONE 337 for our bonded messenger!

Projansky
39 East Ave.

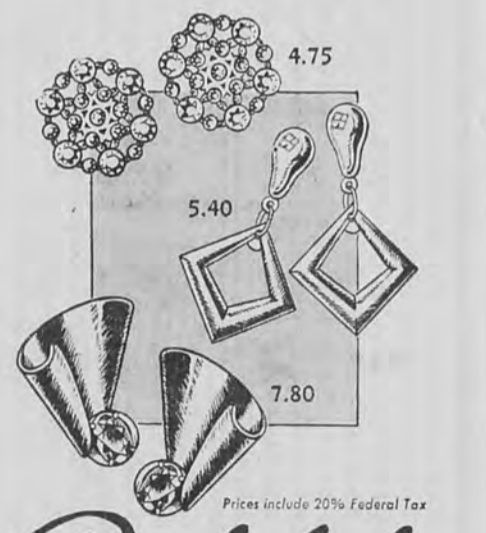
RUDOLPH'S

Very Smart Earrings

of Traditional JEWELER'S Quality



Here are a few of the many striking designs from which to choose. You'll be proud to wear them with your smartest outfits.



Prices include 20% Federal Tax

Rudolph's

CORNER EAST MAIN AT SOUTH AVENUE
IN BATAVIA — 109 MAIN STREET
Open Monday from Noon 'til 9 P. M.

OPEN A
CONVENIENT
EDWARDS
CHARGE ACCOUNT

Edwards Basement Store

Shop With
Edwards
Handy
Credit
Coupon
Books



A CAN'T MISS VALUE!

Pretty Pastel DRESSES

5.66

Dresses that you will go for in more ways than one. The popular coat styles that are so easy to wear. White eyelet applique and embroidery trims. Square, round, and convertible necklines. Belts of self material and many other style details. Best of all they are washable.

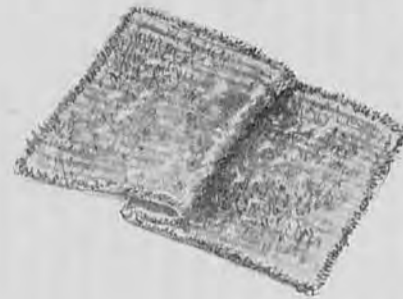
SIZES FOR
MISSES AND WOMEN
12 - 20 38 - 44

COLORS:
PINK,
LILAC,
GREEN,
BROWN,
CORAL,
YELLOW,
AQUA and
BLUE.

Washable Spun
Rayons and Spun
Acetates.

Edwards Basement

Household Helps



SIZES
17x29

Chenille BATH MATS 1.39

Brighten up your bathroom with one of these colorful, washable rugs. Rich colors to harmonize with any color scheme. Coral, Blue, Maize, Dusty Rose, and Green.

Edwards Basement

JACQUARD BLANKETS

1.79

Indian designs in Red, Green, Blue, and Yellow combinations. A wonderful blanket for a boys room, couch throw, or auto blanket.

Edwards Basement

IRONING BOARD COVERS 59c

58 In. Long.

Made of strong drill. Hooded top to fit your board snugly. Lace type. Metal eyelets. Lace included.

Edwards Basement

*Stormy
Fair
Weather Friends*

Boys' Water Repellant

JACKETS

2.97

All boys want this kind of a jacket. Just the thing for school or play. Cotton gabardine and poplin. Lined and unlined styles. Fly front. Tan only. Sizes 4 to 16.

Edwards Basement



Men's All Weather Gabardine COATS

10.94

Fine tailored good looking all weather coats. Water repellant cotton gabardine. Fly front, raglan shoulders, Cotton plaid lining. Tan. Sizes 34 to 44.

Edwards Basement



Men's Poplin JACKETS

4.69

Fine quality light weight jackets. Very popular for sportswear and work. Fly front, unlined, water repellant. Tan only. Sizes 36 to 46.

Travel Talks . . . continued from Page 1

The old house is of much interest to visitors. It was built by General Sir Frances Haldimand, who became Governor General of Canada in 1776, and who in 1782, entertained here the beautiful Baroness de Riedesel, the wife of a distinguished Brunswick General, who crossed the Atlantic in 1775 to fight for King George in the Revolutionary War.

prior to his betrothal to the mother of Queen Victoria, was presided over by a charming Madame de Saint-Laurant, Baronesse de Fortillon, a most amiable and comely lady.

DRAPES • CURTAINS
SLIP COVER • BLANKETS
AND OTHER HOUSEHOLD GOODS
Dry Cleaned
SPEEDY'S
DRY CLEANERS AND HATTERS
212 PARK ST.
FREE PARKING ACROSS THE ST.

BUY WAR BONDS
When Day is Done it's Time for "Tammy"
After a hard day's work there's a world of refreshment and "taste satisfaction" in a glass of "Tammy" Lager Beer or Ale.
Tammy Shanter
LAGER BEER and ALES
Just Say, "GIVE ME TAMMY"

Kent House Stop Planned For All Sun Cruise Parties
Five cruise-tours of Eastern Canada will be made during July and August under sponsorship of the Soutours Travel Bureau, a service department of this paper. Each of the five all-expense cruises includes a visit to Kent House and Montmorency Falls. Three of the cruises will be of four days duration and will visit Montreal and Quebec, as well as include side trips to other points of interest in the areas covered.

A Freak Accident
Bosworth, Mo.—While Grover Maullin and Palmer Kelly were splitting a log with a wedge, the wedge shot out of the log, hit Kelly on the head, knocking him unconscious. The split log snapped together, catching Maullin's fingers, holding him prisoner. When Kelly regained consciousness, he freed his companions and together they went to a doctor's office.

RELIEF
Just 2 drops Penetro Nose Drops in each nostril help you breathe free almost instantly. Believe the head cold remedy. Only 25¢-29¢ times as much for 50¢. Caution: Use only as directed. Penetro Nose Drops.

Don't Believe
A laughing jackass is a 4-legged animal!
(SEE PAGE 6)

Women more than men apt to suffer simple **ANEMIA**
If Weakened From Lack of Iron Due to "Monthly Losses"
You girls and women who suffer from simple anemia or who lose so much during monthly periods that you feel tired, weak, "drugged out"—due to low blood-iron—

Special . . .
For a Limited Time Only Our Famous **ARISTA**
PERMANENT **\$5**
SUNRISE BEAUTY SHOPPE
9 to 6 Daily • 9 to 3 Mon. Other Days by Appointment. Ground Floor
90 EAST MAIN • MAIN 2422

IT ISN'T ALWAYS "SPRING FEVER"
That Makes You Feel ALL-IN, TIRED AND PEPLESS!
Lots of times when people feel tired, jittery and "all run-down," it's because their blood is low in iron! This is especially true when their appetites are poor, their faces pale, and they're thin and underweight!

IVORY FLAKES LARGE 25¢ SIZE (Limit 2 Boxes) 21¢
DAW'S ORIGINAL CUT-RATE DRUGS
66 CLINTON RD. 31 MAIN ST. 353 MAIN ST. 462 W. RIDGE RD. 680 MAIN ST. 473 BLOOMING AVE. 539 MONROE AVE.

GLASSES
... That Add Charm!
Smalls Use Only Bausch & Lomb and Shur-On Lenses!
Come to Smalls With Confidence... Talk Over Your Eye Problems With HARRY A. BENEWICK, Optician At . . .
Smalls
28 EAST MAIN ST.
Budget Terms---Pay Small Sums Weekly!

PAL BLADES DOUBLE-EDGE **10 For 25¢**

Peroxide PINT BOTTLE **11¢**

PINKHAM'S MEDICINE \$1.35 Size **69¢**

MULSIFIED COCOANUT OIL SHAMPOO 50c Size **33¢**

SACCHARIN TABLETS 1/4 or 1/2 Grain **Pkg. of 100 9¢**

EDWARD'S OLIVE TABS 30c Size **12¢**

FITCH'S "IDEAL" HAIR TONIC 35c Size **19¢**

PETERMAN Roach Powder 25c Size **18¢**

ICE-MINT
The very touch of this white stainless ointment is soothing and cooling to
TIRED BURNING FEET
Fine, too, to soften and relieve pain of **STINGING CALLOUSES**
Reg. size jar 43c Large jar 77c

DAW'S COUPON SANITARY NAPKINS LARGE BOX OF 23 PADS **23¢** (Limit 2 Boxes)
Now, super-soft, highly absorbent pads for more comfort and security.

DAW'S COUPON TOOTH POWDER LARGE 4-OUNCE SIZE **14¢** (Limit 2)
Originally Made To Sell at 50¢

WHISKEY HABITS Can Be Stopped! Try Q-T
A guaranteed, harmless home treatment. Can be given secretly in food or drink. To anyone who drinks or craves Whiskey, Beer, Gin, Wine, etc. **\$1.19** Mail Order Filled.

FALSE TEETH NOBBLE? STIX Powder Will Hold Them Firmly
STIX applied lightly on your plate, will hold it firmly in place. STIX is snowy white, pure, pleasant to use. Won't get in gummy to teeth or your money. **23¢** Mail Order 60c Size 39c

Allen's Foot-Ease
For tired, burning feet, just sprinkle on feet and in shoes. Also acts as preventive of foot odors. Nothing like it in the world. **27c, 44c**

Rectal Soreness Get Relief Now Easy Way—Sit in Comfort
Prokarma 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 areas, relieves itching, infectious germs, and Nature heal up raw, broken tissue. Comfortably fits under clothing. Sold on money-back guarantee. Prokarma Rectal is now available in handy tube—25¢—with special applicator. **41¢** Get this modern relief today. each for **PROLARMON RECTAL**

LACO SHAMPOO
LACO's mountains of fine-bubble lather cleanses deeply and gets at unpleasant flakes and dandruff. Try this really finer, higher-quality GENUINE Castile shampoo for only **29¢**

DAW'S FILM Developed and Printed **23¢** Any 6 or 8 Exposure Rolls

DAW'S PRESCRIPTION POLICY SAVE WITH SAFETY
SAVINGS . . . with a full measure of SAFETY. That's the policy which brings hundreds of prescriptions to be filled at DAW'S every day! Double-checking is standard DAW'S procedure, and it's no alibi for Double-checking. a comparison of DAW'S prescription prices with those of any other drug store will readily verify!

Flower City Grass Seed — SPECIAL MIXTURE —
FLOWER CITY Grass Seed is prepared especially for Rochester soil and climate. Its famous formula containing Kentucky Blue Grass, Red Top, etc. is your assurance of a beautiful, luxurious lawn! Compare the price! Compare the formula! —with any seed selling at a much higher price!

CROSMAN'S SEEDS 1-lb. Bag **33¢** 5 lbs. \$1.49 10 lbs. \$2.79 25-lb. QUANTITY —TESTED MARCH 1944— \$6.69

SCHICK RAZOR BLADES PKG. OF 20 **69¢** MAGAZINE OR INJECTOR TYPE

SAVE YOUR WOOLENS FROM MOTH DAMAGE Expello Kills Moth Worms
1-lb. Size **69¢** 2 1/2-lb. Size **\$1.39** — 2 TYPES —
Small crystals scientifically prepared to protect rugs, carpets, chests, drawers, furniture and for all general purposes.
Large crystals for use in vacuum cleaners.

FREE REG. 49¢ PACKAGE **VIMMIS** Given With Purchase of Large Box
Both For **\$1.69**
Stock up now on this famous health aid which contains the vitamins and minerals (all in one tablet) government experts say everyone needs in their daily diet.

Extra VALUES
CASTOR OIL Pure 4-oz. Bottle 12c
EPSOM SALTS 6c
SHOWER CAPS Waterproof, 50c Value 29c
WATER GLASS Egg Preserve, Quart 23c
PREP For Shaving 17c
SODA WATER Bicarbonate of Soda, 1 lb. 8c
6c CASTORIA Pitcher's 3-oz. Bottle 19c
WELNET'S 60c Powder for Plates 49c

Christy LIPSTICK **19¢**
New Creamy-Smoothness
Stays On For Hours
CHRISTY Lipsticks have been famous for years for their fine, even texture, and its bright but natural colors. You'll like the way it goes on and the way the color remains for hours!

DAW'S COUPON WAVE SET LOTION —Will Not Flake—Not Sticky
Large 7-Ounce Bottle **7¢** (Limit 2)

BORIC ACID POWDER 35c 1-lb. Pkg. **14¢**

PHILLIP'S MILK OF MAGNESIA TOOTH PASTE 50c Size **23¢**

INVISIBLE HAIR PINS Box of 85 **8¢**

CASTILE SOAP Rich In Olive Oil Weighs Almost 1 Pound 60c Value **39¢**

MOTH FLAKES With Paradichlorobenzene Large 12-oz. Box **16¢**

The Week In Review continued from Page 1

Jay St., awaited sentence on a charge of selling gasoline ration coupons good for 3,000 gallons. He will be sentenced by Judge Harold P. Burke on May 8. Ten local motorists were in trouble with the gasoline rationing board for various infractions of rationing rules. Seven were fined all rations for the duration.

Lloyd's YOUR FAMILY FLORIST LEADS AGAIN!

TOOLS — SEEDS — FERTILIZER FOR YOUR VICTORY GARDEN

Quality Grass Seed 33c Lb. 5 Lbs. \$1.50

Flowers Telegraphed Anywhere

LLOYD'S FLOWER SHOP
"Your Family Florist"
Powers Hotel (Opp. Court House) Main 7688

Words For Houseware Needs

INDIVIDUAL OVENWARE
CASSEROLES

29¢ ea.
4 for \$1.00

Artware Glass Colors. Harmonize with Modern Table Ensembles.
Heat Proof. Cold Proof. Non Cracking. 10 Oz. Capacity.

For individual baking and serving of delicious Chicken and Meat Pie—Macaroni—Scalloped dishes—Souffles—Chili—Soups, etc.

ENOZ MOTH AIDS

MOTH SPRAY
Dusts to moths, moth eggs, moth larvae. Guaranteed harmless to humans and animals. Will not harm fabrics.

1/2 Pt. 49c
Pt. 79c
Qt. 1.29

VAPOR CRYSTALS
Long lasting Paradichlorobenzene. For trunks, chests, etc.

Lb. 69c
3 lbs. 1.49 5 lbs. 2.29

PARA PACK
Maximum protection for closets. Ready to hang in closet.

69c
Refills 59c

Words

11-PIECE BLOSSOM
PLASTIC-COATED RAYON-FOOD SAVER SET

ALL 11 PIECES \$1.00

Here's what you get: Big 12"x12" drawing bag for vegetables, fruits or meats; two milk bottle covers two 4" bowl covers, two 6", two 8" and two 10" covers—all excellent for covering leftovers, jelly glasses, etc.

Free City Delivery!
Free Parking Opposite With \$1 Purchase

Words
15 EXCHANGE ST.

MAIN 7900

No C. O. D.'s on Purchases Under \$1

GI Joe Says continued from Page 1

One man sits on the bare springs of his bunk reading a passage from one of several letters to the guy in the next cot, who whistles approval. Another has just come in the door with a huge package mock-concealed under his jacket.

"My old pal, Carhide," shouts someone and there's automatically a mob around him. The parcel given out with the usual and most popular item: cookies! Mess is only 30 minutes away, but here we go . . . everybody a double handful and before I can write it, the empty box has landed awkwardly in the trash can. Carhide doesn't mind—he'll be in the front row for the next box coming in. Unselfishness is taught here . . . by experience.

After chow at night there are seven places to go, depending on the weather, personal whimsy, and the state of one's finances. The "day" room is nearest—let's call it home. The P.Y. is sure of a good crowd seeking ordinary necessities—cigarettes, candy, beer or just conversation. Five theatres offer advance showings of the best pictures without batting an eye for only 15 cents. The service clubs have libraries, cafeteria, easy chairs, telephones and offer a dance or two weekly.

The two nearest taverns lure quite a few hopefuls and a bedraggled handful of "detail men" hit the hay. Twice weekly there's a free dance or stag party at the ball-tavern "rec" hall. So you see, we manage to keep quite busy.

Reflections continued from Page 1

Another strong contender for a local license is the Seneca Broadcasting Co. Here is the lineup on that concern: Nelson E. Lehmann, executive vice-president of the Union Trust Co.; Dr. Herman Genhart, director of the Eastman School of Music; William J. Lewis, president of the Rochester Ice, Coal & Utilities Co.; James O'Brien, president of the Rochester Coca-Cola Bottling Corp.; and Raymond L. Thompson, treasurer of the University of Rochester.

Both these groups are basing their hopes on affiliation with the Blue Network, recently dropped by WHAM in favor of the National Broadcasting Co. Each feels that the FCC will look with favor on its particular application. And each has reasons for that belief.

Final of the "Sibley attack" case took place Saturday when County Judge James P. O'Connor sentenced two lads in their teens to long prison terms for the crime which attracted state-wide attention. Albert W. Stuckrath was handed a 30-to-60 year term while Thomas Pampalano received a 20-to-40 year sentence, on Buffalo Rd. which was gutted Tuesday night. Damage was estimated at 5000 dollars.

Pete Hagen's
A NAME FOR CHOICE LIQUOR
A LIQUOR FOR EVERY CHOICE

READY TO SERVE COCKTAILS
SMOOTH MELLOW DELICIOUS CORDIALS
COOL CREAMY HEAD SLOE GIN

•The name that has simplified liquor buying. A symbol of perfection satisfying the needs of all who enjoy quality liquor.

•Hasten you buy, ask for a "Pete Hagen" product at your neighborhood liquor store.

Golden Center TOASTED WHEAT GERM

For the LIFT of your LIFE eat GOLDEN CENTER WHEAT GERM and pop up! It's Nature's basic, super-rich source of the B-complex family. Gives you the protective, nourishing, natural Vitamins and minerals so vital for energy. A tablespoonful in your cereal costs less than a penny. To "keep well and feel swell" eat GOLDEN CENTER WHEAT GERM. See package at Grocers for many tasty ways to serve.

Golden Center Wheat Germ on sale at all E. G. A. & P. Food & White, Hart's, Star Super Markets, Weizman and other neighborhood grocers.

Down To Earth

WHY IT PAYS TO FERTILIZE

Human beings must eat to live, animals must eat to live, and so must plants—vegetable, flower, shrub or grass.

Humans require protein, minerals, carbohydrates, starch and vitamins. How do they get these important foods? By eating meat, potatoes and vegetables. But how do the vegetables accumulate these important and varied foods?

Plants must be fed just as humans and animals must be fed. Plants require such foods as nitrogen, phosphorus, potash and other minerals which must either come from the soil or be supplied by human hand. Most soils do not contain enough of these plant foods in readily available (usable) form to grow large crops of luscious vegetables, beautiful flowers or thick carpet-like grass. It is, therefore, necessary to feed these particular plant foods artificially. That's where fertilizer comes in.

Plants make their own carbohydrates in their own factories (leaves) from carbon dioxide taken from the air, and any healthy plant will manufacture within itself all the vitamins it needs. It's chief requirements then slender down to nitrogen and the various minerals—the most important of which are phosphorus, potash and calcium.

All of these vital plant foods and many others are furnished in Victory Garden fertilizers such as Agricor. No matter how good your soil is, it will pay you to use some of the Agricor Victory Garden fertilizer to get the seeds and plants properly started and to carry them through the trying periods of midsummer when a little extra help may be needed.

One of the compensations of the coming sultry season is that the guy ahead of you won't linger so long in a hot telephone booth to exchange "sweet nothings" with his sweetie.

Sibley's

ANSWERS TO YOUR SPRING HOUSECLEANING NEEDS

"WEAR-EVER" Prize Package!
4 Packages of Aluminum Cleaner
4 Packages of Steel Wool Pads

All For 1.23

Total of 40 real steel wool pads and 3 pounds of "Wear-Ever" fine cleaner to keep your aluminum shining brightly.

THE FLEET COMES TO KWAJALEIN
An on-the-spot report of the invasion of the Jap stronghold by Bill O'Leary, aboard a warship of the American Fleet. This is his eye-witness account of one of America's greatest victories.

ONE-MAN AIR FORCE
The story of Major James H. Howard, fighter pilot of the 4th Air Force. Read how a typical American pilot and a sensational American airplane single-handedly attacked over thirty German planes.

Read TRUE for accurate behind-the-scenes stories of adventure, war and sports. All stories and articles profusely illustrated.

25c JUNE ISSUE TRUE MAGAZINE NOW ON SALE 25c

If It's Paint-Up Time At Your House . . .

And we agree that it is sound and sensible to keep your home in repair and protect your investment . . . AND if you need a little extra money to do the job right, just walk right in and

Get Yourself a Low-Cost Central Trust Loan

COMPARE THE COST

You Get	6	9	12
\$100	\$17.10	\$11.55	\$ 8.78
200	34.19	23.09	17.55
300	51.30	34.64	26.32
400	68.38	46.18	35.09
500	85.47	57.72	43.86

Other Loans up to \$2,500 at proportionately low rates

Loans for certain purposes may be repaid over a two-year period.

CENTRAL TRUST CO.
Member Federal Reserve . . . F. D. I. C.

25 E. MAIN ST.
1806 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 and centrally controlled radio in each room. Sanitized Service

Fine Rooms with Private Bath
One Person . . . \$2.50 to \$4.00
Two Persons \$3.50 to \$6.00

3 ATTRACTIVE DINING ROOMS
Breakfast from 7oc-Lunch 70c
De Luxe Dinner 1.40

HOTEL BRISTOL
129 West 48th St., New York City
Joseph E. Roth
Theodore E. Tolson, Jr. & Alfred B. Tolson

AT RADIO CITY

Sibley's

ANSWERS TO YOUR SPRING HOUSECLEANING NEEDS

WEAR-EVER Prize Package!
4 Packages of Aluminum Cleaner
4 Packages of Steel Wool Pads

All For 1.23

Total of 40 real steel wool pads and 3 pounds of "Wear-Ever" fine cleaner to keep your aluminum shining brightly.

PYNAMITE for Bathrooms 1.29
You get a big, quart bottle of this grand cleaner, plus a hand dispenser!

SHYN-O-WAY Removes Shine 1.50
Shyn-O-Way quickly takes away unsightly shine from fabrics. With re-napping cloth.

RENUZIT Dry Cleaner 1.09
2 Gal. 1.09
French dry cleaner for everything from hats and dresses to draperies and rugs.

SOILAX Water Softener 25¢
1 1/2-lb. package of Soilax, to soften water, clean walls, woodwork, porcelain.

MYRO Stove Cleaner 50¢
12-oz. can. Cleans and polishes, dissolves stains, removes rust from metal.

LIQUID VENEER Furniture Polish 12 Oz. 49¢
Dusts, cleans, polishes your furniture to new beauty. Good for many other surfaces, too.

SOLOX 1.39
Soft and fine, 100% oil tanned, washable sheepwool Form Sponge . . . 1.69

LIQUID VENEER Floor Wax 1.29
1/2 Gal. 1.29
Self-shine wax that gives floors and linoleums a fine gloss, needs no rubbing.

MINUTE MOP Wringing Itself! 1.59
The marvelous mop that wrings itself, saves your hands. Cellulose head, wood drainer.

HOUSEWARES, FOURTH FLOOR
SIBLEY, LINDSAY & CURR CO.

Bacon Drippings Are Flavor Finds

Use bacon drippings for the shortening in bran muffins, corn bread, biscuits . . . try them for making white sauce, onion sauce, tomato sauce . . . add them to your bread stuffing for poultry or fish . . . blend them into vegetable or cream soups for richness . . . mix them with bread crumbs or cereals to top

vegetable or fish casseroles . . . use them to flavor macaroni, noodles or spaghetti . . . combine them with vegetables to add richness and seasoning . . . grease muffin and bread pans with bacon drippings (or rind) . . . fry your eggs in them for flavor . . . brown croutons in their goodness, use to top the soup . . . use as flavoring agent atop young spinach, dandelion leaves . . . add good bacon drippings to meat loaves, for extra taste-tickle.

Don't Believe
A laughing jackass is a 4-legged animal!

(SEE PAGE 6)

Bran New Idea
Layer cooked greens with cream sauce in casserole. Mix shredded bran with bacon fat (1 tablespoon fat to each 1 cup shredded bran); sprinkle generously on top casserole. Bake in moderate oven (350° F.) 20 minutes.

AGRICO VICTORY GARDEN FERTILIZER Pays for Itself
IN MORE & BETTER VEGETABLES
GET MORE and BETTER vegetables—use AGRICO VICTORY GARDEN FERTILIZER. Pays for itself over and over in bigger yields of tender, delicious vegetables, richer in minerals and vitamins. Used by nation's leading vegetable growers. There's also an AGRICO FOR LAWNS, TREES & SHRUBS—good for flowers, too. All convenient sizes—at your Garden Supplies Dealer.

AGRICO—THE NATION'S LEADING FERTILIZER

I know I'm SAFE!


"I'd been reading that they figure half a million people in this country have tuberculosis . . . and many of 'em don't know it . . . and lots of 'em didn't find out until too late!"
"Well, I and the whole family just got X-rayed—the only way to tell about early TB. We're okay . . . and, brother, it's a grand feeling to know for sure!"

You may feel fine . . . and still have tuberculosis. Discover it early, and you can be cured. Wait—and it may be too late.
Why take a chance? A TB check-up is simple and painless . . . takes only a few minutes. See your doctor or write your tuberculosis association for information, today.

THE TUBERCULOSIS & HEALTH ASSOCIATION OF ROCHESTER AND MONROE COUNTY, INC.
277 ALEXANDER ST. STONE 860 ROCHESTER, N. Y.
NATIONAL EARLY DIAGNOSIS CAMPAIGN
"A Chest X-Ray—In War, A Patriotic Duty—In Peace, Plain Common Sense"

ELSCO QUALITY FOODS STORES
Palmolive SOAP 2 for 15c
SUPER SUDS 24c

IVORY SOAP
Guest Size . . . 5c
Medium . . . 2 for 13c
Large . . . 11c
Ivory Flakes . . . 1g. 24c
Ivory Snow . . . 1g. 24c
Camay Soap 2 for 15c
Lava Soap . . . 2 for 13c
P & G Soap . . . 5c
DUZ . . . 1g. 24c
OXYDOL . . . 1b. 24c


CRISCO
New WIDE-MOUTH GLASS JAR
1-lb. 25c — 3-lbs. 73c
POINT FREE

Whitehouse COFFEE 1b. 29c

OCTAGON
Laundry Soap . . . 5c
Toilet Soap 5c
Soap Powder . . . 5c
Cleanser . . . 5c
Granulated Soap . . . 25c

MAKE MEAT POINTS GO FURTHER!
Cooked at 450° F.

3 lbs. 4 oz. Lost in Cooking at High Temperature

Cooked at 300° F.

Only 1 lb. 7 oz. Lost in Cooking at Low Temperature

With wartime restrictions limiting the amount of meat available to the family table, low temperature meat cookery of beef, pork, lamb, or veal, which yields 15 per cent more servings on the average, is valuable in helping the American Housewife get the maximum from her meat allowance. These two roasts weighed exactly the same before cooking and were cooked the same degree of doneness. The roast cooked at the high temperature (above) lost three pounds four ounces in cooking. The roast cooked at low temperature (below) lost only one pound seven ounces and provided six to eight more servings than the roast cooked at high temperature.

Consumer News

Importance of nutrition . . . Of the 3 1/2 million men who have been found unacceptable for service with the armed forces, 3.2 percent were rejected for primary nutritional disorders, and a total of 43 percent for defect, attributable to either primary or secondary nutritional diseases. Undernourished children under four years score 16 points higher on I. Q. tests

Government Urges Consumption of Egg Surplus

America's smallest food production plant—the hen—is now at its maximum yield. Facilities are not available to preserve this perishable commodity so the government urges housewives to increase home consumption during the next few weeks. Eggs are a highly concentrated food; one of the most nearly perfect known to man. In their golden hearts they carry every element the human body needs, especially vitamin D which occurs rarely in everyday diet. All too frequently they are regarded in terms of breakfast or possibly a substitute for meat at lunch, but the alert homemaker uses eggs as the theme for any dinner course, from appetizers to dessert, to say nothing of between-meal drinks for frowning children. Some of the most sophisticated foods like souffles and crepe suzettes, offer examples of the use of eggs in the luxury line.

Sausage Potato Omelets
Yield: 3 to 4 patties (2 1/2-in. to 3-in. diameter)
1 lb. sausage meat
1 1/2 cups mashed potatoes
1 egg
1 salt
Crumble and brown sausage in a skillet. Drain off drippings. Add sausage and 2 tablespoons of drippings to the potatoes. Add salt. Beat egg and add to potato and meat mixture. Shape into patties and fry in remaining sausage drippings. If preferred, mixture may be dropped by spoonfuls onto greased skillet. Serve hot with pickle relish.

Bacon Cube Croquettes

1 lb. bacon (in 1 piece)
1 cup very thick white sauce
1/2 cup cooked peas
1/2 cup dry crumbs
1 egg
2 tbsp. water
Fine crumbe
Cut bacon in 1/4-in. cubes. Fry about 5 mins. or 'til browned, drain, saving drippings. Mix with sauce, peas and 1/2 cup dry crumbs. Chill until firm. Form into croquettes. Beat egg with water. Roll croquettes in fine crumbs; dip in egg; roll in crumbs. Fry in bacon drippings 'til browned on all sides. Drain on absorbent paper. Serves 1 to 6.

ASK YOUR GROCER
What cleaner he uses around the store and at home. He will tell you why TRIG is his choice.

Send That Service Man a Box of
HILL'S DELICIOUS WALNUT FUDGE
2 1/2 Lb. Box . . . \$1.50
Mailed Anywhere—Postage Paid
WM. J. HILL
32 Mill St. MAIN 2576

Dolan's

WHERE YOU BUY THE CUTS OF CHICKEN YOU PREFER
DOLAN'S
600 JEFFERSON AVENUE
Cor. Bartlett
Telephone Genesee 1417

MEN WANTED UNSKILLED FOR ESSENTIAL INDUSTRY
• WAREHOUSE WORK
• MAINTENANCE HELPERS
Applies 8 A. M. to 5 P. M. — Palmer St. Office
BEECH-NUT PACKING CO.
1237 EAST MAIN ST.
(If Now Engaged in War Work, Do Not Apply)

Wegmans HOME OWNED SUPER MARKETS
THE LOWEST OPA CEILING PRICES IN THIS COMMUNITY

AA GRADE Tender Shoulder Roast BEEF 29c lb.

SOAP POWDER . . . pkg. 5c
TOILET SOAP OCTAGON . . . bar 5c
OCTAGON LAUNDRY SOAP . . . bar 5c
ENRICHED MOTHER'S FLOUR . . . 25-lb. \$1 19
WEGMAN'S FINE COFFEE KILBOURN HALL . . . lb. 23c

LARGE JUICY, FLORIDA ORANGES 35c doz.

CHICKEN NOODLE SOUP
CAMPBELL'S . . . 2 cans 25c
JERSEY BRAND, EVAPORATED MILK . . . 3 tall cans 25c
NO POINTS NEEDED! (3 LBS 68c) CRISCO . . . lb. jar 24c

DELICIOUS BLUEBERRY MUFFINS or CALIFORNIA FRUIT CUP CAKES 35c doz.

Wegmans HOME OWNED SUPER MARKETS
FREE PARKING FOR CUSTOMERS

Mystery!
FIND THOSE FOLKS SHE HAD TO COAX TO EAT BREAKFAST
Solution

SHE GIVES THEM NEW DELICIOUS CREAM OF RICE "EVEN BETTER THAN WHEAT" THEY SAY, "AND SO GENTLE TO LAZY MORNING STOMACHS"
SO EASY TO DIGEST!
So easy to digest it's recommended by doctors as babies' first solid food. All harsh, indigestible parts of the grain are removed. Recommended for people who suffer from wheat or corn allergies.
SO RICH IN FOOD ENERGY!
Packed with plenty of energy values—a food that turns into energy fast. Cream of Rice is ideal for active people—youngsters who play hard, elders who work hard. It helps you start the day right!
SO TEMPTING!
Wonderful with cream or milk and sugar, this smooth, creamy cereal blends with any fruit. Rain rains on it. Serve it with chopped-up prunes, brown sugar or molasses. A different way for every day.
CREAM OF RICE
FORTIFIED TO WHOLE GRAIN LEVELS
Ready in 5 Minutes

WOMEN WANTED
WAITRESSES— Full time, hours 8 to 4:30. No Sunday work.
SALESLADY— For our bakery department.
COOK— Woman to do general cooking. Attractive salary.
Please send working conditions. Good wages. Apply between 8 and 4 daily.
Turner's Downyflake
385 EAST MAIN ST.

Auto Workers To Learn 'Cold Welding' Process

More than 400 automotive employers and employees from six counties in the Rochester area will return to school for a week beginning Monday.

They will report to Paul Revere Trade School to learn how to apply "cold welding" in repairing cracked cylinder blocks and heads.

Through the voluntary services of the Kirling Company,

Bloomington, Indiana, to the Office of Defense Transportation, experts were made available to be assigned to institutes like that at Paul Revere Trade School.

Session will be open in the afternoon from 1 p. m. to 5 p. m. and in the evening from 7 p. m. to 11 p. m. Monday through Friday.

Don't Believe
A laughing jackass is a 4-legged animal!

(SEE PAGE 6)

27th Division To Have Annual Reunion Here

Survivors of the famous 27th Division, which was cited for breaking the Hindenburg line in World War I, will hold their annual reunion in Rochester on Saturday in the Main St. E. Armory.

Carl Hagen, president of the 27th Division Association, announces that a short business session will open at 4 p. m. At 6:30 p. m. the annual dinner will be held at which many of the former officers in the division will be guest of honor including Major Thomas Gromin of Utica, now stationed in Rochester; Col. Charles (Chick) Robinson of Buffalo; Major Chester King of Syracuse; Sergeant Peter Campbell of Lima; Dr. John Cameron of Caledonia; Dr. Percival Bradley, Avon; Dr. Charles L. Newton, Genesee and Alfred Hock of Rush.

William Cavanaugh of Rochester, former Grand Chief de Gare of the 40 and 8 of The American Legion, will be toastmaster of the dinner which will be followed by an entertainment program.

The 27th Division was comprised of the Second Ambulance Co., Companies A, G, and H of Rochester with Headquarters Co. and Machine Gun outfit, also several other units which were recruited in Genesee, Geneva, Medina, Albion, Niagara Falls, Buffalo, Jamestown, Hornell, Elmira, Syracuse and Utica.

Since the Army needs more men and the government as well as the army is tightening up on deferments, we hope a lot of the super-brilliant young OPA boys will soon be APO.

NONE SAFER St. Joseph ASPIRIN
World's Largest Seller at 10¢

Did John L. Sullivan Fight With Stomach Ulcer Pains?

The famous heavyweight champion was noted as a voracious eater. Could he have eaten and fought as he did if he suffered "stomach pain"? Don't neglect stomach or ulcer pains, indigestion, blood and other conditions caused by excess acid. Get a 25c box of Edge Tablets from your druggist. First dose must continue or return box to us and get **DOUBLE YOUR MONEY BACK.** DRUG STORES EVERYWHERE.

Personal To Certain Fat Women

You adult fat people may often slim down without starvation diets and backbreaking exercises when your excess fat is contributed to by thyroid deficiency. Just eat sensibly and take Marmola only in accordance with the directions, instructions and warnings on the package and in the enclosed circular, and not otherwise.

Marmola is not a cure-all. If in doubt at any time about advisability of treatment and for further information as to the properties and effects of the Marmola ingredients, consult a physician.

If you need Marmola, why not lose those ugly uncomfortable pounds the Marmola way. Don't delay. Druggists have sold more than twenty million packages during the past thirty years.

One! Two! Three! **OUT THEY GO**
At **GIVE AWAY PRICES**

VALUES TO \$5 SKIRTS BLOUSES SWEATERS \$1	VALUES TO \$6 SKIRTS BLOUSES SWEATERS \$2	VALUES TO \$9 SKIRTS SWEATERS BLOUSES RAINCOATS JACKETS \$3
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No Try Ons!
No Exchanges!
No Refunds!
All sales final!

ONE LOT ONLY!
SUITS and COATS
\$10

All new merchandise from our regular stocks. Some slightly counter soiled.

THE SPORT SHOP
23 CLINTON AVE. SO. (OPP. HOTEL SENECA)

CERTIFICATE HOLDERS
Bring Them To Sears For **TIRES**

Let Sears Save You Money ON THIS NEW ALLSTATE

GRADE 1
15.37 600x16 SIZE

4.75x19	11.54	5.50x17	14.15
5.25x18	12.88	6.50x16	18.68

ALL PRICES PLUS FEDERAL TAX

TRUCK TIRES

32x6, 8 Ply	29.99 Plus Tax
32x6, 10 Ply	39.99 Plus Tax
8.25x20 10 Ply	57.84 Plus Tax
9.00x20 10 Ply	69.04 Plus Tax

Testing and Counsel Service Offered U. of R. Extension Students

To help students in the University of Rochester Extension Division determine the fields of work for which they are best suited, a testing and counseling service will be made available with the opening of the spring semester.

The test program which is the basis of the counseling service covers the fields of scholastic and other aptitudes, interest patterns, basic reading skills, and personality types.

Testing and counseling will be carried on during the registration period which begins May 5 and ends May 11.

Food Distributor Sponsors Radio Show

A new romantic daytime radio series is now available to listeners. "My True Story" is being presented under the sponsorship of Libby, McNeill & Libby over Blue Network stations Mondays through Fridays at 10:15 a. m.

The radio series is based on stories taken from the four popular romance magazines of MacFadden Publications and each drama will present a complete story.

KEY COUPON LIFEBUOY SOAP Limit, 3 for 16¢	470N. GOODMAN NEAR FAIR KEY ROCHESTER'S MODERN 457 RIDGE RD. DEWEY CUT RATE DRUG STORES	1861 MONROE NEAR WINTON KEY COUPON WAX PAPER 125 Feet, Cutter Box Limit, 2 13¢
KEY COUPON ZIPPER RATION TOKEN PURSE Genuine Leather Limit, 1 39¢	TODAY THROUGH WEDNESDAY	KEY COUPON RUBBER FOAM MAKE UP PUFF 15c Value Limit, 2 7¢
KEY COUPON WOODBURY Shampoo, Castile or Coconut Oil 5c Size Limit, 1 21¢	Exactly as Prescribed	KEY COUPON ATLAS Shoe Polish Black or Brown, 10c Size Limit, 2 4¢
VICKS VAPOR RUB 3c Size 27¢	Bring us your Prescription	KEY COUPON GILLETTE BLUE BLADES Pkg. of 5-25c; Pkg. of 10 49¢
LIFEBUOY SHAVING CREAM 3c Size 27¢	Bring us your Prescription	KEY CASES ● METAL KEY CLIPS ● SNAP FASTENER ● FULL SIZE ● SIX KEY CLIPS ● REAL LEATHER GOATSKIN LEATHER \$1.00 REAL CALFSKIN \$1.50
Feen-A-Mint LAXATIVE GUM 5c Size 39¢	Bring us your Prescription	FLASHLIGHT BATTERIES Large Size 10¢
Ironized Yeast TABLETS \$1.00 Size 49¢	EVER TRY A LANOLIN SHAVE?	SQUIBB MINERAL OIL Pint Bottle 59¢
PROPHYLACTIC HAIR BRUSHES Reg. \$1.00 69¢	LANOLIN SHAVING CREAM SPECIAL SIZE TUBE 29¢	Lederle Aspirin TABLETS Bottle of 1000 \$1.98
VICKS NOSE DROPS 5c Size 39¢	It's NEW! Supercharged LUSTER-FOAM LISTERINE TOOTH PASTE MORE THAN 4 POUNDS 33¢	ANALGESIC BALM 5c Size 19¢
CARTERS PILLS 25c SIZE 19¢	BEAMS 8 VITAMINS EXTRA-POTENCY B COMPLEX plus A, D and C 10-DAY SUPPLY 49¢	PRINCE ALBERT TOBACCO 2 for 19¢
EDWARD'S OLIVE TABLETS 3c Size 16¢	BEAMS HEAVY AMERICAN MINERAL OIL Guaranteed Free From Chemical Impurities Pint 25c Quart 45c 1/2-Gallon 85c Gallon \$1.49	PERTUSSIN 6c Size 49¢
White's Multi-Beta Liquid 10c Size 68¢	Teel LIQUID SHAVE 5c Size 39¢	LISTERINE ANTISEPTIC Reg. 7c. 59¢ LIMIT, 1
BUFFALO Rat Killer 25¢	FREE Vimms VITAMINS-MINERALS 50¢ size FREE when you buy large size \$2.25 VALUE FOR \$1.69	Men's

SEARS HAS A COMPLETE SELECTION OF AUTO ACCESSORIES

- Motor Tune** **39¢** Pk. Keeps motors running smoothly. Frees sticky valves. Both Stores and Service Station.
- Spark Plugs** **39¢** Sets of 4. Cross Country, guaranteed 18,000 miles. Sizes for most cars. Both Stores and Service Station.
- Radiator Flush** **37¢** Pk. Cross Country for cleaning radiator, easy to use. Both Stores and Service Station.
- Stop Leak** **39¢** 10 ounces. Cross Country radiator stop leak for small water system leaks. Both Stores and Service Station.
- Exhaust Extension** **79¢**. Detects gas fumes to ground, chrome plated, fits all size exhaust pipes. Both Stores and Service Station.

CROSS COUNTRY BATTERIES

- #46-51-Plate Battery. Guaranteed 18 months. Priced with old battery in exchange. **6.45** EXCH.
- #1-Heavy Duty Battery. Guaranteed 24 months on Service Basis. Priced with old battery in exchange. **7.65** EXCH.
- #26, Late Model Fords. Guaranteed 18 months on Service Basis. Priced with Old Battery in exchange. **8.25** EXCH.
- #29-E, End-to-end Battery. Guaranteed 18 months on Service Basis. Priced with Old Battery in exchange. **8.45** EXCH.

5 Gallons Cross Country MOTOR OIL **3.59**
PLUS FEDERAL TAX
Five gallon factory sealed container! Any S.A.E. any quantity. Save by purchasing your oil in 5 gallon lots. Both Stores, Service Station.

LUBRICATION JOB
For Light Model Cars **82¢** Service Station Only
For Ford, Plymouths, Chevrolts, and other light cars. Other heavier cars in proportion. Service Station only.

5 QT. OIL CHANGE
For any five quart car **89¢** Service Stations Only
Change over to summer grades now! Only premium grade Cross Country motor oil used. Any S.A.E. Super Service Station only.

BOTH STORES OPEN FRIDAY AND SATURDAY 7-11 P. M.

Sears, Roebuck and Co.
MONROE AVE. AT S. UNION, MAIN 7000
RIDGE ROAD NEAR DEWEY, GLEN, 536

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It seems a
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regular 10-cent
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the plan.

LOOK! The Early Bird is going to get the BUY at BERNSTEIN'S. Substantial reductions on a few suits. Really beautiful suits — meticulously tailored. COTTONS are "in" too. Pert models with plenty of dash — Priced up to \$38.95. Hurry to 654 PARK AVE.

Now's the time to have the gauge on your pressure cooker checked, while there's no rush for service.

Special
FELT or STRAW
HATS
RENEWED
Absolutely Odorless
SPEEDY'S
DRY CLEANERS AND HATTERS
212 Court St.

KAY'S COMMENTS

Reflections

Continued from Page One

my diapers." It was then that my dad made his sage observation. I was six years old and had given up the wearing of such things several years before.

As I say — I've finally found out just how my dad felt when he expressed that thought about kids. And it took my own youngster to teach me. Let me tell you how it happened.

The Denouement
A couple of months ago in the course of my work, it became necessary for me to visit the penitentiary out on South Ave. At home that same evening I was telling my better half and our progeny about my day's travels — including my visit to the pokey.

Ross, the six-year-old pride

and joy of the Allen message is at that age when information as to what goes on inside a jail and why people are confined there is to say the least very hazy and just as incomplete. But he, like all kids, is intrigued by such institutions. His ears don't stick out quite so far as do the old man's but they certainly must have scooped in all I said about having been inside the 'pen' that afternoon.

The closing chapter of my little tale took place two weeks ago when Allen pere, Allen mere and Allen fille were riding on the South Ave. bus. As we passed the big red brick structure on our left I remarked to my wife: "The pen sure looks neat and clean from the outside."

Quicker than a flash, up piped my heir in a loud shrill voice. "Is that the jail you were in daddy?" With one accord every passenger on the bus turned to look at a very red faced scribe.

As we left the bus three stops short of our destination, it suddenly dawned on me just how my dad had felt 29 years before.

Don't Believe
Nero fiddled while Rome burned!
(See Page 7)

SALE! SALE - SALE - SALE
at RIPTON DRESSES.
You know what this means. This event is timely — the dresses are the kind you'll put on right now and wear throughout the summer. Navy, prints, pastels in all styles — all sizes. Every frock in this sale is typical of the RIPTON DRESSES — faultlessly tailored — cut to fit — the kind of frock you shop for but only find at RIPTON DRESSES. Priced \$5.95 to \$10.95 — formerly \$8.95 to \$16.50. 739 MONROE AVE. — Open Eve.

PRETTY AS A GAGE
HAT SHOP. These GAGE hats have unusual lines — beautifully made — especially the STARCHED STRAWS in pastels and white — a few navy — priced at a mere \$4.95. Of course CARTER HAT have loads of other becoming hats gently priced at \$2.95 up. JEWELRY — earrings-pins-bracelets — \$1 up. Hat and Bag Sets in plaids, checks, pastels with tailored bags (some zippered) priced lower than any I've seen. CARTER HAT SHOP is enjoying a flourishing business — people are learning that this friendly little shop has beautiful hats — sparkling jewelry — plus a convenient location 636 MONROE AVE. Open Eve.

When one woman with one mind — one pair of hands, one consistent sense of style — plans her wardrobe with the SINGER SEWING CENTER — she has much the same advantage that a couturier has. She holds all the cards — all the tricks — can finesse a trick with basic wardrobe pieces that overlap interchangeably, cause they are made to do just that. So why not enroll in a complete course of sewing instructions with SINGER for \$10. Yes ma'am \$10. This includes the use of their beautiful sewing room — expert instructions from a professional seamstress. Classes limited to six people. Two hours instruction once a week for eight weeks. — MORN-AFT-OR EVE. Call Stone 7007 for details or drop into SINGER SEWING CENTER . . . 47 EAST AVE. — P.S. Electric portables are available for rent.

Your FUR COAT Cleaned
10-POINT PLAN
● Glazing
● Electrifying
● De-Mothizing
● Rattan Beating
● New Ties
● New Loops
● Buttons
● Minor Repairs

\$3.50
PHONE MAIN 2475 For Bonded Messenger

BRING YOUR COAT IN AND SAVE
We have been fur specialists for half a century and insist on the proper equipment for cleaning furs, yet IT COSTS NO MORE!

Guaranteed NOT Dry Cleaned

STORE YOUR FURS
— that kind of damage (heat) can't be determined at once — after a period of time do only after yourself with your coat in ribbons — the oil dried completely out. Remember, while other damage like moths — can be repaired — there still isn't any way to replace precious oils in fur pelts. Select your place of storage with care — at SHAFER CO. you are assured — yes guaranteed — that your furs will be placed in FRIGID VAULTS. Not all firms advertising fur storage — store their furs properly in frigid vaults — air-conditioning does not constitute frigid storage. No matter how carefully you brush and clean your furs at home, there is danger that the moth worms firmly established in the skin of the fur will not be dislodged. And even if your fur coat were thoroughly clean, a heated house dries out the oils in the pelts, causing them to crack and lose their luster. It costs no more to store your furs at SHAFER CO. — call Stone 15 at once — and a bonded messenger will call — or better yet bring your furs into 51 EAST AVE. — SHAFER CO.

Stop that huffing and puffing — get rid of that excess weight. See how much better you feel — pounds lighter — to say nothing of how you'll look in those summer clothes. PETIS with the aid of her BATTLE CREEK REDUCING LOUNGE, will whittle you down to your proper size. Call Petis today. Stone 6210. 323 BURKE BLDG.

You better "get at" those closets gals. But remember, if the MOTHS have made a shambles of your precious possessions. EMPIRE WEAVERS will re-weave, mend or repair any damage under the sun. At gentle prices too. EMPIRE WEAVERS. 409 BURKE BLDG.

It's time to get down to earth and beauty — says EDWARDS. To our home lawn and garden will "do you proud" if you make your selections at EDWARDS. On the sixth floor you'll find all you need for your VICTORY GARDEN. — Rose Bushes, Evergreens, Shrubs, Fruit Trees; Crossmans — Ferry and Mandeville — King Flower and Vegetable seeds; Scott's Grass Seed; Adirondack Chairs; Garden Hose. Why not carpet your yard with a velvety Scott lawn. Your home surrounded by a beautiful lawn is a perfect setting for summer. A velvety Scott lawn provides the perfect place for outdoor good times all summer long. Sunny Lawn Seed sells three lbs. 2 — Five lbs. for \$3.25 — Shaded lawn seed, lb. for 79c, three lbs. for \$2.30. — About SHRUBS — you'll find individually wrapped plants with picture tag — Almond Red — 75c — French Lilac Red — 75c — French Lilac White — 75c — Honeyauk Red — 46c — Spirea 49c — Fruit Trees — Elberta Peaches — \$1.19 — Apples — \$1.19 — Raspberries — five for 89c. Hedge Plants — Barberry — 12 to 15 in a bundle of 10 — \$1.69 — California Privet, 12 to 18 in bundle of 25 priced at \$2.50. HYBRID GIANT ROSES priced at 89c each. Drop into EDWARDS Housewares Department on the 6th Floor — I'm sure you'll be happy about the splendid variety of everything you need for your garden needs.

Mother would love one of those becoming dresses from ZWEIG'S. A special group in half — sizes up to 30½; also regular size to 52. Jerseys and Bembers nicely tailored — with trim at just the "right spots" for the larger woman. Priced \$8.95 up. COTTONS are in at ZWEIG DRESSES — plenty of larger sizes — priced at a mere \$4.99. — ZWEIG DRESSES — 240 ROSEDALE — a few steps off Monroe Ave. Open Eve. and Sunday for your convenience. — P.S. — SPECIAL CLEARANCE OF SUITS. Smart dressmaker models, beautifully tailored — now \$12 — were \$17.

Restyle
YOUR OLD FUR COAT
A glorious new creation fashioned from your old fur coat. MAKE THE MOST of your present-day belongings. Consult our expert fur craftsmen.
LOW SUMMER RATES

GARFIELD FUR, INC.
68 EAST AVE.

More Fuel... FOR THE FIGHTING FRONTS
Transporting fuel for Victory is the job of Odenbach ocean going tankers. Built by the Odenbach system of patented welded steel channel construction these tankers are launched with production line regularity. You can help build these ships.

Welders Urgently Needed . . . NOW
Pipefitters Helpers Mechanically Minded Men
If Not Engaged in War Work Apply Now
ODENBACH SHIP BUILDING CORP. — 4800 DEWEY AVE.

Ports of Call - W. S. A. Y
Beyond The Horizon Adventure Every Tuesday Nite Brought To Your "RADIO-SIDE" Dial 1240 8:30-9:00 P. M.

Odenbach
TANKERS • DERRICK BARGES • UTILITY BARGES
Serving the United Nations throughout the World

HEADLINE NEWS for LOVELIER LEGS
HELPER'S BRING YOU NEW SCULPTA BRAND HEADLINERS FOR SPRING WEAR

ALL NEW SPRING SHADES

They're Not Nylons— But They Look Like Them!

First Quality Sheer Fine Denier Full Fashioned **RAYONS \$1.10 pr.**
Sizes 8 1/2 to 10 1/2
FULL FASHIONED FINE RAYON
Sheer HOSE 2 prs. \$1.59
Slight substandards, but good wearing qualities. New Spring shades. Sizes 8 1/2 to 10 1/2. Also in extra lengths.
COTTON TOPS
HELPER'S A FEW STEPS FROM SO. CLINTON
213 MAIN ST., EAST

Don't Squint Or Scowl!
If you find it hard to read ordinary print, words run together or become blurred, it's a pretty sure sign that your vision is faltering. Don't strain your eyes further. This condition can probably be readily eliminated by wearing corrective . . .

DEPENDABLE Glasses

Remember . . .
Small's Use Only Bausch & Lomb and Shuron Lenses

Small's
Pay Small Sums Weekly! 28 EAST MAIN ST.

You Can Come To Small's With Confidence. Certain Of Satisfaction.
HARRY A. BENEWICK Optician

"A Lincoln-Alliance PAY-BY-CHECK Account"
Saves Me Lots of Time!"



- No Minimum Balance
- No Service Charge
- Gives You a Legal Receipt
- Encourages Thrift
- Helps Manage Your Budget

LINCOLN-ALLIANCE BANK AND TRUST COMPANY

WAR workers, farmers and other busy people find that a Lincoln-Alliance PAY-BY-CHECK Account is a great time saver when it comes to paying bills. It's much easier to write a few checks and drop them in the mail box than to make many calls to pay your bills in cash. You can use them instead of the higher priced postal money orders for paying bills out of town. No minimum balance is required and you may open an account with any amount. You pay only as you use the account—5c per check and 5c per item deposited. Open an account at any of our 12 offices.

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
590 Monroe Ave.
PORTLAND-CLIFFORD OFFICE
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

OPEN A
CONVENIENT
EDWARDS
CHARGE ACCOUNT

Edwards Basement Store

Shop With
Edwards
Handy
Credit
Coupon
Books

LOOK AT THE BUY we've got
FOR YOU! . . .

Spun RAYON DRESSES

2.77

Wonderful dresses that will wear right now
and all through summer. Popular coat
styles as well as shirtwaist and dressy
models. Fine details and trimming.
Dresses that meet all requirements of style,
workmanship, quality and your budget.



Misses Sizes
12-20

Womens Sizes
38-44

Coat Styles

Shirtwaists

Dressy Styles

Gay Glorious Prints!
Careful Workmanship!
Misses and Womens Sizes!
Prints! Polka Dots! Coin Dots!

EDWARDS BASEMENT



Practical Suggestions
For BABY from
The CRADLE SHOP

QUILTED BED PADS

17" x 18" 29¢	37" x 34" 1.29
18" x 34" 79¢	34" x 52" 1.49

CANVAS SWINGS **1.97**

For Baby's Playtime.

NURSERY PRINT
CRIB BLANKETS

Pink or Blue with Rayon
Satin Binding.

2.29

EDWARDS BASEMENT

Cotton Knit
Creepers 1.09

Infants' White
Dresses 1.09

High Chair
Pads 1.39

Diaper Bags, Plain
Color or Prints . . . 1.00

Knit Shawls
Pink or Blue 2.97

GIRLS FRENCH CREPE PRINT SKIRTS

2.19

Gay summer skirts. Dirdl
styles in washable French
Crepe. Large floral prints,
Paisley prints. White and
dark colored backgrounds.
Sizes 7 to 14.



GIRLS SHEER COTTON BLOUSES

1.77

Print sheer blouses. One style with a perky
bow. The other, with the new square neckline
with eyelet embroidery trim. Blue, Rose,
Maize. Sizes 10-16.

EDWARDS BASEMENT

BRIGHT, NEW, CRISP COTTONS FOR GIRLS

2.97

Young cotton fashions.
Prints, Stripes, Solid colors.
Full skirts, pleats, tucks,
contrasting color trims. Fine
quality materials. Washable
of course.



Sizes
7 to 14



PRINTS
STRIPES
PINAFORE
STYLES

EDWARDS BASEMENT

Hot dogs and spareribs will be topped by less sauerkraut this year. Dept. of Agriculture says less has been packed and that most of that will go to the armed forces.

The increase of margarine sales for the last year shows that more and more housewives are becoming acquainted with this good and nutritious product.

AGRICO VICTORY GARDEN FERTILIZER
GIVES YOU MORE AND BETTER
Vegetables
RICHER IN MINERALS AND VITAMINS



FEED your Victory Garden—and it will feed you! Use AGRICO—VICTORY GARDEN FERTILIZER. Economical—PAYS FOR ITSELF in bigger yields of more delicious vegetables, full of minerals and vitamins. There's also an AGRICO FOR LAWNS, TREES & SHRUBS—good for flowers, too. All convenient sizes—at your Garden Supplies Dealer.

AGRICO—THE NATION'S LEADING FERTILIZER

JOHNSON
The Original
ORANGE CAR SMASHES PRICES

FLORIDA Selected VALENCIA—SEEDLESS ORANGES
13 lbs. **65^c**

AS LARGE AS THEY GROW

BE SURE OF THE ADDRESS
318 South Ave.
WE HAVE MOVED

GRAPEFRUIT TANGERINES
MAPLE SYRUP — LEMONS
FLORIDA HONEY
Made From The Nectar of Orange Blossoms

JOHNSON'S
The One and Only
ORANGE CAR
There's None Just As Good
318 SOUTH AVE.

Announcing
"A New Name For An Old Concern"
After Doing Business For 25 Years Under The Firm Name Of

ROCHESTER JOBBING HOUSE

We Have Chosen a New Name For Reasons Of Brevity One Which Lands Itself To Easy Reference. Just Call Us VINE'S And Look For Our New Signature

Vine's *Rochester*
ROCHESTER JOBBING HOUSE
STONE 2260
159-161 JOSEPH AVE. CORNER NASSAU STREET

- NO CHANGE IN OWNERSHIP
- NO CHANGE IN MANAGEMENT
- NO CHANGE IN POLICY
- SAME OUTSTANDING VALUES
- SAME LOW PRICES
- SAME LARGE STOCKS

"SHOP VINE'S FOR BETTER LINES"

Use it up...wear it out...
make it do...or do without!

Fight Inflation

GENESEE LAGER BEER



Don't Believe Nero Fiddled While Rome Burned! But it was a lyre, the fiddle is only 3 Centuries old

YOU CAN BELIEVE

MARIN
PUERTO RICO RUM

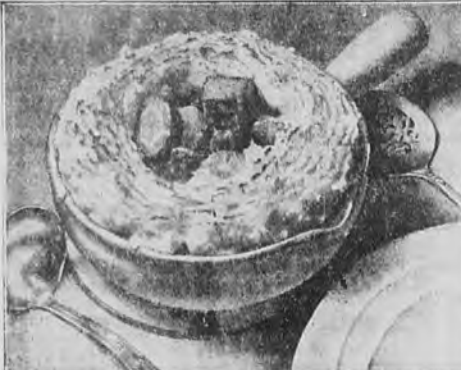
Is The Perfect Liquor For All Drinks Straight Or Mixed...



AWARDED GOLD MEDAL FIRST PRIZE AT THE INDUSTRIAL EXPOSITION MATAGUZE, PUERTO RICO

At Your Neighborhood Liquor Store

SOLE U. S. AGENTS
popper morson company
Rockefeller Center, New York 20, N. Y.
"QUALITY LIQUORS SINCE 1899"



Party-Style Meat Pie

Good to look at and mighty good to eat is this modern meat pie. Made with cubes of a flavorful table-ready meat loaf and fresh spring vegetables and crowned with a mashed potato frill it makes its debut as a party dish.

To serve four, buy 1/4 pound of table-ready meat loaf—either minced ham, New England cooked specialty or bologna. Dice. Mix 2 tablespoons flour with 1 teaspoon salt and dash of pepper. Dredge cubes of meat in flour mixture. Brown in 2 tablespoons of melted fat. Add 1 medium onion which has been diced and brown. Combine with 1/2 cup each of cooked green peas and cooked sliced carrots. Cover with hot water or left-over gravy. Pour into a deep, wide casserole. Top with mashed potatoes. Bake in a hot oven (450° F.) about 20 minutes, or until potatoes are browned.

Serve with a fresh fruit salad, hot rolls and dessert.

Sibley, Lindsay & Curr. Co.

MEAT RATIONING ENDS!

Except For Beef Steaks and Beef Roasts

and this means:

- We Can Again Accept Telephone Orders For All Meat And Canned Fish Except Choice Beef.
- We Can Again Deliver Meat Orders Without Bothering To Pick Up Points
- Customers Who Have Red Points Deposited With Us Should Leave Them For Use In Purchasing Butter, Cheeses and The Still Rationed Meat.

Grape Juice Spread

2 t. unflavored gelatine
1/2 c. orange juice
3 t. lemon juice
1 c. boiling grape juice
1/2 c. granulated sugar

Stir until the gelatine is dissolved. Pour into jelly glasses. Cover with wax paper, and store in refrigerator until ready to use.

Date supplies will be off this year; heavier imports from North Africa and the Middle East are counted on to bolster fig stocks.

BERGHASH SPECIALS

THE BIG 3 COMBINATION VALUE

IMPORTED PUERTO RICAN **RUM** 4 5 pint **\$2.00**

DELICIOUS TASTING **SLOE GIN** 4 5 pint **\$1.65**

CHOICE OF **American WINE** **89^c**

ALL FOR \$4.23

Each item may be purchased separately

SCOTCH Limited Quantity **\$4³⁹**
FORT WILLIAM A blended Scotch type whiskey, definitely superior. 86 proof. 4 5 Qt.

WINE **\$2⁴⁹** **\$1²⁹**
CALIFORNIA BURGUNDY Gal. 1/2 Gal.
Rich, red, dry wine from California vineyards.

RUM IMPORTED PUERTO RICAN **\$3⁶⁹**
Good body for mixing or straight drinking produced by Master Rum distillers. White or Gold Label. 85 proof. 4 5 Qt.

VERMOUTH (American) **85^c**
A rare vermouth for mixing perfect cocktails. Sweet or Dry. 4 5 Qt.

COCKTAILS **\$2²⁵**
Manhattan, Dry Martini, Old Fashioned and many other combination cocktails. Here is an inexpensive way to buy whiskey and gin. 4 5 Qt.

BERGHASH LIQUOR STORE

Free Parking Opposite **124 CLINTON AVE. S.** MAIN 786
Next To Rochester Theatre

"BREAKFAST BEGGING" ENDED
Now For Mrs. B!

She discovered NEW CREAM of RICE super digestible, energy cereal they love even BETTER THAN WHEAT!



Mothers who are tired of begging children and men folk to stoke up with a good hot breakfast can breathe a sigh of relief. Just serve new Cream of Rice! And watch them come back for second helpings!

And remember—new Cream of Rice is Fortified to Whole Grain levels with Vitamins B₁, G, niacin and iron. It's as rich in these vitamins and iron as the natural whole grain. Think what that means to people who are tired, listless, rundown, eat poorly due to vitamins or mineral deficiency! Try this delicious, wonderfully nutritious energy breakfast! Get Cream of Rice today!

Digestible!
Abundant Energy!
Delicious!

So easy to digest it's recommended by doctors as babies' first solid food. All harsh, indigestible parts of the grain are removed. Recommended for people who suffer from wheat or corn allergies.

Packed with plenty of energy values—a food that turns into energy fast, Cream of Rice is ideal for active people—youngsters who play hard, sidlers who work hard. It helps you start the day right!

Wonderful with cream or milk and sugar, this smooth, creamy cereal blends with any fruit. Rain raisins on it. Serve it with chopped-up prunes, brown sugar or molasses. A different way for every day.

CREAM OF RICE
FORTIFIED TO WHOLE GRAIN LEVELS
Ready in 5 Minutes



JUST SAY "AS ADVERTISED IN SHOPPING NEWS"

SWING SHIFTER
Young man, it is six o'clock in the morning! What do you mean by bringing my daughter in at this hour?
"Well, I gotta be at work by seven."

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 Ru-Ex Compound, a two-week supply, today. Mix with a quart of water, add the juice of 4 lemons. It's easy. No trouble at all and pleasant. You need only 2 tablespoonfuls 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 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.

THERE IS NO ASPIRIN
—surer, stronger or faster than genuine pure St. Joseph Aspirin. No aspirin can do more for you. World's largest seller at 10¢, 5¢ tablets 20¢; 100 tablets only 55¢. Be sure you demand St. Joseph Aspirin.

ESSENTIAL WAR INDUSTRY Needs MEN and WOMEN FULL OR PART TIME Steady Employment and Overtime—No Experience Needed Do Not Apply If Now Engaged in War Work
ARPEAKO EMPLOYMENT
900 MAPLE ST.

Don't Believe Nero fiddled while Rome burned!
(See Page 7)

WERE STOMACH ULCER PAINS Napoleon's Waterloo?
The great Napoleon who prospered during a time of adversity and defeat. Those who are distressed with stomach or ulcer pains, indigestion, gas pain, heartburn, burning sensation, flat and other conditions caused by excess acid in the stomach, try a 30-day trial of "Life Tablets from your druggist. First, take most serious of your life and get DOUBLE YOUR MONEY BACK. Drug Store everywhere.

QUEEN HELEN
The story of Mrs. Ogden Heald, one of America's remarkable women. Hostess to the famous, mistress of an old fortune, and a kind-powered sales executive, Mrs. Heald is the genius who helped raise the New York Herald-Tribune to a top place among American newspapers.
HE FLEW OUR FIRST JET PLANE
An authorized interview with Bob Stanley, first pilot to fly the revolutionary new airplane. Read about the fearful work of preparation, the exciting tests and what it all means.
Also a vivid close-up of Vincent Quilling and his wife, sparkling rickety stores, up-to-the-minute articles and entertaining feature.
10¢ MAY 6 ISSUE The Saturday Evening POST NOW ON 10¢ SALE

Final Clearance!
3 DAYS ONLY—FRIDAY, SATURDAY, MONDAY
78 All Wool SWEATERS
63, 100% Wool SKIRTS
Just 42 BLOUSES VALUES TO \$9.00
\$2.
No Exchanges • No Try Ons • All Sales Final
The **SPORT SHOP** Opp. Hotel Seneca
23 CLINTON AVE. S.

Always. DAW'S Holds Prices Down!

WARTIME conditions have caused many changes in the cost of living. How much does your dollar buy today? Does it buy as much as it did in 1941? In face of rising prices, what have DAW'S done? We've stuck to our guns. We've held prices DOWN. And not just in words—but deeds. It's easy to check us by checking our prices. You're paying the same extra low-cut prices at DAW'S for many staple every-day needs. In some items the prices are even LOWER today than they were in 1941. Our customers KNOW that though living costs have climbed up—the prices of drugs and toiletries bought at DAW'S have remained, as always, the lowest possible and at the same average levels enjoyed in the past. Think, how more important than ever is DAW'S unmatched cut-price policy. Think, how DAW'S ease the strain on your budget—right at a time when most needed. It's obvious, then, that to pay more than DAW'S prices is sheer waste. If you've never shopped at one of our seven conveniently located stores—why not start now, today—and join the thousands of thrifty shoppers who already do.

IRONIZED YEAST 47¢
SEIDLITZ POWDERS 18¢
PHILLIP'S MILK OF MAGNESIA TABLETS 23¢
FITCH'S SHAMPOO 23¢
VIMMS VITAMIN TABLETS 30's 98¢ 90's \$1.17
ONE-A-DAY VITAMIN A and D TABLETS
Phunder's for Hyperacidic STOMACHS

CARAMELS 49¢
COMIC BOOKS 3 For 14¢
STOP FLAKE-DANDRUFF
VIMMS VITAMIN TABLETS

SUCKERS 3 For 10¢
TOILET SOAPS 3 For 11¢
MOTION PICTURE COMICS
RECTAL SORENESS
STOP FLAKE-DANDRUFF
VIMMS VITAMIN TABLETS

OXYDOL SOAP POWDER 18¢
TOILET TUBS 11¢
RECTAL SORENESS
STOP FLAKE-DANDRUFF
VIMMS VITAMIN TABLETS

DAW'S COUPON
DAW'S COUPON
DAW'S COUPON

FILMS 23¢
DAW'S COUPON
DAW'S COUPON
DAW'S COUPON

GOOD HOUSEKEEPING
Moth-Proof Garment BAGS 29¢
TUMBLERS 5¢
CHAMOIS SKIN 18¢
DAW'S AIR-MAIL STATIONERY 39¢
MEN'S FINE QUALITY HANDKERCHIEFS 2 for 15¢
DR. LYON'S TOOTH POWDER 19¢
SHAVING BRUSH \$1 Value 69¢

Rectal Soreness
Rectal Soreness
Rectal Soreness

Rectal Soreness
Rectal Soreness
Rectal Soreness

Rectal Soreness
Rectal Soreness
Rectal Soreness

Rectal Soreness
Rectal Soreness
Rectal Soreness

A petum highly-styled in the newest note of the season—in gay cotton and crisp eyelet—wear it with a string-slim dress matching drawing pouch with handy compartments.

On the diagonal—a Paul Sachs original in crown tested "Salyra" with its white rickrack striping in a perfect choice for town and country. Comes in green, black, maize and tan.

KAY'S COMMENTS . . . by kay shearer

10% off every dress purchased at ZWEIG DRESSES for MOTHER'S DAY. Lovely wearable dresses for that first lady of your heart. Of course, we know all Mother's don't wear large sizes but plenty do—so ZWEIG with their usual foresight have purchased large sizes and half sizes in sheers, shantungs—LONG WAISTED in a nice selection—blue, gray, green and plenty of dark colors. Grab your hat and take the next Monroe Bus to 240 ROSDALE ST.—a few steps off Monroe. The trip will be worth your while. You'll find real values—and as we said before 10% off each dress. Open evening and Sundays for your convenience.

LOVE FOR MOTHER

From Mother's favorite store—EDWARDS—BUY CANDY. Of course there is a very, very large selection—especially for Mother's Day—but the two favorites—as far as I SORTED CHOCOLATES in a lovely pink box selling for \$1.10 lb.—This is a real Mother's Day package. The beautiful pink box is tied with pink and blue ribbons and sealed with a special Mother's Day seal. It is filled with choice assorted chocolates. Another Mother's Day special is a beautiful heart shape glace fruit—just \$1 for a pound size Pound-and-half sizes sell for \$1.50. Two pounds sell for \$2.—This box is really a delicacy your Mother will really love. Included are apricots, figs, dates, prunes, cherries, pineapple and cumquots. The box is heart-shaped and tied with a beautiful Mother's Day band. Both these items mentioned are real delicacies—to gladden the heart of that lady nearest your heart—Make your selection early. Drop into EDWARDS—Street Floor—Candy Department.

FOR MOTHER How about one of those becoming WOMEN'S frocks for Mother for her gift on May 14th. If you know her size surprise her—but it's safer to take her to RIPTON DRESSES where special attention is paid the older woman who wears the larger size. Rip-ton's Women's dresses are scientifically and scrupulously designed to slenderize, heighten from all angles—Bemberg sheers, jerseys—dark sheers—COTTONS in the larger size too. Prices start at \$8.95 at RIPTON DRESSES—739 MONROE AVE. Open Eve.

Lovely Mother's Day Remembrances.

Perfect Gifts for the Perfect Person

Fine Leather HANDBAGS \$5 to \$47.50

Gold and Silver BRACELETS \$8.95 up

Exquisite PINS \$2 to \$47.50

Lady Buxton BILLFOLDS \$2.00 to \$5.00

Smart New EARRINGS \$2.00 up

If She Travels LUGGAGE

LIKLY'S
271 MAIN STREET E.
Mail and Phone Orders—Stone 915

SALE! — MARLENE HAT located at HOTEL SENECA—Clinton Ave. So. \$1—values to \$10—for exactly spring and summer. BAGS reduced to \$1.49 and \$1.79—values to \$5.—Hurry while the selection is at its best—They'll go like hot cakes at these prices. MARLENE HAT SHOP—Hotel SENECA.

Dache's hair net with gingham flowers—You'll have that not-a-bright head besides.

For summer evening—a long dress of polka dot organdy. The old-south neckline, bouffant skirt, and sheer lace ruffles. This dress will rate an OK from that stag-line. What stag-line?

It takes real courage to reduce. But it's worth while. At VIRGINIA'S BEAUTY & REDUCING SALON, your task is made much lighter—together with your figure, Virginia has several different methods suitable to your individual requirements. You will be told which is best for you—you'll be happy about the results—I know—so why wait—reduce—think of how much better you'll look in those summer sheers.— VIRGINIA'S BEAUTY & REDUCING SALON, 27 Clinton Ave. So.—Stone 348.

Buy Mother a cheap at CARTER HAT SHOP. All women love hats—regardless of age—whether your Mother is young or old, CARTER HAT will please her. The GAGE HATS so popular with all women are carried by this shop. Think about JEWELRY for Mother—Prices start at \$1—earrings—bracelets—pins—really smart "things." Saw a group of PANAMA hats fashioned by GAGE selling for \$7.95—they were very nice. Starched Straws, Cart-wheels—HAT AND BAG SETS in Pastels—at the best price I've seen. Drop into CARTER HAT—636 MONROE AVE.—Open Eve.

If you love color—see the Mexican ration-free shoes. Navy cotton duck with yellow or pink lacing—brown with natural—or yellow—white with pink. Very reasonable in price.

Canning is fun—with the proper equipment—and the assurance of perfect lasting vegetables. To make doubly sure, no matter how experienced you are—why don't you take advantage of the demonstrations given every Wednesday at 2 PM and 7:30 PM at R. G. & E. in the auditorium at 89 East Ave.

Pique hats—are my favorite—but try and find them. They're as scarce as hen's teeth.

How many times have you grieved—yes almost wept—when you discovered that hole burned in your best coat or suit. These careless acts happen even to the most careful of us—but weep no more—take your coat to EMPIRE WEAVERS—where they will re-weave, mend, repair anything under the sun—quickly economically—in a minimum of time. EMPIRE WEAVERS—409 BURKE BLDG.

REPEATED BY REQUEST
Your FUR COAT
Cleaned

10-POINT PLAN
\$3.50

- Glazing
- Electrifying
- De-Mothizing
- Rattan Beating
- New Ties
- New Loops
- Buttons
- Minor Repairs

PHONE MAIN 2475
For Bonded Messenger

BRING YOUR COAT IN AND SAVE

We have been fur specialists for half a century and insist on the proper equipment for cleaning furs, yet IT COSTS NO MORE!

Guaranteed NOT Dry Cleaned

LET US

Restyle
YOUR OLD FUR COAT

A glorious new creation fashioned from your old fur coat. MAKE THE MOST of your present-day belongings. Consult our expert fur craftsmen.

LOW SUMMER RATES

GARFIELD FUR, Inc.

68 EAST AVE.

CANCER is CURABLE

When diagnosed early. Get a thorough medical check-up to find early cancer. Do not wait until symptoms occur. If symptoms are observed, however, seek immediate medical attention. Watch for

DANGER SIGNALS

1. Any persistent lump or thickening especially in the breast.
2. Any irregular bleeding or discharge from any of the body openings.
3. Any sore that does not heal, particularly about the tongue, mouth or lips.
4. Persistent indigestion, especially when accompanied by loss of weight.
5. Sudden changes in the form or rate of growth of a mole or wart.

Write or phone for a pamphlet on prevention, symptoms, diagnosis and cure of cancer. Speakers and films arranged for groups, by the

TRI-COUNTY CANCER COMMITTEE

(Wayne, Monroe and Livingston Counties)

Of the New York State Branch of the American Society for the control of Cancer, representing also, the Women's Field Army.

508 Terminal Building,

Rochester 4, N. Y. MAIN 2183

Help fight Cancer! Mail this coupon today!

I am enclosing \$.....
to help in the fight against cancer.

Name

Address

Please make checks payable to Richard A. Sweeney, Treas. R.S.

Sculpta Famous Brand Hosiery.

MOTHER'S DAY SPECIAL
EXTRA LENGTH
and
OUTSIZES
RAYON HOSIERY
\$1.03
Pair

- First Quality
- Up to 37 Inches Long
- Fine Rayon
- Full Fashioned

NEW SPRING SHADES of Sundash, Honeyglow, Plack, White, Gunmetal. Sizes 9½ to 11.

Slight irregulars of the same Hosiery
2 Pkts. \$1.29 2 Pkts. \$1.59

HELPER'S Hosiery Shop
213 Main St. East
3 Doors From Clinton South

Solve Your Money Problems with a Personal Loan



Yearly Payment	Finance Cost	Interest Rate	Annual Income	12 Months Payment
\$100	\$ 5.00	5.00	\$105.00	\$ 8.79
125	6.25	5.00	131.75	10.97
150	7.50	5.00	158.50	13.27
175	8.75	5.00	185.25	15.57
200	10.00	5.00	212.00	17.87
250	12.50	5.00	262.50	22.37
300	15.00	5.00	313.00	26.87
500	25.00	5.00	525.00	43.75

*Assumes 60-day term in each borrowing office.

If a loan will prove helpful to you—for emergency expenses, doctor or dentist bills, car repairs or for necessary home repairs—try a Lincoln-Alliance Personal Loan at LOW BANK RATES.

It will take only a few minutes of your time to apply. There are no lengthy details, no bothersome or embarrassing questions.

A Personal Loan is simple and dignified. If you need money, inquire at any of our 12 Bank offices now.

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 400 N. Godman St.
- MONROE AVE. OFFICE 560 Monroe Ave.
- PORTLAND-CLIFFORD OFFICE 520 Portland Ave.
- TWELVE CORNERS OFFICE 1613 Monroe Ave.
- DEWEY-STONE OFFICE 2865 Dewey Ave.
- IRONDEQUOIT OFFICE 621 Titus Ave.
- NEWARK OFFICE Newark, N. Y.
- BROCKPORT OFFICE Brockport, N. Y.

OPEN A
CONVENIENT
EDWARDS
CHARGE ACCOUNT

Edwards Basement Store

Shop With
Edwards
Handy
Credit
Coupon
Books



Men's Heavy Duty Police SHOES



7.94

Double leather welt soles. Steel shank. Wear proof linings. Inside leather pocket counter linings. Just the thing for all kinds of work that keeps you on your feet all day.

Edwards Basement

Men's Everett SLIPPERS



3.59
Pr.

Black leather uppers. Flexible leather soles. Rubber heels. Wonderful for relaxing hours.

Edwards Basement

A SELL-OUT VALUE!
FINE QUALITY
WHITE SHIRTS
1.17



With summer just ahead you'll want plenty of these hard to find white shirts. Irregulars of fine grade shirts. The imperfections are so slight you really have to hunt for them. Sizes 14 to 17.

IF YOU NEED WHITE SHIRTS NOW IS THE TIME TO BUY

Edwards Basement

"American Gentlemen" SHOES



5.50

For a smooth stride in your daily footwork, slip your feet into a pair of these famous American Gentlemen shoes. You'll find them smartly styled and expertly made. Many styles in your size await your choosing.

Edwards Basement

Men's Canvas OXFORDS

Ration Free



2.94
Pr.

Loaf or play in these ration free casual shoes. Brown or white canvas uppers. Wedge heels. Composition soles. Sizes 6½ to 11.

Pr.

Edwards Basement

LONG WEARING OUTSIZE STOCKINGS



First Quality

67^c Pr.

A practical rayon stocking in the much wanted outsizes. All rayon leg with cotton top. Full fashioned. Rayon and cotton, no seam comfort foot. Sizes 8½ to 11.

BLACK-GUNMETAL-BEIGE

Edwards Basement

A MOTHER'S DAY SLIP

1.39

WHITE Rayon - Taffeta

Fresh as spring. Perfect fitting bias cut slips. Moulded bodices, finished in narrow picot edge trim. Strong double stitched seams. Adjustable shoulder straps. White only.

SIZES 34 TO 40

Edwards Basement



FLOWER PRINTED RAYON CREPE GOWNS

2.97

Appealing, smartly tailored rayon crepe gowns. In vivid and colorful flower print. High bodice top, surplus effect V neck line. Shirred shoulders. Blue, tearose and white prints. Sizes 32 to 40.

LARGE AND SMALL PRINTS

Edwards Basement



MISSES AND CHILDREN'S ANKLETS

Third Quality

10^c Pr.

The pick of the cotton anklet crop. Fine mercerized cotton anklets to wear with your new summer cotton dresses. Cuff style. Light blue, Red, Navy, Tan, Yellow.

Edwards Basement

AN AMAZING VALUE! INLAID LINOLEUM 87^c

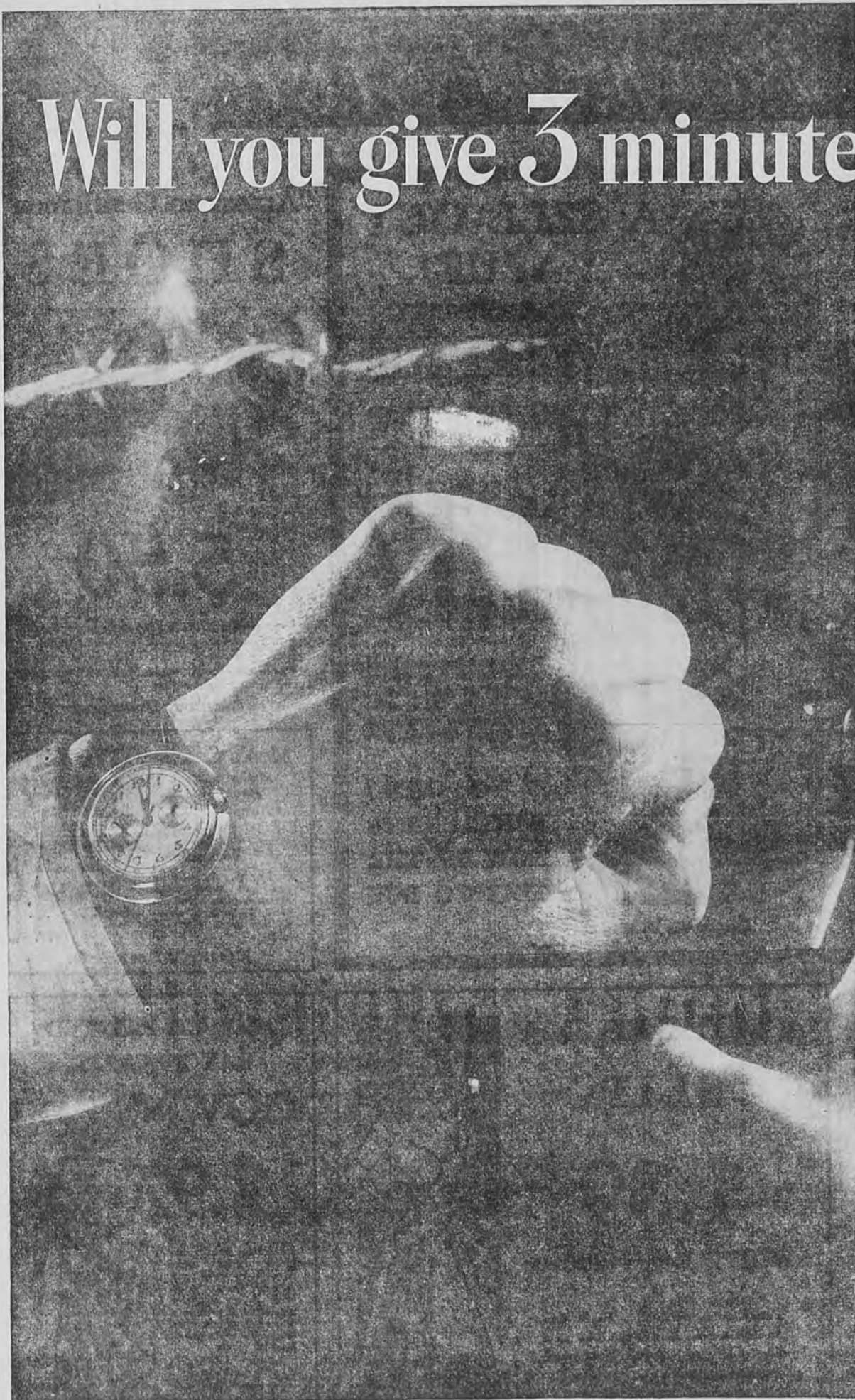
Ten color combinations. In the popular marbled design. For kitchen, bath, halls, and bedrooms. You are sure to find a color combination to blend with your room.

A 9x12 room can be covered for only \$10.44

Other sizes at proportionate prices

Edwards Basement

Will you give 3 minutes a day?...



TO KEEP HOME...the kind of place our boys left... a human city . . . with a heart? To look after the youngsters, steer them away from trouble? To keep war-strained families together? To put a helping arm around the shoulders of the aged, the sick, the handicapped by supporting the forty-four helpful Rochester agencies of the Community and War Chest?



TO BRING HOPE and cheer to our soldiers . . . and those of our allies . . . in cheerless War Prison Camps? To send clothing, food, medicine to the heroic people of China and the continent whose hunger-racked bodies and indomitable spirit have blunted the weapons the enemy would have used to enslave us?



TO LIGHTEN the loneliness of battle-weary, training-tired soldiers and sailors . . . to brighten their homesick hours with U.S.O. centers, traveling shows and canteens . . . the small pleasures of a grim life? To do all this, will you give just three little minutes . . . three minutes a day? . . .

It adds up to two days' pay in one year to protect the things they're fighting for! Make that your pledge to . . .

YOUR COMMUNITY AND WAR CHEST

When You Give to The COMMUNITY AND WAR CHEST---You Give for the Things the Soldier Fights for!



THANK YOU

Yes, ladies, it just goes to prove what word of mouth praise will do in increasing sales and we do appreciate it. But it seems so many women's sudden discovery of the wonderful merits of TRIG has completely sold out many of our dealers. Please do not blame them as we will replenish their stocks as rapidly as possible, and you will again find TRIG at your favorite store in a few days.



For Father's Day! BABY SHOES Permanized

In Lasting 2-Tone Bronze Finish

You must come in during the next week, no later than May 23rd, to have baby's shoes permanized in time for Father's Day, June 18th. Single shoe, pair of shoes, book-ends or paper-weight. Priced from \$1.95 to \$7.95

DEPENDABLE WATCH REPAIRS

CENTER AISLE A, MAIN FLOOR
SIBLEY, LINDSAY & CURR CO.

War Stamp Exchange Opens Monday

The new War Stamp Exchange at 125 East Ave. sponsored by the Women's Division of the War Finance Committee is open daily from 10 a. m. to noon, for the acceptance and appraisal of articles to be sold. Anything that is in saleable condition may be converted into War Savings Stamps or Bonds by bringing it to the Exchange, according to Mrs. William H. Gorsline, who is general chairman of this novel project to promote the sale of War Savings Stamps and Bonds in the district.

No clothing will be accepted, but articles ranging from jewelry to chests of drawers are welcomed. Articles must be clean, and only things in good condition will be accepted, for the Exchange will have no facilities for reconstruction or repair.

Mrs. Robert V. Deverian and members of her committee will be on hand every day to assist in pricing the material. Run entirely by volunteers, cooperating with the Women's Division, no commission nor fee of any kind will be charged. The seller will receive the full price in War Savings Stamps or Bonds after articles are sold.

Don't Believe
All nightingales sing!

(SEE PAGE 7)

No. 16 School PTA To Install Officers; Hear Gardening Talk

The season's final meeting of the No. 16 School PTA will be held next Tuesday at 2:15 p. m. in the school auditorium. Rudolph Illig, science teacher at Madison High School, will speak on the subject, "Home Vegetable Gardening."

Mrs. Thomas Tregor, president, will conduct a short business meeting and Mrs. James Harnie, Jr., recording secretary will report on the year's activities.

Installation of officers will be made at this meeting under the direction of Mrs. David Schleicher, president of the Rochester PTA. The new slate is headed by Mrs. Larry E. Isaacson as president, and includes Mrs. Austin Trullit, Mrs. Julius Bense, Mrs. Bernard Fagen, Mrs. Emil Olsen, Mrs. Donald Dyer.

An **Orchid To You**

Each week Shopping News, in cooperation with Lloyd's Flower Shop, Powers Hotel, gives an orchid to a Rochester woman. This week the winner, selected from the city directory is

Mrs. Marie B. Mitchell
521 South Ave.

If the winner will call at Lloyd's Flower Shop and identify herself within the next week she will be given (free) a beautiful orchid.

If you're not already in essential war work,

HEED THAT PATRIOTIC URGE!

TAKE A WAR JOB



DO you, Mrs. Housewife, listen to your conscience? Do you, Miss Rochester, heed the call of that "inner voice"? LISTEN! It is saying "Take a war job NOW" . . . to help Rochester industries produce the materials of war that our country's armed forces are demanding in ever-increasing quantity, ever-speedier time.

. . . OBEY that inner voice—that command to work—do it for the sake of your fighting men . . . YOUR brother, husband, son. Help in this emergency . . . help now on the eve of great expectations . . . help because your country says MORE . . . MORE . . . MORE Rochester made products for war.

Jobs are waiting for Women in **ROCHESTER WAR PLANTS** EITHER FULL OR PART TIME

Sponsored by the Members of the Industrial Management Council

- Alderman Paper Box Co.
- American Laundry Machinery Co.
- The Anstie Company, Inc.
- Art in Buttons, Inc.
- Atlantic Stamping Co.
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- The E. C. Brown Co.
- Consolidated Machine Tool Corp.
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- Defender Photo Supply Co., Inc.
- Delco Appliance Division
- General Motors Corp.
- Distillation Products, Inc.
- Eastman Kodak Co.
- Camera Works
- Hawick-Eye Works
- Kodak Park Works
- Main Office
- E. E. Fairchild Corp.
- Gannoy Farmer Candy Shops, Inc.
- The Folmer Graflex Corp.
- General Railway Signal Co.
- Gleason Works
- The Haloid Company
- Hickok Manufacturing Co.
- Huther Brothers Shoe Manufacturing Co.
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- Electronic Typewriter Div.
- Ilex Optical Company
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- M. D. Knowlton Co.
- Max Lowenthal & Sons
- Mixing Equipment Co.
- Morgan Machine Co., Inc.
- National Postal Meter Co., Inc.
- The Pfandler Co.
- Richardson Corp.
- Ritter Company, Inc.
- Rochester Folding Box Co.
- Rochester Gas & Electric Corp.
- Rochester Products Division
- General Motors Corp.
- Rochester Manufacturing Co., Inc.
- Rochester Telephone Corp.
- Samson-United Corp.
- Sirron Optical Co., Inc.
- F. A. Smith Manufacturing Co., Inc.
- J. Hangerford Smith Co.
- John P. Smith Co., Inc.
- Stecher-Traug Lithograph Corp.
- Stromberg-Carlson Co.
- Superba Crystals
- The Symington-Gould Corp.
- Taylor Instrument Companies
- The Todd Company
- Voigt Manufacturing Co.
- West Setter Company
- Wollensack Optical Company
- Yawman & Erbe Manufacturing Co.

Apply at Any Rochester War Plant or at the United States Employment Service, War Manpower Commission 32 State Street



Tired All The Time? Counting Sheep Every Night?

SIMMONS' AMAZING NEW "GYRATORY" BED

RELAXES TENSE NERVES, SOOTHES YOU TO SLEEP!

COME IN AND TRY IT!

How often have keyed-up nerves kept you lying awake into the wee hours?



It's relaxation you need, and

Simmons has contrived a wonderful new way to get it! The "Gyratory" bed!



What is it? At first glance just

a superbly comfortable Simmons' mattress and box spring.

But wait! Concealed in the spring is a tiny motor



which sends a gentle pulsation through the mattress when you flip the

switch. The rhythmic motion massages every muscle in your body



. . . your circulation is as stimulated as

though you'd walked 5 miles . . . you just can't help but relax!



15 minutes at night, 15 more in the

morning for best results. Come to Sibley's Sleep Shop

and try the "Gyratory" bed



for yourself, in

privacy. For you'll never know, until you've experienced it,

what a boon this is to calmer nerves and better sleep.

Sibley's is one of the chosen stores in the country, to present the new Simmons' "Gyratory" mattress and box spring, single or double bed.

99.50

Sleep Shop, Fifth Floor

SIBLEY, LINDSAY & CURR CO.

THE SOONER YOU WORK--THE SOONER WE'LL WIN

FOR SALE
Kid pumps, military heel, size 6C, cost \$2.00, will sell for \$5.00. Child's Sewing Machine, Four section bookcase, 150 books, histories, classics and miscellaneous. Culver 3331-R.

Head Colds, Catarrh and Sinus Sufferers



Get Relief This Quick Easy Way

Use MAUD'S Nose Spray

A guaranteed product. One of its combination bottles gives relief, even 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

Send That Service Man a Box of

HILL'S DELICIOUS WALNUT FUDGE

7 1/2 Lb. Box . . . \$1.50

Mailed Anywhere—Postage Paid

WM. J. HILL

32 Mill St. MAIN 2576

Dependable, Safe FUR STORAGE

With Fur Specialists

- Bonded Messenger Service
- Certified Frigid Storage Vaults
- Only Experienced Fur Specialists Touch Your Furs
- You Pay No More For Projansky Service

Projansky

39 East Avenue
Stone 337

Don't Believe All Nightingales Sing!

The female is no Prima Donna; she can't trill at all.

BUT YOU CAN BELIEVE

MARIN

PUERTO RICO RUM



Is The Perfect Liquor For All Drinks Straight Or Mixed . . .

AWARDED GOLD MEDAL FIRST PRIZE AT THE INDUSTRIAL EXPOSITION MAYAGUEZ, PUERTO RICO

At Your Neighborhood Liquor Store

SOLE U. S. AGENTS

popper morson company
Rockefeller Center, New York 20, N. Y.

Political Polka (Continued from Page One)

To regulate the social activities of Rochester, the "Rogers Theory" was put into practice when the Colored Elks Club on Clarissa St. was raided. Exponents of the art that made Gypsy Rose Lee famous were carried off to the clink, as were fifty-five spectators. One Robert M. Taylor, said to be manager of the premises, was also charged with the possession of eight slot machines. We don't know Mr. Taylor and we have never been invited to the Colored Elks Club, but to one who has from time to time visited many of Rochester's leading clubs, Mr. Taylor's operation was definitely small change. We don't want to hurt Mr. Taylor's feelings, but in the so-called "better" clubs there are frequently twenty-eight slot machines in one room — and there are always one to three rooms on each floor. Machines of the twenty-five and fifty-cent variety predominate. After all a five-cent slot machine is only petty larceny.

Week In Review (Continued from Page One)

These clubs, for the most part on the opposite side of the river from Clarissa St., usually have a "Men's Night" or "Stage Night" some time during the calendar year. Miss Lee or Miss Anne Corio, lending in the field of "take em off" were never the performers to our knowledge, but capable substitutes are frequently invited.

In the news account of the Clarissa St. social blunder, reference was made to the half dozen trips the Black Maria made in order to accommodate the numerous club members. If they intend to use the "Maria Negra" in any of the establishments alluded to above — its extensive use of vital gasoline might seriously impair the war effort.

If E. C. Rogers could come back to the world he left behind we know he'd be most gratified to see how well the City Fathers are putting his theory of "What's Sauce for the Goose is NOT Sauce for the Gander" into practice.

Reflections (Continued from Page One)

horses, to be moved a few feet to put in another length of pipe, the crew of shipwrights has to be routed to the spot again to move the wood. Any delay in this routine means a suspension of work by the crew of pipe fitters while they wait for the shipwrights.

"... If a gadget one man can carry is needed from the warehouses, the pipe fitter, or machinist, or shipwright must not go for it — a member of the teamsters unions must fetch it."

But wait a minute before you start cussing the unions — management, too, has a bagful of tricks up its sleeve which it uses, particularly on government work where the cost plus system is in vogue. For instance:

I know of a busy, humming warplant out on the west side where they are supposed to be desperately short of help in a certain office department. Yet it is a regular custom for some employees of that department to bring their knitting to work. One employee, bored by the lack of something to do, finally took with her a Saturday Evening Post and a Collier's to read in her spare moments. She read both issues entirely — in

GI Joe Says (Continued from Page One)

Three nights ago we removed Garfinkel's bunk altogether and hid it — sheets, blankets, pillow, mattress and all. He came in late, as usual, and rumbled all over trying to find which was his bunk, finally realizing it was gone.

"What a deal!" he mutters. "What a dirty deal!" Then "who took my bed? WHO? What a deal! If I'm not gonna sleep tonight neither is youse guys!"

Here he starts pacing the floor with loud stomps.

"You guys know I wouldn't hold no grudge . . . tell me who did it . . . that's all! There's gonna be a small matter to settle!"

We finally told him where the stuff was and he threatened the direst of consequences.

"Youse guys are goin' on a hike tomorrow night, ain't yah? You'll get back nice and tired after midnight, huh? So, I'm bararecks orderly and I'll get lotsa time to fix things up nice for youse guys while you're gone, catch on? Ooooh, what a deal!"

and boy, we were tired! Full packs for 14 miles through rocky creek beds, through brush, up hills, over fences! Were WE tired! Near home again someone wondered what Garfinkel might have conjured up to add to our torture. We resolved to check for "booby traps" before we got into bed.

The C. O. said, "We're gettin' close to home boys . . . make it look good. HUT, hut, hut, hut, hut!"

Grin, here comes an officer from D company. Act like you can take it! HUT, hut, hut, hut!"

We tried anyway, and before we knew it we were in barracks shedding our packs on the floor. There sat Garfinkel on his foot locker grinning. Somebody yelled, "Let's get him now, while we're up."

Then quiet fell like a sledge hammer. Everyone suddenly looked at their bunks. There they stood in two neat ranks.

COMPLETELY MADE UP.

It would take a man two

Personal To Certain Fat Women

You adult fat people may often sit down without elaborate diets and bookkeeping exercises when your excess fat is contributed to by thyroid deficiency. Buy and take Marmola only in accordance with the directions, instructions and warnings on the package and in the enclosed circular, and not otherwise.

Marmola is not a cure-all. If in doubt as to any phase of 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 haggle. Druggists have sold more than twenty million packages during the past thirty years.

YOU CAN'T STEAL LOVE

The enthralling story of a man who picked up plenty of ideas, knocking about the country on his own. He thought he had life tied in a neat little package for himself until he discovered that he had to be honest about love.

TOO LATE FOR TRUTH?

A story of mother love. She told a lie to protect her son's happiness and is threatening to destroy the happiness and wished for him. Many other fascinating stories from life, including a complete novel. Articles on beauty, fashion and home, as well as features of interest to everyone. All stories complete in this issue.

10c NOW ON 10c SALE

TRUE CONFESSIONS

The Magazine For a Better Life

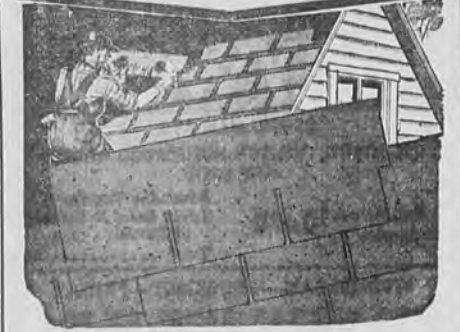
MAXIMUM PROTECTION with . . .

Honor-Bilt SEARS SLATE SURFACED ASPHALT ROOFING

A Combination Of Tough . . . Long-Lasting Materials!

1. ASPHALT for Waterproofing Qualities
2. Sta-50 Slate Granules To Resist Blistering Sun!

Only the finest of materials go into All of Sears Honor-Bilt Roofings, all made under the most modern of methods.



3-IN-1 SHINGLES 6c Square Foot

As Low As . . .

Our finest heaviest Honor-Bilt shingles, 3 bundles weight 210 pounds and cover 100 square feet. Choice of 7 colors, all guaranteed 17 years. Buy on our Easy Pay Budget Plan.

HEXAGON SHINGLES 4 1/2c Sq. Ft.

158 Pounds per square. Bundle covers 20 square feet. 17 year guaranteed, 7 colors.

Asphalt Slate Surfaced Roll Roofing

90 Lb. 36 In. Wide Rolls

2 1/2c Square Foot

Both Stores

Made of extra heavy roll base asphalt and then coated with Sta-50 slate granules. Bundle weighs 90 pounds and covers 100 square feet. Choice of colors, all guaranteed 17 years. Buy on our Budget Plan.

Two Inch Lap

Diamond Point Roll Roofing 2.98 roll

Both Stores

EASY TERMS

Any merchandise \$10 or over may be purchased on Sears' Easy Pay Plan.

Sears, Roebuck and Co.

MONROE AVE. AT S. UNION MAIN 7000
RIDGE ROAD NEAR DEWEY GLEN 556

**B and C CERTIFICATE HOLDERS!
YOU CAN ALWAYS FIND YOUR SIZE AND SAVE WHEN YOU**

Buy Sears

SYNTHETIC Rubber ALLSTATE TIRES

6.00-16 SEARS PRICE 15.37

ALL TIRES ON SALE AT BOTH STORES AND SERVICE STATION

4.75x19 . . . 11.54
5.25x18 . . . 12.88
5.50x17 . . . 14.15
6.50x16 . . . 18.68

Sears Allstate Synthetic Rubber Tires are as good as your money will buy anywhere, no other tire is made of finer synthetic rubber regardless of brand or price. All prices plus federal tax.

Bring Your Recapping Service to Sears . . . Prompt Service Guaranteed Workmanship

ALLSTATE TRUCK TIRES

Road tests by our Allstate test fleet convinces us these sturdy Allstate Truck Tires are as fine as can be built today. If you own 1 or a fleet . . . First get Sears Price!

32x6---8 Ply

26.60 Plus Tax

32x6-10 Ply . . . 36.60 Plus Tax
8x25x20-10 Ply 56.60 Plus Tax
9.00x20-10 Ply 66.60 Plus Tax

Seas, Roebuck and Co.

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

MONROE AVE. AT S. UNION — MAIN 7000
RIDGE ROAD NEAR DEWEY — GLEN. 556
ROCHESTER, NEW YORK

**Dessert Luncheon
Planned By
Laurelton PTA**

Miss Marjorie Harle, Psychiatric Social Worker of the Rochester Guidance Center, will be the speaker at the annual dessert luncheon of the Laurelton

PTA next Thursday at 1 p. m. Mrs. Martin A. Putnam, president, will preside at the meeting following the luncheon. Members of the Executive board are in charge of the meeting with Mrs. Walter Little and Mrs. Thomas Driscoll co-hostesses. Mrs. Thomas Woods and Mrs. Irving Horsey will be co-chairmen of the luncheon.

**"Four Jills" Provide
Laughs at Regent**

Acclaimed the year's fastest and funniest screen frolic, "Four Jills in a Jeep," the new 20th Century-Fox hit, moved to the

Regent screen today. The film features Kay Francis, Carole Landis, Martha Raye and Mitzie Mayfair, with Jimmy Dorsey and his Orchestra, John Harvey, Phil Silvers, and introduces Dick Haymes, radio's mellow-voiced singing star.

**Lloyd's YOUR FAMILY FLORIST
LEADS AGAIN WITH FLOWERS**

FOR MOTHER'S DAY
Week-End Special Delivered
BEAUTIFUL DISH GARDENS \$2.89

Large Stock Plants — Novelties — Cut Flowers
Open Every Evening And Sunday A. M.

LLOYD'S FLOWER SHOP
Powers Hotel (Opp. Court House) Main 7688



CYCLING IN ATLANTIC CITY

These two charming misses are indulging in one of the many sporting activities in Atlantic City by cycling on the famous Atlantic City Boardwalk. This healthful outdoor sport is allowed on the celebrated Wooden Way during certain hours of the day.

**Reservations Mount
For Suntour Lake
And River Cruises**

Indications that each of the five cruises sponsored by the Suntours Travel Bureau during the summer vacation season will be sold out long before sailing time are seen in the increasing number of reservations already pouring in at the cruise headquarters, 93 Clinton Ave. S.

Only 27 reservations remain open for the first cruise which leaves Rochester on July 17 for a full week. Included are stopovers at Montreal and Quebec, a visit to Ste. Anne's shrine, a cruise of the Saguenay River and special added features. Only 14 reservations remain open for this delightful cruise.

Other cruises will be operated during July and August as follows: Aug. 2nd — Montreal and Quebec Return Aug. 11. Aug. 14 — the Saguenay River. Return Aug. 20.

Complete information concerning any of the five cruises may be obtained at the Suntours Travel Bureau, 93 Clinton Ave. S. Telephone Stone 4000.

**League of Nations
Official Speaks Here**

Former League of Nations high commissioner for German refugees, James G. McDonald, will address Rochester branch of the Foreign Policy Association next Monday evening on "Winning the Peace Now."

His talk will be given in Cutler Union, Prince Street Campus, at 8:15 p. m. The meeting is open to the public.

In his present work as a news analyst and advisor to the Blue Network on postwar relations, McDonald is concentrating on problems which will face us as a people both in this country and abroad when the war ends.

McDonald is honorary chairman of the Foreign Policy Association and of the National Refugee Service, and a trustee of the Institute of Pacific Relations and of the Twentieth Century Fund.

It has been several years since the Republican Party had money enough to indulge in a first class election scandal.

St. Joseph
ASPIRIN
WORLD'S LARGEST SELLER AT 10¢
36 FOR 20¢ 100 FOR 95¢

**DRIVING TO CALIFORNIA
NEW CAR**
AUGUST 14 OR SOONER
DESIRE PASSENGER?
Apply Box 76 Rochester Sun
93 South Clinton Ave.

SCARFS
SQUIRRELS
MOUNTAIN SABLE
MINK & KOLINSKY
SILVER FOXES
Store Your
Fur Coat Now
LOWEST PRICES IN CITY
CLIFFORD FUR CO.
132 CLIFFORD AVE.
ONE BLOCK OFF POSTAL
CLIFFORD FUR SELLS FOR LESS

FREE!
Moth Proof Bag
WITH ANY WINTER
GARMENT CLEANED
UPON YOUR REQUEST
Same Low
Cleaning Prices!
SPEEDY'S
212 COURT ST.
No Delivery—Cash & Carry Only

onions?
cabbage?
cauliflower?
air-wick
kills kitchen
odors!
69¢ Standard size
bottle

All unpleasant cooking odors
vanish when you use air-wick, the
amazing discovery that makes
indoor air garden-fresh. All
you have to do is shake the
bottle, uncap it and pull up the
wick. Nothing to light, burn
or spray. air-wick costs only a
cent or so a day to use... and
it's not rationed. Why not stop
in for a bottle... today!

**SHERWIN
WILLIAMS**
64 EXCHANGE AT BROAD
MAIN 1517
Free Parking Next Door



**Now-OPERATING
EVERY NIGHT
to DETROIT**

The big ships of the D&C Lake Lines—Grand Fleet of the Great Lakes—have begun their 1944 season. Now you can travel pleasantly and comfortably any night either way between Detroit and Buffalo. In Detroit call Cadillac 9800. In Buffalo call Cleveland 8600. Ships sail from Detroit and Buffalo nightly at 5:30 E.W.T.

Travel in Comfort!

Of course the D&C Lake Lines are carrying thousands of essential war time travellers, but these ships are so large that you never have the feeling that you are crowded. Broad decks, spacious lounges, commodious parlors, bedrooms and state rooms mean plenty of room for comfort and relaxation for all. Dining on board is pleasant, too, for D&C has striven to maintain its pre-war standards of cuisine and service. D&C personnel will extend you real hospitality. Travel D&C—the "comfort" route.



See Your Travel Agent Now!

**DETROIT & CLEVELAND
NAVIGATION COMPANY**
CL. 8500 • FOOT OF MAIN STREET • BUFFALO

**Plan Your
Victory Vacation
THE SUNTOUR WAY**

Your government asks you to travel by boat or go to one place and stay there. We have arranged a complete list of victory vacations at lowest prices to refresh and relax busy war workers.

* Reservations are limited in number and going fast. Plan your cruise or vacation early.

* Last year all SUNTOUR cruises were filled to capacity, and you will be expected to travel. You too, will find the added comfort and pleasure of a Suntour cruise all that you hope for.

**Personally Conducted All-Expense
LAKE and RIVER CRUISES**

The finest vacation ever at anywhere near the price. Cool, still nights aboard ship. Excellent meals. Shipboard entertainment. Sighting trips—all at one low cost. No extra charges on your Suntour cruise.

4 DAYS

6 DAYS

Day each to Montreal and Quebec. Night at Mt. Royal. Return to Montreal. Trip to Ste. Anne de Beauspre included.

Sail all the way up the beautiful Saguenay. Day and a night each to Montreal and Quebec. Ste. Anne de Beauspre trip included.

\$59.50
Per Person
Plus Tax

\$86.50
Per Person
Plus Tax

Selling dates from Rochester: July 5, Aug. 2, Aug. 30

Selling Dates from Rochester: July 17, Aug. 14

Let Us **SUMMER RESORT** Reservations at
Make Your Choose your vacation spot — Adirondack Mountains, 1000
Islands, The Poconos, Atlantic City, New York, Dude Ranches.
We will make your reservations for you. Give you complete
information as to rates, locations, entertainment features.
No Charge For This Service!

For complete information and reservation apply:

SUNTOURS TRAVEL BUREAU
93 Clinton Ave. S. Stone 6000

A Service Department of The Rochester Sun-Shopping News



**MOTHER'S
DAY ... Sale
Fashion Jewelry**

40% OFF

OUR
LOW CASH
PRICES

1,465 EXQUISITE ...

Drastically reduced for Mothers Day. You'll find almost every conceivable type of spray pin, animal pin, bird pin, novelty pin, earrings, simulated pearl necklaces... included in this Sale. Here are some typical prices...

- \$2.50 Earrings reduced to ... \$1.50
- 4.50 Earrings reduced to ... \$2.75
- 7.75 Animals Pins reduced to \$4.50
- 9.95 Spray Pins reduced to ... \$5.98
- 15.50 Spray Pins reduced to ... \$9.50

3 Easy Ways
to Buy

- CASH
- CHARGE
- DEFERRED PAYMENTS

Smalls

28 EAST MAIN STREET
Open Monday Evening!



**Vacation Resort
Service Offered
By Travel Bureau**

A new service for Sun readers is inaugurated this week by the Suntours Travel Bureau in making available a complete list of vacation spots at resorts throughout the east.

Regardless of where, when or how you decide to vacation, you can benefit by the free service of the Rochester Suntours Travel Bureau.

Complete information concerning resorts in Atlantic City, the Pocono Mountains, the Adirondacks, the Berkshires, etc., are available. Reservations can be arranged through the Travel Bureau at no extra charge.

In fact, one can even buy his vacation on a deferred payment plan as arrangements have been made to finance the cost of vacations through the Bureau.

The Rochester Suntours Travel Bureau is located at 93 Clinton Ave. S. in the offices of the Rochester Sun.

Don't Believe

All nightingales sing!

(SEE PAGE 7)

WANTED

USED TRUNKS

ELEGANT, GOOD CONDITION
TOP PRICES

KRIEGER'S

133 CLINTON AVE. S. Stone 2281

VENETIAN BLINDS CLEANED QUICKLY AND EASILY



This housewife has discovered how to clean Venetian Blinds easily and quickly with Blind-X Cleaner. No longer is it a tedious chore that consumes her time and patience. It's simply "once over lightly" now with a cloth moistened with Blind-X Cleaner—no water, no rubbing, no drying. Blind-X Cleaner instantly removes dust and dirt, dissolves greasy film and it's exceedingly gentle on the hands. You can buy this remarkable product at Pts. 45c, Qts. 75c

SHERWIN-WILLIAMS
64 EXCHANGE AT BROAD
MAIN 1517
Free Parking Next Door

ENTER THE NEW EASY MIX SPRY CONTEST

\$1,000.00 FIRST PRIZE 502 OTHER CASH PRIZES

JUST TELL WHY YOU LIKE NEW EASY MIX SPRY FOR MAKING CAKES IN 25 WORDS OR LESS

MAIL ENTRY TO AUNT JENNY BOX 67 NEW YORK NO. 8 N. Y.

NO POINTS NEEDED



NO POINTS NEEDED

1 LB. 26c
3 LB. 75c

"My True Story"

Attracts Radio Fans
Daytime radio listeners are finding "MY TRUE STORY" one of the most dramatic programs

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-Ek Compound, a two-week supply, today. Mix with a quart of water, add the juice of 4 lemons. It's easy. No trouble at all and pleasant. You need only 2 tablepoons 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 Ru-Ek will cost you nothing to try as it is sold by your druggist under an absolute money-back guarantee. Ru-Ek Compound is for sale and recommended by Drug Stores Everywhere.

on the air. Sponsored by Libby, McNeil &

WARNING TO WAR-WORKERS!

To get the most out of your efforts, you have to feel right! If you tire easily—feel weak, rundown and nervous—you're only doing a half-way job!
Check up on yourself! Maybe the reason why you can't "take it" any more, is because your blood is low in iron! In such cases, a good iron tonic like Pepto-Mangan can go a long way towards helping you get back your old pep and endurance. Pepto-Mangan replenishes whatever iron the blood may be lacking—helps to give it that rich redness so essential for vigorous strength and real vitality. If your blood is short of iron, a few bottles of Pepto-Mangan may be all that's needed to "fix you up!" Ask your druggist for—
GUIDE'S PEPTO-MANGAN
THE FAMOUS IRON TONIC
IN LIQUID OR THE NEW TABLET FORM WITH VITAMIN B-1

Libby, a different story is broadcast each day at 10:15 a. m. over the Blue Network. "MY TRUE STORY" is taken from the pages of True Story Magazine.

COMPLETE SELECTION SUMMER FURNITURE

HARD TO FIND BEACH CHAIRS \$2.50
PRE-WAR STEEL PORCH CHAIRS \$6.50

SUN ROOM AND BEAUTY PARLOR CHROME FURNITURE. LARGE ASSORTMENT.
KROVETZ FURNITURE STORE
458 JOSEPH AVE.

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, irritable nervous feelings, are a bit blue—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 relieves cramps. Thousands of women report benefits.
Also a fine stomachic tonic! Follow label directions.
Lydia E. Pinkham's VEGETABLE COMPOUND

Wanted ROOFERS

Roofers to install Sears Honor-Bilt roofing. If your are not engaged in War Production we have an attractive set up for you. Excellent rate per square, all materials delivered to job, all you do is furnish own tools and transportation, for further details.
Apply Mr. Petersen, Supt., 3rd Floor Monroe Ave. Store
Sears, Roebuck and Co.
Monroe Ave. at S. Union Main 7000

<p>KEY COUPON DUZ LARGE BOX Limit 1 18c</p>	<p>470 N. GOODMAN NEAR MAIN KEY ROCHESTER'S MODERN CUT RATE DRUG STORES 457 RIDGE RD. NEAR DEWEY</p>	<p>1861 MONROE NEAR WINTON KEY COUPON Queen Anne Peanut Fudge Bar REG. 5c Limit 6 3 for 8c</p>
<p>KEY COUPON Angelus Spicy Bouquet Cologne REG. 49c Limit 1 36c</p>	<p>TODAY THROUGH WEDNESDAY With new blade or old Hot water or cold... You can't beat this "stay-moist" lather SHAVEBUOY Shaving Cream NO USED TUBE NEEDED 27c</p>	<p>KEY COUPON ESSO WAX (Paraffine) For Canning, Pound Pkg. Limit 2 12c</p>
<p>KEY COUPON Lighthouse Soap Powder Cleaner LARGE SIZE Limit 4 2 for 7c</p>	<p>KEY COUPON ALUMINUM Hair Curlers Asst. Sizes Limit 4 5c</p>	

<p>SWAN FLOATING SOAP LARGE 2 for 21c</p>	<p>LUX TOILET SOAP 2 for 15c</p>	<p>SWAN FLOATING SOAP REGULAR 2 for 13c</p>
<p>FOR ALL FINE THINGS! LUX REG. 25c 10c</p>	<p>NEW SOAPY-RICH RINSO Gets out more dirt REG. 25c 10c</p>	<p>BOB BURNS says: DON'T WASTE SOAP LIFEBUOY 2 for 15c SPECIALLY MADE TO STOP "B.O." KEEP THE SOAP DISH DRY</p>

GOLD DUST POWDER 19c
FAIRY SOAP 3 for 17c
GOLD DUST CLEANSER 6c

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ACCURACY—We take extreme care to ensure accuracy.
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SERVICE—Courteous service and prompt delivery to your home. Choose your pharmacist as carefully as you would your physician.
We use Merck Prescription Chemicals

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<p>SUNNY LEG MAKEUP Large 6-oz. Bottle 49c</p>	<p>Unguetine LARGE TUBE 43c</p>
<p>GEM MICROMATIC BLADES Pkg. of 5 23c</p>	<p>WILLIAMS SHAVING CREAM 5½c Size 39c</p>
<p>GRIFFIN Shoe White 2½c Bottle or Tube 19c</p>	<p>Sal Hepatica 60c SIZE 49c</p>
<p>Max Factor Pancake Makeup Nine Popular Shades \$1.50</p>	<p>SQUIBB DENTAL CREAM Large Tube 37c</p>
<p>Bromo Seltzer 6c Size 49c</p>	<p>CAROID TOOTH POWDER Large Size 43c</p>
<p>SULFUR CANDLES Reg. 8c Size 4 for 25c</p>	<p>WILDROOT HAIR TONIC \$1.00 Size 79c</p>
<p>KOTEX ECONOMY BOX BOX OF 34 89c</p>	<p>PACQUIN HAND CREAM 5c Size 39c</p>
<p>Abbott A & D Percomorph Oil 50c \$2.95</p>	<p>75¢ ANACIN TABLETS 59c</p>
<p>WYETH'S Phosphajel 12-oz. Bottle \$1.29</p>	<p>Unicap 100 FOR VITAMINS \$2.96</p>
<p>FREE Vimms VITAMINS-MINERALS 50¢ size FREE when you buy large size \$2.25 VALUE FOR \$1.69</p>	<p>Shampoo 79c</p>

GIVE TO THE COMMUNITY AND WAR CHEST

The Rochester Sun

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SHOPPING NEWS

SEVENTH YEAR—No. 29 THURSDAY, MAY 18, 1944 PHONE, STONE 6000

Political Polka

By CURT GERLING

This week I received the very interesting article reproduced below and am running it because I think it contains more than a grain of logic. The writer is a veteran Rochester newspaperman who has asked to remain anonymous.

If you read newspapers, and probably you do, you may have pondered, quite perplexed, over the threatened menace, termed freedom to the press. Well, what is the shooting all about?

The average newspaperman will tell you that there is no such thing as freedom of the press, and never was, other than the press freedom enjoyed by the man or woman who happens to be the press and who is termed publisher. Only the publisher's notion of politics is freely aired in his newspaper or newspapers, and every newspaper, of necessity, must have a publisher. The veteran newspaper workman will tell you, with a yawn, that objective writing is impossible even though one tries his darndest to write objectively. The publisher's likes and dislikes must be considered, tempered, always, with consideration for big advertisers who pay the freight.

When a newspaper supports Tom Gulch for president it means that the publisher, and perhaps no other person employed on the newspaper, favors Tom Gulch for president. The newspaper reader pays his money and is invited to accept the publisher's choice.

The average newspaper publisher considers himself a big shot, and he is, and he is also a human being and not infallible, although some publishers, as Col. Robert McCormack of the Chicago Tribune, seem to verge on omniscience. It is the modest Colonel who daily announces in his newspaper's masthead that he is the world's greatest newspaper.

Publishers of some ultra conservative newspapers believed sincerely that government seizure of Montgomery Ward & Co's Chicago properties was even more important than progress of World War No. 2, and editorial writers, by order, and columnists, made profound by expediency, viewed with extreme alarm, which they are continuously doing, and feared for the nation.



This What You Wanted, Sergeant?

The answer will doubtless be "Yes," because Pfc. Lilly B. Davis of Salt Lake City, Utah, was an auto parts clerk before joining the WAC and consequently had a skill the Army could use at once. In other cases, the Army teaches recruits whatever they need to know to fill vital Army jobs.

Decrees of Fashion

Queen of flowers, so named by the ancient Greeks, is the rose. In every period of history it has been symbolic of spiritual and sentimental loyalty and thus has become established as the most appropriate bloom for wedding bouquets and decorations. When radio star Elizabeth Reller was planning her wedding, she remembered the beautiful roses which were cultivated by the famous grower Joseph Hill in her home town, Richmond, Indiana.



Elizabeth Reller

The Week In Review

Rochester went over the top in another drive. Community Chest workers piled up a big total of \$2,150,278.73 to beat their quota by \$3,598.04.

Local milk dealers are allowed to increase their sales by a total of 7,500 quarts daily through May 31st. This increase is expected to assure handlers of marketing the 1944 flush production of milk. Daily sales in Rochester are figured at 150,000 quarts and the total increased sales of the 16 days that the order is effective is estimated at 120,000 quarts.

Defender Photo Supply Company was awarded the Army-Navy E at ceremonies held in the Eastman Theatre. Three men were rescued from Lake Ontario a half mile off Oklahoma Beach by a group of cottagers. The rescued clung to their capized 15-foot outboard motor boat for an hour before rescuers could reach them because of high winds. All were treated at a hospital and discharged.

This Week's \$25 Winner

Winner of the third May drawing, held at Shopping News on Monday afternoon is Mrs. Stockmaster, 67 Zeller Pl. Mrs. Stockmaster will collect 25 dollars in cash because she paid her Shopping News carrier, Roger Clark, 67 Elba St., ten cents as a sustaining subscriber to this paper. Roger collects and extra bonus of five dollars because the winner is one of his customers.

Reflections

By Orville Allen

HERE'S A MAN FOR UNCLE SAM

Thumbing through a recent issue of Collier's magazine, my eye was struck by an article relating the work of Billy Gibson, famed Broadway song and dance man who lost a leg in World War I. Despite his handicap Gibson returned to his career and at present is devoting hospitals instilling the never-say-die spirit among casualties of this war. Gibson is an expert tap dancer and offers living proof that loss of an arm or a leg need not cause one to lose either his means of livelihood or self-respect.

There is no question but that Gibson is doing an outstanding job but I know of a man who offers even better proof that physical handicaps can be overcome.

Milton Manwaring, the man I have in mind, lost both his arms in an accident when he was six years old. But he has proved in the 30-odd years since that a man with determination can lick any physical handicap. Some of my readers must know Manwaring. He is currently managing editor of the Lancaster (N. Y.) Enterprise but was employed by Rochester newspapers for more than a decade. At one time he owned and actively managed a string of community newspapers here.

Now married and the father of a nine-year-old daughter, Manwaring for years participated in the business and social life of Rochester where he was born and schooled. He has been driving a car since the day he was 18 and finds little he is un-

Coming Events

Tonight—Recent listing of government restrictions on civilian pilot training and new flying courses available to civilians will be discussed by Lt. Comdr. Russell F. Holderman at the Rochester Museum of Arts and Science at 8 p. m.

Tonight—Guards of Liberty Review Women's Benefit Association will meet at the home of Mrs. Mary Craney, 386 Sawyer St. at 8 p. m.

Tonight—Ray-diant Court, Order of the Amaranth, will meet at 8 p. m. in Room B, Masonic Temple. Candidates will meet at the home of Mrs. Mary Craney, 386 Sawyer St. at 8 p. m.

Tonight—The Westway Social Club of the Women's Benefit Association will meet at the home of Mrs. Mary Craney, 16 Warrington Dr.

Tonight—Army and Navy Union units will give a testimonial dinner at 8:30 p. m. in honor of Post County Commander Jacob Gubler at the hall of Clifford Ave. at North St.

Tomorrow—The 11th Ward Women's Republican Club will meet at 8 p. m. in Republican Headquarters, Union Trust Bldg. Cards will follow.

Tomorrow—"Community Gains from Modern Planning," will be the subject of a talk by Walter H. Blumenthal, Chicago at a luncheon meeting of the Civic Improvement Committee at the Chamber of Commerce at noon.

Sat., May 28—Dr. Charles Watkins, director of Margaret Morrison College, Carnegie Institute of Technology, Pittsburgh, will speak at a dinner held by the Rochester Carnegie Club at 143 Dartmouth St. John J. Elliott of Pittsburgh, executive secretary of the Carnegie Alumni Foundation also will speak.

Sat., May 28—The Smith College Club of Rochester will hold its annual meeting and election of officers with a picnic at 1 p. m. at the home of Miss Janet Angle in East Boulevard.

Sat., May 29—Annual spring luncheon sponsored by the Women's Committee of Rochester Chapter, American Institute of Banking will be held at 1:30 p. m. in the Sevens Hotel Palm Room.

Sun., May 21—Formal dedication ceremonies of Montgomery Hall, new recreation building of the Clarissa at W.C.A. will be held at 4 p. m.

Sun., May 21—Youth Federation of Rochester and vicinity will conduct a copy hour at 4:30 p. m. in the Westminister Parkway at the Chamber of Commerce at noon.

Sun., May 21—Independent Ladies Benefit Society will hold a covered dish supper at 668 South Ave. at 6 p. m.

G. I. Joe Says -

BY PVT. JOE BREWER

Today I met Susan, she's a civilian... and best of all... she's a blonde! She was crying, so I went to her and consoled her. She intimated she was hungry so I treated at the canteen. Then we shared a seat on the bus into camp. The M. P. at the gate walked around the bus too hurriedly to notice her, and the fellows in the barracks won't give me away for keeping her here... they love her too.

Of course, she's a little young... I had to teach her some things like drinking milk out of a saucer. I'm still working on her manners, but since she has an obvious strain of angora, I'm sure she'll grow up with sufficient dignity.

I rescued her from between partitions in the cellar at Neesho's E. S. O. The janitor had no idea how she got there and, what's more, wanted no part of her. So now a wobbly-legged strawberry kitten is the mascot of E 36, Barracks 71.

Well, the secret is out. Someone's mother in Rochester mailed some of my recent columns to him and he recognized the material as relating to this very barracks. So now I gotta be careful what I write!

The Civil War is being waged all over again in this company! Louisiana, Arkansas and Alabama are fairly well balanced with New York, New Jersey and Pennsylvania. The "rebels" claim they "plumb got tated of killin'" us all... that's why the war ended. It's all darn good-natured and illustrates the solidarity of our union today. Why can't we do the same thing with the

Amusements

CENTURY NOW PLAYING "LADIES COURAGEOUS" with Loretta Young, Geraldine Fitzgerald and Diana Barrymore. Plus "HER PRIMITIVE MAN" with Louise Albritton, Robert Faige and Robert Benchley.

LOEWS COMING SOON On The Stage "TARS AND SPARS" With Victor Mature and 55 Men And Girls Of The Coast Guard

PALACE NOW PLAYING "SHOW BUSINESS" with Eddie Cantor, George Murphy, Joan Davis, Nancy Kelly and Constance Moore. Plus George Sanders and Virginia Bruce in "ACTION IN ARABIA."

CAPITOL NOW PLAYING Humphrey Bogart in "PASSAGE TO MARSEILLE." Plus Merle Oberon and George Sanders in "THE LODGER."

HUDSON SUN. AND MON. "HIS BUTLER'S SISTER" with Deanna Durbin and Franchot Tone. Plus "HI-YA SAILOR" with Donald Woods and Elyse Knox.

LITTLE STARTS SAT. Victor Hugo's Immortal Classic "THE HUNCHBACK OF NOTRE DAME" with Charles Laughton and Maureen O'Hara.

REGENT NOW PLAYING "BUFFALO BILL" in Technicolor with Joel McCrea, Mureen O'Hara and Linda Darnell. Plus Betty Rhodes in "YOU CAN'T RATION LOVE."

REXY SUN. MON. TUES. "FLESH AND FANTASY" with Charles Boyer and Barbara Stanwyck. Plus "TOP MAN" with Donald O'Connor.

TEMPLE STARTS FRID. "UNDER AGE" with Nan Grey and Alan Baxter. Plus "GIRLS UNDER 21" with Bruce Cabot and Rochelle Hudson.

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The Best Fur Storage Under Personal Supervision of Expert Furrier
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New TIRES JUST RELEASED FOR

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New Low Prices on B. F. GOODRICH SILVERTOWNS

POPULAR SIZES IN STOCK

4.40/4.50-21	\$12.00
4.75/5.00-19	12.05
5.25/5.50-18	13.45
5.25/5.50-17	14.75
6.00-16	16.05
6.25/6.50-16	19.50
7.00-15	21.55
7.00-16	22.10

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New Spring SUITS

1/3 to 1/2 OFF!
Specially Grouped
\$12.95 TO \$24.50

These formerly sold from \$19.95 to \$39.55

Right from stock! Our higher priced suits... sharply reduced to clear! Beautiful 100% wool shetlands, fine crepes and twills in stunning pastel colors, grey chalk stripes, navy and black. Not all styles in all colors... but a good selection! Hurry for these!

Thrilling Values

SPRING COATS

\$18.95

Formerly Sold Up to \$29.50

Look! Beautiful sport coats in fine quality 100% wool shetlands. Smart, boxy boy coat and chesterfield styles in every wanted color.

Also included are many smart, dressy coats in fine 100% wool gabardine twills, and all wool Botany crepes.

Sizes: 9 to 15—10 to 20—38 to 52 and 35 1/2 to 51 1/2.

DRESS "BUYS" at NUSBAUM'S

Choose From Tremendous Selections of New, Cool, Summer-Fresh Fashions

Here they are! New styles... just arrived... and priced much lower than usual for this quality... to bring you Rochester's outstanding "dress buys". Every wanted color, style and pattern! One-piecers! Two-piecers. Whatever the occasion you'll find the dress here. For morning, afternoon and evening... for casual, for sport and for dressy events. Shop Nusbau's and save!

GROUP ONE... \$3.95

GROUP TWO... \$5.95

A pin-money price indeed, for such handsome quality. The pick of the coming season's style hits... in lovely jerseys, spun rayons, baticher rayon linens, rayon poplins, chambrays, and others. Smart summer prints, stripes, checks, pastels... they're all here at a marvelous saving!

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GIRLS' COATS & SUITS	Formerly \$9.95	\$6.95
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SIZES: Junior's 9 to 15, Missy 10 to 20, Women's 38 to 52, Half Sizes 18 1/2 to 24 1/2

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Friday 9:00 A. M. to 6:00 P. M.
Sat. Eve., 8 P. M. to 10 P. M.

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KAY'S COMMENTS by kay shearer

LLOYD'S LEAD AGAIN with an imposing selection of **PORCH BOXES** to adorn your home for the months ahead. Geraniums in a selection of colors planted in boxes — other popular flowers in boxes. **GRASS SEED** — FLOWER and **VEGETABLE SEEDS** for your Victory Garden all at **LLOYD'S**. Mr. Higbie will be glad to advise you on how and when and where to plant your purchases. **LLOYD'S FLORIST** — located in **POWERS HOTEL** — **OPPOSITE COURT HOUSE**. Main 7688.

Cover that small battered table with a **florid petticoat**. Make a slip cover with tie-on buttons for the old boudoir chair. Will do wonders for your room.

STORE YOUR FURS Economy's the watchword today — you're tallying your pennies — reckoning your ration points. And if you're as sharp as I think you are you'll take advantage of the **FRIGID STORAGE** at **SHAFFER CO.** Remember Frigid Storage is the only proper way to store furs. They require a frigid temperature will take nothing less, don't be misled about some advertising — the word "frigid" must appear — to give your proper protection. Remember one day of heat does irreparable harm to the pelts — moth damage can be repaired — but if the precious oils are dried out of the pelts there is no way of replacing them. So the moral of the story — is get that coat into **SHAFFER'S** at once — in these days of gas rationing it would be a great convenience if you would bring in your coat — if this isn't possible **SHAFFER** will have a bonded messenger call — Stone 18 — **SHAFFER CO.** 58 EAST AVE.

It's Maytime and time to don cotton — one of the smartest and most versatile fabrics in the modern woman's wardrobe. Cotton is brisk and starch, like pique. Cotton is suave and cool, like batiste. Cotton is rough and ready, like denim. Cotton has a bit of whimsy about it, like gingham. Best of all cotton is pennywise and a love to wear from now until Labor Day. This year Cotton goes to work, whatever the job to be done, in fashions that are fresh, pretty, efficient and indispensable. So buy yourself a few — the cost is small — the upkeep practically nothing — and the result a well groomed lady for the torrid days to come.

WOMEN'S SIZES at **SEW** Why not plan your clothes — so that you can forget them — so that they fall into the proper subordinate place — so that they leave you free to do your best these busy days. **HOW — MAKE THEM.** Where — at **SINGER SEWING CENTER**. In this interesting store you involve not only a small expenditure of money — but you'll "wind up" with a wardrobe of clothes — planned for your particular needs. How — A course with **SINGER SEWING CENTER** — the price a mere \$10. This includes the use of their beautiful sewing room — expert instructions from a professional seamstress — classes limited to six people — two hours instructions — once a week — for eight weeks — **MORN-ALL** or **EVE** just as you like. Call Stone 7007 — for details or drop into **SINGER SEWING CENTER** — 47 East Ave. — **Ps. Electric Portables** are available for rent.

Summer time is **Canning Time** — Take advantage of the "sessions" at **R. O. & E.** 89 East Ave., on "Food Conservation." In the auditorium every Wednesday expert instructions are given by **HOME SERVICE**. You may either attend the afternoon session at 2 PM or the evening demonstration at 7:30 PM. Call a friend today and make a date for next Wednesday. 89 East Ave.

Iron cooking utensils infrequently used may be rinsed in water to which a little soda has been added. Prevents rusting process. If such utensils are to be stored give them a thin coating of oil before putting them away.

Big beautiful shady brims to make you prettier — to double the smartness of every costume thru summer — where — **WHAT — THE CAR — WHEELS** — **PANAMAS** \$7.55, at **CARTER HAT SHOP**. Did you know that Carter Hat handles the famous **GAGE LINE**. These hats are the most beautiful I've ever seen. Starched straws — in pastels, navy — with becoming veils at gentle prices. **JEWELRY** — earrings — bracelets — pins priced \$1 up. So make **CARTER HAT** your headquarters for **HATS**. It's a friendly shop located at 636 **MONROE AVE.** — Open Eve.

FRIGID VAULTS **BEAT** the conspiracy of moths — heat — dryness all summer by storing your furs at **EDWARDS FRIGID VAULTS LOCATED ON THE PREMISES**. If you call **Stone 2300** a bonded messenger will call — if you're as patriotic as I think you are — you'll bring your coat into **EDWARDS**. Did you know that heat is the worst enemy of your furs. So far there hasn't any way been found to replace the precious oils in your pelts. The result of the loss of these oils is splitting — cracking — and a general deterioration of the entire coat — there isn't any way to determine this damage right away. But if your coat isn't properly stored away from heat — one of these winters you'll find yourself with a fur coat in ribbons. So why not protect your investment by spending a few dollars every summer by giving it the proper protection. **FRIGID VAULTS AT EDWARDS**. Here they will be safe from moths — safe from fire — safe from theft at the lowest rates you could imagine. If you've been toying with the idea of having your coat restyled — why not take advantage of **EDWARDS** advanced fashion trends in furs — and have it done now. Prices are gentle at **EDWARDS** — expert furriers will advise you just what you should have done — how much it will cost — and I know the result will be what you've always dreamed about in a fur coat. **EDWARDS** — Stone 2300 for a bonded messenger.

EMPIRE WEAVERS work magic with those flying needles of theirs. The finished garment is "something." Burns, tears, rips — all woven with amazing skill — the finest I ever saw. **EMPIRE WEAVERS** prices are gentle — work is turned out in a minimum of time. 409 **BURKE BLDG.**

A giddy confection number — a black shiny straw hat with red currents to wear with black all summer.

FAMOUS SCULPTA HOSIERY
Extra Length and Out Size
FIRST QUALITY
RAYON HOSE
\$1.03 PR.



All the new spring shades: Sundash, Honeyglow, Black, white and gun-metal in sizes 9 1/2 to 11.

Slight Sub-Standards Of This Same Fine
HOSIERY 2 prs. for \$1.29
HELPER'S
213 MAIN ST. EAST

Decrees of Fashion (Continued from Page 1)

heart roses was set. Hundreds of red roses filled vases around the large room. After the last guest had departed, the roses were sent to one of the nearby Naval hospitals, promoting the sentimental story of roses, for Miss Reller's new husband is with the medical corps.

THE LEGENDS behind many of the commonly observed wedding customs have been lost, but the rites live on under the guise of "propriety." The romance of gloves is one of the most interesting instances. Today all brides are gloved, and we learned from Mrs. C. Cody Collins, fashion consultant of Kislav, a few of the romantic traditions. Even before gloves were generally in use, a bride could not appear with bare arms or hands and a hand covering was provided to be worn only during the ceremony. Later on, but still long ago, a young man would give his bride's father one glove as a symbolic guarantee that he could care for his bride single handed. Favorable acceptability into the family circle was designated by a gift of gloves

from the groom's mother to the bride. Until this was done, there was indeed doubtful approval. In these early days a gift of gloves between lovers was considered an irrevocable betrothal. Gloves were rare and very costly because they were made to the exact measure. And you all know that frail maidens went to sleep with a single glove under their pillows hoping to find a mate. Bringing her information up-to-the-moment, Mrs. Collins tells that the long-sleeved, traditional bride of today goes down the aisle gloved with "shorties."

Curious fact about wedding music was revealed by CBS singer Eileen Farrell. The two most popular selections — the Bridal Chorus from Wagner's Lohengrin and the Wedding March from Mendelssohn's incidental music to Shakespeare's *A Midsummer Night's Dream* were borrowed from the theater. It was in the middle nineteenth century that music became a part of the wedding ceremony — announcing the arrival of the bridal procession and again after the ceremony.

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Have you heard about...?
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PERMANENT WAVE
59¢
Complete HOME KIT
(INCLUDING 50 CURLERS)



You will be delightfully amazed how easily you, too, can give yourself a beautiful, long-lasting permanent with exquisite curls and luxurious waves. All you need is "CHIC" — America's greatest permanent wave home kit value.

It's as simple as A-B-C. Even a child can do it. "CHIC" is safe to use on all types of hair. No machines no electricity... no harmful chemicals or ammonia.

Each "CHIC" kit includes 50 curlers, shampoo, wave set... everything you need for 59¢... nothing else to buy.

On sale NOW!

ASK FOR and GET "chic" at all... DRUG STORES... DEPARTMENT STORES... VARIETY STORES... 5 and 10c STORES.

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100% Wool In These Smart Spring

COATS

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Wonderful to wear over suits and prints all thru summer, way into fall. Come see this large collection at this budget price. All fully lined with long wearing rayon linings. Expertly tailored. Fine fitting.

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Timed for Decoration Day—fashion-fresh new dresses—all at one low price! Success styles for daytime and dress-up—and they'll be perfect right thru Summer. See them today!



SIZES 12-20
38-44

Prints! Pastels!
Checks! Dots! **5.97**

Compliment - catching dresses—cool charmers for now thru Summer! Delight in their new U-neck-lines, ruffles, bow trims—wear them with your big brimmed straw for furlough dates! Rayon jersey, shantung, crepes. Wide color choice!



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Cotton Basque
SHIRTS

1.39

Fine combed cotton yarn in a variety of stripes and solid pastel shades. Wonderful to wear with shorts, slacks, and skirts. Cool, comfortable and so easy to wash. Sizes 32 to 38.

Cotton Twill
SHORTS

2.97

Brief tomboy shorts for play-girls. Sailor front style. Tailored to a T. White button trim on Navy, Red and White check. Also White, Blue and Brown. Sizes 12 to 20.

Edwards Basement

Now For The First Time TAILORED SHOES FOR TOTS

New - Practical
Assembled in Minutes

1.39 pr.

SMALL MEDIUM
AND LARGE SIZES



The sweetest little piggy warmers ever! Just three flat pieces of soft white leather. You lace them together in a jiffy with pink, white or blue ribbons.

1. Lace A to B
2. Clip off remaining ribbon
3. Lace uppers to sole and trim ends of ribbons
4. Insert the laces and lace as you do your own shoes

Cradle Shop—Edwards Basement

No. 24 School PTA To Have Alumni Night
Alumni Night will be celebrated by the No. 24 School PTA next Monday at 8 p. m. in the school auditorium. A program of music and entertainment will be offered by Parent-Teacher and student alumni. There will also be an exhibition of school pictures of recent and early years. Mrs. Donald Fewster is chairman.

Don't Believe
Mother Goose is a character of fiction!

(SEE PAGE 10)

War Stamp Exchange Features Pre-War Goods

That rare commodity, pre-war merchandise, can be secured once more at moderate prices at the new War Stamp Exchange which opened Monday at 125 East Ave. Anything in the shop may be bought by buying an equal amount of War Savings Stamps or Bonds and all of the original owners are to be paid in War Savings Stamps or Bonds when their articles are sold.

This new salvage plan appeals to purchaser and seller alike, for objects now difficult to obtain may be found here at reasonable prices, and articles no longer of use to the owner may be converted into War Savings Stamps or Bonds. Sponsored by the Women's Division of the War Finance Committee, the Exchange is to be entirely staffed by volunteers and there will be no fees nor commissions to be paid.

Mrs. Thomas H. Remington, district chairman of the Women's Division, has appointed Mrs. William H. Gorsline general chairman of this unique venture to further the sale of War Bonds and Stamps.

An amazing variety of goods has been pouring into the Exchange this past week but, according to officials, more is needed to replace the stock as it is sold. The acceptance and appraisal committee will continue to assist in pricing the merchandise as it is brought in. The War Stamp Exchange is a shop which is attempting to specialize in worthwhile things; and at the same time to give an opportunity to those who wish to realize War Stamps and Bonds on articles with which they are willing to part.

Bible Club Rally To Feature Philadelphia Chalk Talk Artist

The Rev. James M. Hutchinson of Philadelphia will give a "Chalk Talk" at the annual Rally of the Rochester Bible Club Movement next Sunday at 3:30 p. m. in Brighton Community Church on Winton Rd. N.

Mrs. H. D. Bouman is chairman of the program and director of the Teachers Training Class. Mrs. Albert J. Curtis, 106 Marion St., is president of the movement in Rochester.

Children members of the group will participate in a Quiz Program covering studies in the Old Testament, "Joshua, Judges, Ruth," and the "Gospel of Luke" in the New Testament. The public is invited.

Food Freezing Methods To Be Shown at R. G. & E.

A public demonstration on the freezing of foods will be held next Wednesday in the Assembly Hall of the Rochester Gas & Electric Building, from 2 to 4 p. m., and from 8 to 10 p. m. Dr. Fairth Fenton, professor Home Economics, New York State College of Home Economics, will demonstrate the preparation of the following foods for freezing: spinach, asparagus or peas, strawberries, rhubarb, eggs, a roast of meat, poultry and sausage.

Co-operating in this demonstration are the Rochester City Home Bureau, the Monroe County Home Bureau, and the Rochester Gas and Electric Corporation.

Post-War Plans To Be Discussed By Home Builders

Rochester's future homeowners will get an opportunity to meet builders, suppliers and financing organizations who can help them in the construction or purchase of a postwar home Thursday evening, June 1, at the first meeting of the Rochester Home Builders' Postwar Home Planning Series, in the ballroom of the Powers Hotel.

An informal discussion among prospective homeowners, local builders, construction materials suppliers and financing institutions will follow the evening's lecture by Edward Gavin, nationally known building authority and editor of American Lumberman magazine.

Free tickets for the lecture meeting will be available in a few days according to J. Raymond Tobin, secretary of the builders' organization. Tickets will be offered by all organizations cooperating in the Postwar Home Planning Series.

Bank Here To Increase Capital Funds

Plans to increase capital funds of the Central Trust Company were revealed this week by Elmer B. Milliman, president, in a letter to stockholders offering them 10,000 shares of common stock at a cost of \$15 a share. Current price is 26 1/2 bid.

The proposal was made, said Milliman, as a result of the purchase of the State Bank of Williamson. Sale of the new stock would bring \$150,000. As the par value of the stock is \$10 a share this would add an additional \$50,000 to the capital account and \$50,000 to surplus.

Upon completion of the merger and sale of additional common stock, the capitalization of the bank will be as follows: Preferred stock, \$385,000; common stock (par \$10) \$500,000; surplus and undivided profits, \$1,288,000. Stockholders will vote June 1 on the proposal to acquire the Williamson bank, which has deposits of \$5,000,000. Total deposits of the Central Trust would increase from 32 to 37 million dollars.

You'll soon be getting pre-cooked Welsh rarebit, chop suey, clam chowder and French fried potatoes in the frozen food line.

Your husband's new razor may feature a plastic handle, zinc head and plated-steel guard. They're first to be made since early 1942.

WHITNEY'S Final Clearance!

Coats

100% ALL WOOL

- Chesterfields
- Boy Coats
- Fitted Coats

Bright, fresh-looking new spring styles—exquisitely tailored fine fabrics—pastels, blacks, navies.

AT A VERY LOW PRICE

Your Choice

VALUES TO \$24.95

\$13.77

SHOP EARLY FOR BEST SELECTION

USE OUR LAY-A-WAY PLAN OR CHARGE IT IF YOU WISH

WHITNEY'S

267 E. MAIN ST.

SATISFACTION GUARANTEED OR YOUR MONEY REFUNDED

Pete Hagen's

A NAME FOR CHOICE LIQUOR
A LIQUOR FOR EVERY CHOICE

READY TO SERVE
COCKTAILS
SMOOTH MELLOW DELICIOUS
CORDIALS
COOL CREAMY HEAD
SLOE GIN

The name that has simplified liquor buying. A symbol of perfection satisfying the needs of all who enjoy quality liquor.

popper morson company
Rockefeller Center, New York 20, N. Y.
"QUALITY LIQUORS SINCE 1889"

Edwards

Paint It Yourself With
NU-ENAMEL

Master Painters

Heavy Body
GLOSS

3²⁹ gal.

Brighten walls and woodwork with the kind the painted uses.

★ WHITE ★ IVORY ★ CREAM

COUPON

FOR SUN READERS—Bring This Coupon

Free 35c Can of NU-ENAMEL

WITH PURCHASE OF A 1/2 PINT OR LARGER SIZE CAN OF NU-ENAMEL

1/2 Pint 95c
1/4 Pint (Free) 35c

Total Value 1.30

Both for **95c**

Will do 4 chairs and legs of table. 1/4 pint will do all the trim.

EDWARDS—Fourth Floor

Ready-Pasted WALLPAPER

JUST WET IT!
THEN HANG IT!

No Pasting
No Tools to Buy
No Mudd
No Trimming

Wallpaper beauty by the bowl! Yes sir, anyone can hang this washable, fadeproof TRIMZ. Just wet it in your kitchen sink and hang it. It's plainly marked so that any amateur can do a swell job. Priced as low as

\$5.94 a room

EDWARDS—Fourth Floor

Practical Arts Teachers To Convene Here

Rochester area Vocational and Practical Arts teachers, principals and administrators will convene at Edison Technical and Industrial High School on Saturday for the third in a series of State sectional meetings scheduled by the State Education Department.

Dr. Lewis A. Wilson, Deputy State Commissioner of Education will highlight the conference in an opening address, "The Regents' Post War Education Plan."

Other important state educational leaders who will direct meetings are Oakley Furney, Assistant State Commissioner for Vocational Education who will cover, "The Future of Vocational Education"; Dr. A. K. Getman, State director of Agricultural Education; C. A. Best, State supervisor of commercial education; Lella Massey, head of the State Homemaking education program; Roy C. Fales, State Director of Industrial Arts Education; George E. Hutcherson, State Director of Educational Guidance; and Frank P. Johnston, Chief, Bureau of Industrial and Technical Education.

Liquor Dealers Lay Plans For Bond Drive Help

Plans for participation in the Fifth War Loan Drive were made Monday at a meeting of wine and liquor dealers of Rochester. Present were representatives of clubs, hotels, restaurants and taverns, package stores, liquor wholesalers and distillery salesmen.

Robert Schwartz, local manager of the War Finance Committee of the Treasury Department, addressed the group, stressing the importance of meeting the quota set for the Fifth War Loan Drive and outlined a plan of co-operation for all beverage men to follow.

Allan Doyle responded on behalf of Rochester clubs; Willis "Slim" Higgins assured full cooperation of the Rochester Restaurant and Liquor Operators' Association and Mike Hall spoke for the wholesalers. Frank O'Brien, local C. A. B. I. representative, promised full support of the distillery and Distilled Spirits Institute representatives. Tom Taylor represented the package stores of Rochester and vicinity and E. J. Braun spoke for the Hotelmen's Association.

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.

An **Orchid** To You

Each week Shopping News, in cooperation with Lloyd's Flower Shop, Powers Hotel, gives an orchid to a Rochester woman. This week the winner, selected from the city directory is Mrs. Margaret Moffat-Webb 25 Rundel Pk.

If the winner will call at Lloyd's Flower Shop and identify herself within the next week she will be given free a beautiful orchid.

If a friend's name appears as an orchid winner—telephone her immediately. Maybe some day she will do the same for you.

Union League Club To Meet Tuesday

The Union League Club will meet next Tuesday at 8 p. m. at the clubhouse on Gregory St.

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 RU-EX Compound, a two-week supply, today. Mix 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—agony results subsided. If the pain does not quickly leave and if you do not feel better, return the empty package and RU-EX will send 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.

Sibley's

Protect Furs and Woolens!

Certified* Cold FUR STORAGE

Good care insures longer wear for precious furs, fine woolens! Our approved, frigid storage vaults are safe from fire, theft, dust, and moths! Phone Stone 6500 now, and a bonded messenger will pick up garments.

Minimum charge for fur coats 3.00
Fur-lined coats 3.00
Cloth garments 1.50

Inquire about our superb cleaning and repair services, too.

PHONE STONE 6500
For Bonded Messenger

*Certified by the American Institute of Refrigeration

SIBLEY, LINDSAY & CURR CO.

Ward's has the things you'll need to help you

GUARD AGAINST MOTHS!

TUDOR WARDROBE \$2.19

Double swing door. Wood reinforced. Roomy. Size 58 in. high, 24 in. wide, 21 in. deep. Wood tone finish.

SLIDE-AWAY UNDERBED CHEST \$1.19

E-Z slide. Wood reinforced. Three sizes to choose from.

MED. SIZE \$1.49
EXTRA LARGE \$1.89

Utilo DUBL-PAK GIANT \$2.98

Holds an entire wardrobe. Wood-tone finish. Size 30 in. by 20 in. by 60 in. high. Slide door. Shoe space at bottom.

Same as above, with Hat Shelf, \$3.95

BLANKET CHEST \$1.89

Deep, roomy chests. For blankets, comforters, clothes, storage, etc.

Free City Delivery
Free Parking Opposite
With \$1 Purchase

Ward's 15 EXCHANGE ST.

No. C.O.D.'s on Purchases Under \$1

Complete Line of Moth Preventatives

MOTH BALLS FLAKES SPRAYS ETC.



BACON—STUFFED EGGS

A luncheon dish that combines two plentiful foods, bacon and eggs, is this service of stuffed eggs on toast, served with a mushroom gravy. Green string beans and a fresh fruit salad complete this tempting meal.

To serve four, hard-cook four eggs. Peel, halve eggs and remove yolks. Pan fry three slices of bacon. Crumble and combine with mashed egg yolks and one tablespoon salad dressing. Stuff whites with lightly mixed yolks. Serve on hot toast with gravy.

fore garments are put away for the summer, they should be hung in the air and sun, thoroughly brushed and shaken to dislodge the eggs and larvae that may be on them. The same treatment should be accorded woolen bedding and blankets that are to be stored. After the clothes are cleaned, sunned and aired, they may be packed away with a supply of paradichlorobenzene or naphthalene distributed among them.

Beet Gelatine Salad

Yields: 6 servings

1 lbs. gelatine
1/2 c. cold water
1 1/4 c. beet liquid, boiling
2 lbs. sugar
1/2 t. salt
2 lbs. vinegar
1 lb. onion, grated
1 lbs. horseradish
1 c. canned beans, drained
1 c. cabbage, shredded or
1 c. celery sliced

Soak gelatine in cold water for 5 minutes. Add the boiling liquid and stir until gelatine is dissolved. Add sugar, salt, vinegar and horseradish. Chill the mixture until partially set, then combine with beets and cabbage. Place in a mold and chill until firm. Serve on shredded raw spinach, lettuce or other salad greens.

Dutch Green Beans

Yields: 8 servings

3 slices of bacon
1/2 c. onion, sliced
4 c. green beans, canned
1 tbs. vinegar
1/2 t. salt
Pepper

Cut the bacon in small pieces and cook until crisp. Remove from the fat. Add the onion and cook until it is yellow. Add beans, vinegar, salt and pepper. Heat to boiling. Place in a warm serving dish and garnish with the crisp bacon.

Don't Believe
Mother Goose is a character of fiction!

(SEE PAGE 10)

Could Adam Eat the Apple with Stomach Ulcer Pains?

The biblical story of Adam eating a raw apple might never have come to pass had he suffered after-eating pains. Don't let your sufferings try. Use for relief of ulcer and stomach pains, indigestion, gas pains, for heartburn, burning sensation, heat and other conditions caused by excess acid. Get a 25c box of Udo's Tablets from your druggist. First dose must convince or return box to us and get DOUBLE YOUR MONEY BACK. Drug Stores everywhere.

Consumer News

BLANKETY-BLANK-BLANK!
No need for such language if you take care of your blankets!

Here are three don'ts that may help:

- DON'T try to remove stains; wash the blanket.
- DON'T re-dye blankets.
- DON'T iron your blankets (except bindings).

If you have a soiled blanket binding you will find no trouble getting it clean if you wet it and rub with a thick, mild soap lather. Use a soft brush but avoid scrubbing—then rinse. Pull the binding straight before pressing it. Press with a moderately warm iron. In the case of acetate rayon, be sure to use a moderately cool iron. Don't allow bindings to become shabby; replace them often; it will keep your blankets brand new looking.

Blankets may keep you warm but they keep better in a cool, dry place. Don't pile sheets and other items on top of them; it crushes the nap.

Avoid twisting and pulling as you remove blankets from the bed. Loosen tucked-in corners.

Brushing your blankets between laundering removes all dust and dirt, and fluffs up the nap, giving better insulation and greater warmth. . . . Learn to brush towards the binding—never across!

When you wash your blankets: Use lots of lukewarm soft water. Wash one blanket at a time in water 90 to 100 degrees on your thermometer. Use a mild soap and plenty of it—twice as much as for cottons. Dissolve the soap, flakes, beads or chips in warm water. Work up a thick lively suds in the water. Add a little borax if the water is hard, but no highly alkaline softener. The trick is at least 4 inches of suds.

If you wash by hand, press up and down in the suds—do not rub twist. Try not to wash for more than three minutes.

For wringing by hand, fold the blanket many times, roll into a tight roll, squeezing while rolling—no twisting.

Rinse in lukewarm water—same temperature as the wash water. Rinse until all curds and suds disappear.

In drying, use two parallel clothes lines about 2 feet apart. Never use clothespins and do shift the blanket many times while drying. Choose a breezy day.

HAPPY DAYS! . . . The Asparagus bed is yielding its crop . . . and is ready for the table!

This favorite vegetable, with its distinctive and yet delicate flavor, is one of the easiest vegetables to spoil by bad cooking, and much of its food value may be lost.

When well cooked, it should be tender and yet not mushy and broken. It should be an attractive green color. If the food value has been saved by cooking, five stalks of asparagus will provide all of the thiamin or vitamin B1 required by an adult for a whole day, and half of the vitamin C that is needed. If the asparagus is freshly gathered from the garden, even the thick lower ends will be tender.

Many cooks like to use a slender, deep cooking utensil and tie the asparagus together and cook the standing up. In this way, the heavy ends may be cooked more thoroughly in the surrounding water and the tender tips above the water will cook in just the steam.

Have the salted water boiling before the asparagus is added. If only a small amount of water is used, cover the kettle so that the steam will be held in and thus cook the tips. Cook quickly but watch to prevent the water from boiling dry. In about 12 to 15 minutes it should be tender and still brightly colored. Add seasonings of butter, or top milk.

HAY FEVER AND ASTHMA SUFFERERS



Get Relief This Quick Easy Way

Start NOW the very hour in August 1943! Relief is guaranteed or your money will be refunded.

1 Btl. \$1.25 - 5 For \$5.00

MAID DRUG CO.
511 DEWEY AVENUE
Call Glen 4016

or evaporated milk and serve on wedges of crisp toast.

"QUICK, HENRY THE FLIT."
Time to watch out and protect your clothes against that little "beast" of an insect—the moth! Articles of wool, fur, or feathers should never be tucked away carelessly in some dark corner of a closet or attic. They should be packed in chests or trunks where they can be properly treated.

Sunlight and air are among the most valuable agents of protection from clothes moths. Be-

HELP WANTED

SALES LADIES

For full or part-time work. Permanent positions. Turn your spare time into money if you are available several days a week from 11 to 5 or longer. Experience helpful but not essential. Apply to Mr. Maloney.

LINCOLN STORES, Inc.

Be Ready To Conserve Vital Fuel Next Winter!

REPLACE, OLD WORN OUT HEATING EQUIPMENT

Now!

NOTHING TO PAY UNTIL NOV. 1ST

No down payment and up to 36 months to pay under F. H. A. terms. First payment November 1st.

HERCULES FURNACE
Guaranteed 10 Years

18 Inch Size **\$69.95**

Both Stores

5 Pounds Furnace Cement **10c**

Galvanized Elbows or Smoke Pipe **49c** Each

16x25 Air Filter **1.49**

Scientific construction, catches and holds dust. 16 x 25 size. Both Stores.

HERCULES HOT WATER BOILER
5 SECTIONS FOR FUEL ECONOMY

\$108.75

Leak Jacket

Both Stores

Newly designed for efficient, economical operation, may be converted to oil, stoker or gas firing. Has new long flue travel, fully insulated, extra large slipper breaking grates, automatic controlled draft and damper. Buy on Our Easy Pay Budget Plan.

20 Yards Asbestos Paper **98c**

Both Stores

18 inches wide, 20 yards long, for covering pipes and floor heating surfaces. Easily applied.

10 Pounds Asbestos Pulp **49c**

Furnace Brush **.29c**

Sears, Roebuck and Co.
MONROE AVE. AT S. UNION MAIN 7000
RIDGE ROAD NEAR DEWEY GLEN 556
ROCHESTER, NEW YORK

The fish catch is rising but now eating fish that cost fast enough to meet the demand. Many sections of the country are rationing.

THE BAND WAGON OF TOP TUNES
Including These Hits

San Fernando Valley
Going My Way
By The River Of The Roses
I'll Be Around
Do Nothing 'Til You Hear From Me
SPECIAL! The Hit Songs from Frank Sinatra's Coming RKO-Radio Picture with photos of Frank in scenes from the picture.

10c JULY ISSUE **HIT PARADER** NOW ON SALE 10c

Get ready for the summer season!

PANAMAS

CLEANED **\$1.00**
BLOCKED & RESHAPED

SPEEDY'S

Men's and Ladies' STRAW HATS **75c**
HATTERS AND CLEANERS
212 COURT ST.

FREE PARKING ACROSS THE ST.

MOTH BALLETS

Expello SPRAY

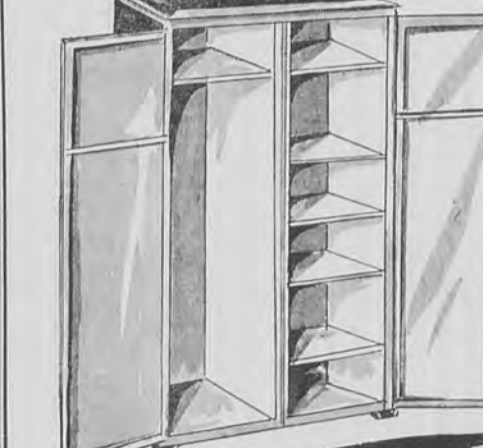
Expello

Crystals

LARVEX

FLIT

LARVEX Pints 79c Quarts 1.19 1/2 Gallon 1.89 1 Gallon 2.89	MERCK'S Di-Chloricide Pound 49c 5 Pounds 1.95	EXPELLO CRYSTALS For use in Electrolux Vacuum Cleaners. Pound 69c Box 69c	EXPELLO HANGERS 21c and 59c Expello Spray Pint 49c Quart 89c
APEX MOTH VAPORIZER 59c Pink, Blue, Green Refill 43c	ZOREX MOTH BALLS 10c each Pine rose and lavender scented for hanging in closets and wardrobes.	ZOREX CRYSTALS 10c Box Lavender and cedar scented for closets and wardrobes.	APEX MOTH CAKES 2 for 25c 30-ounce size



Sears, Roebuck and Co.
MONROE AVE. AT S. UNION MAIN 7000
RIDGE ROAD NEAR DEWEY GLEN 556
ROCHESTER, N. Y.

THEY'RE CALLING FOR "Tammy"

"Tammy" is the short and popular name for Tam o'Shanter Lager Beer and Ales. Everywhere you go, to your favorite tavern, club, hotel, restaurant or dealer's, the popular call is for "Tammy." Folks sure enjoy their just right flavor, sparkling zest and creamy, mellow smoothness. So make it a point to ask for "Tammy." American Brewing Co., Rochester, N. Y.

Tam o'Shanter LAGER BEER and ALES

Sears

Has a Complete Selection

MOTH PREVENTATIVES

Winter garments need protection when you store them away for the summer . . . that's where Sears steps into the picture for we have one of the most complete selections of Moth preventatives in the city! Only a partial list shown here. Most items on sale at Both Stores.

Full Pound Box
Moth Balls 10c

For use with any fur or woolen garment. Long lasting, retain their potency. On sale Both Stores.

Clearance Regularly \$8.98

JUVENILE CABINETS!

Built Low Enough for Children To Hang Up Their Clothes!

666 Both For

Here's just the wardrobe for kiddies to own, it's built low enough for them to reach every corner in it. Made of sturdy 3-ply Kraft fibreboard and wood reinforced. Has plastic knobs and latches. All four shelves are removable, garment bar on either side holds 10 to 15 garments. Overall size is 53x29x21 inches.

Sears, Roebuck and Co.
MONROE AVE. AT S. UNION MAIN 7000
RIDGE ROAD NEAR DEWEY GLEN 556
ROCHESTER, N. Y.

NEW GIRDLE WOVES WAR PLANT

"Looks and feels so wonderful under slacks," says Mrs. J. Curran.

Only a girdle especially designed to go under slacks could give Mrs. J. such freedom. She wears **Charis Slax-Slim** for its special under-slack features. It's cut short front and back, long on the sides to keep hips trim. A special "Dread Easy" inner belt supports abdomen, relieves back strain, lessens fatigue. What Slax-Slim did for Mrs. J. it can do for you!

Charis Distributors of Rochester
503 TEMPLE BLDG.
STONE 2892

Political Polka . . . (Continued from Page 1)

and for individuals, saying nothing of the venerated freedom of the press.

In the oceans of type poured out in these newspapers, the Guild chapters, composed of editors, copy readers and reporters, who actually make the newspapers, were given tiny bits of space, a stickler of type, to express the opinion that the government's action against the chain store was O. K. and threatened nobody nor anything. Later the organized printers and pressmen, whose very livelihoods

GI Joe Says . . .
(Continued from Page 1)

whole world after this war is over? You civilians get to work on that!

Definition: A barracks is a crap game with a roof over it.

Uncle Sam finally pried loose some of the signal corps cadre for overseas duty. This was such an overwhelming blow that in all seriousness the boys in the supply room hung up three service flags with the A.P.O.'s names on them!

Similes: . . . as fast as an A.P.O. physical . . . as G. I. as General Patton.

Had a company party the other night. And it was a knock-out! We decided to make it stag, and 'what a deal!' The C.O. officiated and invited a brace of officers including a captain and a Lt. Colonel. At first glance this might seem like the w.k. wet blanket. On the contrary, the officer's were half the show—trying to outdo each other's stories. Laugh! We rolled on the floor! One of the many freelance camp choristas furnished swing as background for the stories and as accompaniment for quartets solos and community singing. Beer and sandwiches were plentiful. Company parties are customary before moving to another outfit, and this was one to be long and fondly remembered.

Protect Your Precious FURS . . . in our REFRIGERATED STORAGE VAULT

2 1/2% of your own \$3.00 valuation
Any Cloth Garment Valued up to \$60.00 . . . \$1.50

Phone Stone 480

Hunter
SURRISERS
ONE CLINTON AVE. SOUTH

FIRST CHOICE OF MILLIONS

None faster. None surer. None safer. St. Joseph Aspirin—world's largest seller at 10¢. Save most in larger sizes. 33 tablets, 50¢; 100 tablets, only 95¢. Why ever pay more? Demand St. Joseph Aspirin.

NO APPOINTMENT NECESSARY

Special . . .
For a Limited Time Only
Our Famous **ARISTA** \$5
Sort, Natural-Looking Longer Lasting
PERMANENT Machines Wave
Regular Price \$7.50

SUNRISE BEAUTY SHOPPE
9 to 6 Daily; 9 to 5 Men. Other Eve's by Appointment, Ground Floor
90 EAST MAIN • MAIN 2422

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, are a bit blue—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. Takes regularly throughout the month—helps build up resistance against such symptoms. Thousands upon thousands of women report benefits!

There are no harmful opiate in Pinkham's Compound—it is made from nature's own roots and herbs (plus Vitamin B), re-izes nature. Also a fine stomachic tonic! Follow label directions. Write trying!

Lydia E. Pinkham's VEGETABLE COMPOUND

We'll Loan You the Dough . . . for that deal you're cooking up!

If opportunity is knocking and you can't answer because you're short of cash, come in. You'll find that Central Trust has a ready ear, and to you can arrange a liberal, low-cost Central Trust loan to take care of your needs. We'll gladly loan you \$100 for 6, 9 or 12 months (if you get it for 12 months, it costs you only \$5.36) . . . or any other amount you may require up to \$2500 at proportionately low rates. And loans for certain purposes may be repaid over a 2 year period!

CENTRAL TRUST CO.
25 E. MAIN ST.
1806 EAST AVE.

Member Federal Reserve—F. D. I. C.

Reflections . . . (Continued from Page 1)

adept had become in the use of the artificial arms he could do almost everything a person equipped with his own limbs could perform. I can still see him punching away at his typewriter, and going at a speed which seemed almost unbelievable. He has a way of grabbing a phone off the hook and swinging it up to his ear quickly, and a cat can wink her eye. Opening and closing doors is nothing to faze him.

Unless he has adopted an electric razor I am sure he still swings the trusty Gillette—and he can shave faster than most men—without nicking himself.

This column could go on and on relating the exploits of Manwaring ad infinitum—so clever has he been in overcoming a handicap which would have most of us down on Main St. with a load of pencils and an upturned hat in front of us. Why I'd bet half the people who have met him are unaware of his loss.

Sufficient it is to say I think Manwaring has a real job in front of him—now that so many other lads are returning to our midst with one or more limbs missing. I think the proper government authorities should get hold of Manwaring and hire him on the spot to work in rehabilitation hospitals. He has been through the mill he knows what it's all about. I am sure he could buck up the spirits of almost any lad who feels that the loss of a limb means the loss of all he had ever dreamed of. For here is a man who has lost not an arm—but both his arms. And yet he earns a good living, has a happy home life, is even cultivating a victory garden and carries on a normal everyday life in every respect. My hat is off to him—and all the others like him.

MODERNIZE your old-fashioned Diamond Ring

NEW SETTINGS

Prices start at 99¢

You'll be amazed at the beauty of your diamonds when they are reset in one of our beautiful, new, modern mountings. You'll think you have a brand-new diamond ring.

PRICES ARE LOW. TERMS EASY
LIBERAL ALLOWANCE ON YOUR OLD SETTINGS

Smalls
28 EAST MAIN ST.
Open Monday Night!

Reflections . . . (Continued from Page 1)

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.

WANTED
Truck Helpers and Freight Handlers
GOOD SALARY, BONUS and MEAL ALLOWANCE
Apply in person immediately
SPENCERPORT ORDNANCE, NC.
SPENCERPORT, N. Y.
If on war work to not apply

KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES

470 N. GOODMAN NEAR PAIN
1861 MONROE NEAR WINTON

TODAY THROUGH WEDNESDAY

KEY COUPON
RINSO LARGE BOX Limit 1 **18¢**

KEY COUPON
PREP SHAVING CREAM 25c Size Limit 1 **11¢**

KEY COUPON
Honey Horehound Candy Limit 1 **16¢**

KEY COUPON
DOUBLE EDGE BLADES Pkg. of 25 Limit 1 **29¢**

KEY COUPON
ABSORBENT COTTON 3-oz. Size Limit 1 **11¢**

KEY COUPON
Woodbury Shampoo OR COCONUT OIL 50c. bot. Limit 1 **21¢**

KEY COUPON
Woodbury Shampoo OR COCONUT OIL 50c. bot. Limit 1 **21¢**

KEY COUPON
Woodbury Shampoo OR COCONUT OIL 50c. bot. Limit 1 **21¢**

MODERNIZE your old-fashioned Diamond Ring

NEW SETTINGS

Prices start at 99¢

You'll be amazed at the beauty of your diamonds when they are reset in one of our beautiful, new, modern mountings. You'll think you have a brand-new diamond ring.

PRICES ARE LOW. TERMS EASY
LIBERAL ALLOWANCE ON YOUR OLD SETTINGS

Smalls
28 EAST MAIN ST.
Open Monday Night!

Don't Believe
Mother Goose is a character of fiction!

(SEE PAGE 10)

INTIMATE FACTS
Every Wife Should Know

This up-to-date information helps guard your happiness!

Times have changed! You no longer have to rely on half-truths or whispered hints about certain vital physical facts. Scientific knowledge is now available to every woman.

AND YET DOCTORS KNOW that even today there is widespread misunderstanding about intimate feminine problems. The majority of women have no idea how seriously their happiness is threatened.

There are two very definite threats about which you should be warned. First, the danger of infection, present every day in every woman's life. Second, the most serious deodorization problem any woman has . . . one which you may not even suspect. And what to do is so important.

That's why you ought to know about **Zonite Antiseptic**.

Used in the DOCKE (as well as for a simple everyday routine of external protection) **Zonite** is both antiseptic and deodorant. **Zonite** deodorizes, not by just masking, but by actually destroying odors. Leaves no lasting odor of its own.

Zonite also immediately kills all germs and bacteria with which it comes in contact. Yet contains no poisons or acids. No other type of liquid antiseptic-germicide is more powerful, yet so safe. Your druggist has **Zonite**.

KEY COUPON
Scotties THE NEW SCOTT CLEANSING TISSUES 500 SHEETS **23¢**

KEY COUPON
Alka-Seltzer 80c Size **49¢**

KEY COUPON
COMIC BOOKS Reg. 10c Each **3 for 11¢**
Choice of Six Titles

KEY COUPON
MENNEN BABY OIL 50c. Size **43¢**

KEY COUPON
ZONITE \$1.00 Size **79¢**

KEY COUPON
BARBASOL SHAVING CREAM 50c. Size **21¢**

KEY COUPON
Sal Hepatica 60c. Size **49¢**

KEY COUPON
SULPHUR CANDLES Rec. 10c **4 for 25¢**

KEY COUPON
MOTH BALLS or FLAKES 12-oz. Box **9¢**

KEY COUPON
TREET BLADES Pkg. of 4 **10¢**

KEY COUPON
Lucky Strike Cigarettes \$1.46 Crn. Tax Paid

KEY COUPON
FILMS DEVELOPED and PRINTED Any 6 or 8 Exposure Reels DeLUXE SERVICE **29¢**

KEY COUPON
FREE Vimms VITAMINS-MINERALS 50¢ size FREE when you buy large size \$2.25 VALUE FOR \$1.69

A Smart, Efficient Worker Believes In Protection--

This does not only mean protection from occupational accidents, but includes the preservation of vision as well. Don't call upon your eyes to work beyond their natural limitations. Avoid straining them, not only at work but at home, and if necessary, wear . . .

DEPENDABLE Glasses

We Use Only Bausch & Lomb and Sharon Lenses

Smalls
28 EAST MAIN ST.

You Can Come to Smalls With Confidence, Certain of Satisfaction.
HARRY A. BENWICK
Optician

Pay Small Sums Weekly!

FREE: Just published! Health and vision facts every woman should know. Address: Zonite, Dept. 138-II, 370 Lexington Ave., New York 17, N. Y.

Name: _____
Address: _____
City: _____

FOUND
Tobaccos AT CUT PRICES

EDGEWORTH . . . \$1.01
MODEL . . . 71c
BLUE BOAR . . . \$1.70
PRINCE ALBERT . . . 74c
HALF & 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 (Cigarettes) . . . \$1.17
SIR W. RALEIGH . . . 74c

LISTERINE TOOTH PASTE Giant Size **33¢**

BromoSeltzer 50c. Size **49¢**

FREE Vimms VITAMINS-MINERALS 50¢ size FREE when you buy large size \$2.25 VALUE FOR \$1.69

VITAMINS AND MINERALS GOVERNMENT EXPERTS SAY ARE NEEDED IN THE DAILY DIET

Do You . . .
Radium quantities . . .
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EVE . . .
8:15 . . .
FRI. 1:3 . . .
23 . . .
GAMES . . .

SAT . . .
SPEE . . .
5 GAMES . . .
5 GAMES . . .
5 GAMES . . .
2 GAMES . . .
1 GAME . . .
1 GAME . . .
1 GAME . . .
25 Gam . . .

SUN. 2:3 . . .
23 GAMES . . .
FRI. 5 . . .
SUN. 5 . . .
ADMISSIO . . .
Extra Triple . . .

TUES . . .
FRIDAY . . .
At \$. . .
\$1 . . .
EAC . . .
JA . . .
ALL . . .
BI . . .

Ladies, take care of your cottons! Washington hears there's a shortage. Hardest hit are bed linens, yard goods and print goods.

Here's a time saver for us, gals! Don't bother to iron Turkish towels. Shake and fluff them when damp; smooth and fold when dry. Easy, isn't it?

YOU MIGHT NOT KNOW YOUR HUSBAND
A love story for young wives. A tender, romantic tale that lets you peek into two young people's hearts—the hearts of all lovers.

VERY PERSONAL—Complete Book-Length Novel

A story of two young people in love. They danced to swing music, dreamed of sweet music, drank cocktails to sad music. She wanted love and marriage. That is what every woman wants.

In addition this month's issue contains a complete novelette, many complete true stories, special features and the Victory Hamemaker, with valuable hints about homemaking, fashion and beauty aids.

15c JUNE ISSUE **TRUE STORY** NOW ON SALE 15c

Baseball Tonight
8:15 P.M. RED WING STADIUM

RED WINGS vs. BUFFALO

LADIES NIGHT FRIDAY — 8:15 P.M. Red Wings vs. Buffalo

SATURDAY — 2 P.M. Red Wings vs. Buffalo

First Game 2 P.M. Downtown Ticket Office — 93 Clinton Ave. S.

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
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★ Complete Greasing
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FREE CALL and DELIVERY

Parts for All Make Cleaners

PENN VACUUM STORES

30 SOUTH AVENUE • STONE 6747

Open Monday Evening '11:30—Other Evenings '11:15

ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Better Scratch It Out, Big Boy!

My name is Hermann Goering

BACK in the days when the German war machine was rolling over Europe, the Reich Marshall boasted:

"If one enemy bomb should ever fall in the City of Berlin, then my name isn't Hermann Goering!"

Well, Fat Boy, they've fallen—and there are plenty more where those came from! With plenty of giant bombers to bring them—and well-trained crews to see they reach their mark!

And back of these aerial armies is the productive power of free men and women—multiplied many times by electric power—which turns the wheels that turn out all the weapons of war.

And back of this abundant electricity is the hard work of the folks who man and manage the nation's self-supporting, tax-paying light and power companies. They provide over 80% of America's power. They keep it on tap all the time—wherever and whenever needed—for war plants and civilian uses.

Rochester Gas and Electric

Vacation - Resort - Travel News

Summer Season Opens at Lake Placid

Year-around diversions attract a steady clientele to the Lake Placid area because here there are two crowded seasons—mid-summer and mid-winter. Already an influx of summer visitors is reported. Fishermen have been pulling in trout from both lake and mountain brooks for more than a month and other sportsmen are making reservations for the bass season, opening July 1. Hikers know the trails to stiff mountain climbs and there are plenty of bridle paths in the area to satisfy horseback riders. Summer ice skating starts June 17 at the Olympic Arena with stars already booked for ice dance competitions.

Warm Welcome Awaits Tourists In Canada

Canada, as always, offers a hearty invitation to tourists from the States during the summer vacation season. Famed for its fine lakes and streams with a perennial appeal to fishermen, Canada offers much in the way of resorts and wilderness vacation spots. The two large cities of eastern Canada—Montreal and Quebec are expected to entertain the usual large number of United States visitors. Quebec particularly appeals to the traveler. Noted for quaint charm, its old-world flavor, Quebec is the only walled city in North America.

Gay Informality of Sun Cruises Pleases Many

One of the most popular aspects of the Sun-sponsored Eastern Canada cruises is the gay informality which permeates each party.

While made up almost entirely of Rochesterians many members of the parties are strangers to one another when they are acquainted with one and other they seem to prefer to "stick together."

Friendships Formed

During the 1943 season many lasting friendships were formed on Suntour cruises. In fact, the directors themselves spent several enjoyable evenings during the winter visitings with little parties of cruise members who had gotten together to review the happy day of the 1943 tour.

Five Cruises Planned

This year again, five opportunities to get acquainted with a "grand bunch" will be offered by the Suntour Travel Bureau. Five cruises will be made on Lake Ontario and the St. Lawrence River. Three of the cruises will visit Montreal and Quebec and two will continue on down the St. Lawrence and up the Saguenay to Bagotville. The Montreal and Quebec Cruises will cost \$59.50 each plus tax for the four days' cruise while the six-day Saguenay River Cruises are priced at \$86.50 plus tax.

Atlantic City Popular As Seaside Resort

Atlantic City is expecting an unusually busy season this year with most of the hotels again available to civilian vacationists. Fine golfing, sea bathing, sun and surf activities all contribute to the popularity of the New Jersey seaside resort. Fishing continues to be a high sports favorite, as ocean and bay waters "testing warmer than usual this year," say the experts, invite desirable deep-sea species to surf sections where pier-fishing is going strong.

Several conventions have been booked for early June and others are expected to swell the visitors total throughout the summer.

Have You Heard About...? CHIC PERMANENT WAVE HOME KIT
Be Sure To Read Ad on Page 2

Unfinished FOLDING ADIRONDACK CHAIR \$3.75

Strongly constructed, sanded and ready to paint! Styled for maximum comfort, wide arms and high back. Folds compactly.

SHERWIN-WILLIAMS
64 Exchange, at Broad Main 1517
FREE PARKING NEXT DOOR

This housewife has discovered how to clean Venetian Blinds easily and quickly with Blind-X Cleaner. No longer is it a tedious chore that consumes her time and patience. It's simply "once over lightly," now with a cloth moistened with Blind-X Cleaner—no water, no rubbing, no drying. Blind-X Cleaner instantly removes dust and dirt, dissolves greasy film and it's exceedingly gentle on the hands. You can buy this buy this remarkable product at... Pints 45c; Quarts 75c

COMPLETE SELECTION SUMMER FURNITURE

HARD TO FIND **BEACH CHAIRS \$2.50**

PRE-WAR STEEL **PORCH CHAIRS \$6.50**

SUN ROOM AND BEAUTY PARLOR CHROME FURNITURE. LARGE ASSORTMENT.

KROVETZ FURNITURE STORE
458 JOSEPH AVE. OPEN EVENINGS

NEW YORK'S MOST UNUSUAL HOTEL

Invites You to discover the extra quiet, comfort and economy of the Bristol, so centrally located in Radio City, individually Sanitized Service

One 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. Telson, Jr. & Alfred B. Telson
AT RADIO CITY

GREAT LAKES Cruises

COOL... ZESTFUL HEALTHFUL

On largest, finest lake liners S. S. Noronic and Harmonic

On leave from the home front? Enjoy the time-tested benefits of shipboard life... a restful, stimulating cruise on breezy Northern 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.

to DETROIT • PORT ARTHUR
SARNIA • DULUTH
FORT WILLIAM • And Return

9 DAYS \$88.95 ALL EXPENSES

From Buffalo—Thursdays and Sundays commencing June 11

Ask About SAGUENAY CRUISES From Rochester, 561 Up

Taxes Additional. No Passports Required. Make reservations early. For literature and ticket apply to K. J. Phillips, Inc., 400 Hudson Avenue, Phone 101, East Ave. (Stone 1000), Rochester, N. Y.

CANADA STEAMSHIP LINES
NORTHERN NAVIGATION DIVISION

Use it up... wear it out... make it do... or do without!

GENESEE LAGER BEER

Fight Inflation

LET US HELP YOU PLAN YOUR VICTORY VACATION

No matter where or how you plan to spend your much-needed vacation, we can help you—make all your arrangements, get your reservations, advise transportation means and routes—at no extra charge. Ask about our complete service.

MOUNTAINS	ALL EXPENSE CRUISES THE SAGUENAY	ATLANTIC CITY
Whether you choose the Adirondacks, the Poconos, the Berkshires or the White Mts. we have lists of many fine resorts. Let us make your reservations for you.	Our de luxe 6-day cruise, Day and night each in Montreal and Quebec. Best hotels—finest lake and river steamers. Sailing from Rochester July 17 and Aug. 14. Return following Sunday. Everything included.	Several fine hotels on the Boardwalk offer you a wide choice of costs in planning your seaside vacation. Let us make your reservations for you in advance—then your worries are over.
Rates Upon Application	None Higher 86.50	DUDE RANCHES
	MONTREAL & QUEBEC	Increasing in popularity every year. Dude ranches offer riders and others the "time of their life". Our lists are complete. See us for reservations, costs, other information.
	None Higher 59.50	
NEW YORK		
New York hotels expect the greatest season in years. Reservations are scarce. Let us know when you want to go—we can get reservations for you.	Our popular low-cost cruise, 4 days and nights. Day and night in Montreal day in Quebec. Side trip to St. Anne's. All expenses included.	

ROCHESTER SUNTOURS TRAVEL BUREAU
93 CLINTON AVE. S. Free Literature Upon Request Phone STONE 6000

LINCOLN'S MAY PORTRAIT OFFER
ONLY 7 DAYS MORE Last Time Monday, May 22

An Opportunity To See The Results Before You INVEST!

please accept our Invitation to a "NO DEPOSIT SITTING"

Just stop in at our photo studio at your convenience and have our expert photographer take your picture with our famous Polyfoto camera. The usual deposit will not be required—but you still have the opportunity of choosing from 12 proofs. When you see the proofs, you may order as many pictures as you want or none at all. A small charge will be made if proofs are taken from the studio.

A Beautiful Buff MINIATURE \$1.89

The convenient size for members of the armed service. NO APPOINTMENT NECESSARY

Absolutely No Obligation To Buy Choose from 12 PROOFS Each A Different Pose Improved By The Use Of EASTMAN KODAK'S KODATRON SPEEDLAMP

No need to "hold that pose" or be "self-conscious" when you are photographed Lincoln's new Kodatron way. Crystal clear pictures are the rule rather than the exception.

LINCOLN'S PHOTO STUDIO
118 Main St. E.—Rear Main Floor
Studio Open Daily 9:30 to 6—Mondays, 12 Noon Until 9 P. M.

A scarf to wrap around your neck — to add spice to your coat

of suit. Serves gladly as a head band. It sports the world with all the continents and islands printed in bright red on a white sea. Make fine conversation piece any place or any time.

Dependable, Safe FUR STORAGE
With **Fur Specialists**

- Bonded Messenger Service
- Certified Frigid Storage Vaults
- Only Experienced Fur Specialists Touch Your Furs
- You Pay No More For Projecting Service

Projansky
39 East Avenue
Stone 337

Sibley's

EXPERT WATCH REPAIRS
for **3 Weeks' Delivery**

Dependable WATCH REPAIRS
CENTER AISLE A, MAIN FLOOR
SIBLEY, LINDSAY & CURR CO.

For The Girl Graduate . . .

LADY BUXTON

"Magic Purse"

A complete billfold with a detachable purse for use alone **\$2.00** Up

For sportswear, marketing, evening wear, and ALL the times that you want to carry change alone. The FLAP-LOCK DOUBLE-LOCKS the purse safely into your Lady Buxton billfold when bills and coins are carried together.

OTHER LADY BUXTONS TO **\$10.00**
OTHER LADIES' BILLFOLDS FROM **\$1.00**

Mail and Phone Orders **LIKLY'S** STONE 915
271 MAIN STREET E.
Prices Plus Tax

KAY'S COMMENTS by kay shearer

LLOYD'S FAMILY FLORIST LEADS AGAIN with fresh flowers at CURB-SIDE PRICES. Gemetery roses — gladioli, carnations — in fact all kinds of popular cut flowers and plants at rock bottom prices. Lloyd's funeral work at special low prices. LLOYD'S YOUR FAMILY FLORIST located in POWERS HOTEL — opposite the Court House, Main 7688.

Please Mommy — tell me the story of the "THREE BARES". This story will be the best loved fashion fable of the summer of 1944. The plot will be the scantiest, sun-taking little-heaths that ever lured a pretty back or dimpled knee into the open. The principle characters of course will be the "Three Bares". The "Little Bare" is a horrid beauty right up from next to the border Texas — bearing the label of perfection. "Justin McCarthy Original". Selling for a mere \$5.95 — A little bare halter top of pure white with jagged lightened motive on the swirling, the front skirt. Sizes 12 to 16. "THE MIDDLE SIZED BARE" — Designed for living in the sun — a rugged young white pique made for action and to glorify your natural loveliness. Ocean of line sun back top with adjustable straps. Flare out shorts just clear your dimpled knees. Selling for \$4.95 in sizes 12 to 18. "THE BIG BARE" Bare and beautiful for you pin-up girls. A spun rayon top lets you absorb a major dose of sunshine. The flawlessly fitting bra top ties with a bow in the back and has that new peek-a-boo creole front. Shorts, tom-boy style give your every curve its due. Selling for \$3 in sizes 12 to 18. Where to find these fetching clothes — EDWARDS of course — the Third Floor.

Sooner or later this month, we all have to come out from under cover and into the sunlight, substituting short sleeves for long ones, pouring out a jigger of liquid hose instead of pulling on war-tempo rayons. The sun is a wonderful invention . . . but it can sell you right down the river with its merciless spotlighting of the one flaw that's a pretty general problem for all of us . . . superfluous hair. Like mad dogs — fuzz shows up in the noonday sun . . . on the face . . . on the legs. What to do? Talk to someone in a reputable store about the WAX DEPILATORY . . . made of rosin, bees wax and other waxes which melt under slight heat and harden at normal room temperature. They work on the tweezers principle . . . but where tweezers work on one hair at a time — the wax gathers together a whole swarm and sweeps them off in one grand gesture. Follow directions carefully . . . if you would like . . . have a wax treatment in a beauty shop . . . the fee in most salons is round six dollars for ankle-to-knee depilation. Of course, the regrowth is dependent on YOU . . . but think about it . . . with summer coming it is one way to beat the superfluous hair bugaboo.

STORE YOUR FURS Face the grim reality — if you don't store your furs — you're heading for trouble. Yes Ma'am — serious trouble. Did you know that HEAT does more harm to your furs than any one single thing. Moths take their toll — yes — moth damage can be repaired — but once the heat has taken its toll — and ruined the oils in the pelts — there isn't any way to restore them. So why take chances with those precious furs — store them with a reputable furrier — SHAFER CO. — for instance. Shafer Here's a hint for you — watch the ads — guaranteed FRIGID STORAGE is the watchword. Here's a hint for you — watch the ads — beware of anything guaranteed FRIGID STORAGE — anything else won't do. Call Stone 18 SHAFER CO. and a bonded messenger will call — and if you want to co-operate bring your coat into SHAFER'S. It will be appreciated I know. SHAFER CO. is one of our reputable furriers. It costs no more to store your furs with them, so why not do so TODAY? SHAFER CO. 58 EAST AVE. — Stone 18.

CLIP THIS ANNOUNCEMENT. Grab your hat and catch the next bus to ZWEIG'S DRESSES. 15% DISCOUNT ON ANY DRESS PURCHASED OVER \$5. This shop boasts the very nicest frocks you've ever seen. Large and small sizes in flattering styles — jersey's — bemburgs — sheers — in pastels and dark shades. Priced \$7.45 up. — COTTONS in large and small sizes priced \$4.99 up. Remember you MUST have copy with you to receive this 15% discount. ZWEIG DRESSES located at 240 ROSEDALE a few steps off Monroe. Open Eve and Sunday's also Decoration Day for your convenience.

Are these innocent looking little moths making a shambles of your woollens? Well — better get after them right away. If they have made inroads on your precious possessions — don't fret — drop into EMPIRE WEAVERS with them and here they will be mended — repaired — in the wink of an eye — in a minimum of time — at gentle prices. EMPIRE WEAVERS 409 BURKE BLDG.

By this time you've discovered how summer clothes show up those bulges you've acquired through the winter. Well — what are you going to do about it? Why not drop into VIRGINIA'S REDUCING & BEAUTY SALON, and act on the advice of these experts — who will reduce — give new life to that tired old frame of yours. Many new methods are yours for the asking. Call Stone 346 or drop into 27 Clinton Ave. So. (Present Bldg.) Rates are reasonable.

Flowers in your hair — Dame Fashion's latest whim — and a becoming flattering whim to say the least. — Where to find a choice selection — CARTER HAT SHOP of course. Gently priced in an assortment of luscious colors in many styles. JEWELRY in pins — Bracelets — earrings \$1 up. The real values at this friendly shop are the spanking new TOAST HAT & BAG SETS. Smart as all get out — priced very reasonable. Of course plenty of white chapans' — also the beloved CARTWHEELS — CARTER HAT SHOP. 636 MOHAWK AVE. — Open Eve. — P. S. GAGE HATS IN profusion.

The new slogan in HOME SERVICE — R. G. & E. is "Can More in '44". So why not — the easy way — to learn the new and sure methods is attend the special sessions every Wednesday at R. G. & E. If you can't attend the demonstration at 2 P. M. plan to attend the 7:30 P. M. demonstration. It will be worth your while — and not only that but you'll enjoy them. They're sav and lively. — R. G. & E. 89 East Ave.

Decrees of Fashion. (Continued From Page 1)

able in solid colors and are shown with printed accessories. The law of supply and demand has placed shantung slightly on the luxury side, but the investment will pay ample dividends in the months to come.

Washable leather gloves will be softer if you add a dash of glycerine to the suids. After rinsing, squeeze out as much moisture as you can by rolling the gloves in a turkish towel before placing them on frames to dry.

Neat trick for keeping scour-

ing powder dry has been devised by Portland Hoffa, otherwise Mrs. Fred Allen. Take a used (one-pint) preserve jar with a metal cap. Punch four small holes in the top and wrap a few turns of biveole or adhesive tape around the jar. Transfer the powder from its cardboard container. The tape prevents the jar's skidding in wet hands, and the glass container insures keeping the abrasive dry. The paper container can then be added to your waste paper collection.

PYREX WARE
FOR THE JUNE BRIDE

Double Duty Casserole
A "must" for every bride! The cover keeps food steaming hot or makes an extra pie plate. Three sizes — 1 1/2 qt., 65c only

"Flavor-Saver" Pie Plate
Bake for 45 minutes in a 400 degree oven. Fluted edge keeps in juice and flavor. Handy glass handles! Size, 10 inch. 45c

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 inch size, only 45c

Handy! Ingenious!

Easily holds a dozen hangers.

50c

Steel bracket that slips over top of door. No screws or nails needed.

Easier Tastier Salads

Set of 3 Shredders 79c

Fine, medium and coarse.

Prevent Food From Drying With **HUMYDROLE \$1.95**

Humydrole is a hard-packed compound in a glass tray, which, with the use of purple vinegar poured on the surfaced until absorbed, produces a constant humidity in the refrigerator. Foods remain crisp and fresh . . . deodorizes the refrigerator and eliminates metallic taste from ice cubes.

Regular \$1.58 Value . . . Special Both for **98c**

IRONING BOARD COVER & PRESSCLOTH

Heavy duty Simplex ironing board cover. Chemically treated. Simplex Pressing Cloth. Makes ironing easier and better.

KITCHEN WASTE BASKETS
Each **49c**

Attractive, serviceable baskets made of heavy waterproof fibre. Reinforced top and bottom — 14" dia., 14" high.

ALL STEEL MEDICINE CABINETS
Special **\$6.25**

Wall type — complete with 2 metal shelves. Clear mirror. Size 14"x20".

HELP WANTED
Men and Women as clerks to sell hardware and housefurnishings.

Free City Delivery
Free Parking Opposite
With \$1 Purchase

Ward's
15 EXCHANGE ST.

MAIN 7900

Sibley's

Get Set to FLY THE FLAG On Memorial Day!

Lawn Set **4.98**

3x5-foot, fast-color flag with printed stars and stripes. 12-foot pole with rope and holder. Easy to set up and complete for \$4.98! Fly the flag — Memorial Day, and every day! Your children will be proud to "officiate". Other lawn flag sets at \$5.98.

(Flag sizes are approximate)
FLAG HEADQUARTERS, FOURTH FLOOR

It Takes Just an Hour to Make a "SHAGGEE" RUG

With E-Ze-Do Speed Tuft

36" Backing yard **70c** Speed Tuft yard **35c**

It's a revelation in rug-making! Lush, ankle-deep rugs that can be run up on your sewing machine, in one brief hour! E-Ze-Do Speed Tuft yarn does the trick, and you may have it either looped or sheared. We've complete directions for two lovely patterns.

ART GOODS, THIRD FLOOR

A Load off the Laundry! Gay CORK PLACE MATS 25c

Such a bright and practical way to ease the laundry problem this summer! Set your table with colorfully-decorated cork mats, 12x18", in Mexican, peasant, strawberry, cherry or lily design. Blue, red, green, white.

TABLE LINENS, REAR AISLE K, MAIN FLOOR
SIBLEY, LINDSAY & CURR CO.

You'll Want to Show the Colors on Memorial Day!

4x6 FT. FLAG OUTFIT

2.37 Charge It!

RUDOLPH'S
CORNER EAST MAIN AT SOUTH AVENUE
Open Monday From Noon 'Til 9 P. M. In Batavia—109 MAIN STREET

Display the "Stars and Stripes" and tell the world you're proud to be an American! The flag is 6 feet long and 4 feet wide — with sewed stripes, Fast colors. On 8 foot blue lacquered oak pole with gilt knob. Complete outfit includes metal holder, rope, storage box and informative booklet, "Story of Our Flag and How to Display It."

Same Hose—Same Store—NEW NAME
SCULPTA HOSIERY SHOPS
Formerly Helper's

Extra Length Outsizes

Rayon Hosiery
Famous SCULPTA Brand

96c Pair

- First Quality
- Full Fashioned
- Spring Shades
- Sizes 9 1/2-11
- Fine Rayon
- Up to 37" Long

Fine Sheer Seamless **Rayon Hose**
3 Pairs \$1.10

Fine sheer rayon hose. Sub-standards, but practically perfect in every way.

Famous for Fine Hosiery
Sculpta
HOSIERY SHOPS
Formerly Helper's Hosiery
213 MAIN ST. E.

OPEN A
CONVENIENT
EDWARDS
CHARGE ACCOUNT

Edwards Basement Store

Shop With
Edwards
Handy
Credit
Coupon
Books



Outstanding Values for Friday and Saturday



Colors:
Red,
Blue,
Rose

**COVERALL
APRONS**

1.37

Ample size coverall aprons to keep you looking neat and clean all the time. Tailored to fit the large figure. High count cotton in floral prints with contrasting piping. Will fit up to size 44.

Edwards Basement

**SUMMER
FAVORS . . .**



Bare Leg Sheer

STOCKINGS

3 Pr. 1.32

It's the bare leg look for Summer '44! Choose several pairs of these sheer beauties. Lisle reinforced garter top, heel and toe. Buy three pair. One to wear, one to dry, and one in reserve. Smart summer shades! Sizes 8 1/2 to 10 1/2.

Edwards Basement

**SUMMER
ANKLETS 15c pr.**

Fine mercerized cotton anklets. Cuff and tie top. Substandards, some first quality. Pastel shades and plenty of navy and white.

Edwards Basement

**"Mexican Hayride"
HOUSECOATS**

3.97

Colorful cotton print in a gay housecoat for your leisure hours. Short sleeves, surplus neckline, tie front. Washable of course. Sizes 14-20.



Edwards Basement

**MISSES' SUMMER
SKIRTS**

2.97

- PLAIN
- PRINTS
- FLORALS



Plenty of skirts are a must for summer. Here is such a variety of styles and materials you will surely want more than one. Cotton Gabardine, Novelty Jersey, and Rayon Butcher Linen. In prints, floral, and plain colors with novelty stitching. Sizes 24 to 30.

Edwards Basement

**Perfect Team Mates for
Your Skirts**

**Rayon Crepe and
Cotton**

BLOUSES

2.97

Whether you prefer a tailored or frilly blouse we have them both. Tailored styles, frilly necklines, peasant types, low necklines, White and pastel colors. Sizes 32 to 44.

Edwards Basement



**GIRLS' COTTON
PLAYSUITS 2.97**

Sturdy, practical playsuits for your daughter's playtime. One piece styles in chambray and printed cottons. Button down the side pleated shorts with contrasting trims. Sizes 7 to 11. Chubby sizes 8 1/2 to 14 1/2.

Edwards Basement

**Semi-Dress and Work
TROUSERS 3.97**

Trouser for all kinds of wear. Good looking fine tailored, Worsted French Back and Cotton French back fabrics, Cashmeres. Fancy patterns. Sizes 30 to 50.

**Large Assortment—Cotton
TROUSERS 2.97**

These trousers will stand plenty of hard wear. Good looking, full cut for extra comfort. Stripes and mixtures. Dark shades. Sizes 30-46.

**Gray Covert
TROUSERS 1.97**

Covert, the fabric that is famous for its wearing qualities. Sanforized shrunken. Gray only. Sizes 30 to 46.

Edwards Basement



**BOYS' OXFORDS
3.97**

Stepping in the right direction. Perfect fitting shoes for growing boys. Moccasin or tip toe styles. Black or Brown, rubber or cord soles. All Goodyear welts. Sizes 2 1/2 to 6.



**Men's
Brown Kid
OPERA
SLIPPERS
2.98**

Easy-to-slip-into slippers with fine kid leather uppers, flexible leather soles and durable rubber heels. Sizes 7 to 11 in brown.

Edwards Basement

**Black Elk
WORK SHOES
3.97**

Heavy soles of leather or cord. Leather inside heel pockets. Rubber heels. Will stand all kinds of hard wear. Sizes 7 to 11.

Edwards Basement

**"American Gentlemen"
SHOES
5.50**

For a smooth stride in your daily foot work, slip your feet into a pair of these famous American Gentlemen shoes. You'll find them smartly styled and expertly made. Many styles to choose from.

SHOE
CUTTERS, LASTERS, FITTERS

Protect the shoe industry in Rochester for your post war jobs by giving part time service to present manufacturers. We can use you in all departments during any hours that you have available between 8 A. M. and 9 P. M. at the P. S. KRAM SHOE CO., 1500 North Clinton Ave.

Week In Review . . .
(Continued From Page 1)

An 18-year-old motorcycleist was killed instantly and his passenger injured Saturday night when their machine crashed an auto at Lake Avenue at Tiernan Street.

Two Rochester men charged with conspiring to act as agents

50 GIRLS WANTED

Power Sewing Machine Operators
FOR CLEAN, SIMPLE, LIGHT WORK
Good wages. Pleasant working conditions.

REMBRANDT
5th Floor
165 ST. PAUL ST.
If already in war work, do not apply.



BRAISED VEAL HEARTS WITH RICE

Have you discovered what fine flavor hearts of beef, lamb, veal or pork have? And what a boon they are to your food budget? Start the family liking hearts with this main dish of braised veal hearts, served with rich brown gravy on fluffy rice.

For about 4 servings, buy one veal heart. Cut in four or eight pieces and wash and trim thoroughly. Dredge each piece in flour and season with salt and pepper. Brown in $\frac{1}{4}$ cup of melted fat. Dice a medium onion and brown in fat with the meat. When the heart is well browned, add $\frac{1}{4}$ cup of water, 1 teaspoon salt and 1 tablespoon Worcestershire sauce. Cover and cook over low heat or in moderate oven for $1\frac{1}{2}$ to 2 hours, or until heart is tender. Serve hot with brown gravy.

With this main dish we suggest a tossed lettuce and tomato salad, buttered asparagus, and apple crisp for dessert.

Sears



**IF YOU'RE PLANTING -- HERE'S
A "DEAL" YOU'LL APPROVE!!**

**Select No. 1 N. Y. State
ROSES**

55¢ ea
2 for 1.00

All of Sears Roses are field grown from select stock in one of New York State's largest nurseries, ready for immediate planting. A complete selection of varieties. Buy on our easy pay budget plan in amounts of \$10 or over. On sale at Both Stores.

Giant Select Roses

Select your Roses from Partial List Shown in Both Price Groups

.79¢ ea
2 for 1.50



FLOWERING SHRUBS
3 for **1.00** Both Stores
Wrapped flowering shrubs, choice of Althea, Forsythia, Hydrangea, Deutzia, Snow-ball and others.



PRIVET HEDGE
1.39 Bundle of 10 Both Stores
Start your hedging now; makes an ideal border around homes, gardens and other decorative uses.

Just Arrived!
A SHIPMENT OF 100
17 JEWEL

FINE QUALITY
HIGH GRADE
MILITARY WATCHES

These exceptional watches are anti-magnetic and shockproof. They have water-repellent cases with chromium stainless steel back. Two-tone luminous radium dials with sweep second hands. Are all fully guaranteed. Quantities are limited—so hurry in for yours.

\$59.50 including tax

Use your credit—40 weeks to pay after down payment

Buy With Confidence At . . .
Smalls
28 EAST MAIN ST.
Open Monday Night

of the German Reich before Pearl Harbor were acquitted by a Federal Jury in Newark, N. J. The two, Hans Flohr, 42, of 89 Chalford Rd., Greece, and John Kobbe, 53, 755 St. Paul St., were arrested last October with Karl Kranz, 43, 66 Evergreen St., on the conspiracy charges. Kranz, convicted last January, is now serving an eight year sentence in a Federal Penitentiary.

Consumer NEWS

Issuance of gas ration coupons for Rochester and Monroe County by the Buffalo district OPA office will begin on a trial basis in the face of protests by Rochester industry, labor and civic organizations. Charles Stanton, executive chairman of the Monroe County Ration Board, explained that all functions of the local board will remain intact with the exception of the handling of the actual coupons. All applications will be processed here and the information sent to Buffalo where the coupons will be mailed out.

DON'T LET YOUR CHILDREN DOWN . . . They Are Our Future Generation . . . Give Them Something To Remember . . .

Take time out for living . . . even though there may seem to be no time to take out. Find time for your children, they need you. Grow-ups who sit in the sun and ramble in the meadow a few and far between, these days. Companionship is doled out in moments, not days. Perhaps the time will come when people will stop long enough to view their surroundings with fresh perception like little children. You can sometimes find such people today. They are the ones who know how to make even a routine trip to the grocery store a joyous occasion for a child. Find the time to take a walk with your children and you will have found a lot more than just that.

SOME MORE ABOUT CLOTHES MOTHS

Moths are usually concealed in dark closets flitting among clothes. They are straw color and not more than 3-8 of an inch long when not in flight. Crain or flower moths are often mistaken for clothes moths when flying at windows. Larvae or worm stage of clothes moths eats wool, fur, silk, fabric, animal hair, or feathers, building several tubular silken cases during its growth to which it can retreat when not feeding. Larvae seem to prefer fabrics stained with fat, sweets, perspiration, etc. They grow faster on such fabrics.



POTTED PLANTS
29¢ Both Stores
Choose from Agapanthus, Leliana, Petunia, Coleus and many others. On sale Garden Department Both Stores.



VEGETABLE PLANTS
1.00 Box of 36 Both Stores
Approximately 36 plants to box, selection includes Cabbage, Tomatoes, Broccoli and many others. Buy now for immediate planting.

**GOING TO NEW YORK! Call Stone 6000 And Let
Suntour Travel Bureau Make Your Hotel Reservations**

RATION-FREE
Men's Shoes
COMPLETE ASSORTMENT

For Dress For Leisure For Sport

WEAR TESTED SOLES FOR GUARANTEED SATISFACTION

No Coupon Needed

\$1.99 TO \$3.35

Make your rationed shoes last longer . . . Supplement them with a pair of our smart looking **UNRATIONED SHOES.**

ROY LOGAN SHOE STORE
129 MAIN STREET EAST
EXCLUSIVE ROCHESTER AGENT

An **Orchid** To You

Each week Shopping News, in cooperation with Lloyd's Flower Shop, Powers Hotel, gives an orchid to a Rochester woman. This week the winner, selected from the city directory is

Miss Catherine G. Watson
33 Flower City Park

If the winner will call at Lloyd's Flower Shop and identify herself within the next week she will be given free a beautiful orchid.

If a friend's name appears as an orchid winner—telephone her immediately. Maybe some day she will do the same for you.

Don't Believe
A cat sees better in the dark!

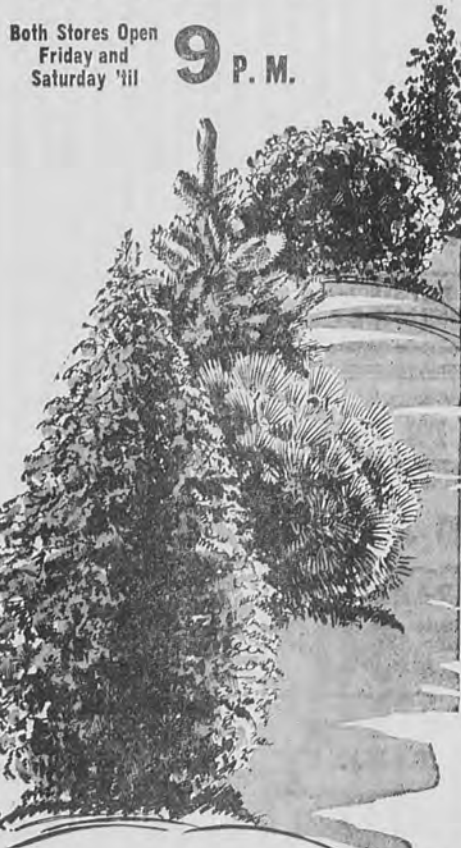
(SEE PAGE 7)

HAY FEVER AND ASTHMA SUFFERERS

Get Relief This Quick Easy Way

MAID DRUG CO.
511 DEWEY AVENUE
Call Glen 4016

HORTICULTURAL EXPERTS RECOMMEND PLANTING UP TO JULY 1st
FRESH DUG! NEW YORK STATE SELECT STOCK
Evergreens



Garden Department Both Stores
1.79 and up

Now and right up to July 1st is the time to plant your evergreens for best results. All of Sears field grown evergreens are the finest obtainable. Select yours from our complete stock shown below.

Juniper Depressa Plumosa, 18" to 24"	2.98	Juniper Excelsa Stricta, 12" to 15"	1.59
Mugho Pine, 15" to 18"	2.49	Juniper Excelsa Stricta, 15" to 24"	2.49
Austrian Pine, 2' to 3'	3.59	Juniper Tamarisifolia, 15" to 18"	2.29
Taxus Canadensis, 12" to 15"	2.98	Pyramidal Arbor Vitae, 18" to 24"	1.98
Sabina, 2' to 2 1/2'	3.29	Pyramidal Arbor Vitae, 24" to 30"	2.69
Sabina, 1 1/2' to 2'	2.49	Pyramidal Arbor Vitae, 2 1/2' to 3'	3.49
Taxus Canadensis, 15" to 18"	3.98	Pyramidal Arbor Vitae, 3' to 4'	4.49
Hemlock, 18" to 24"	2.59	Pyramidal Arbor Vitae, 4' to 5'	5.49
Globe Arbor Vitae, 12" to 15"	1.79	Pyramidal Arbor Vitae, 5' to 6'	6.98
Globe Arbor Vitae, 15" to 18"	2.59	Pfitzer Juniper, 15" to 18"	2.59
Globe Arbor Vitae, 18" to 24"	2.98	Pfitzer Juniper, 18" to 24"	3.69
Biota Aurea Nana, 16" to 18"	2.59	Irish Juniper, 18" to 24"	1.98
		Irish Juniper, 2' to 2 1/2'	2.49

Sears, Roebuck and Co.
MONROE AVE. AT S. UNION RIDGE ROAD NEAR DEWEY ROCHESTER, N. Y. MAIN 7000 GLEN. 556

THE GIRL IN CLARK GABLES LIFE

An exclusive PHOTOPLAY article about Kay Williams, blonde, pretty and gay, and how she 1941 about her romance with Gable. **THAT'S HOLLYWOOD FOR YOU!** Written by Sidney Skoloky, famous reporter, whose name is a byword in movie circles. An entertaining article about the people who live in the highways and byways of Hollywood. Many other story highlights, with color photos of your favorite stars, including Jennifer Jones, Bette Davis, Van Johnson and others. Special features with Cal York's Inside Stuff, reviews and casts of current pictures. **15c NOW ON SALE PHOTOPLAY JUNE ISSUE 15c**

Neisner's ... Famous for Fine Portraits



For Fathers Day

Give "Him" a Portrait of You at your Best

It's the gift he'll like best... when you see the breath-taking result in a Neisner Photo you'll be mighty glad you did.

SPECIAL 4 Lovely PHOTOS For the Price of 2 \$4.00
3... 8x10 Plus
1... Miniature... only

PROOFS TO SELECT FROM NO APPOINTMENT NECESSARY
"Snap Shots" expertly enlarged by our clever artists at surprisingly low prices.

Neisner's

200 MAIN ST. E. STUDIO, Main Floor, Rear



Well-trained GHOST wants work!

THE local Society of Spooks and Spectres blames us for unemployment among its members. They say a ghost has got to have long dark halls to work in and flickering candles to blow out. How can any self-respecting wraith rattle chains or utter mournful moans in a brightly lighted room with the radio playing swing music? Seriously, today's children have little chance to learn the fear of the dark that once oppressed their elders. They don't know how shivery blackness can be. They never tumbled blindly for a match or felt tremulous relief as the lamp wick caught flame and slowly drove back the shadows. Who's afraid of misty apparitions — with reassuring light always instantly at hand? And just as electricity has all but banished haunted houses, so it has laid the ghosts of many household jobs that once were done by hand. In fact, electricity is so common, so constant today, that most people take it for granted. But the folks who work for the electric power companies can't do that. It's their hard work, careful planning and good business management that keep electric service friendly, dependable and cheap—even in wartime.

Rochester Gas and Electric

DON'T WASTE ELECTRICITY JUST BECAUSE IT ISN'T RATIONED!

GOING TO NEW YORK! Call Stone 6000 And Let Soutour Travel Bureau Make Your Hotel Reservations

Reflections...

(Continued From Page 1)

Thus — the mail-order tycoon was proved entirely wrong in his statement that only a minority of his employees wanted the union to represent them. Immediately our hero proclaimed he still wouldn't sign a contract because of the maintenance of membership clause (which incidentally was a part of the original contract he had once signed).

To blow sky high his argument about the war production angle we need look no further than the Hummer Manufacturing Co., operated by the Ward's and seized by the government this week because of an unsettled strike occasioned by the same contract-signing dispute. Avery has declared the original seizure illegal. And well it may be. He has a right to that conviction. But his case certainly belonged in the courts. That is what he urged the government

to do. Why not speak for yourself, John Aiden.

Not Helping Republican Cause

I don't see where this one-man sit-down strike is going to help war production, home morale, or even help to oust the Democrats from the seats of government. A lot of us Republicans would enjoy honoring Roosevelt with the title of Ex-president, but if Avery continues to act like the spoiled child who, owning the only baseball won't play unless he can be team captain, I'm afraid we'll get mighty sick of the whole business.

Come On Sewell, Grow Up

My advice to the Republican party leaders (look who's giving advice) is to drop the Montgomery-Ward episode until Avery learns to act like an adult. If Avery is right — and I don't say he isn't — let him choose other methods to bring his case before the people. Just saying: "I won't — and you can't make me" is apt to make a lot of Dem-

ocrats out of a lot of border-line Republicans. Let him bow to government authority and take his case immediately into the courts. And then abide by the court's decision. That's the American Way. Two wrongs don't make a right — so even if Generalissimo Biddle was wrong — that doesn't make Avery's tactics right.

Now save your stationery Republicans. Don't castigate me for this screed. Might better write to Martyr Avery and advise him to "grow up."

Don't Believe

A cat sees better in the dark!
(SEE PAGE 7)

50 GIRLS WANTED

To Work From 5 P. M. to 10 P. M.
Power Sewing Machine Operators
FOR CLEAN, SIMPLE, LIGHT WORK
Good wages. Pleasant working conditions.
REMBRANDT
5th Floor 165 ST. PAUL ST.
If already in war work, do not apply.

SPECIAL!

LIVE LOBSTER 49c
Today, Friday & Saturday...
Price's FISH MARKET
"Rochester's Largest Sea Food House"
385 EAST MAIN ST. STONE 163



COMPLETE SELECTION SUMMER FURNITURE

HARD TO FIND
BEACH CHAIRS \$2.50
PRE-WAR STEEL PORCH CHAIRS \$6.50
SUN ROOM AND BEAUTY PARLOR CHROME FURNITURE. LARGE ASSORTMENT
KROVETZ FURNITURE STORE
458 JOSEPH AVE. OPEN EVENINGS

Pete Hagen's

A NAME FOR CHOICE LIQUOR
A LIQUOR FOR EVERY CHOICE

READY TO SERVE **COCKTAILS**
SMOOTH MELLOW DELICIOUS **CORDIALS**
COOL CREAMY HEAD **SLOE GIN**

*The name that has simplified liquor buying. A symbol of perfection satisfying the needs of all who enjoy quality liquor.

Whichever you buy, ask for a "Pete Hagen" product at your neighborhood liquor store.

popper morson company
Rockefeller Center, New York 20, N. Y.
QUALITY LIQUORS SINCE 1895

ELSCO QUALITY FOODS STORES

Sweetheart TOILET SOAP 5c	Pillsbury BEST FLOUR 5-lb. 32c, 25-lb. \$1.29
IVORY SOAP Guest Size 5c, Medium 2 for 13c, Large 11c	Lux Flakes reg. 10c, Lux Flakes lg. 24c
Ivory Flakes lg. 24c	Lux Toilet Soap 2 for 15c
Ivory Snow lg. 24c	Lifebuoy Soap 2 for 15c
Camay Soap 2 for 15c	Rinso Lg. 24c, Reg. 10c
Lava Soap 7c	SWAN SOAP Regular 2 for 13c, Large 11c
Oxydol lg. 24c	Gold Dust Powder Large 18c
DUZ Large 24c	CRISCO 1 lb. 25c, 3 lbs. 73c
SPRY 1 lb. 25c, 3 lbs. 73c	KIRKMAN Borax Soap 5c, Soap Flakes 25c, Cleanser 5c, Granulated 25c
20 MULE TEAM BORAX 15c	BORAXO New Hand Cleaner 15c
GOLD MEDAL KITCHEN TESTED FLOUR 5 lbs. 32c, 25 lbs. \$1.29	

KEY COUPON IVORY SOAP GIANT SIZE BAR Limit 2 for 15c	KEY COUPON 470 N. GOODMAN NEAR RAIN 1861 MONROE NEAR WINTON KEY ROCHESTER'S MODERN CUT RATE 457 RIDGERAW DRUG STORES	KEY COUPON MATCHES Box of 50 Limit 2 8c
KEY COUPON AIR MAIL ENVELOPES 9" Size Reg. 10c Limit 2 6c	KEY COUPON TODAY THROUGH WEDNESDAY "Stocking Stick" LEG MAKE-UP 39c	KEY COUPON BORAXO Cleans Dirty Hands 15c Size Limit 2 for 19c
KEY COUPON GARMENT BAGS Full Size 23 1/4 x 54" Limit 4 for 27c	MODESS BUY! NEW MONEY-SAVER BOX! 30 SANITARY NAPKINS 49c, 3 BOXES \$1.44	KEY COUPON WAX PAPER CUTTER BOX 125 Feet Reg. 25c Limit 2 13c
GRIFFIN Shoe White 25c Bottle or Tube 19c	COLGATE SHAVE CREAM 5 oz. tube 39c, YOU SAVE 15c	TYPEWRITING PAPER 160 Sheets — Reg. 25c 19c
PHILLIPS' MILK OF MAGNESIA TOOTH PASTE 25c Size 12c	MODRENE SHAMPOO SPECIAL with HAIR CONDITIONER added For silken... more manageable hair. 60c size now 49c, 1.00 Size now 79c	TAMPAX BOX OF 10 Reg. 35c 29c
NUJOL QUART SIZE Reg. \$1.29 69c	ANACIN TABLETS 25c SIZE 19c	SCHICK BLADES Pkg. of 20 69c
BORDEN'S MALTED MILK 5-lb. can \$1.29 Plain	WALK AWAY CORNS BLUE-JAY CORN PLASTERS 23c	SLOAN'S LINIMENT 35c Size 29c
ATLAS SHOE POLISH Black or Brown 10c Can 6c	HEAVY AMERICAN MINERAL OIL Guaranteed Free From Chemical Impurities. PINT 25c, QUART 45c, 1/2-GALLON 85c, GALLON \$1.49	PETERMAN ROACH POWDER 25c Size 17c
Feen-A-Mint 25c Size 19c	FREE Vimms VITAMINS-MINERALS 50c size FREE when you buy large size \$2.25 VALUE FOR \$1.69	IPANA TOOTH PASTE 56c Size 39c
George Washington TOBACCO 10c Size 2 for 13c	Sal Hepatica 60c SIZE 49c	
Marlin BLADES DOUBLE EDGE Box of 18 25c		
LUDEN'S COUGH DROPS Reg. 5c 3c		

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The Rochester Sun

SHOPPING NEWS

SEVENTH YEAR—No. 30 THURSDAY, 1944

Political Polka

By CURT GERLING

The following incident certainly could have happened and according to my informant it actually did.

A number of years ago when Alf M. Landon forsook the prairies to run against that man, F.D.R. Squinty MacFadden was the Republican leader of the Thirty-second Ward, as he had been for quite a few years.

"Squinty" was wrapped up in his district, he knew the name and residence of every man living and dead in his territory and he and his helpers saw to it that they voted, both the former and sometimes the latter. He also knew the names of the wives, sweethearts and children of his constituents, the majority of whom he called by their first names. The ladies always were good for a neatly turned compliment and a polite, if somewhat grandiloquent, doffing of his derby. The kids got candy, gum or pennies. The Thirty-second was not a high bracket ward, financially speaking, and "Squinty" loaned many a buck that was never repaid.

How Mac Fadden had time to look after his combination furniture and undertaking business no one ever knew, or how he had with a limited grade school education (he quit in the sixth grade by mutual agreement, he said) made his business prosper. He had little interest in it, never spoke of it and was seldom seen within three blocks of his establishment.

(Continued On Page 8)



WAVES IN ACTION... RECRUITER

WAVES assigned to recruiting duty spend some of their time traveling about the recruiting district to which they have been assigned. It is their job to advise and assist young women who are interested in the WAVES, and to answer their questions about the duties, pay, social life, opportunities for advancement, uniforms, etc. In the photo, the uniformed girl—a Specialist (R), Third Class—is assisting an applicant. "R" indicates she's a recruiter. She and other Navy representatives in the recruiting service are anxious to talk about the WAVES to thousands of young women between 20 and 35 years of age.

Ed. Randall's

Scene and Word

A newspaper rack in front of a Thurston Road delicatessen which reads "ROCHESTER TIMES-UNION. 8 PAGES OF COMICS EVERY SATURDAY."

A sign in a grocery store window which carries the following warning: "LADIES—PLEASE DO NOT BRING YOUR FAT CANS IN THE STORE ON SATURDAYS."

DPW Truck No. 468 parked at the curb on Norton Street with the driver standing on the roof of the cab watching the Red Wings fly around the bases.

The resentment of readers to the morning Gannett newspaper's explanation that society news is more important than the want ads in their Monday issue.

Emanuel Steel, off St. Paul, which spells No Name backwards.

The Week In Review

Rochester bus lines showed a marked drop in passengers over the first three months of 1944, according to a report filed with the City Council by Railways Commissioner Harold S. W. MacFarlin. The total of revenue passengers carried on all lines was 29,357,287, a decrease of 3,474,545 over the first three months of 1943. MacFarlin attributed the drop to a letting-up of gas restrictions and a decline in industrial employment.

Construction of a \$5,360,000 flood control and reservoir in the Genesee River at Mount Morris was approved by the Army Corps of Engineers. Enlargement of the program to include an extensive project at Portageville is under consideration in Washington. If this plan is adopted, the eventual program would reach the \$10,000,000 mark. The Portageville plan, however, is subordinate to the Mount Morris scheme.

Bausch & Lomb Optical Company received two new awards in recognition of its war effort. In a twin ceremony Sunday at the Eastman Theatre, the company received the security award

(Continued On Page 4)

Coming Events

Tonight—The Old Guard of Rochester will meet at 8 p. m. at the Main St. Armory for its last session until September.

Tonight—Final meeting of the year of the Seaward School No. 19 PTA will be held at 8 p. m. in the school. Edward F. Ward, boys' adviser at West High School will discuss "The Discipline Situation." New officers will be installed.

Tonight—Grace Guild of Grace Presbyterian Church will hold an all-church car party at 8 p. m. in the parish hall. Proceeds will go toward the annual fuel bill of the church.

Tonight—The Service Club of Rochester will hold a business meeting at the home of Mrs. Donald Faber, Cross-street Yk.

Tonight—Past State President William H. Mostyn will preside at installation of new officers of Rochester Aerie, Fraternal Order of Eagles. A business session will precede the installation.

Tonight—Maha Rebekah Lodge will meet in Odd Fellows Temple, 11 Clinton Ave. N. with N. G. Dorothy Smith presiding. A ple social will follow.

Tonight—Liberty Review, Women's Benefit Association will meet at 8 p. m. in Ukrainian Civic Center, 631 Joseph Ave.

Tomorrow—Tips on serving, sharing and conserving foodstuffs will be given in talks at an all-day meeting of the Council of Church Women at Third Presbyterian Church. The meeting is under the sponsorship of the consumer committee of the Council, with Mrs. Kenneth Messenger as chairman.

Tomorrow—Fraternal Parker School No. 23 PTA will hold a dance program in the school at 8 p. m.

Tomorrow—A farewell reception will be given for Charles W. Joyce, retiring principal of Geneva School at 8 p. m. at the school.

Fri. and Sat.—June 2 and 3—Ruth Circle of Trinity Methodist Episcopal Church will hold a rummage sale beginning at 9:30 a. m. at 455 South Ave. Mrs. Frank Walker and Mrs. Frank Carson are in charge.

Saturday, June 3—Seniors of Montquint High School will present their annual ball, the "Cotton Cotton," at the school.

Sat. June 3—Installation of H. L. Florence Bearwin and S. K. Edward Allen of the Order of the Amaranth will be held in Room B, Masonic Temple with dinner at 6:30 p. m.

Saturday, June 3—West High Drama Club, "Boots and Shoes" will conduct its year's program with a picnic at the Canandaigua Lake cottage of Mr. and Mrs. L. G. Smith, Smith is president of the group this year.

Sun. June 4—Members of St. Elizabeth's Guild with their friends will meet for a silver tea at 2 p. m. at the Guild House, Mrs. George A. Schour will head the reception committee and Mrs. Charles P. Howe is in charge of the tea tables.

Mon. June 5—Annual banquet of the Good Shepherd Guild will be held at Geneva Hotel beginning at 6:30 p. m. Officers for the ensuing year will be installed. Mrs. James A. Small, newly elected regent of the Ironduquet Chapter, DAR will be the speaker.

Tues. June 6—Rochester Rotary Club will hear Louis J. Alber, world traveler and lecturer speak on "The Irresistible Winston Churchill" at a noon meeting in the Powers Hotel.

Tues. June 6—Organization of South Ave. Baptist church will hold a "June Frolic" to honor the 15th Anniversary of the Rev. David E. Haglund's pastorate.

Thurs. June 8—The Ladies Auxiliary of the Jewish Home for the aged will hold its annual luncheon meeting at 12:30 p. m. Rabbi Henry Fisher will give a book review.

Thurs. June 8—Venus Rebekah Lodge will meet in Odd Fellows Temple, 11 Clinton Ave. N. with N. G. Florence Hodson presiding. Change of Regalia will take place.

G. I. Joe Says

BY PVT. JOE BREWER

Last week-end Crowder had visitors from the British equivalent of the Signal Corp of rank similar to our own Brig. Gen. Inglis. So that these guests might see our organization in full swing we ignored Sunday and worked straight through. In just recompense we were allowed two "Sunday days" this week-end. Saturday pinch-hitting for the first Sunday. This made possible passes of two days and three nights duration. Since Friday was pay day the setup was irresistible! The camp "went to town." Even I.

There's a special soldier service at the Joplin "Y" in the form of 75 cent beds arranged in a barracks, only comfortable. These were sold out before dusk. I strung along with the "Chief" (Sioux Indian).

We will here lightly pass over Friday night to awaken in the bleak dawn of Saturday morning at five a. m. Right on schedule! Can you imagine? A guy can sleep all day and he wakes up at five! It wasn't much trouble to beckon Morpheus for a return engagement, though... (Continued On Page 6)

Reflections

By Orville Allen

NO BEEF TODAY

Whether or not restaurants still celebrate "Meatless Tuesday" each week, I do not know, but since I began filling space in this publication with what we laughingly call a "column" I have celebrated Tuesday as "Beef Day."

Before you call me unpatriotic let me assure you that the beef I am referring to is a state of mind and not a choice morsel of steer.

You see Tuesday is the day I usually complete this chore and as the announcement heralding the advent of "Reflections" in The Sun said, and I quote: "Dust up the emery wheel because Allen will probably grind some axes. He's 'agin' a lot of things," unquote.

Therefore, in the role of chronic kicker, I chose Tuesday as the day to feel most ugly.

But Tuesday this week was Memorial Day and I took the day off. Here it is Wednesday morning and I don't feel the least bit mean. How can I do any "beefing" today? I just can't.

Amusements

2 Days Only! Olsen & Johnson's "SONS OF FUN" with Company of 120. NOT A MOVIE. MATINEE SATURDAY 2:15. Night \$1.20, \$1.80, \$2.40, \$3.00. Bargain Matinee \$1.20, \$1.80, \$2.40. Tax Incl.

Ray Milland, Ruth Hussey and Gail Patrick in "THE UNINVITED". Plus Leon Errol in "SLIGHTLY TERRIFIC."

7 DAYS On Our Stage In Person "TARS AND SPARS" with VICTOR MATURE and Cast of 60

"FOLLOW THE BOYS" with George Raft, Jeanette MacDonald and all-star cast. Plus Helita in "LADY, LET'S DANCE."

Ann Sheridan, Dennis Morgan and Jack Carson in "SHINE OF HARVEST MOON." Plus Joan Fontaine and Orson Welles in "JANE EYRE."

"THE FIGHTING SEABEES" with John Wayne and Susan Hayward. Plus "GIVE OUT SISTERS" with The Heaven Sisters.

"HEAVEN CAN WAIT" With Don Ameche, Gene Tierney

Fred MacMurray, Dorothy Lamour and Betty Hutton in "AND THE ANGELS SING." Plus Jean Parker and Robert Lowery in "THE NAVY WAY."

"FIGHTING SEABEES" with John Wayne and Susan Hayward Plus FRANK CLEMENTINE with Frank Albertson.

Alan Ladd in "GANGS INC." Plus "SHAKE HANDS WITH MURDER" with Frank Jenks and Iris Adrian

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FRIGID Fur Storage
The Best Fur Storage Under Personal Supervision of Expert Furrier
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USED SEWING MACHINE

SALE

STOCK ROOM CLEARANCE

USED TREADLES FROM \$9.50 UP

ALL MACHINES Reconditioned — Guaranteed

Special Announcement

We Have **4** Used Singer Portables

Like New — First Come First Served

Also a Fine Selection of Late Model SINGER and Other Make Drop Head Machines.

TRADE-INS ACCEPTED ON ALL USED MACHINES

SALE STARTS THURSDAY

SINGER SEWING CENTER

SINGER BLDG.
47 EAST AVE.

New TIRES JUST RELEASED FOR

B and C

BOOK HOLDERS
New Low Prices on B. F. GOODRICH SILVERTOWNS POPULAR SIZES IN STOCK

4.40/4.50-21	\$12.00
4.75/5.00-19	12.05
5.25/5.50-18	13.45
5.25/5.50-17	14.75
6.00-16	16.05
6.25/6.50-16	16.50
7.00-15	21.55
7.00-16	22.10

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Let Us Inspect Your Tires and Help You Buy for a Better Certificate

Special Service To Car Owners

We will complete all necessary inspection papers for you, and make out your application for tire replacements.

YOU DO NOT HAVE TO GO TO THE RATION BOARD!

Official TIRE INSPECTION STATION

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The modern miracle wall finish
Kem-Tone
ONE GALLON DOES A ROOM!

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This housewife has discovered that Blind-X, the instant cleaner for Venetian blinds, cleans woodwork too, removing finger prints, dirt and greasy film with a simple, wiping motion. Blind-X is absolutely safe to use on any woodwork, whether it's enameled, painted or varnished, and it's gentle on the hands.

Pi. 45c Qi. 75c

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CONVENIENT
EDWARDS
CHARGE ACCOUNT

Edwards Basement Store

Shop With
Edwards
Handy
Credit
Coupon
Books



Sea and Sand Sirens



Left
**SOUTH OF THE
BORDER PRINT**
3.97

Tan the South American way in this brief two-piece, gaily printed suit. Uplift bra top, flared skirt with knit panties underneath. Made of Rayon Bengaline. A Catalina swim suit. Sizes 32-38.

Above Right
SLICK & SMOOTH
One-Piece
3.97

Another style favorite by Catalina. One piece Rayon Bengaline solid colored suit. Full flare skirt, uplift bust control bodice. Narrow adjustable shoulder straps. Plain cotton jersey lining throughout. Colors Red, Yellow, Blue. Sizes 32 to 40.



Above
PRETTY BALLERINA
Two-Piece
2.97

Swim or play in this gay cotton suit. Brief white skirt with printed border in red, green or blue. Snug elastic waist band to make you look tiny waisted. Bra top with adjustable straps. A Catalina suit. Small, Medium and Large sizes.



Above
**Mother's Favorite
DRESSMAKER SUIT**
2.97

Smartly tailored one-piece dressmaker suit for the larger figure. Built up shoulder straps, full flare skirt, fully lined. Maroon and Navy prints.

RIGHT
HAWAIIAN PRINT
One-Piece
3.97

Large brightly colored flowers sparkle on this gleaming white rayon bengaline suit by "Catalina". Princess style with adjustable straps and very low cut back to allow for plenty of tan. Fully lined with white cotton. Sizes 32 to 38.

BEACH BAGS
1.39

Carry all your paraphernalia in this good looking awning cloth drawstring beach bag. Stripes and plain colors.



EDWARDS BASEMENT

**LOOK PRETTY
keep COOL
IN "HATTIE LEED"
COTTON
DRESSES**
3.97



Cool summer cotton casual classics. Button down the front styles. Contrasting belts and shiny pearl button trims. Nicely tailored with details usually found only in more expensive dresses. Broadcloths, Seersuckers and Novelty weaves. Blue, Brown, Red and Green stripes.

**GUARANTEED FAST
COLOR**
Misses' and Women's
Sizes

EDWARDS BASEMENT

Girls'
**Sheer Cotton
BLOUSES**
1.77

Print blouses for girls to wear with their summer skirts. Square neckline with crisp white embroidery trim. Blue and rose prints. Sizes 8 to 16.



EDWARDS BASEMENT

Girls'
**SUMMER
SKIRTS**
1.97

Peasant type skirts of spun rayon in floral prints and stripes. Full cut to please your young daughter. Blue, rose, red, tan. Sizes 8 to 16.

**SPECIAL VALUE From EDWARDS
FOURTH FLOOR PAINT DEPT.**

WALLPAPER CLEANER
(POWDERED ERASER IN A BAG)

Simply squeeze the pad and rub. The tiny particles of art eraser absorb the dirt and dust. Will not smudge. Requires no special handling, cleans window shades, white shoes, lamp shades, felt hats, books, pictures, etc.

23¢



EDWARDS FOURTH FLOOR

For Summer Fun!
**'SMARTY PANTS'
SHORTALLS**
2.97

Cotton twill shortall in wonderful summer colors. Blue, Coral, Maize, Lilac and White. Sizes 12 to 18.



Cotton Knit
BASQUE SHIRTS
1.59

A wide variety of stripes. Some with cute tie necklines, other with the popular round neckline. Short sleeves. Fine quality combed cotton yarn. Sizes 32 to 36.



EDWARDS BASEMENT

Green Salad

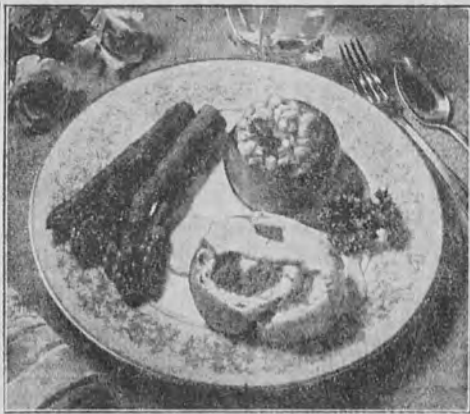
- 2 grapefruit
- 4 oranges
- 1 cup raw young spinach leaves
- 1 head romaine
- 1 cup mayonnaise
- 1 cup orange juice
- 1 cup rind

Select large firm Florida grapefruit and oranges. Peel and section fruit. Wash spinach and romaine. Tear greens into pieces. Blend mayonnaise with Florida orange juice and rind. Combine Florida grapefruit and orange sections, spinach and romaine; toss together with dressing. Serve in salad bowl. Serves 4 to 6.

Watercress Biscuits

- 2 cups flour
- 1/2 tsp salt
- 2 tbsps. baking powder
- 4 tbsps. shortening
- 1/2 cup finely chopped watercress
- 1/2 cup milk (about)

Sift together flour, salt and aluminum phosphate baking powder. Cut in shortening with 2 knives or pastry blender. Mix in watercress. Gradually add milk, stirring with fork to form soft dough. Roll out on lightly floured board to 1/2-in. thickness. Cut in rounds. Place on baking sheet; bake in hot oven (425° F.) about 15 mins. Makes 12.



MEAT AND BISCUIT PINWHEELS

Lend variety to the meat of your meal with this delectable combination of meat and biscuit. Most any meat filling can be used in this versatile roll. Possibilities for this filling include corned beef, dried beef, ham, dried beef, or other meat with a flavorful sauce. And easy to make! For the biscuit dough use 2 cups sifted flour, 3 tablespoons baking powder, 1 teaspoon salt, 1/2 cup lard, and 1/2 cup milk. Roll into rectangle. Spread dough with 2 cups of ground meat, mixed with 1 cup thick, well-seasoned white sauce or gravy. Roll up as for a jelly roll, and slice. Brush the slices lightly with melted fat for a crusty surface. Bake them cut side up in a hot oven (400° F.) for 30 minutes. Serve with extra gravy or tomato sauce. Accompany with hot buttered asparagus and baked tomato filled with corn.

Pertinent Paragraphs

It's a "grate" day for salad lovers when the slaw's made of grated cabbage and carrot with plump fresh Florida grapefruit sections tossed through for zippy flavor and mayonnaise mixed to taste!

Tom Sawyer snack is a thick slice of bread spread generously with karo for that real, old-fashioned bread with something sweet that wids have always

craved between meals. It's your secret that the snack is good for them — karo contains dextrose, food-energy sugar, so easily digested it's prescribed for baby formulas.

Shortcut to shortcake is the spicy kind made in a finger-snap with the prepared gingerbread mix based on Mary Ball Washington's famous recipe. Just add water to the contents of the package, stir and bake. Cool, split cake into layers, spread with moistened cream cheese and put on top layer of

personal neglect. Through sound nutrition, daily oral hygiene and frequent inspection and care by the dentist, it is estimated that 75 per cent of all toothaches can be avoided.

TOOTACHE is the result of diseased teeth caused largely by

LOVE FROM THE PAST

A book-length story. Which has the greater power over a man's heart — the woman he needs or the woman who needs him?
THE SNOB I WAS
She thought she could find out something to block her brother's marriage. But what she learned was to change her own life. Many other fascinating true-to-life stories, and secrets of successful living, hints about beauty, household help, patterns and home management.
10c JULY ISSUE SECRETS NOW ON SALE 10c

Bran Muffins

- 2 tbsps. shortening
- 1/2 cup sugar
- 1 egg
- 1 cup shredded bran
- 1/2 cup milk
- 1 cup flour
- 1/2 tsp. salt
- 2 1/2 tbsps. baking powder

Blend shortening and sugar thoroughly; add egg and beat well. Add shredded bran and milk; let soak until most of the moisture is taken up. Sift flour with salt and baking powder; add to first mixture and stir only until flour disappears. Fill greased muffin pans two-thirds full and bake in moderate oven (400° F.) about 30 mins. Makes 8 large muffins or 12 small.

Beet Greens Gola

- 1 1/2 lbs. young beet greens
- 1 grapefruit

Remove any tough stems or wilted leaves from beet greens. Wash several times in cold water until all sand is removed. Drain slightly. Cover in saucepan, adding no water but that clinging to greens, and cook 10 to 20 minutes or until greens are tender, turning once during cooking. With a sharp knife, peel grapefruit whole from blossom end to base. Using sharp knife, loosen sections from membrane, lifting out perfect sections in one piece. Add these grapefruit sections to cooked greens in skillet and toss together with 2 tbsps. melted butter. Heat through, season with salt and pepper. Serves 4.

Consumer News

MILDEW! PHEW!
Mildew spots must be treated when fresh. Before the mold growth has a chance to weaken the cloth.

Soap and water — On washable material, soap and water will remove very fresh stains. Drying on the grass in the sun helps to bleach spots.

Bleaches — Try a bleaching agent if soap and water do not remove the stain. Be sure to test for color-fastness on a hidden part of the garment.

Lemon juice — Moisten the stain with lemon juice and salt and place in the sun. This often removes light stains.

Javelle water — Old stains on cotton, linen, or rayon may be bleached out with Javelle water. Dip the stain in the Javelle water for 1 minute (no longer) remove the chlorine from the cloth with a sodium thiosulfate solution, rinse well in water. Do not use Javelle water on silk or wool.

Sodium Perborate — Soak the stain in a sodium perborate solution (4 tablespoons perborate to 1 pint lukewarm water). Or dampen the stain with water and sprinkle the perborate powder directly on the stain. Rinse after either treatment.

Recipe for Javelle Water. — Mix 1/2 pound washing soda in 1 quart of cold water. Add 1/4 pound of bleaching powder (commonly called chloride of lime). Strain this liquid through a piece of muslin and store in a bottle with a tight cork or stopper until ready for use.

To remove a stain with Javelle water, stretch the stained part of the cloth over a bowl filled with cold water and drop the Javelle water on the stain with a medicine dropper. (If the stain is large, dip the entire garment in the Javelle water). Never let the Javelle water remain on the stain for more than 1 minute. It rots even linen and cotton materials if allowed to remain on them longer. Rinse quickly by dipping in the water.

"Let Onions Dwell Within Their Bowl, and Scarce Suspecter, Animate the Whole"

The most welcome feast comes after a famine. So American housewives who have been hungry for onions for months should take special pleasure in the announcement from the War Food Administration that from now through early June, onions will be abundant in markets in all parts of the country.

The War Food Administration urges everyone to take advantage of this bountiful supply. Early onions cannot be stored for long periods because they are too tender and juicy, and have thin outer skins. They are not used for dehydration because of their high moisture content and mild flavor. Onions grown in hot weather have a stronger flavor.

However, early onions because of this tender juiciness and mild flavor are ideal for serving raw in salads and sandwiches, and for boiling, frying and baking—stuffed or scalloped. At this time when cooking fats require no rationing, why not treat the family to French Fried Onions?

Did you know — If you chew a sprig of parsley, you needn't eat your onions sparingly? Honest to Goodness! Parsley does the trick. You can have your hamburgers "with" and still be socially accepted.

One onion a day will spice your meals — flavorful meals will make your family clean their plates — and you will have done another wartime food job.

Sibley's
WE'RE FAMOUS FIXERS!

- Westlox Alarm Clocks Repaired
- Dial Refinishing
- New Watch Bands
- Watch Crystals
- Jewelry Repairs
- Bead Restringing
- Silver Repairs
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Estimates Gladly Given
Dependable WATCH REPAIR
CENTER AISLE A,
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WASHABLE WINDOW SHADES
selection of colors
New roller included
Sizes 4 ft. x 36 inches
WITHOUT ROLLER 29c **39c**

Lucas DURAFILM
FOR INTERIOR WALLS AND WOODWORK
A remarkable new oil paint for walls, ceilings, of plaster, wood, composition, burlap, cement. It's really washable! A permanent finish that defies all stains... even ink and mercury-chrome. Soap and water removes dirt film and stains without affecting the pastel finish. In Gloss and Semi-Gloss.

Special LINOLEUM OFFER
From our large selection of patterns, all colors through to black. It is still possible to modernize that kitchen floor with

ARMSTRONG
INLAID LINO FLOOR **\$18.75**
Any Room Size
Up To 9x12
COMPLETE WITH LABOR AND MATERIALS

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80 St. Paul St. FREE PARKING Main 2090

SIBLEY'S STORE for MEN

The Maximum in Quality and Comfort . . .
A STETSON STRAW 5.00
Beat the heat waves in a featherlight "Stetson." Handmade, of top quality materials to give you summer comfort with classical smartness. Sketched is the "Kemp," a genuine, ventilated Panama.
Other "Stetsons" **7.50 to 10.00**
STORE FOR MEN, CLINTON AVE. ENTRANCE, MAIN FLOOR

Stein Bloch's Cool, Comfortable COOLITE SUITS 32.75
Here's a group of summer suits made of the wonder fabric called "Coolite," a crush-resistant, spun rayon. It looks, feels and wears like a fine wool tropical. We highly recommend "Coolites" for their excellent tailoring and fine wearing qualities. Smart single and double breasted models in attractive shades and patterns.
STORE FOR MEN, CLINTON AVE. ENTRANCE, MAIN FLOOR

LEISURE-WEAR CLOTHES in Basic Colors to Mix or Match

LEISURE SHIRTS 5.95
Genuine "Casa Loom" fabric shirts by "Enro." Washable, comfortable. Long sleeves and two, button-through pockets. Basic colors to blend with slacks: Tan, Gold, Brown or Cream. Small, medium and large sizes.
MEN'S FURNISHINGS, AISLE B, REAR, MAIN FLOOR

RAYON SLACKS 7.50
Cool, well-tailored rayon slacks designed to blend with all colored sports shirts. Grand for gardening, golf or just plain loafing. Waist sizes 30 to 42.
MEN'S FURNISHINGS, AISLE B, REAR, MAIN FLOOR

ARROW DOUBLER SHIRT 2.24
Cool, light-weight cotton with long sleeves. Shadow-striped fabric. Double-duty wear in convertible collar, worn open or buttoned. Cream, green or blue pastels, or white. Neck sizes 14 to 17.
MEN'S FURNISHINGS, AISLE B, REAR, MAIN FLOOR

STRIPED "TEE" SHIRTS 1.50
Basque, and cross-striped T-shirts with crew neck. Made of fine quality mercerized cotton. Basque stripes in brown, blue, maroon on white. Cross stripes in tan, white or yellow on brown. Small, medium, large.
MEN'S FURNISHINGS, AISLE B, REAR, MAIN FLOOR

SIBLEY, LINDSAY & CURR CO.

RUDOLPH'S 38th ANNIVERSARY Celebration

Offers a Wide Selection of Men's and Women's

FINE WATCHES

- ★ BENRUS
- ★ LONGINES
- ★ BULOVA

Famous names that mean the most in quality and accuracy. We're proud of the many styles and prices we can offer you.

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MEN'S BENRUS 37.50

MEN'S SERVICE 29.75

WOMEN'S OLYMPIC 24.75

Women's Diamond LONGINES \$325

Women's FOB WATCH 27.50

Use Your Credit
Prices Include Tax

Rudolph's
CORNER EAST MAIN AT SOUTH AVENUE
In Batavia—109 Main Street
Open Monday from Noon 'til 9 P. M.

Consumers Aid Called To Prevent Milk Waste

Urban consumers in New York State were summoned today, in effect, to aid milk distributors in preventing any loss or waste in marketing the record high production of the New York milkshed in its flush period now at or near the peak, before it bursts beyond the capacity of the dairy industry's manufacturing plants.

The decision to resort to consumers' appetites for fluid milk and milk by-products in order to cope with the abundant flow of milk was made known when Dr. C. J. Blanford, market agent of the War Food Administration, announced an upward revision in the quotas restricting the sale of fluid milk and other products. The revision is effective June 1.

Milk distributors are authorized to increase their sales of fluid milk 10 per cent above the level they reached in June 1943. Quotas heretofore have been held at 100 per cent of the quantity sold then with the exception of the last 16 days of May when an increase of 5 per cent was allowed.

Sales of milk by-products, mainly cottage cheese, butter, milk, and flavored milk beverages, will be allowed to ascend 20 per cent above the amount sold in June 1943. By-products are manufactured from skim milk which is at present threatening to overwhelm the drying capacity of the plants where skim milk powder is made.

The effect of the fluid increase is that distributors in the Upstate markets will be allowed to sell at least an additional 85,000 quarts of milk a day while the possible increase in the New York-New Jersey area is at least 470,000 quarts a day. Dr. Blanford pointed out that the purpose of the milk conservation program, which limits the consumption of milk, cream and by-products has been to divert milk to the manufacture of dairy products essential to the war effort.

Angels' robes are always made of filmy, pure white with given sharp contrast in the Broadway district. "Highland Fling," where one of the celestial orb wore a beautiful heaven blue robe over which a soft cerise tunic was draped.

There may be shatter-proof ice-cream bars. This confection is coated with hydrogenated oil-peanut, cottonseed and soybean.

'Clip' Bostwick To Be Honored At 10th Ward Fete

Charles E. Bostwick, Tenth Ward Republican leader will be one of the principal speakers at the 21st annual Tenth Ward Republican entertainment and dance, tomorrow evening at Edgerton Park Assembly Hall.

Last year Bostwick was confined to his bed by illness and was unable to attend the affair. Assemblyman Thomas F. Riley, chairman of the Program committee, announces that the annual convention year book will be one of the affair. The book contains a program of events as well as pictures of city and county Republican leaders.

Donal N. Morris, chairman of the publicity committee, stated that most of the prominent Republican county and city officials will be present.

An elaborate program of entertainment has been arranged by Sherman Pierce, chairman of the program committee. The program will include theatrical stars and also Tenth Ward talent. Clarence R. Pfeiffer, general chairman of the affair, expects a record attendance of over twenty-five hundred.

Musical Hit Moves To Regent

Moving to the Regent today is Paramount's newest musical hit "And The Angels Sing." The four sisters in the Angel family are Betty Hutton, Dorothy Lamour, Mimi Chandler and Diana Lynn. This quartet is a singing, dancing, instrument playing group which one night club, radio program or theatre stage would welcome. Dotie plays the guitar, Betty, the clarinet; Mimi, the accordion and Diana the piano.

The co-feature, "The Navy Way" is a story of the Great Lakes Naval training station featuring Jean Parker and Robert Lowery.

There may be shatter-proof ice-cream bars. This confection is coated with hydrogenated oil-peanut, cottonseed and soybean.

Lament Of The Corner Grocer

Dedicated to Paul Reverson. A lady in our neighborhood, is fragile and refined. But once inside a grocery, she seems to lose her mind. However, many customers may happen to be there, SHE simply must be served at once, no matter how they stare.

Tomatoes are her enemies, SHE leaves a bruise on each. Shoves in the ends of honeydews, manhandles every peach.

"That Hamburg Special is so cheap, it must be old and fat. However, Boy, I'll take three pounds of course, it's for the cat!" SHE want a real nice sirloin steak, but sniffs it doubtfully.

SHE acts as if she ought to get the steer's whole pedigree. The butter might be rancid, so SHE'd like to taste it while it's fresh.

Why should the Jekyll-Hyde be called ONE OF THE WEAKER SEX?

Shopping News Pattern



No. 3784. There's a great deal of glamour and just a dash of daring in this charming ballerina play-suit. Sizes 11 to 19. Size 15, 2 yd. 38-in. fabric, 1 1/2 yd. ruffling (play-suit), 1 yd. 35-in. (shorts).

No. 3778. Your young daughter will live in this gay sambac frock with its practical pretty bolero to match. Sizes 6 to 14. Size 8, 2 1/2 yd. 35-in. fabric (dress and bolero).

No. 2722. The soft suit dress is such a satisfactory warm weather fashion, keyed to your busy summer-time life.

Preparing Old Furniture For Refinishing. Before refinishing old furniture, the previous finish of which may have been worn, spotty or have in spots, remove the old finish completely with a paint remover.

Dentists with the armed forces have manifold duties. Those stationed in clearing stations close to the front are prepared to give first aid in maxillofacial treatment or routine dental service.

GI Joe Says . . .

wich lasted luxuriously 'til ten. The "City" was a surprise by daylight. Many store fronts were designed like general stores from a Class B Western.

The central USO afforded the biggest attraction. At its lunch counter one might buy the best lemon pie in the world cut in sixths for seven cents.

dance floor circled by easy chairs afforded a second daytime lounge. Of course there's no comparison with the elaborate USO at St. Louis which I understand (and can well believe after seeing it) is the finest east, south or north of New York.

Well . . . tiring of eating lemon pie at last, I set out to see the by-ways of Joplin. Two blocks off Main Street soldiers thinned out to zero. Here was room to breathe, but further reconnoitering discouraged this too . . . Homes with 20x20 back yards all had at least one cow!

where a merry-go-round, ferris wheel and catpillar attracted soldiers and townsfolk alike. The squealing of delighted kids provided advertising coverage five blocks in any direction.

- Answers to Who Knows
1. Yes, after six months' service: \$2095 to \$300.
2. Fifty per cent.
3. Less than one per cent.
4. About 5 cents a mile.
5. Newly appointed Secretary of the Navy.
6. The bark of the cinchona tree.
7. About \$60,000,000.
8. "Telesch" is the Italian name for Germans.
9. Martin Flavin.
10. Jan. 20, 1941.

Episcopals Convene At Canandaigua

Thirtieth annual convention of the Episcopal Diocese of Rochester will be held next Tuesday, at St. John's Church Canandaigua, N. Y.

A celebration of the Holy Communion at 10:30 a. m. will be followed by the annual address of the Rt. Rev. Bartol H. Reinheimer, D. D., Bishop of the Diocese.

The annual meeting of the Woman's Auxiliary of the Diocese, usually held concurrently with the convention, will be held this year at Christ Church, Rochester, next Thursday.

The Navy Dental Corps now has two Rear Admirals. They are Rear Ad. Alexander G. Lyle and Rear Ad. Cornelius H. Mack.

June Frolic To Be Held At South Ave. Baptist

Next Tuesday evening at 8 p. m. the Women's Organizations and the Men's Bible Class of South Ave. Baptist Church will jointly sponsor a "June Frolic."

Among the features of the evening will be an amateur musical. Miss Mahle Smith will be in charge of recreation, while Roland Tuttle, well known local entertainer and pianist will entertain. Music will also be furnished by the church orchestra.

Among the features of the evening will be an amateur musical. Miss Mahle Smith will be in charge of recreation, while Roland Tuttle, well known local entertainer and pianist will entertain.

Care For Your Paint Brush

Use your brush flat when you put it away — standing it on end curls the bristles. Don't use the same brush for paint and varnish.

BOYS WANTED 12 to 14 YEARS OF AGE as SHOPPING NEWS CARRIERS

Earn Good Money In Spare Time! 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.

Form with fields for Name, Address, Age, School, Grade, Telephone Number.

WHERE TO PLAY BINGO

WEGMAN HALL 371 E. MAIN ST. SUNDAY NIGHT REG. GAMES \$5-\$15 MONDAY NIGHT REG. GAMES \$5-\$10

PARK HALL JEFFERSON AVE. AT PLYMOUTH THURSDAY BOARD GAMES \$8-\$9-\$10 JACKPOT 55 NOS. \$200 SATURDAY ALL BOARD GAMES \$12 \$15 \$20

STRAND Every Tues. and Fri. at 8:45 P. M. \$1000 EACH NITE NO JACKPOTS ALL PRIZES GO BINGO

HOLLYWOOD 35 PULLMAN AVE. TUES. NIGHT HUDSON-HOLLYWOOD HOOK UP JUNE 6th All Reg. Games \$7.00

TOWNER-HALL UNIVERSITY AT ATLANTIC AVE. WEDNESDAY THURSDAY Admission Tax Only 5c All Games & Specials \$5.00 Ea.

THE BIGGEST BINGO IN TOWN NEW IDEAS — NEW GAMES — NEW THRILLS \$1500 CASH EVERY FRIDAY NIGHT

CLOSING FOR THE SUMMER JUNE 16th \$1750 CASH American Legion COLUMBUS AUDITORIUM 50 CHESTNUT ST.

HOLLYWOOD 35 PULLMAN AVE. WEDNESDAY-THURSDAY-FRIDAY ADMISSION 5c TAX 23 REGULAR GAMES \$5.00 SATURDAY \$10

WEDNESDAY-THURSDAY-FRIDAY ADMISSION 5c TAX 23 REGULAR GAMES \$5.00 ALL SPECIALS PLAYED 4-6 WAYS SATURDAY \$10

GRAND... HEALTHFUL... COOL... Z... S. S. NORANI... FRAM BUFFALO SUNDAYS COME FROM ROCHESTER... CANADA ST... DOWNTOWN... Use mal... Let VIC... VACAT... AT A S... OR MOU... SUMM... RESO... Let Us Arra... Restora... Weather in the Adm... Atlanta City in the B... e temple list of sp... ter, Duke Rumber, ca... meadlin temp. Tak... Free location... info... SUN... 93 CLINTON...

Reflections . . .
(Continued from Page 1)

them as long as it was fuzzy and cuddly — something that would serve as a toy and a doll.

The one which he decided on had eyes made of black buttons and one of which was not on straight, however, the Marine had it wrapped up and felt he had done a good job.

In due time the presents were distributed . . . something for everyone. The little girl seemed slightly disappointed at first but soon brightened up. Later her 'hero' uncle found her alone and crooning over her newest play-mate.

He heard her saying "Gladly" over and over while she sang to the Teddy Bear.

"What are you saying, Louise?" asked the Marine.

"I have given it a name. . . I call it 'Gladly,' happily replied the youngster.

"Isn't that a rather strange name?"

"Not at all," replied the little miss. "In Sunday School, we sing 'Gladly, my cross-eyed bear.'" was the astonishing reply.

The American Dental Association has received a formal request from the Chinese government for assistance in a public health program for China.

NEW YORK'S MOST UNUSUAL HOTEL
Invites you to discover the extra quiet, comfort and economy of the Bristol, so centrally located at Radio City. Individually controlled radio in each room. Sanitized Service.

HOTEL BRISTOL
129 West 48th St., New York City
Joseph E. Bath
Theodore E. Tolson, Jr. • Alfred S. Tolson
AT RADIO CITY

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¢ to Lunch 70¢
De Luxe Dinner 1.40

GREAT LAKES Cruises
On largest, finest lake liners
S. S. Noronic and Hamonic

On leave from the home front? Enjoy the time-tested benefits of shipboard life. . . a restful, stimulating cruise on breezy Northern 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.

To DETROIT • PORT ARTHUR
SARNIA • DULUTH
PORT WILLIAM • And Return
9 DAYS \$895 ALL EXPENSES
From Buffalo—Thursdays and Sundays commencing June 11

Ask About SAGUENAY CRUISES From Rochester, \$61 Up

Taxes Additional. No Passports Required
(Make reservations early! For literature and tickets apply to: J. J. Platoon, D. P. A., Hotel Saguenay, 1010 E. Ave. (Stone 3461) Rochester 4.

CANADA STEAMSHIP LINES
NORTHERN NAVIGATION DIVISION

Shrimp-In-Spinach Timbale Ring

3 cups cooked spinach
2 cups well-seasoned white sauce
2 eggs
½ cup can shrimp (1½ cups)
Salt and pepper

Chop spinach; combine with 1 cup white sauce. Beat eggs well; add. Pour into greased ring mold; place in pan of hot water. Bake in moderate oven (350° F.) about 40 mins. or till set. Meanwhile, combine remaining 1 cup white sauce with pepper. Unmold spinach ring on serving platter; fill center with shrimp. Serves 4 to 6.



PRETTY APPEAL
The most charming and certain way of asking you to buy War Bonds and Stamps is demonstrated on the Atlantic City beach by Peggy Maley, film starlet, who built her slogan from sea shells. Miss Maley is the former Miss Atlantic City at 1942, the daughter of an Atlantic City policeman now in the U. S. Navy.

Canada Offers Hearty Welcome to Suntourists

Travel through Canada by United States citizens has been greatly facilitated by the governments of the two nations. Citizens of this country do not need passports to enter Canada and very little proof of citizenship is required to re-enter the United States.

Even cameras in the hands of tourists are welcomed. Of course there are restrictions against taking snapshots of military installations — just the same as there are in this country.

First Suntours cruise of the season to Montreal, Quebec and the Shrine of Ste. Anne de Beauport, leaves Wednesday, July 5.

All expenses incidental to the cruise are covered in the one cost of \$39.50 (plus \$6.15 tax). And in this instance "all-expense" actually means just that. Not only are all transportation, stateroom, hotel, and meal charges included, but taxi transfers from boat dock to hotel, etc., are covered in the one cost.

So you can leave your wallet at home and still enjoy every deluxe feature of the cruise.

Many members of the party will be making their first cruise through Canada. That is why the services of a competent tour director will be particularly helpful. He can point out many of the sights, arrange for boat transfers, hotel arrangements, etc. A tour director will be with the party at all times.

Complete details of the cruise are contained in a leaflet which is available at The Rochester Sun, 93 Clinton Ave. S. or a telephone call to Stone 6000 will bring the leaflet to your home in the mails.

Other cruises already announced by the Suntours Travel Bureau will be made on the following dates:

July 12 — Six-day cruise to the Saguenay River stopping at Montreal and Quebec for a day and a night each. Fare — \$36.50 per person plus tax.

Aug. 2 — Second Montreal and Quebec Cruise. A duplicate of the July 5 cruise.

Aug. 14 — Second Saguenay River Cruise. A duplicate of the July 17 cruise.

Sears

IF YOU'RE PLANTING -- HERE'S A "DEAL" YOU'LL APPROVE!!

Select No. 1 N. Y. State
ROSES

55^c EA.

All of Sears Roses are field grown from select stock in one of New York State's largest nurseries, ready for immediate planting. A complete selection of varieties. Buy on our easy pay budget plan in amounts of \$10 or over. On sale at Both Stores.

Ami Quinard, Frau. K. Drucki, American Beauty, President Hoover, Edith N. Perkins, Golden Dawn, McRedys Scarlet, Dr. Van Fleet, Dame Edith Helen, Essence, Roslyn

NIGHT GAME FRIDAY
LADIES NIGHT
RED WINGS VS MONTREAL
GAME TIME 8:15

Game Time **SATURDAY, JUNE 3rd**
2:00 P. M. **RED WINGS vs MONTREAL**

DOWNTOWN TICKET OFFICE — 93 CLINTON AVE.

Use it up...wear it out...
make it do...or do without!

GENESEEE LAGER BEER

Fight Inflation



SAUCE FOR PUDDING OR DESSERTS

Bring ½ cup water to boil with 2 tbsp. sugar. 1 tsp. butter. Combine 4 tbsp. FETIE HAGEN Cordial (any suitable flavor) with 2 tbsp. corn starch. 1 tsp. lemon juice. Pour into boiling liquid. Stir at boiling point 2 min.

Army & Navy Union OF THE U. S. A.
World's Greatest Show
Edgerton Park Stadium
LAST 2 DAYS
FRIDAY & SATURDAY
JUNE 2nd & 3rd
MATINEE SATURDAY

International Wild West RODEO

AND DAREDEVIL THRILL SHOW

See Cowboys and Cowgirls, Bronco Riding, Bullfighting, Brahma Steer Riding.

America's Greatest Circus Acts

Hollywood Daredevils in action see daredevil Lee Last leap his car over a transcontinental bus and 5 other cars.

Buy your tickets now at all Liggett's Drug Stores & Sterling Diners.

General Admission 75¢, plus tax. Children Half Price.

For Reserv. Phone Glen. 2909

Harness Races BATAVIA NOW RUNNING

Over Best-Lighted Track in America

PARI-MUTUEL BETTING Daily Double closes at 8:15	NIGHTLY 8:30 ADMISSION \$1.25 including tax and grandstand seat FREE PARKING
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EVERY NIGHT EXCEPT SUNDAY

HORTICULTURAL EXPERTS RECOMMEND PLANTING UP TO JULY 1st

FRESH DUG! NEW YORK STATE SELECT STOCK

Evergreens

Both Stores Open Friday and Saturday 'til **9 P. M.**

Garden Department Both Stores

1.79 and up

Now and right up to July 1st is the time to plant your evergreens for best results. All of Sears field grown evergreens are the finest obtainable. Select yours from our complete stock shown below.

Juniper Dupressa Plumosa, 18" to 24"	2.98	Juniper Excelsa Stricta, 12" to 18"	1.59
Mugho Pine, 15" to 18"	2.49	Juniper Excelsa Stricta, 18" to 24"	2.49
Austrian Pine, 2' to 3'	3.59	Juniper Tamaricifolia, 15" to 18"	2.29
Taxus Cuspida, 12" to 15"	2.98	Pyramidal Arbor Vitae, 18" to 24"	1.98
Sabina, 2' to 2½'	3.29	Pyramidal Arbor Vitae, 24" to 30"	2.69
Sabina 1½' to 2'	2.49	Pyramidal Arbor Vitae, 2½' to 3'	3.49
Taxus Cuspida, 18" to 18"	3.98	Pyramidal Arbor Vitae, 3' to 4'	4.49
Hemlock, 18" to 24"	2.59	Pyramidal Arbor Vitae, 4' to 5'	5.49
Globe Arbor Vitae, 12" to 15"	1.79	Pyramidal Arbor Vitae, 5' to 6'	6.98
Globe Arbor Vitae, 15" to 18"	2.59	Pfitzer Juniper, 15" to 18"	2.59
Globe Arbor Vitae, 18" to 24"	2.98	Pfitzer Juniper, 18" to 24"	3.69
Biota Aurea Nana, 15" to 18"	2.59	Irish Juniper, 18" to 24"	1.98
		Irish Juniper, 2' to 2½'	2.49

Let Us Help You Plan Your VICTORY VACATION NOW!

VACATIONING AT A SEASIDE OR MOUNTAIN SUMMER RESORT?

Let Us Arrange Your Reservations

Whether in the Adirondacks, the Poconos, Atlantic City or the Berkshires, we have a complete list of attractive vacation resorts. Their beaches, cabins, summer hotels, mountain camps. Talk it over with us. Free literature available on many. Full information on all.

Eastern Canada CRUISE

With metropolitan Montreal, historic quiet Quebec, across Lake Ontario, the St. Lawrence River, through the rapids. Live a day or more for four exciting days and nights. Best accommodations—dinner, music, wine and allied side trips to the lake's ship board entertainment.

ALL EXPENSE **\$59.50**
For Person Plus Tax

Every expense included: transportation, stateroom, hotel accommodations, meals, music, wine, in main dining room. Side trips included. Baggage and taxi transfers. Even tip for baggage men.

SAILING DATES
Lv. Rochester Wed., July 5, Aug. 2, Aug. 30. Return following Sunday.

A small deposit now will hold your reservations until sailing time.

Saguenay River CRUISE

All the features of the Eastern Canada cruise PLUS two extra beautiful days and nights. Cruise on the St. Lawrence River—the beautiful Saguenay—St. Maurice Bay, Tadoussac, Ile St. Pierre, every scenic spot, luncheon, lounge, freeboard for your enjoyment.

6 DAYS - 6 NIGHTS
ALL EXPENSE **\$86.50**
For Person Plus Tax

Every expense included—transportation, stateroom, hotel, meals, side trip to Ste. Anne's, Yacht at Ste. Anne's, dinner, lounge and more for a week.

SAILING DATES
Lv. Rochester Mon., July 17, Aug. 14. Return following Sunday.

A small deposit now will hold your reservations until sailing time.

GOING TO NEW YORK?

LET US ARRANGE YOUR HOTEL RESERVATIONS

Are you about to make a hotel reservation or to be a tourist in New York? Let us make your arrangements. We take care of the hotel, the airport, the car, the train, the plane, the boat—all around the town. Tell us when you're going, what you want to see, what you want to do—WE'LL DO THE REST.

NOTE: New York hotels are included as extra listed. Many people cannot find rooms when they arrive in New York. If we make reservations for you, WE'LL GUARANTEE you two extra rooms, five or as much advance notice as possible—all hotels available every night.

SUNTOURS TRAVEL BUREAU
93 CLINTON AVE. S. PHONE STONE 6000



Sears, Roebuck and Co.

MONROE AVE. AT S. UNION
RIDGE ROAD NEAR DEWEY
ROCHESTER, N. Y.

MAIN 7000
GLEN. 556

Political Polka

(Continued from Page 1)

BERLIN UNDER BOMBING
A factual article by a Turkish official...

ishment. But he was definitely everywhere else.

WISH I COULD GET BACK MY OLD PEP!

This Time-tested Iron Tonic May Be Just What You Need!

his efforts in behalf of his party. He held no political office...

pasteboards and handed them out to a lot of borderline Democrats...

was really a cinch," he paused, "such a cinch that this year, I only voted myself twice!"

SWING SHIFT ADOPTS NEW GIRDLE

Makes slacks look smart. Gives back wonderful support...

SCARFS SQUIRRELS MOUNTAIN SABLE MINK & KOLINSKY SILVER FOXES

WANTED EXPERIENCED POWER SEWING MACHINE OPERATORS

Have you been feeling under-par lately? Do you get played out easily...

DAW'S ORIGINAL CUT-RATE DRUGS

DON'T STAND STILL LOOK TO THE FUTURE TELEPHONE OPERATORS

NO APPOINTMENT NECESSARY Special... \$5.00

SQUIBB'S DEPENDABLE PRODUCTS NAVITOL with VIOSTEROL

SQUIBB'S TOOTH POWDER

ABSORBINE JUNIOR \$1.25 Size 58c

SADDLE SOAP 35c Size 21c

CASHMERE BOUQUET SOAP 3 bars 25c

ENVELOPES WHITE-25 in Pkg. 2 Pkgs. 7c

Genuine Cut-Glass TUMBLERS 6 For 29c

BARBASOL Shave Cream 50c Tube or Jar 19c

JERGEN'S ALL-PURPOSE Face Cream

DAW'S COUPON PALMOLIVE SOAP

FILMS Developed & Printed 23c

SODIUM BICARBONATE 31c

MAGNESIA MILK OF 12 oz. 33c

TOOTH POWDER

DOAN'S Kidney Pills 75c Size 31c

JERGEN'S Face Cream 75c Size 59c

DAW'S COUPON PALMOLIVE SOAP Reg. Size 3 FOR 14c

MINERAL OIL 59c

Aspirin Tablets 49c

TOOTH POWDER 25c Size 21c

MAR-O-OIL SHAMPOO \$1. Size 14-Ozs. 54c

WOODBURY'S TOOTH PASTE 25c SIZE 11c

CARNATION Malted Milk 1-lb. Size 37c

VAPAIR ROOM DEODORANT 59c

FITCH'S SHAVE CREAM 19c

DOUCHE POWDER 49c

GRIFFIN'S SHOE WHITE Large 25c Size 19c

ICE-MINT 29c

GOOD HOUSEKEEPING 1-lb. Size 37c

CHAMOIS SKIN 29c

Jersey Work GLOVES 23c

Flower City Grass Seed 1-lb. Bag 33c

Tincture of IODINE 15c Size 6c

FLAKE-DANDRUFF 29c

DI-CHLORIDE MOTH CRYSTALS 49c

WINDOW CLEANER 19c

SCOT TISSUE LUXURY TEXTURE 3 for 17c

For STOMACH ULCERS 98c

LOVALON HAIR RINSE Regular 28c Size 14c

LACO'S SHAMPOO 29c

TOILET BOWL DEODORANT 7c

Wright's SILVER CREAM 18c

SPRAY GUNS 29c

ANACIN Tablets 39c

LILAC LOTION 50c Size 29c

LACO'S SHAMPOO 29c

NO-RUBBING Self-Polishing WAX 33c

BLACK FLAG 31c

Wildroot Hair Tonic 79c

CREAM 10c

FREE! Regular 49c Pkg. Given With Purchase of Large Box VIMMS 120 TABLETS \$1.69

Allen's Foot-Ease 27c, 44c

DAW'S COUPON Kitchen BAGS WAXED 8c

DAW'S COUPON BORAXO CLEANSER 2 FOR 19c

DAW'S COUPON MOTH CAKES 8c

DAW'S COUPON VANILLA FLAVOR 8c

DAW'S COUPON VANILLA FLAVOR 8c

Visit Liberty Bridge

THE ONLY ONE OF ITS KIND IN THE COUNTRY
see an exact Replica of the Liberty Bell

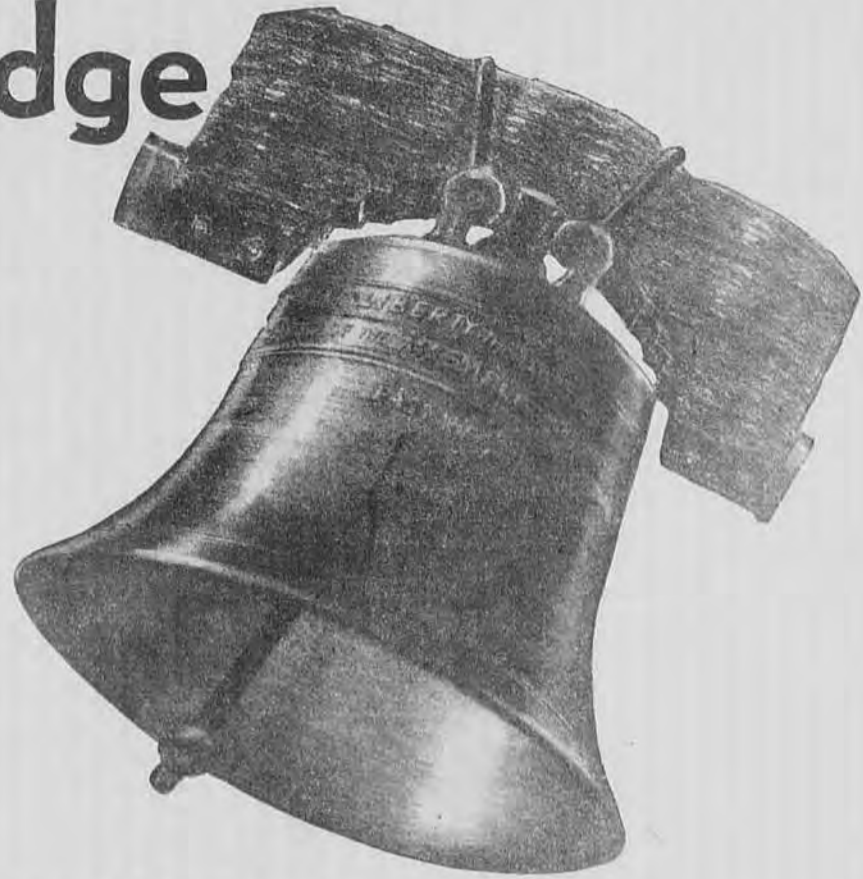
Buy an EXTRA Bond

and ring the Liberty Bell yourself

ON Monday, June 12, we start our greatest war effort! That's when the Fifth War Loan starts. Once more we will have a chance to see how Rochester... the community that always goes over the top... will stand up under its greatest challenge of the war.

Our quota is larger than ever before. That means more work — more sacrifice — than ever before. Can we do it?

Any person who buys a bond at Liberty Bridge or who presents a receipt or memorandum from their place of employment certifying that they have purchased an EXTRA bond during the Bond Drive, will be entitled to ring the "LIBERTY BELL". They also will be entitled to sign the scroll which will be kept permanently at the Museum. In addition, they will be given a special postcard commemorating the occasion that can be mailed to men and women in service.



ALL ROCHESTER COOPERATES TO BUILD LIBERTY BRIDGE

Liberty Bridge is strictly a Rochester production. Housing an exact replica of the Liberty Bell contributed by McCurdy's, this unique bridge will be focal point for a month long program of activities. Distinguished visitors will speak... entertainment will be furnished... many local groups are already planning special events.

War Bonds will be sold on the bridge by members of the Women's War Bond Committee. A daily program of events will make this the biggest month of the war for Rochester.

ALLIED BUILDING TRADES FURNISHES LABOR FREE

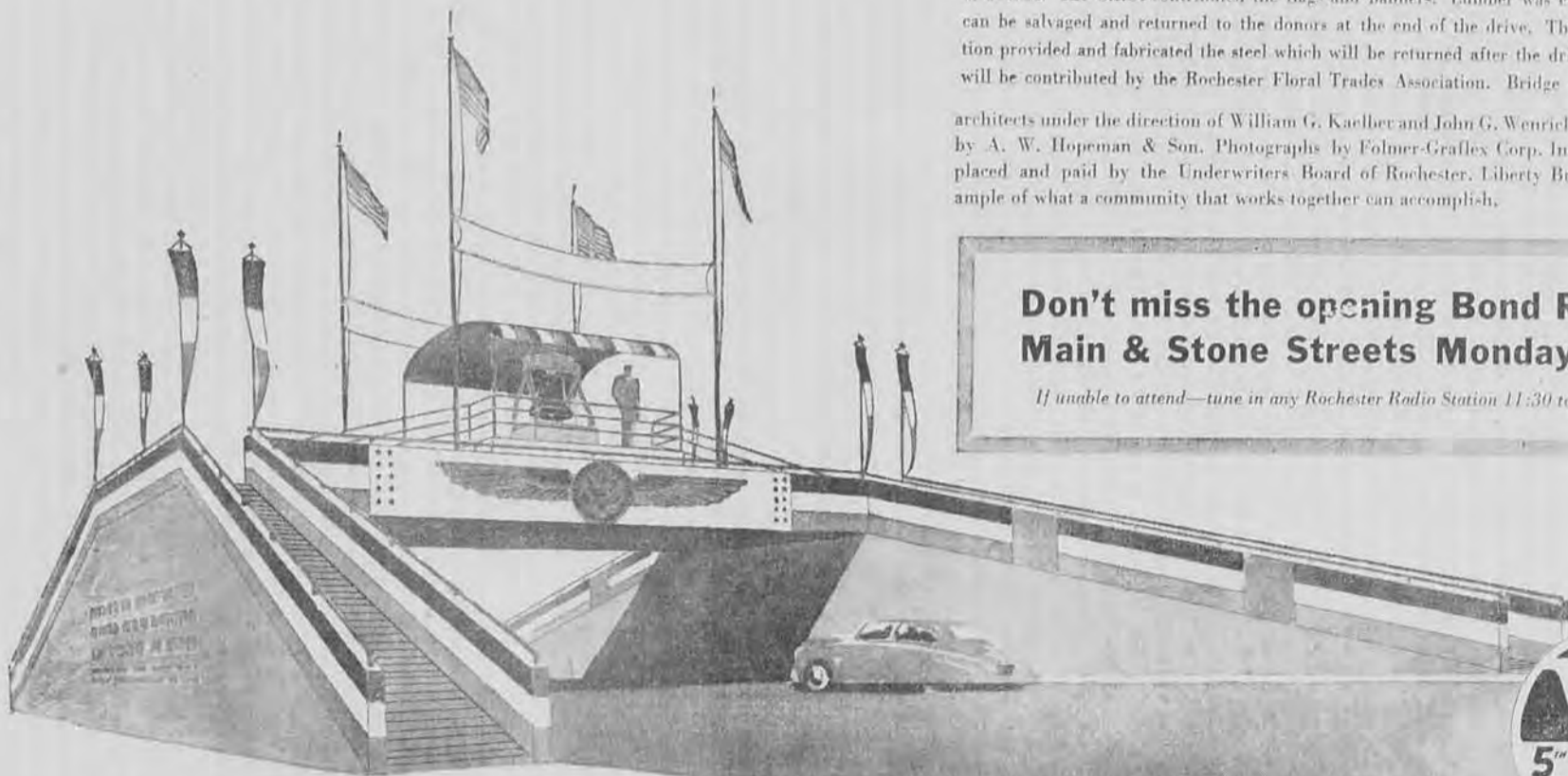
Through the public spirited generosity of the Union members of the Allied Building Trades all labor in construction, wiring and painting of the bridge was furnished without a cent of cost to the War Loan Committee.

All material was contributed by local contractors, lumber, mason supply, hardware and electrical dealers. The C.I.O. contributed the flags and banners. Lumber was cut and fitted so that it can be salvaged and returned to the donors at the end of the drive. The Leach Steel Corporation provided and fabricated the steel which will be returned after the drive. Floral decorations will be contributed by the Rochester Floral Trades Association. Bridge was designed by local

architects under the direction of William G. Kaelber and John G. Wenrich. Flagpoles furnished by A. W. Hopeman & Son. Photographs by Folmer-Graflex Corp. Insurance coverage was placed and paid by the Underwriters Board of Rochester. Liberty Bridge is a stirring example of what a community that works together can accomplish.

Don't miss the opening Bond Rally at
Main & Stone Streets Monday at 11^A M.

If unable to attend—tune in any Rochester Radio Station 11:30 to 11:45 A.M.



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KAY'S COMMENTS

How would you like a new figure by August 1st — of course this is just a date mentioned at random — but what I'm trying to say is the sooner you "get started" at VIRGINIA'S BEAUTY & REDUCING SALON the sooner you'll be that slim gal you've always wanted to be. Virginia has several methods of reduction any of them good but you'll be advised just what is best suited for your needs. Present Bldg. — 27 Clinton Ave. So. — Stone 346.

LOOK You'll be fascinated by those FASCINATORS sold at 18 WEST AVE. Hand made of all wool in luscious pastel colors you'll adore them. Selling for a mere \$3 the bridesmaid or graduate would be pleased with one for a gift. SPECIAL ORDERS FILLED if desired. Call Genesee 3022-R or drop into 18 WEST AVE.

Pull a carrot—in a faded blue denim slacks—ideal for gardening. Same material comes in shorts if you're the gal who can wear them—for crying out loud—DON'T wear stockings with them like some people I know.

Sun yourself in a spun rayon halter shorts banded with color—Sells for about \$6.

HALF PRICE HALF-PRICE—what those GAGE HATS at Carter Hat Shop. You're familiar with Gage hats I'm sure—they're the last word in fashion and flattery. Buy one for HALF-PRICE if you hurry. Those beautiful HAT & BAG SETS in pastels at Carter's are still the most reasonable I've seen. Jewelry priced \$1 up. CARTER HAT SHOP 636 MONROE AVE. — Open Eve.

You've seen Trik skirts of course—but have you seen the new Kort Trikshort—much more becoming to the average figure—the inner drawing does the trick—fold it up—it's self-repeating—roll it up. It's crush-resistant.

Roy Futura made by Revolon is very new — very smart — and particularly becoming to the average hand. Why don't you try it?

SALE Run don't walk to MARLENE HAT — a SALE is in progress of HANDBAGS. Priced at a mere \$1.79 values to \$6.00. Leathers, fabrics in browns, blacks, pastels real honest to goodness BUYS. Don't delay—hurry to MARLENE HAT while the selection is at its best. HOTEL SENECA.

One fond wish will be fulfilled — your dress even if it's a large size will be young-becoming and slimming — where to buy these kind of clothes? * * * RIP-TON DRESSES. This shop takes "special pains" in these larger sizes knowing too well what a problem this presents to the larger woman. BEMBERG JERSEYS — DOTS — MESHES in lovely styles — at prices starting at \$9.95 RIPTON DRESSES 739 MONROE AVE. — Open Eve. P.S. Of course Rip-ton's have all sizes.

Use a cologne in hot weather—much more economical and pleasant to use — to say the least.

COTTON First in War First in Peace

Have you got what it takes to "weather" the summer? Why not take advantage of the COTTON BLOSSOMS FASHIONS at EDWARDS. Located in the Budget department on the Third Floor you'll find the most imposing selection of becoming COTTONS you've ever seen. Hand picked beauties these cotton frocks, from EDWARDS own carefully nurtured fashion gardens. Blossoms that will make you look cool and calm from now on. The "TOMMIE AUSTIN" in a one-piece is a darling. Fashioned of everfast cotton sprinkled with tiny "Montgomery" berets (cute idea eh). White eyelet embroidered panels bordered with ruffles, square the shoulders and form the button front. Short sleeves, kick pleat skirt and braided belt. May be had in aqua, navy, blue, violet in sizes 10 to 18. Priced at a gentle \$8.94 it looks a much greater value. — The famous "HOPE REED" in a two piece of front spun fabric is very nice

too. The fabric is a cross between shantung and a spun. Short sleeved, in the beloved cardigan style jacket with removable waffle pique dicke, two pockets and a single button closing. A generous hem and kick pleat skirt. May be had in violet, melon, luggage or brown. Sizes 12 to 20 this also priced at \$8.94. Drop into EDWARDS at your first opportunity — you'll love these dresses and at these prices you'll be able to afford more than one. EDWARDS — Budget Shop, Third Floor.

CAN MORE IN '44. — Learn how at ROCH-ESTER GAS & ELECTRIC every Wednesday at 2PM and 7PM there are cooking demonstrations held in the auditorium presided over by HOME SERVICE. No more failures—no more guessing—when you learn the easy quick way to CAN MORE IN '44.

A McKertrick of Enka rayon stitched down the front and round the sleeves—comes in navy—blue—aqua luggage. Sells for about \$9.



Silly you — are you going to be a JUNE BRIDE? You are — well how about letting LLOYD'S plan your flowers. SPECIAL PRICES prevail — fresh flowers always fashioned into beautiful bouquets. SPECIAL ATTENTION given to Servicemen's and Women's weddings — at special prices. LLOYD'S LEAD AGAIN with real values. LLOYD'S FLOWER SHOP — Powers Hotel Opposite Court House — Main 7888.

Have you put your hair up? If you have and you have wisps of hair streaming out the back of your noggin — you haven't heard about those new Miracle Grips combs. In several colors selling at a mere 25c with two combs on each card—they're a real help.

Wait 'til you see the new all-leather compact Lanthier has cooked up for the summer trade. Bridesmaids and graduates will go loopy about them.

From RUDOLPH'S
38th ANNIVERSARY
Celebration

Long Remembered GRADUATION GIFTS

Here are grand suggestions from Rudolph's large assortment of gifts that will be used for years.

MAN'S 21-JEWEL BENRUS
A handsome, sturdy wrist watch, built for service.
37.50

Other Bulova, Benrus, Gruen and Longines Watches.
33.75 UP

WOMEN'S OLYMPIC
Smart and lovely watch of modern design. Accurate.
24.75

MAN'S TIGEREYE
Stunning new design with gold warrior's head set on tigereye.
\$35

WOMAN'S BIRTHSTONE
Lovely 10K yellow gold ring with large birthstone for any month.
16.25

PEN AND PENCIL
Gold-finished fountain pen and matching pencil. Lasting, practical gift.
5.40

POWDER BOX
Plays a gay tune when the cover is off. Pastel color metal.
5.95

FLOWER PIN
Bright multi-color stones and rhinestones in this dramatically smart pin.
9.55

Use Your Credit

RUDOLPH'S 38th Anniversary Celebration

You'll Find the Right Gifts for Everyone... for Every Occasion

The Finest Gift of All... RUDOLPH DIAMONDS

DIAMOND, RUBY BRIDAL PAIR
Distinctively different combination of diamond and rubies.
159.50

FAIR LADY
Certified Perfect diamond in a stunning new 14K yellow gold mounting.
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MAN'S DIAMOND ONYX
Handsome, massive setting of 10K yellow gold with large diamond on onyx.
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JUNE is GIFT MONTH

Remember Dad on HIS DAY — JUNE 18th

Here are three of the many fine gifts that Dad will use and appreciate.

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Initialed pocket piece with key chain.
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Sterling silver. Always works because it never needs any fuel.
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Fine quality leather billfold, giant size, with plenty of pockets.
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Useful, Treasured Gifts FINE WATCHES

You'll find Bulovas, Gruens, Benrus and other quality watches famous for their style and accuracy. Styles for men and women.

Men's BENRUS 37.50
Women's BULOVA 45.00
Women's OLYMPIC 24.75

FLOWER PIN
Gold on sterling with colored stones. Ultra-smart.
23.95

BIRD PIN
Completely covered with brilliant rhinestones.
7.15

SPRAY PIN
Colored stones in this lovely style. Gold on sterling.
4.75

FLOWER PIN
Multi-colored stones and rhinestones in this smart pin.
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Quality COSTUME JEWELRY

Smart 10K Yellow Gold RINGS

MAN'S TIGEREYE
Stunning new design with gold warrior's head set on tigereye.
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Fine, sparkling diamond set on onyx in this popular ring.
45.00

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Large colored stones in sterling silver. Smart alone or in pairs.
3.55

WOMEN'S BIRTHSTONE
Choice of any birthstone. Choose Alexandrite or Pearl for June.
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EARRINGS
The popular large styles in a variety of beautiful designs.
4.75

Prices include tax

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CORNER EAST MAIN AT SOUTH AVENUE
IN BATAVIA — 109 MAIN STREET
Open Monday from Noon 'til 9 P. M.

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Attractive! Durable! Medium blue or Maroon with black pencil stripe, contrasting seam binding. Seat and back rest complete with tie on cords. Ideal for wicker porch furniture.



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MEN'S WHITE SHIRTS

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TIES

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- STRIPES • FIGURES
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SUMMER MESH HOSIERY

57^c PR.

Fine rayon mesh hose just right for summer. Seamless foot for greater comfort. Wear them for everything from sport to dress. Summer shades. Sizes 8½ to 10½.

Edwards Basement



Red Cross Seeks Trainees For Nurse Aide Classes

An urgent appeal for women to train as Nurse's Aides in Rochester hospitals to help alleviate the growing shortage of doctors and nurses and replace in any workers who have been forced to leave this service has been made by Mrs. Harold C. Townson, chairman of the Nurse's Aid Department of the Rochester Chapter of the Red Cross.

Mrs. Townson made her appeal to women in good health between the ages of 18 and 35, pointing out that there are few days in which America's war effort could be aided more effectively by women than by joining a Nurse's Aid training class and lending their services to understaffed city hospitals.

Not only have the needs of the

Shopping News Pattern



No. 3484—A slim trim jumper for young moderns everywhere that gaily turns its back to the sun. Sizes 12 to 46. Size 36, 2 1/2 yd. 35-in. fabric.

No. 11215 is a separate transfer pattern including 24 different motifs for applique.

No. 3806—Adorable "pinnie" with its own matching sunbonnet for your littlest pin-up girl. Sizes 4 to 10. Size 8, for bonnet and apron, 2 1/2 yd. 35-in. fabric, 6 1/2 yd. braid.

No. 3785—A bright summer washable with a becoming U-neck, edged with ruffles, as crisp as a C.I. salute. Sizes 10 to 20. Size 16, 3 yd. 35-in. fabric, 2 1/2 yd. ruffling.

No. 3788—You can button yourself into this charming sunback in less time than it takes to tell. Sizes 12 to 46. Size 36, 2 1/2 yd. 36-in. fabric.

Send 16c for PATTERN, which includes a complete sewing guide. Print your Name, Address and Style Number plainly. Be sure to state size you wish. Enclose postal unit or some number in your address.

Address: Pattern Dept., Shopping news, 93 Clinton Ave. S., Rochester 4, N. Y.

VFW Plans Fund-Raising Carnival

Annual festival and carnival for the benefit of its war welfare activities fund will be sponsored by the Monroe County Council, Veterans of Foreign Wars, sometime during June in Scottville Road. County Commander Edward Gnaedinger has named Hospital Chairman Louis Goler as head of the committee in charge.

Attractions for the event will be furnished by the James E. Strates Shows, a combination of more than fifty shows and rides. As free attractions Chairman Goler has contracted for the Les Kimris Troupe of aerial daredevils and Torino, who are said to perform at a height of 150 feet.

Among the recent war welfare activities of the VFW was the field day of sports and games presented to the entertainment of patients at the Veterans Administration Facility in Canastota. A fine program, with prizes, lunch and refreshments was provided.

Early Egyptians used animal fat for facials as well as for anointing the bodies of fair ladies? Moisture from pigs' ears was used either as a gargle or spray for the throat!

For Your Scrapbook

One of Kipling's best but not so well-known poems that will be of interest to all who know and like dogs . . .

There is sorrow enough in the natural way From men and women who fill our day; But when we are certain of sorrow in store, Why do we always arrange for more? Brothers and sisters, I bid you beware Of giving your heart to a dog to tear.

buy Love unflinching that cannot lie— Perfect passion and worship fed By a kick in the ribs or a pat on the head. Nevertheless it is hardly fair To risk your heart for a dog to tear.

When the fourteen years which Nature permits Are closing in Asthma, or tumors, or fits, And the vet's unspoken prescription runs To lethal chambers or loaded guns, Then you will find — it's your own affair — But you've given your heart to a dog to tear.

When the body that lived at

your single will. When the whimper of welcome is stilled (how still!), When the spirit that answered Is gone — wherever it goes — for good, You will discover how much you care, And will give your heart to a dog to tear!

Never, in polishing tables or other pieces of furniture of fine wood, rub against the grain. Always polish with the grain of the wood. This method will give a better polish, and be easier both on the worker and the work.

HELP WANTED

SALES LADIES

For full or part-time work. Permanent positions. Turn your spare time into money if you are available several days a week from 11 to 5 or longer. Experience helpful but not essential. Apply to Mr. Maloney.

Those Now Employed In Essential Industries Will Not Be Considered For Full Time Employment.

LINCOLN STORES, Inc.

Delicious Boiled Lobster

Ready to serve. Make good salad. Serve broiled, with drawn butter.

89c EACH

Jumbo LIVE LOBSTER

From choice beds of expert feeders in Boston Harbor just arrived in ice today . . .

55c

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Closed at Noon on Wed.

WHITNEY'S

For Wear Now and Through the Summer

Kotton Korner Specials

Neat'n Sweet Cotton Dresses

Cotton Nook Second Floor

\$2.99 and \$3.99



Early-blooming cottons bring you glamour at penny prices . . . These Dresses are bright and Gay in Stripes, Dots, Checks, Flowers . . . Charming Styles!

\$3.99

\$2.99

Summertime Favorites

"STRING" Blouse

\$3.99

Skirt CHECKED TAFFETA

\$3.99

Whitney's 267 MAIN ST. East

Army and Navy resulted in an acute shortage of civilian hospital nurses, but many Nurse's Aides have recently been lost to local hospitals through transfers. Mrs. Townson said. As husbands of Aides have joined the armed forces and departed for camps throughout the country, their wives have joined them and are now working in hospitals nearby. This adds up to an increasingly vital need for more women to join the ranks of Nurse's Aides here at home, she said.

The Red Cross will open two new Nurse's Aide classes June 26, with sessions to be held at Genesee and General Hospitals. One class will meet three hours each morning, Monday through Friday, and will be concluded in six weeks. For those interested in completing the course more quickly the other class is planned to end in four weeks. During the first week, classes will be conducted from 9 a. m. until noon, Monday through Friday. The following three weeks will consist of three hours of classroom work each morning and three hours of supervised practice on the hospital floors in the afternoon—or vice versa—for five days a week. This means that the second class would be completed by July 21.

Duties of a Nurse's Aide are interesting and varied. Mrs. Townson commented. She makes patients' beds, gives them baths, takes temperatures and pulses, helps keep records, serves betweenmeal liquids, takes patients to and from treatment rooms and prepares them for examinations and treatments, helps care for hospital supplies and performs scores of other functions which would otherwise consume staff nurses' time which is needed for more highly specialized duties.

Registration in one of the new Nurse's Aid classes may be made by telephoning the Nurse's Aide Department of the Rochester Chapter of the Red Cross, Main 6180.



Tin cans for the armed forces have done well in the past. The reason? Damp tropical climates cause them to rust before used. Also shiny tin cans littering a combat area cause most skillfully camouflaged soldiers to be spotted by the enemy.

Authorities say disregard rumors about more nylon stockings soon. They army needs nylon as badly as ever and they do not consider their reserve sufficient to meet needs now and in the future.

A bill has been introduced in the U. S. Senate to remove several of the 10 cent per pound tax on colored margarine. Wouldn't it be marvelous time-saver if we could buy vitaminized margarine already colored?

Whoever thought of buying precooked meals? But you may be doing just that soon. Tests are being made and if they work there'll be beef pie, creamed potatoes, chicken and noodles among other things ready to heat and eat!

The drastic shortage of paper containers is getting worse. Help your grocer by carrying a market basket if you have one. Or maybe an old knitting bag will do.

Sibley's

Coming Today! "Tars and Spars," Coast Guard Tabloid Musical Revue, at Loev's Rochester! Be Sure to See It.

STOR-AID WARDROBES OFFER STRONG-ARM RESISTANCE TO MOTHS!

Putting away winter suits, coats and dresses? Storing a serviceman's "civvies" for the duration? Looking for some extra storage space? Stor-Aid wardrobes are the answer! These sturdy, wood-reinforced cabinets have convenient, full-length doors, modern plastic knobs, removable shelves. They're treated with moth-preventive cedar compound. Here are 5 from Sibley's splendid line-up!

HOUSEWARES, FOURTH FLOOR

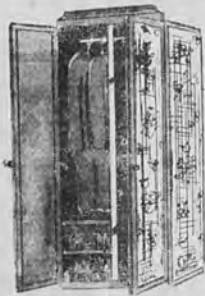


STOR-MASTER WARDROBE 3.98

62" high, 29" wide, 21" deep, with bottom shelves. Holds up to 20 garments. Like all Stor-Aid wardrobes, it comes in two pieces, which are very easily put together to make a rugged, durable cabinet. Use the shelves for shoes or blankets.

FLOWER-QUEEN 6.98

62" high, 29" wide, 21" deep, flower-decorated, handsome enough for your bedroom.



STOR-CRAFT 4.49

62" high, 29" wide, 21" deep, ruggedly reinforced. Holds up to 20 garments.



CHILD'S WARDROBE 8.98

53" high, 21" wide, 21" deep. One side all shelves, one side for hanging clothes. Just right size!

SHELF-KING 5.98

69" high, 29" wide, 21" deep, with shelves deluxe! Same size, with mirrors, 6.98



KEEP YOUR FURS HEALTHY IN OUR COLD FUR STORAGE!

Our frigid vaults keep your beaver healthy, your Persian lamb sleek! Sibley's certified* vaults are maintained at below-freezing temperatures to destroy moth larvae. And skilled furriers protect precious furs from fire, theft, dust, damage. Better send your bulky, fine woollens, too!

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Minimum charge for cloth garments 1.50

Phone Stone 8500 for Bonded Messenger

*Certified by the American Institute of Refrigeration.

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Many Dozens of Other Items You'll Want to Shop, Not Listed Here!

8 BRIGHT STARS IN STEMWARE!



"Goldina"

Bands of gold give this graceful stemware—and your table—richness and distinction. Ceiling 40c.



"Sylvan"

A perennial favorite, this daintily-shaped glassware with its frosted, cut design. Ceiling price, 35c.



"Maryland"

Sparkling crystal with a delicate, polished cut design, and an unusual stem. Complete style range.



"Delaware"

Pretty pattern of tiny, frosted flowers and polished leaves and lattice. Comes in all the wanted styles.



"Lido"

Bryce Bros.' classic, versatile enough to go with almost any appointments. Ceiling price, 85c.



"Laurel"

Beautiful simplicity in Bryce Bros.' crystal wreathed in laurel. All styles. Ceiling price, \$1.00.



"Cherokee"

Exquisitely etched rose pattern on Tiffin crystal, clear-ringing, superbly shaped. Ceiling price, 90c.



"Carthage"

Hand-cut and hand-polished stemware of diamond-bright crystal in a lovely pattern. Ceiling \$1.00.

CHINA AND GLASS, FOURTH FLOOR

CHECK THESE STAPLE HOME NEEDS!



Magicolor FLOOR WAX
2 quarts **1.29**

Self-polishing wax, that needs no rubbing to bring floors to a beautiful polish, and protect them, too. Non-slippery, fast-drying.



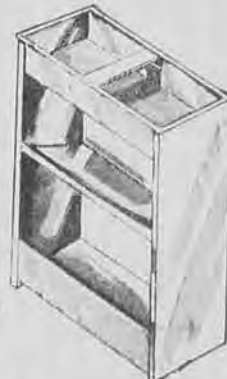
Glass TEAPOT
1.18

Efficient as it is handsome! Dunbar heat-resistant glass teapot. 8-cup capacity. Modern, easy to keep clean.



Knife RACK
2.44

No more cut fingers from knives thrown together in a drawer! "Kler Vue" rack holds them safely, conveniently. Red, ivory, natural or maple finish.



Vegetable BIN
2.74

Sturdy, metal bin with three troughs. Painted white or green. Such a handy way to keep fruit or vegetables.



GLASS SAUCEPAN
Glass—the modern way to cook! 2-quart covered saucepan of famous Dunbar, heat-resistant glass. **1.48**



GLASS DOUBLE BOILER
Dunbar, heat-resistant glass with plastic handle. Doubly useful 1 1/2-quart double boiler with cover. **1.88**



BOWL COVER SET
11 different-size covers of finest waterproof niled silk, for keeping foods clean and fresh. **1.18**



CHAMOIS SKIN
Excellent, soft chamois for cleaning and polishing. Large size, oil-tanned. Sheepswol form sponge, **83c**. **1.22**



BROOM SARONG
Fits over any broom, converting it into a handy duster for walls, ceilings. All corn. Gold Bond broom, **\$1.33**. **44c**



3-PC. SHREDDER SET
3 shredders, for fine, medium or coarse shredding. Speedy, sanitary help in making salads. **83c**



PASTRY CLOTH SET
Specially treated cloth to cover pastry board, and cover for rolling pin. Dough won't stick. **88c**



WINDOW BRUSH
Round or oblong brush of excellent quality, with 6-foot handle for easy reaching. **1.21**



IRONING PAD SET
"Tuesday" brand, knitted white cotton ironing board pad and durable cover. **88c**



SINK STRAINER
Light but very durable strainer of aluminum! Streamlined shape. Perforated bottom. **31c**



PUSH BROOM
Covers a lot of territory with ease! Push broom 10 inches wide, with strong handle. **1.07**



REFRIGERATOR SET
Three decorative Fire-King glass containers with covers. For oven or refrigerator. **1.00**

HOUSEWARES, FOURTH FLOOR

SIBLEY, LINDSAY & CURR CO.

Add a New Twist

Buyers throughout the country are reporting that women are swinging away from the casual, tailored type of hat. Instead, they're buying hats in which are referred to as "manipulated" — that is, hats in which the fabric or felt is softly draped, making interesting variations on the well-known classic themes such as sailors, clothes and berets.

THAT LONG ARM

It keeps happening. Nina Foch, who played a featured role in Columbia's "The Love of Madame Sand," appeared for her first day's work to find that she was paired in the scene with Gregory Kay who, thirteen years ago, acted with Miss Foch's mother, Consuelo Flowertown, in "Smiling Trough" on Broadway.



TAKING PART OF THE LOAD—Here a Red Cross Nurse's Aide, Mrs. Teresa Teber, takes care of a small patient, Ronald Schaffer, in an Allentown, Pa., hospital.

Revise Meal Cooking

Authorities on cooking now insist that meat should be cooked at a slow, even temperature for the whole of the roasting period, rather than with the sear-first-at-high-heat technique. We all used to think that searing sealed in the juices, making the roast more tender. Well, it seems that this just isn't so; the cooking at constant heat is said to produce not only more meat, but meat that is more tender and juicy.

Eddie Made Use of Fix-It Shop on Set

Hollywood — Edward G. Robinson wasn't fooling when he worked in a "fix-it shop" for one of his scenes in Columbia's "Mr. Winkle Goes to War." The actor really did something for the Robinson household, including the repairing of a kitchen chair, the adjusting of the brushes on Mrs. Robinson's vacuum cleaner, and the sanding down of one leg on a coffee table that has been sawing in the Robinson living room for several wavy seasons.

Buy Coffee Pot to Size

If you're buying a vacuum-type coffess maker, remember that this type of utensil makes the best coffee only when it's used for the number of cups specified in the size. For example, if there are only two or three in the family, don't buy the eight-cup size for everyday use.

WANTED
Cafeteria and bus girls. Long no short hours. Good wages. No Sunday or night work. Meals furnished.
WEGMAN'S CAFETERIA
98 CLINTON AVE. S

Werde's HOUSE CLEANING SPECIALS

IVORY SOAP SALE

- IVORY SOAP, Large, Reg. 11c 3 for 29c
- IVORY SOAP, Med. Reg. 7c 3 for 18c
- IVORY SOAP, Guest, Reg. 5c 4 for 18c
- CAMAY, Reg. 8c 3 for 20c
- LAVA, Reg. 7c 3 for 17c
- PALMOLIVE, Reg. 8 1/2c 3 for 20c
- PALMOLIVE, Bath, Reg. 11c 4 for 38c
- OCTAGON TOILET SOAP, Reg. 5c 4 for 18c
- Kirkman's Complexion Soap, Reg. 5c 6 for 29c
- KIRKMAN'S BORAX SOAP, Reg. 6c 6 for 29c
- LIFEBUOY SOAP, Reg. 8c 3 for 20c
- LUX SOAP, Reg. 8c 3 for 20c
- SWAN, Reg. Size, Reg. 7c 4 for 22c
- SWAN LARGE, Reg. 12c 4 for 42c
- KIRKMAN CLEANSER, Reg. 5c 3 for 14c
- GOLD DUST CLEANSER, Reg. 6c 3 for 14c
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2 BOXES FOR
45c
LARGE SIZE
IVORY SNOW
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RINSO—Small, 2 for 19c
LUX FLAKES
GOLD DUST
WASHING POWDER
2 boxes **37c**

Summer Savings

Spend Summer in your own backyard! Here are your cool essentials to beat the heat, priced to prove you save when you shop at Grants!

at GRANTS

Remarkable

Fresh, cool prints
Worlds of styles

2.77

Just wait until you see these Summer dresses, cleverly designed to make you look your prettiest. Whether you're a size 9 or a 52, come in! Discover these remarkable spun-rayons . . . at Grants!

Men's Sport Shirts

Cool convertible collar. Easy to wash fabric. In sizes small, medium, large. Washable Slacks 2.98

Work Shirt

In Sanforized* blue chambray

88¢

Here's a work shirt that's cool and comfortable, yet rugged as can be! Strong double stitched seams for extra wear. Sizes 14 1/2 to 17.

Dungarees

Union made of sturdy blue Sanforized* denim with double stitched seams. 28 to 38.

1.15

CLEANING AIDS

SAFETY WASH

Cleans painted surfaces spotless in no time. Simple to use and is kind to your hands. 1/2 qt. 49c, 1 qt. 79c, gal. \$2.50

"DRI-CLEAN"

Instantly removes soil from suits, dresses, draperies, spreads, rugs, upholstery, ties, gloves, hats . . . at trifling cost! Effective, odorless . . . harmless to fabrics. 8 oz. can makes 10 gallons of Dri-Clean. 50c

"RUG TONE"

The Modern Easy Way To Clean Carpets

Simple to use. Just sprinkle on rug — brush in and vacuum off. No water—no dust. Med. size \$1.00—large \$1.65.

MURPHY OIL SOAP

1 lb. 35c
2 lbs. 65c
5 lbs. \$1.45

BLIND-X

Cleans venetian blinds instantly. No water, no rubbing, no drying. 1/2 pt. 25c, pint 45c, quart 75c, 1/2 gal. \$1.25

WINDEX

The spray that cleans windows without water. 6-oz. bottle 15c, 20 oz. 35c, gal \$1.75.

WAX APPLIER

Fine lambwool head. Smooth, long handle.

MEDIUM 20c ea.
LARGE 49c ea.

FURNITURE WAX APPLIERS

Lamb's Wool Covered 10c ea.
ALL STEEL 49c ea.

DUST PANS

Push Brooms \$1.19

Scrub Brushes 10c-15c-25c
Mop Sticks 49c-\$1.00
Wire Carpet Beaters 25c
BACK-SAYER Clothes Baskets \$1.59
ROUND STYLE FIBRE BRISTLE Window Brushes 75c ea.
6 FT. HARDWOOD Window Brush HANDLES 30c ea.

Venetian Blind Dusters

3 Finger 49c ea. 4 Finger 59c ea.

HELP WANTED: SEVERAL MEN AND WOMEN FOR VARIOUS DEPARTMENTS. DO NOT APPLY IF YOU NOW ARE IN ESSENTIAL WAR WORK.

Free Parking Opposite
With \$1 Purchase

Werde's

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

Luggage

Light weight and attractive!
127 Plus Tax

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Handsome and handy
167 Plus Tax

Slender Slacks

Washable navy blue twill
177

Shorts

Chalk white gabardine
177

Mason Jars

Try to beat this price!
73c dozen

Irregulars

Cotton reinforced sheers
63c

Jack O'Lanterns

Sizes for everyone!
13c

Rayon Undies

Tailored or lace trimmed
27c ea.

Dresses

Sheers for infants
177

Dresses

Sheers for children
177

Irregulars

We challenge you to find the flaws that keep these rayon sheers from being called perfect. Full fashioned for a snugger fit. Sizes 8 1/2 to 10 1/2.

Dresses

Dainty Philippine-made sheers with pretty embroidery. Ideal to bring as a baby gift! Neatly made throughout with wide hems to adjust as baby grows.

W. T. GRANT CO.

MAIN ST. EAST AT EAST AVENUE



Decrees of Fashion

JACK OF ALL DRESSES! Even midday's dress has been "deadened" for the duration! Not only must it be so styled as to conserve every precious bit of material but it also must blend equally well with midday's every day duties and pleasures.

Cognizant of these facts, Carol Crawford has designed a jack of all dresses, the Versatile, a delightfully charming little dress that not only flatters your figure but goes everywhere and does everything. It has a side-buttoned-skirt that gives you leg freedom in action. It has an action-vent-sleeve that leaves your arm free for such sports as bowling. It has a full-yoke-back that gives you automatic freedom of movement. And it anticipates a woman's desire to carry cigarettes, and other knickknacks by having a large-

hidden-skirt-pocket. To top it all it is so designed that not one extra piece of goods is wasted—it's all-dress!

COLORFUL BOMBER

The latest fashion colors for midday's sportswear called "Amigo Mio" and inspired by products of South America have served as an inspiration themselves for the naming of the latest bomber. This "Amigo Mio" bomber was purchased with war bonds bought by employees of the latex fabric house which developed the newest of fashion shades. Here's hoping this inspiration which gave birth first to color's name and then to bomber's title, sprouts still another inspiration to remind all of us to buy that EXTRA war bond during the 5th War Loan Drive!

FREEDOM OF MOVEMENT

"The very straight dress is convincing in elongated fashion sketches, but on the average woman it is quite another proposition," says Jean Louis, chief stylist for Solumbia Pictures. "Therefore, I try to make my evening dresses for freedom and Beauty of movement."

And so his evening gown are real and wearable. Like the frost blue Jersey sheath lovely Georgia Carroll wears in "BattleShip Blues". A wide scroll motif from under the arm to the waistline holds the drape and fullness of the skirt to the front. The same scroll is reproduced in an unusual headdress of seed pearls framing the sides of the face.

"I am also," he explained, "showing further developments in the casual shirt and skirt combination, because good

friends should not be cast aside. M. Louis' newest, which Miss Carroll wears in "BattleShip Blues," combines a white blouse of rayon jersey crepe with full (but law-abiding) sleeves, hand-painted with giant shamrocks, and a smooth fitting red wool skirt features inside hip pockets. A grain of humor inspired the long jersey stockings, also hand-painted in shamrocks of a small pattern.

PARTY-TIME COTTONS

Foreseeing many months ago a growing favor in America for the unusual and unexpected in cottons, Travis Banton, well-known film designer, introduced two new uses for cotton in a wardrobe created for Janet Blair.

Combining navy sheer wool and red and white-checked gingham, Travis fashioned a crisp, competent three-piece town suit. A brief, boxy coat and trouser-pleated skirt of navy wool are worn with a little-boy white cotton shirt, and the soft, Buster-Brown tie, belt and coat lining are all in red and white checked gingham. Wear the short, stubby coat over summer dresses all season long, says Travis.

A little-girl country cotton pinafore is fashioned of two shades of blue—French blue and navy blue. Using navy balloon cotton for a full-shirted pina-

fore with wide ledge shoulders, and square neck line, Travis then makes a childish, full-sleeved blouse of French blue orfandy and edges the neck and cuffs in navy eyelet plique. Perfect for picnics or lunches—cabana or terrace.

Prevent Screen Stain

Copper screens, durable and attractive as they are, will often stain the wooden frame of the screen. To prevent this paint them with a good spar varnish. The varnish should be thinned, so that it will not clog the mesh of the screen. For thinner, use linseed oil and turpentine mixed half and half.

For Fluffy Blankets

If you put your blankets through the washing machine wringer, be sure to loosen the rollers first. Otherwise your nice fluffy blankets will come out of the wash flat, the nap crushed down.

Good Black Shirt Starts Basic Dress

A black skirt, in the finest of rayon crepe—or in silk, which you can sometimes find. If your budget permits—is one of the wisest summer wardrobe investments you can make.

First, you'd better whip up a blouse of the same material, and there you have a basic all-black dress. Then, make as many separate tops, both over-blouse and tuck-in variety, as your clothing budget allows you.

You'll be amazed and delighted at the number of occasions on which this change-about wardrobe will serve you

well. You'll find it adaptable for daytime wear, for dressy afternoons, for evenings, with fussy blouses.

WANTED

Assistant woman. Thoroughly experienced in the making of pants, to act as floor assistant in a medium sized pant shop. If you have thorough technical knowledge in the making of a pant an executive ability, previous floor experience is not necessary. Call

Mr. Musk — Main 3220



COOL... ZESTFUL HEALTHFUL

GREAT LAKES Cruises

on largest, finest lake liners
S. S. Noronic and Hamonic

On leave from the home front? Enjoy the time-tested benefits of shipboard life... a restful, stimulating cruise on breezy Northern 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.

To DETROIT • PORT ARTHUR
SARASOTA • DULUTH
FORT WILLIAM • And Return
9 DAYS \$88.95 ALL EXPENSES
From Buffalo—Thursdays and Sundays commencing June 11

Ask About SACUENAY CRUISES From Rochester, \$61 Up

Taxes Additional. No Passports Required. Make reservations early! For itineraries and tickets apply N. J. Pfeiffer, D. P. A., Hotel Sagamore, 101 East Ave. (Stone 1010) Rochester 4, N. Y.

CANADA STEAMSHIP LINES
NORTHERN NAVIGATION DIVISION

Beauty Tip

SUMMER'S revealing fashions draw special attention to the throat line. Be sure to blend your makeup, as CBS singing star Joan ("Your Hit Parade") Edwards does, to the base of her throat and out to the shoulders. Swan necks can be "shortened" by the use of lighter makeup and, conversely, darker makeup will slim down and lengthen a short neck.

DON'T STAND STILL LOOK TO THE FUTURE

LONG DISTANCE **TELEPHONE OPERATORS**

NO EXPERIENCE NECESSARY — REG. SALARY — WHILE LEARNING

FREQUENT INCREASES — STEADY WORK

IF IN WAR WORK NOW — DO NOT APPLY.

MAIN 9800 EXT. 301 FOR APPOINTMENT—MISS McGRATH

NEW YORK TELEPHONE CO.

95 N. FITZHUGH ST.

WASHABLE WINDOW SHADES

Selection of colors
New roller
Included
Size 6 ft. x 36 inches.

WITHOUT ROLLER 29¢ **39¢**

Lucas DURAFILM

FOR INTERIOR WALLS AND WOODWORK

A remarkable new all paint for walls, ceilings, of plaster, wood, composition, burlap, cement. It's really washable! A permanent finish that defies all stains... even ink and mercury-chrome. Soap and water remove dirt and stains without affecting the pastel finish. In Gloss and Semi-Gloss.

\$1.17 1 Qt.

Special LINOLEUM OFFER

From our large selection of patterns, all colors through to back. It is still possible to modernize that kitchen floor with

ARMSTRONG

INLAID LINO FLOOR **\$18.75**
Any Room Size
Up To 9x12

COMPLETE WITH LABOR AND MATERIALS

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

They Will Be Done..

Truth Has Always Been God's Will

Evil backed by Force, may prevail for a time... yet the Right and the Truth handed down to us eventually triumph... simply because the Right and the Truth can inspire to win...

And so in the hour of our **INVASION** we as a nation humbly pray that this will be the final battle of **RIGHT** over **MIGHT**...

"That this nation under God shall have a new birth of freedom... and that government of the people, by the people, for the people shall not perish from the earth."

LINCOLN'S

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Our life daily p the ty veoped Unce based, and su ty all an ext. This mind. Peop cynical or men ple of 2 with a tematic we fal and or ourselv sult ou then, a chanlar mental ated be do our Wisde thinkin mind is Igow 'wisdom accumu rently y Wisde Ing, ba facts in in asse them li and the 'trial bi Ignor sde p and tra Baise minds straight not cul rect th clous m Our r tem tr adolesce tain pri natural the dev to chan schools try to t demic practice proven How and hov children Well, from a (propag teach be good an or adult vation b soring. Biasec minds.7 vicious mit tha refutabl No ma occupati have or vate you systema your m thinking there is You c not by knowe ing to de ing a lit ing over tion: rel merical. In oth imparia fellow's political it out for men sen You overnight in think self, you ly and w better m party, ar Do not your thir yourself.

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The Colonel Tells Us

WISDOM

Our individual attitude toward life toward meeting its daily problems . . . depends on the type of mind we have developed and cultivated.

Uncultivated minds grow biased, narrow, bigoted, cynical and suspicious. That seems pretty all inclusive but it is worth an extra moment's reflection. Thinking minds are cultivated minds.

People are not born biased or cynical. These are acquired traits or mental habits. But most people of normal mentality are born with a clean, orderly and systematic type of mind. Trouble is, we fail to cultivate systematic and orderly thinking. We allow ourselves to drift and as a result our mind becomes cluttered, then, as a sort of defense mechanism to cover up our lazy mentality, we become opinionated because we allow others to do our thinking for us.

Wisdom comes from straight thinking . . . and the thinking mind is an open mind.

Knowledge is not necessarily 'wisdom'. Knowledge is an accumulation of facts plus currently popular theories.

Wisdom is the adjusting, sorting, balancing, and putting the facts in proper perspective in assembling and marshalling them in relation to each other and then being able to strike a 'trial balance'.

Ignorance is a lack of knowledge plus improperly equipped and trained minds.

Baised minds are ignorant minds . . . unable to think straight. And because they are not cultivated or trained in direct thinking, they are suspicious minds.

Our present educational system tries to get the average adolescent mind to absorb certain principles, rules, facts and natural laws . . . but it leaves the development of true wisdom to chance and all too often our schools of advanced education try to teach the theories of academic subjects instead of the practice based on known and proven facts.

How can we acquire wisdom and how can we teach our own children right thinking?

Well, first, you must get away from any 'slanted' or biased (propaganda) thinking and teach both sides of every subject good and bad, and lead the child or adult to proper mental cultivation by teaching logic and reasoning.

Biased minds are suspicious minds. They acquire certain convictions and refuse to see or admit that the other side has irrefutable rights and privileges.

No matter what your position, occupation or station in life, you have or have not tried to cultivate your mind. If you have not systematically tried to improve your mental processes—your thinking—then do it now, while there is yet time.

You can improve your mind, not by trying to acquire more knowledge—facts—but by trying to develop wisdom by spending a little time each day thinking over both sides of a question: religious, political or commercial.

In other words, be fair and impartial. Don't take the other fellow's word for it—religious, political or commercial. Reason it out for yourself. Use your common sense or better judgment.

You won't acquire wisdom overnight. But if you will persist in thinking a thing thru yourself, you will gain wisdom steadily and will be a better citizen, a better member of your political party, and a better churchman.

Do not let the other fellow do your thinking for you. Think for yourself.

You Can Take My Word For It: Your reputation is a blend of what your friends, enemies and casual acquaintances say behind your back.

And on the other hand, the cost of the marriage license is only two dollars down . . . and . . . your salary every week for the rest of your life.

When Noah called the waters blue,
He had his troubles, same as you;
For forty days he drove the Ark
Before he found a place to park.

And then there was the new arrival in Satan's domain who began ordering all the other inhabitants about, until Satan said: "Hey, you, stop acting as if you owned this dump."
"I do," replied the hen-pecked man, "my wife gave it to me."

Yesterday's Tomorrow's Simile: as anonymous as a co-pilot.

Current question of the week: Should the badges of women war workers include their telephone number too?

Overhead at the Teen Canteen: "How do you know that Bill's in love with you?"
"Oh, by the way he looks at me when I'm not looking."

WANTED BOOKKEEPER
Girl Experienced in Handling Accounts. Receivable Ledger. Quick And Accurate At Figures. Modern Office. Good Salary.
APPLY IN PERSON
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J. C. PENNEY CO., INC.
Clinton Ave. — One Block South of Main

BIGGER AND BETTER VALUE-GIVING IS OUR POLICY . . . AND HERE'S HOW WE "LIVE UP" TO IT!



Look! The Best Summer Dress News...Yet!

'Round-the-Clock Charmers . . . At An Exciting Low Price!

- Casamana Crepes
- Spun Rayons
- Bemberg Prints
- Crispy Cottons
- For Misses, Juniors, Women
- Also Half Sizes

\$4⁹⁸

Hundreds of cool, crisp, flatterers for all-summer loveliness! Racks and racks of glorious new fashion designs! Styles, sizes and fabrics to please every taste . . . fill every need! Shop Penney's tomorrow for these wonderful dress values . . . every dress at this remarkably low budget price!



Gay Seersucker Prints!
HOUSECOATS
\$2⁹⁸

Gay seersucker housecoats in lovely, soft flowered patterns. Full cut and roomy . . . designed for comfort! Seersuckers needs no ironing! Sizes 12-44.



Cool and Cute! Cotton SUN SUITS
98^c

Soft pastels in solids, checks or stripes with popular bib top! Cool and comfortable . . . provides for plenty of sunshine! Sizes 1-6x.



Boys' 2-Piece Cotton Poplin SU LIN SETS
\$1⁶⁹

Action-loving play togs for action-loving boys! Wash these cotton poplin shirt-slack combinations as often as necessary . . . They're sanforized shrunk, too! Sizes 4 to 12.



Newest Styles Value Priced!

Women's Summer PLAYWEAR

Smart Two-Tone Slack Suits

Fine rayon faille slack suits in two-tones! Smart pockets . . . self belt . . . neatly tailored trousers. In red and navy, powder blue and navy. Also middy types. Sizes 12-18. **\$6⁹⁰**

Trim Rayon Gabardine Slacks

Smoothly tailored slacks with lean lines; cut for comfort, with front pleats, side pockets, slim waistbands! Lightweight, yet a husky fabric. In all popular colors. Sizes 12-20. **\$3⁹⁸**

Figure Flattering Swim Suits

Slim, smooth fitting . . . that's the way you want your bathing suit! In beautiful dressmaker styles to give you comfort for active swimming! Soft pastel shades. Sizes 32-40. **\$3⁹⁸**

New Pleated-Front Shorts

Girls—you'll adore the way the pleats fall in these beautifully tailored shorts! So neat and trim, yet comfortable. In a selection of beautiful summer shades. Sizes 12-20. **\$2⁹⁸**

Second Floor



Fine Quality Oak Frame DECK CHAIRS
\$4⁴⁴

Vacation in your own back yard . . . enjoy the summer sun in a comfortable, sturdily built solid oak lawn or yacht chair! Natural varnish finish . . . with striped canvas coverings.



Perma-Ray Marquisette CURTAIN PAIRS
\$1²⁹

To add to and brighten the looks of your room . . . soft rayon marquisette pairs that hang beautifully and neatly! Perma-Ray finish! In shell color only.



Men's Regular & Slack Length SUMMER SOCKS
25^c PAIR

Men's summer socks . . . ideal for leisure time relaxation or strictly street dress! Rayons and novelty cottons. Sizes 10-13.

START OF AN OCEAN HOP



From Dorval airport, near Montreal, a steady stream of huge U. S.-built bombers flows out every day to the battle fronts where the United Nations are carrying the fight to the enemy. Under the direction of Air Chief Marshal Sir Frederick Dowling, the pilots of the R.A.F. Ferry Command take the flying giants over the uncharted skyways across oceans and continents. Silhouetted against the setting sun, this bomber passes over the St. Lawrence River on its way out to sea. Below: Bombers, recently arrived at Dorval airport, stand on the runway.

Evacuation Day Rites Planned At Harrisburg

Harrisburg, Pa., June 3. — Evacuation Day will be observed at Valley Forge Park June 18. On that day 166 years ago General Washington and his Continental Army left Valley Forge to engage in conflicts that eventually won freedom and independence for the colonies.

Major General Edward Martin, Governor of Pennsylvania, himself a veteran of three of the nation's wars, will be the principal speaker. Major General Edward C. Shannon, also a veteran of the nation's conflicts, will preside as chairman of the Valley Forge Park Commission and will introduce the Governor.

White Mountain Resorts Expect Active Season

With many more hotels opening than last year and reservations running ahead of previous seasons the resorts in the White Mountains of New Hampshire are looking forward to unusually good business. Among the larger hotels to open after having been closed are Mount Washington, Bretton Woods, Forest Hills, Franconia, Waumbek, Jefferson, Gray's Inn, Jackson, and Mount Madison, Gorham.

Summer rail service is expected to be even better than last year, with bus service about the same and the combination probably as good as service to any eastern resort area. The Mountaineer service between Boston and Littleton, N. H., starts June 15, running daily, except Mondays, through Oct. 15. The daily White Mountains Express will run in both directions between New York City and Berlin, N. H. A new week-day express is scheduled between New York and Portland, Me., offering service into the mountains.

Some of the hotels are opening in mid-June, a bit earlier than usual, but most of them, according to custom, will not open until July 1.

RATION NOTE

Be Sure It's Spare Stamp 37. If you need extra sugar for home canning, make certain that it is SPARE stamp 37 from Ration Book 3 that you attach to your application, and not sugar stamp 37. The local war price and ration boards have received many applications with this error. To avoid this, it may be a good idea for the housewife to write "home-canning sugar" on the back of her Spare Stamp 37.

Even though the cotton goods situation is tight, no clothes rationing is in sight, according to WPB textile authorities.

Atlantic City Plans Annual Beauty Pageant

Franchises have been awarded by the Miss America pageant officials for preliminary contests in thirty-one states, four cities and the District of Columbia, from which will come thirty-six girls to compete for the title of Miss America at the annual Atlantic City pageant Labor Day week. With renewed interest in the annual resort event due to the nation-wide bond-selling tour made by Miss America 1943, Jean Bartel, there is a strong possibility that other states and key cities may be represented in the pageant week programs. Of 17 states, there are now more states represented than ever before in pageant history, including two new states that have never before sent entries—Nevada and North Dakota.

Miss Lenore Slaughter, pageant director, announces that the annual parade, long a feature of the week's festivities leading up to the crowning of a new queen, will be restored this year after being shelved since 1941.

New Jersey Resorts Open

The official opening of the Bathing and Tennis Club this week marked the beginning of seasonal activities at Spring Lake, N. J. A schedule of events at the Spring Lake Golf and Country Club was also started. Many special events for service men are listed at both clubs.

Managers at the Hotels Monmouth, Essex and Sussex and Warren, which open the latter part of this month, are also planning to assist in the entertainment of military men. Many season visitors have made reservations at the Shoreham, Lake View, Atlantic, Colonial, Breakers, Allaire and Wellington.

Pertinent Paragraphs

New spice route for a cooking columbus is the gingerbread made with the quick prepared mix based on the famous Washington recipe. Just add water to package contents, stir, bake—you'll like your spicy discovery all the better for its costing no ration points!

Give it a squeeze when you've spooned out the sections of your Florida grapefruit to get those last few drops of delicious juice so rich in Vitamin C. Patriotism, of which waste-saving is a big part, has made this practice perfectly polite.

Midas among salad oils is maza, the pure vegetable oil made from corn that turns to gold everything it touches for your salad. It's the skin of a roasting bird! Try maza in your recipes that call for melted shortening—you'll like its handy, ready-melted form.

Cookery QUERY CORNER

HOW ARE HAM AND CORN FRITTERS MADE?

Mix 1/2 cup ground cooked ham, 1 cup whole grain corn with 1/2 cup corn liquid, and 1 tablespoon minced onion. Stir 2 1/2 cups flour and 1 1/2 teaspoons baking powder together. Add to ham mixture and blend.



Frying the Fritters
Heat 1 to 2 pounds lard to 375°F or until a 1-inch cube of bread browns in 40 seconds. Drop by teaspoons into the hot lard and cook until nicely browned. Drain well by using a wire basket or soft paper.



The Finished Fritters
Serve the fritters hot for breakfast, lunch or supper. For breakfast serve them with maple or sugar syrup or citrus marmalade. For lunch or supper serve a fruit salad as the accompaniment.

Golf, All Sports Near At Hand At Alexandria Bay

ALEXANDRIA BAY, N. Y. — The opening of the Crossman House and the Monticello Hotel last week has given an early im-

petus to the vacation season at this Thousand Islands resort. The unusually warm early spring attracted scores of visitors over the week end to take advantage of the first sight-seeing boat tour and other recreational activities, now in full operation.

Because all its recreational facilities are within a few steps of the hotels, restaurants and

guest houses, this resort anticipates an even greater influx this year of vacationists seeking a solution to transportation problems. The Alexandria Bay Golf Club, which has been open for play since early in May, is just five minutes' walk from the center of town.

Plans are being completed by the Rod and Gun Club for the

annual bass tournament to be started with the official opening of the black bass season June 16. As in previous years, awards will be made for the best catches reported through the summer.

This year the sight-seeing boats which cruise the St. Lawrence around the islands, are opening a ferry service to the island homes.

RAILWAY MILEAGE IN CANADA

In 1850 there were only sixty-six miles of railway in Canada, while today there are 42,565 miles of railway operated by 38 separate corporations. The greater portion is operated by two systems, the Canadian National Railways, 21,722 miles, and the Canadian Pacific Railways, 17,187 miles.

MEAT? YOU BET Lots of IT

LOBLAWS QUALITY MEATS

QUALITY PRICE YES, LOBLAWS GOES RIGHT TO THE SOURCE AND BUYS THE BEST OBTAINABLE. YES, ALL LOBLAW PRICES ARE IN ONE CLASS & PRICES EVERYONE CAN AFFORD TO PAY.

FOR MEAT LOAF OR PATTIES
FRESH Ground BEEF...lb. 27¢

FOR BRAISING
BEEF SHORT RIBS.... lb. 19¢

FOR LUNCHEES—SMOKED
BEEF TONGUES..... lb. 39¢

GRADE "A" RINDLESS
SLICED BACON..... lb. 37¢

READY-TO-COOK
FRESH DRAWN FOWL lb. 51¢

ARMOUR'S "STAR"
PARBOILED HOTS.... lb. 35¢

FOR ROASTING—FRESH
PORK SHOULDERS....lb. 27¢

ARMOUR'S STAR Swift's PREMIUM WILSON'S COOKED HAMS SHANK END 33¢ LB

BACK THE ATTACK BUY MORE THAN BEFORE 5TH WAR LOAN

NOW Point FREE GRAPEFRUIT JUICE ORANGE JUICE BLENDED JUICE (Orange and Grapefruit) BUY NOW!

Sunshine Crackers CHEEZ-IT pkg. 10¢

Colonial Preserves RASPBERRY APPLE STRAWBERRY APPLE lb. jar 29¢

BLUE RIBBON POTATO CHIPS lb. box 49¢

LIBBY'S GREEN LIMA BEANS No. 2 can 17¢

BETTY CROCKER SOUP MIX Pkg. 9¢

Red Heart KIBBLED DOG FOOD 2 lb. pks 23¢

There is a Critical National Shortage of Paper Bags PLEASE HELP By Buying and Carrying Your Own Shopping Bags FOR YOUR CONVENIENCE We Have Purchased a Supply of Large Heavy Serviceable CLOTH Shopping Bags. These Bags Are Now On Sale in All Stores At No Profit to Us. FOR ONLY 29¢

IDEAL DEHYDRATED DOG FOOD 2 pks. 15¢

SANITARY NAPKINS SAN-NAP-PAK 2 1/2 21¢

LAUNDRY SOAP OCTAGON 3 bars 14¢

SOAP FLAKES KIRKMAN'S 2 23¢

LINENIZED TISSUE GAUZE 6 rolls 24¢

YOUNG LADY WANTED

BOOKKEEPER Experience Unnecessary. Position permanent, future assured. APPLY ROYCE COCA COLA BOTTLING CO. 100 BERLIN STREET

WANTED CHECKERS

For Our Super Markets Experience Not Necessary. WEGMAN'S 98 CLINTON AVE. S.

FOR SALE 3 PIECE MAHOGANY BEDROOM SET \$125.00

Including Box Spring And Mattress. 251 HINCHEY RD. Off Chili Ave.

NEW YORK'S MOST UNUSUAL HOTEL

Invites You to discover the extra quiet, comfort and economy of the Bristol, centrally located at Radio City. Individually controlled radio in each room. Sanitized Service.

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129 West 48th St., New York City
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Use it up...wear it out... make it do...or do without!

GENESEE LAGER BEER

Fight Inflation

BISQUICK 1gc. pkg. 25¢

WHEATIES 2 pkgs. 19¢

RINSO 1gc. pkg. 19¢

PIE APPLES 20-oz. glass 19¢

BEEF HASH 1-lb. can 19¢

PLEASE RETURN PARK CLUB & QUEEN-O BOTTLES

STOKELY DILL PICKLES Regular or Kosher 23-oz. jar 19¢

Comstock Quartered BEETS 27-oz. glass 13¢

GOLD MEDAL FLOUR 25 lb. sack \$1.29 5-lb. sack 32¢ 10-lb. sack 59¢

LOBLAWS GARDEN FRESH—POINT FREE

California NEW POTATOES U. S. No. 1 LONG WHITE 5 lbs. 29¢

California FRESH PEAS SWEET TENDER 2 lbs 25¢

NEW CABBAGE Lb. 6c

HOME GROWN BEETS 10c

GREEN BEANS Lb. 15c

CALIFORNIA CARROTS Bch. 8c

HOME GROWN RADISHES Bch. 5c

SUMMER SQUASH 2 Lbs. 19c

NEW RED POTATOES 10 Lbs. 49c

ICEBERG LETTUCE... 2 Heads 25c

SUNKIST LEMONS Doz. 49c

YELLOW ONIONS 3 Lbs. 17c

HOT HOUSE TOMATOES Lb. 33c

Libby's CANNED MEATS

VIENNA SAUSAGE 4-oz. can 11¢

POTTED MEAT No. 15 can 9¢

ORANGES Florida JUICY FINE SIZE 126 doz. 55¢

IDEAL DEHYDRATED DOG FOOD 2 pks. 15¢

SANITARY NAPKINS SAN-NAP-PAK 2 1/2 21¢

LAUNDRY SOAP OCTAGON 3 bars 14¢

SOAP FLAKES KIRKMAN'S 2 23¢

LINENIZED TISSUE GAUZE 6 rolls 24¢



HARNESS RACES

BATAVIA DOWNS

BEST-LIGHTED TRACK IN AMERICA

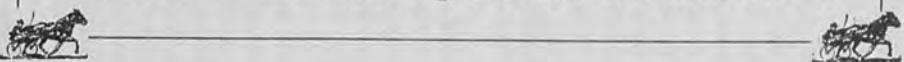
8:30 Every Night Except Sunday **8:30**

PARI-MUTUAL BETTING
DAILY DOUBLE CLOSES AT 8:15
PLENTY OF FREE PARKING

COMING WEEK EVENTS:

FRIDAY JUNE 9 17 PACE	SATURDAY JUNE 10 11 PACE	TUESDAY JUNE 13 20 TROT
WEDNESDAY JUNE 14 18 PACE	THURSDAY JUNE 15 22 TROT	

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ADMISSION \$1.20 Including Tax and Grandstand Seat



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EASTERN CANADA SUNTOUR CRUISE
Sailing from Rochester July 5th, August 2nd and August 20th. 4 Glorious Days and Nights. Day and night in Montreal, day in Quebec. Finest hotels, best meals, outside staterooms from Montreal. All expenses included. Reservations limited. Tax Extra. **\$59.50** Per Person

SAGUENAY RIVER SUNTOUR CRUISE
Six full days and nights sailing from Rochester July 17th and August 14th. Day and night each in Montreal and Quebec. Two days sailing on the beautiful Saguenay. Slide trips, etc. Anne de Beauspre. Competent Cruise Director. All expenses included. Reservations limited. Tax Extra. **\$86.50** Per Person

GREAT LAKE CRUISE BUFFALO-CHICAGO **\$87.50** up Per Person Plus Tax
GREAT LAKE CRUISE BUFFALO-DULUTH **\$87.50** up Per Person Plus Tax

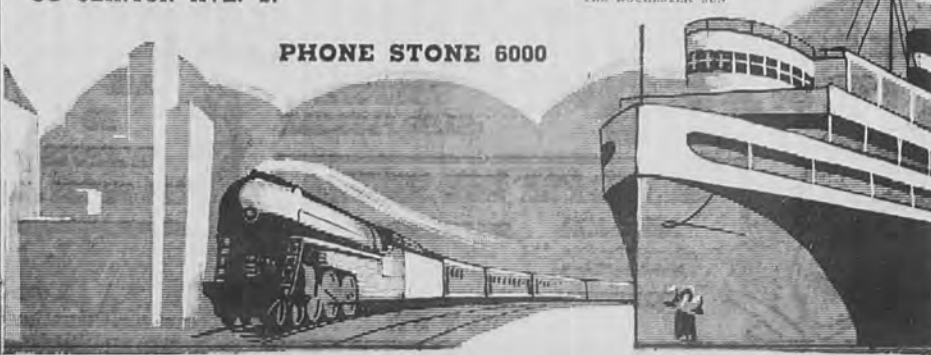
ADIRONDACK MOUNTAINS Let us make reservations for you at one of the Adirondack fine resorts. Cottages or hotel accommodations.	ATLANTIC CITY Atlantic City hotels will give you a warm welcome. Plan your vacation at this outstanding seaside resort. We will make your reservations for you.	DUDE RANCHES Dude ranches will be crowded this year but we can make reservations for you at leading ranches in New York State and Massachusetts.	NEW YORK CITY Don't take chances on getting hotel reservations in New York City. Hotels are crowded. But we can make your reservations for you before you leave Rochester. Call us.
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THE SHADOW OF FEAR

A very dramatic story of a woman who lived in constant fear that someday someone would turn up and tell her husband she would smash her borrowed heaven. A complete book-length story.

HOLD ON THE MAGIC!

Hunger for fun, this war-worker's wife forgot that as much as the love, courage and sacrifice of the woman behind the drill press as on the women behind the man with a gun. Other gripping stories from life, helpful articles for a better hint on beauty, fashion, home and outstanding features.

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YOUR MAGAZINE FOR A BETTER LIFE

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EXPERIENCED POWER SEWING MACHINE OPERATORS
For Clean, Simple Light Work
Your Choice Day or Night Shift
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If already in war work, do not apply.

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Our New Ray **PERMANENT \$6.50** Price Regular \$8.50
A soft, lustrous permanent to turn all eyes your way! Have yours in the comfort of your choice—quickly, comfortably, safely!

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A Sale of Candy, Gum and Mint in times like these!—Convincing proof of DAW'S ability to bring you outstanding value in the things you want! None sold to dealers.

PLANTER'S SALTED PEANUTS
Reg. 5c Boxes **3 for 8c**
(Limit of 3)

CANDY BEANS
Delicious candy-coated beans—looks like baked beans.
Reg. 5c Boxes **2 for 7c**

JELLIES SPEAR-MINT
Old-fashioned, leaf-shaped jellies—specially flavored.
Reg. 5c Boxes **2 for 7c**

DAW'S COUPON CHOCOLATE NUT FUDGE BARS
Delicious chocolate fudge—creamy and smooth—check-full of roasted nut meats.
REG. 5c BARS **3 for 10c**
(Limit 3 Bars)

BOWMAN'S Famous Chewing GUM
CHOICE OF: FRUIT OR SPEARMINT FLAVORS
Reg. 5c **2 for 5c**
Bowman's Original True Flavored Chewing Gum—at a sensational low price. (Limit 6 Pkgs.)

Chocolate & Sugar Coated PEANUTS
REG. 5c BOXES **2 for 5c**
Fresh roasted peanuts—chocolate or sugar-coated—your choice of either. (Limit 4 Boxes)

ANT-ITCH
The sole Colonies of In Their Nest
Place a little ANT-ITCH in your nest. The sweaters are attracted and will cling to their nests, there all who feed on it. Use a directed on the bottle on be rid of these annoying pests.

60c Size 49c

MINT
The very touch of this white stainless ointment is soothing and cooling to

TIRED BURNING FEET
Tired, too, to soften and relieve pain of STINGING CALLOUSES
Reg. size jar 43c Large jar 77c

FOOT SOCKS
Protect your feet when you don't wear stockings. Comfortable, form-fitting fabric. Choice of colors. 19c
OTHERS TO. 59c

NOLYN LIQUID HOSE
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-Ounce Size Made to Sell for \$1 **69c**
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SACCHARIN TABLETS
1/4 or 1/2 Cr. 1,000 Tablets **44c**

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30c Size **12c**

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35c Size **17c**

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DENTAL CREAM 21c, 37c, 49c
EPSOM SALTS 1/2 lb. 13c 1-lb. 31c
SHAVING CREAM 29c, 39c
ANTISEPTIC BABY OIL 43c
GLYCERIN SUPPOSITORIES 25c
SODA BICARBONATE 1-lb. 31c

TOOTH POWDER 25c
Size **21c**

MILK OF MAGNESIA
An effective, mild laxative
12 Oz **33c** 32 Oz **69c**

Rectal Soreness
Get Relief Now Easy Way—Sit in Comfort
Prolarmon Rectal is a quick, dependable reliever of itching, painful rectal soreness—irritations which may also accompany piles and hemorrhoids. Brings soothing relief of comfort upon contact. Forms protective film over sore area. Helps destroy infectious germs, and Nature heal up raw, swollen tissues. No oil—no grease—no stain clothing. Sold on money-back guarantee. Prolarmon Rectal is now available in handy tube 1c—or with special applicator 21c. Get this modern relief today. See For

Allen's Foot-Ease
For tired, burning feet, just sprinkle on feet and in shoes. Absorbs perspiration—prevents foot odors. Nothing like it to help new or tight fitting shoes feel easy.
27c, 44c

Zenitors
An amazing new treatment for itching, burning, and stinging of the skin. They kill dangerous germs at contact. They relieve hours of irritation against eczema and odor.
Reg. \$1 Size **79c**

DAW'S Extra-Value COUPON POWDER PUFFS
Smooth as silk Soft as down
Package of 4 Puffs (Limit 2 Pkgs.) **4c**

DAW'S Extra-Value COUPON SCISSORS
NAIL AND CUTICLE TYPE PRE-WAR QUALITY STEEL 50c VALUE
19c (Limit of 2)

DAW'S Extra-Value COUPON CURL-TYPE COMBS
Reg. 10c
Made of Acetate practically unbreakable! Choice of colors. (Limit of 2) **6c**

START OF AN OCEAN HOP



From Dorval airport, near Montreal, a steady stream of huge U. S.-built bombers flows out every day to the battle fronts where the United Nations are carrying the fight to the enemy. Under the direction of Air Chief Marshal Sir Frederick Bowhill the pilots of the R.A.F. Ferry Command take the flying giants over the uncharted skyways across oceans and continents. Silhouetted against the setting sun this bomber passes over the St. Lawrence River on its way out to sea. Below: Bombers, recently arrived at Dorval airport, stand on the runway.



Evacuation Day Rites Planned At Harrisburg

Harrisburg, Pa., June 8. — Evacuation Day will be observed at Valley Forge Park June 18. On that day 166 years ago General Washington and his Continentals left Valley Forge to engage in conflicts that eventually won freedom and independence for the colonies.

Major General Edward Martin, Governor of Pennsylvania, himself a veteran of three of the nation's wars, will be the principal speaker. Major General Edward C. Shannon, also veteran of the nation's conflicts, will preside as chairman of the Valley Forge Park Commission and will introduce the Governor.

White Mountain Resorts Expect Active Season

With many more hotels opening than last year and reservations running ahead of previous seasons the resorts in the White Mountains of New Hampshire are looking forward to unusually good business. Among the larger hotels to open after having been closed are Mount Washington, Bretton Woods, Forest Hills, Franconia, Waumbek, Jefferson, Gray's Inn, Waconda, and Mount Madison, Gosham.

Summer rail service is expected to be even better than last year, with bus service about the same and the combination probably as good as service to any eastern resort area. The Mountaineer service between Boston and Littleton, N. H., starts June 16, running daily, except Mondays, through Oct. 15. The daily White Mountains Express will run in both directions between New York City and Berlin, N. H. A new week-day express is scheduled between New York and Portland, Me., offering service into the mountains.

Some of the hotels are opening in mid-June, a bit earlier than usual, but most of them, according to custom, will not open until July 1.

YOUNG LADY WANTED
BOOKKEEPER
Experience Unnecessary. Position permanent. Future assured.
APPLY ROCH. COCA COLA BOTTLING CO.
190 BERLIN STREET

WANTED CHECKERS
For Our Super Markets
Experience Not Necessary
WEGMAN'S
96 CLINTON AVE. E.

FOR SALE
3 PIECE MAHOGANY BEDROOM SET
\$125.00
Including Box Spring and Mattress
251 HINCHEY RD.
Off Chili 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 Sanitized Service controlled radio in each room.

HOTEL BRISTOL
129 West 48th St., New York City
Joseph E. Both
Theodore E. Tolson, Jr. • Alfred B. Tolson

Use it up...wear it out...
make it do...or do without!

Fight Inflation

GENESEE LAGER BEER

Atlantic City Plans Annual Beauty Pageant

Franchises have been awarded by the Miss America pageant officials for preliminary contests in thirty-one states, four cities and the District of Columbia, from which will come thirty-six girls to compete for the title of Miss America at the annual Atlantic City pageant Labor Day week. With renewed interest in the annual resort event due to the nation-wide bond-selling tour made by Miss America 1943, Jean Bartel, there is a strong possibility that other states and key cities may be represented in the pageant week programs. As it is, there are now more states represented than ever before in pageant history, including two new states that have never before sent entries—Nevada and North Dakota.

Miss Lenore Slaughter, pageant director, announces that the annual parade, long a feature of the week's festivities leading up to the crowning of a new queen, will be restored this year after being shelved since 1941.

New Jersey Resorts Open

The official opening of the Bathing and Tennis Club this week marked the beginning of seasonal activities at Spring Lake, N. J. A schedule of events at the Spring Lake Golf and Country Club was also started. Many special events for service men are listed at both clubs.

Managers at the Hotels Monmouth, Essex and Sussex and Warren, which open the latter part of this month, are also planning to assist in the entertainment of military men. Many season visitors have made reservations at the Shoreham, Lake View, Atlantic, Colonial, Breakers, Altaire and Wellington.

Pertinent Paragraphs

New spice route for a cooking columnist: the gingerbread made with the quick prepared mix based on the famous Washington recipe. Just add water to package contents, stir, bake—you'll like your spicy discovery all the better for its costing no ration points!

Give it a squeeze when you've spooned out the sections of your Florida grapefruit to get those last few drops of delicious juice so rich in Vitamin C. Patriotism, of which waste-saving is a big part, has made this practice perfectly polite.

Midas among salad oils is mazola, the pure vegetable oil made from corn that turns to gold everything it touches from the home-made dressing for your salad to the skin of a roasting bird! Try mazola in your recipes that call for melted shortening—you'll like its handy, ready-melted form.

Golf, All Sports Near At Hand At Alexandria Bay

ALEXANDRIA BAY, N. Y. The opening of the Crossin House and the Monticello Hotel last week has given an early i



BACK THE ATTACK BUY MORE THAN BEFORE 5th WAR LOAN

NOW Point FREE GRAPEFRUIT JUICE ORANGE JUICE BLENDED JUICE (Orange and Grapefruit) BUY NOW!

Sunshine Cracker CHEEZ-IT 10¢

Colonial Preser RASPBERRY APP STRAWBERRY APP 29¢

BLUE RIBBON POTATO CHIP 49¢

LIBBY'S GREEN LIMA BEANS 17¢

BETTY CROCKE SOUP MIX 9¢

Red Heart KIBBI DOG FOOD 23¢

There is a Critical Natio Shortage of Paper Bags PLEASE HELP BY BUYING and CARRYING Own Shopping Bags FOR YOUR CONVENIENCI We Have Purchased a Si of Large Heavy Servic CLOTH Shopping Bags. 1 Bags Are Now On Sale i Stores At No Profit to FOR ONLY 29¢

IDEAL DEHYDRATI DOG FOOD 2 pks. 15¢

Where To Play BINGO!

WEGMAN HALL
371 E. MAIN ST.

SUNDAY NIGHT REG. GAMES \$5-\$15 25 GAMES
MONDAY NIGHT REG. GAMES \$5-\$10 25 GAMES

AFTERNOON GAMES 1:30
WEDNESDAY FRIDAY SATURDAY
Early Bird Special At Each Game

TOWNER HALL
UNIVERSITY at ATLANTIC AVE.

WEDNESDAY THURSDAY
Admission Tax Only 5c
All Games & Specials \$5.00 Ea.

SATURDAY, JUNE 10th • SPECIAL BIG GAME ON BOARDS \$10-\$15-\$20

2 TRIPLE BOARDS \$1.05 Tax Inc.
1 BOOK OF SPECIALS
SPECIALS PLAYED 5 and 6 WAYS
Special Big Party at Towner-Rexy SATURDAY, JUNE 10th

SUNDAY, JUNE 11th
Reg. Games \$7 Special \$7 & \$8

HOLLYWOOD
35 PULLMAN AVE.

TUES. NIGHT. HUDSON-HOLLYWOOD HOOK UP JUNE 13th

All Reg. Games \$7.00
And Specials ..
Admission Tax Only .5c
Triple Board & Book of Specials 50c
Total 55c

MONDAY — THURSDAY — FRIDAY
23 REG. GAMES \$5.00
ADMISSION 5c TAX
ALL SPECIALS PLAYED 4-6 WAYS

SATURDAY, JUNE 10th ONLY
SPECIALS \$5-\$6-\$7 REG. \$10-\$15 GAMES

REG. GAMES \$7 SUNDAY SPECIAL \$7 — SPECIALS \$7 and \$8

THE BIGGEST BINGO IN TOWN
NEW IDEAS — NEW GAMES — NEW THRILLS

\$1500.00 CASH
EVERY FRIDAY NIGHT
ALL NEW PRIZE LIST
PLUS GOLD AWARD TICKET FREE
FOR **\$250.00**

NO JACKPOTS
GRAND PRIZE **\$500.00**
ADMISSION \$1.00 PLUS TAX

CLOSING FOR THE SUMMER
JUNE 16th **\$1750.00 CASH**
Irondequoit Post No. 134 American Legion ALL MONEY WILL GO
COLUMBUS AUDITORIUM
50 CHESTNUT ST.

BINGO
SATURDAY, JUNE 10th
8:15 P. M.
23 REG. GAMES
\$5.00
Specials 5 and 6 Ways
Early Bird Special
At All Games
ADMISSION 25c—Plus 5c Tax
MUHS BOWLING HALL
911 CLINTON AVENUE NORTH

PARK HALL
JEFFERSON AVE.
AT PLYMOUTH

THURSDAY BOARD GAMES
\$8-\$9-\$10
JACKPOT
55 NOS. \$200.00

SATURDAY ALL BOARD GAMES
\$12 \$15 \$20
JACKPOT
ADM. 25c TAX 5c TOTAL 30c

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.
Monday Afternoon Games 1:30
* 23 GAMES *
\$3 \$3 \$3 \$3 \$3 \$3 \$3 \$3

CARPENTER HALL
113 N. FITZHUGH ST.

THURSDAY 8:15
FRIDAY AFTERNOON
SATURDAY 8:15
SUN. AFTERNOON 2:30

NO PRIZES LISTED DURING SUMMER MONTHS

ADMISSION 25c—PLUS TAX
Extra Triple Boards 25c, Books 25c

UNION LEAGUE
SOUTH AVE. Corner GREGORY

SUNDAY NITE
25 Games — Reg. Bings
\$5, \$6, \$7, \$8, \$9

MONDAY, FRIDAY NITES
30 Games — Reg. Bings
\$5, \$6, \$7, \$8, \$9
SPECIAL — 5 WAYS \$

Sat. Afternoon 1:30
25 GAMES
REG. BINGO JUNE 3
\$5-\$6
Early Bird at Every Game

BINGO
CAPITOL HALL
85 W. MAIN ST.

Door Special \$25 to \$50

Mon. — Tues. — Thurs. 1:30 P. M.
WED. FRI. SAT. 8 P. M.

Games Sun Afternoon
\$4 Mon. 30 Games \$4
Games Tues. Aft.
\$5 Wed. 30 Games \$5
Games Thurs. Aft.
\$5

FRIDAY, SATURDAY
25 Games \$5-\$10
On Reg. Boards
Letter 'H', \$15 and \$15
ADM. 25c, TAX 5c—TOTAL 30c

Cookery QUERY CORNER
HOW ARE HAM AND CORN FRITTERS MADE?

The Ingredients
Mix 1/2 cup ground cooked ham, 1 cup whole grain corn with 1/4 cup corn liquid, and 1 tablespoon minced onion. Add 2 1/2 cup flour and 1 1/2 teaspoons baking powder together. Add to ham mixture and blend.

Frying the Fritters
Heat 1 to 2 pounds lard to 375-F or until a 1/2-inch cube of bread browns in 40 seconds. Drop by teaspoons into the hot lard and cook until nicely browned. Drain well by using a wire basket or soft paper.

The Finished Fritters
Serve the fritters hot for breakfast, lunch or supper. For breakfast serve them with maple or sugar syrup or citrus marmalade. For lunch or supper serve a fruit salad as the accompaniment.

Assemble Women for a chine operati packing; Exper essary but workers needed Do not phone. at 10 to 11—3

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WHERE THE CHIC YOU F DOL 600 JEFFERS Cor. E Telephone 6

HAY I AND ASTHM.

1 Bt. \$1.25 MAID DE 811 DEWEY Call GL

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Do functional pe make you feel cranky, edgely, t out—at such, U Then start of Pinkham's Vegeta relieve such sym Compound is m women. Taken r build up restor distress. Thousands of women have re A grand thing Lydia E.

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ELECTRIC EL If Not

ODENBACH 5

Pictured above the all enclosed plying fuel for

TANKERS • D Serving

Assemblers Wanted
Women for assembling machine operators, inspection, packing. Experience not necessary but steady, willing workers needed.
Do not phone. Apply in person at 10 to 11-3 to 5.
Technifinish Laboratory
38 Scio Street

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

HAY FEVER AND ASTHMA SUFFERERS
Get Relief This Quick Easy Way
Start NOW - the zero hour is August 18th! Results are guaranteed or your money will be refunded.
1 BH. \$1.25 - 5 For \$5.00
MAID DRUG CO.
411 DEWEY AVENUE
Call Glen 4018

Add New Frill To Your Play Suit
If you're finishing the making of a play suit in your sewing machine, dress it up with white lingerie touches on the collar - a plain white cotton lined ruffle, or an edging of crisp white embroidered cotton. Fashion says a play suit may be a little more feminine this year. Then, when you put on the skirt - perhaps you'll touch up the pockets with the same trimming - you have a pretty cotton frock that will be as suitable for downtown wear as it is for sunning in your own backyard.

Girl and Beating Shorten Rug's Life
Keeping carpets and rugs clean is one of the best ways to lengthen their lives. Dirt and grime, ground in underfoot, act as abrasives and cut rug fibers. Use a carpet sweeper for daily cleaning, and the vacuum for the weekly thorough cleaning. Never use sweeper or vacuum against the pile of the rug.
As a rule, it is inadvisable to beat a rug. Beating may break the fibers, put the shaggy small rugs may cause them to break and fray.

New Rugs "Sprout"
Many housewives are troubled by what seem to be defects in new rugs. For example, individual strands of yarn surface of the rug. This is known as "sprouting," and is something that might happen in any rug. Don't pull such strands out; clip them at the surface of the carpet. Unless such "sprouting" occurs in an amount to cause visible holes in the rug, it is not a defect, or an indication of inferior construction.

WANTED
Counter and Kitchen Woman For Cafeteria. No Night or Sunday Work. Good Salary.
Apply WEGMAN'S CAFETERIA
96 CANTON AVE. S.

Lubricate Fan Before Using It
It's high time to start using your electric fans. Check them over now to see if they need oiling. Most fans need a few drops of oil at least once a year. Use a light oil, such as you use for your sewing machine.
If your fan is the type that has grease cups, be sure that these are kept filled with light cup grease.

Better Buy 'Em!
If you have a yen to try growing watermelons in your victory garden, resist it unless you have sandy, well-drained soil. This melon does not do well in a heavy soil. Remember, too, that it requires a great deal of space, so that even if you have the specified soil, it's not a crop for the average garden.

THIN! PEPLESS! PALE AS A GHOST!
Is Your Child Ailing That Way, Mother?
What a pity it is when rosy cheeks fade from little cheeks - when youngsters are thin and underweight and complain of feeling tired all the time! Don't ignore these warnings. Mother's Tonic may mean that your child's blood is short of iron!
In such cases, a good iron tonic like Pepto-Mangan can be very helpful. Pepto-Mangan replenishes whatever iron the blood may be lacking - helps to give it that rich redness so essential for good iron flesh, rosy cheeks, radiant pep and vitality.
Pleasant to take. Recommended by many doctors, when sudden spurts of growth in children have lowered their reserve of blood-iron. Ask your druggist for the original - **Pepto-Mangan**.
THE FAMOUS FORM WITH VITAMIN B-1
IN LIQUID OR THE NEW TABLET FORM WITH VITAMIN B-1

NONE FASTER
St. Joseph ASPIRIN
World's Largest Seller at 10¢

FREE! Victory Garden Work Sheets
A complete booklet - telling you everything you should know on the care of your garden. Ask for your free copy at any DAW'S store. No purchase necessary.

IN THE SHADOW OF FEAR
A tenebrous dramatic story of a woman who lived in constant fear. She knew that someday someone would turn up and tell her husband the truth that would smother her borrowed heaven. A complete book-length novel.
HOLD ON TO THE MAGIC!
In her hunger for fun, this war-worker's wife forgot that as tough as she was on the job, she was a woman behind the man who had the life today, blue on beauty, fashion, home and outstanding features.
10c JULY TRUE CONFESSIONS NOW ON 10c ISSUE
YOUR MAGAZINE FOR A BETTER LIFE

WANTED
EXPERIENCED POWER SEWING MACHINE OPERATORS For Clean, Single Light Work
Your Choice Day or Night Shift
Night Shift 4:30 To 10 P. M.
Also Girls For Light Factory Work - No Experience Necessary
REMBRANDT
515 Floor
165 ST. PAUL ST.
If already in work, do not apply.

NO APPOINTMENT NECESSARY
Very Specials!
Our New Ray **PERMANENT \$6.50** (Price Reduced to \$5.50)
A soft, lustrous permanent to turn all your gray away! Have years in the color of your choice - quickly, comfortably, safely!
Our Leader - The Victory Curl Permanent - \$2.35
Our Specialty - The Celebrated HELENE CURTIS Cold Wave Permanent - \$16-\$18-\$20
50c SUNRISE BEAUTY SHOP
9 to 6 Daily, 9 to 9 Mon. Other Eve's by Appointment, Ground Floor
90 EAST MAIN • MAIN 2422

ANNOUNCEMENT
ALL BUSINESS TRANSACTIONS WITH SINGER SEWING MACHINE CO.
58 State Street
NOW
Being Handled at
SINGER SEWING CENTER
Singer Bldg. 47 East Ave.

DAW'S COUPON
WOODBURY'S SOAP 10c Bars
3 FOR 14c
(Limit 3)

DAW'S COUPON
TALCUM POWDER 25c Value
11c
(Limit 2)
A new, super-fine talc powder, delicately perfumed. The soft, airy feel of it keeps you fresh and comfortable.

DAW'S COUPON
BOWMAN'S Famous Chewing GUM
CHOICE OF: FRUIT OR SPEARMINT FLAVORS
Reg. 5c
2 for 5c
(Limit 6 Pkgs.)

DAW'S COUPON
HAIR BRUSH PRO-PHY-LAC-TIC
Professional-Type
49c
(Limit 1)
Famous PRO-PHY-LAC-TIC professional-style brushes. Has genuine natural bristles, water-repelling bristles - all sterilized. This price only with Coupon.

Candy Bar SALE!
A Sale of Candy, Gum and Mint in times like these! - Convincing proof of DAW'S ability to bring you outstanding value in the things you want! None sold to dealers.

DAW'S COUPON
WOODBURY'S SOAP 10c Bars
3 FOR 14c
(Limit 3)

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WOODBURY'S SOAP 10c Bars
3 FOR 14c
(Limit 3)

DAW'S COUPON
WOODBURY'S SOAP 10c Bars
3 FOR 14c
(Limit 3)

DAW'S COUPON
WILDROOT CREAM-OIL Hair Tonic
GROOMS THE HAIR RELIEVES DRESSINESS REMOVES LOOSE DANDRUFF
\$1.00
Size **79c**

DAW'S COUPON
ONE-A-DAY VITAMIN A and D TABLETS
Remarkable Color Shampoo
TINTS HAIR
Tints Color Shampoo - washes out dirt, dandruff, grease. Gives hair a beautiful gloss, growing with life and luster. Don't have faded, hair that looks old or thin. Tints work gradually - you see hair more colorful. Use in shower or bathroom. Comes in Black, Lightest, Light, Medium, Dark Brown, Auburn and Blonde. 50c
TINTS COLOR SHAMPOO 50c

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Remarkable Color Shampoo
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TINTS COLOR SHAMPOO 50c

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WOODBURY'S SOAP 10c Bars
3 FOR 14c
(Limit 3)

NERVOUS, RESTLESS HIGH-STRUNG, BLUE FEELINGS
On "Certain Days" Of The Month?
Do functional periodic disturbances make you feel nervous, irritable, cranky, edgy, tired and "dragged 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 builds up resistance against such distress. Thousands upon thousands of women have reported beneficial results. A grand thing about Pinkham's
Lydia E. Pinkham's VEGETABLE COMPOUND

TANKERS are Needed Sir!
Urgently Needed
NOW!
ELECTRICIANS PIPEFITTERS
ELECTRIC ARC WELDERS
If Not Engaged in War Work Apply Now
You Can Back Production By Building Ships Now
ODENBACH SHIPBUILDING CORP. - 4800 Dewey Avenue

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TANKERS • DERRICK BARGES • UTILITY BARGES
Serving the United Nations throughout the World

DAW'S COUPON
WOODBURY'S SOAP 10c Bars
3 FOR 14c
(Limit 3)

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WOODBURY'S SOAP 10c Bars
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(Limit 3)

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WOODBURY'S SOAP 10c Bars
3 FOR 14c
(Limit 3)

The Rochester Sun

SHOPPING NEWS

SEVENTH YEAR—No. 32 THURSDAY, JUNE 8, 1944



FACES BEHIND THE VOICES BRINGING YOU INVASION NEWS

Thousands of Rochester listeners are acquainted with the voices of the crack London-based news correspondents of CBS now pouring invasion news into the radios of America's millions. Shown here starting at the left, are Edward R. Murrow, CBS European Chief; William R. Downs, who saw Russians turn the tide in 1943; Charles Collingwood, veteran of the African campaign; and Larry Lesueur, ex-Moscow CBS reporter.

Political Polka

LETTERS TO THIS COLUMN DEPT.

Being quotable excerpts from communications received by the conductor of this pillar during the last few weeks.

—“as one responsible for touching off the matter of Anna McGrath and the missing funds at City Hall, you must have observed the care with which the defense selected their attorneys. I am betting the old leader of the 10th will get her off with a good spanking, followed by an apology.” R. A. H.

Mr. Bostwick is an able attorney. He'll do his best, and a spanking might not be a bad idea.

—“you don't carry any advertising for the Telephone Co. Why don't you take up the outages editorially and blast the lousy service. In booming towns where the labor problem is twice as tough as in the Rochester area, the service is still pre-war, and we don't have to wait five minutes before the operator answers to: one, give you the busy signal; two, the wrong number; three, grey hair. Nor in other towns do they have to listen to “cooperate with the telephone company” plugs, sandwiched in between every decent program on the air.” L. H.

We're fresh out of editorial cudgels, but the telephone service stinks! Happy?

—“your reference to the Costich street improvement grabs in a recent column put my husband back into the Democratic ranks. He was beginning to forget.” R. L. P. (Mrs.)

That should make F. D. R. and Roy Bush very happy.

—“one thing you failed to mention in the alleged \$30,000 unadvertised and unheralded sneak appropriation was that the change of plans happened during the Democratic regime and the Republicans were not responsible.” L. A. R.

The point of the story was not who was responsible for the error, but the unwillingness of men in politics to admit mistakes no matter what party made them. —and a protest against the city fathers for the “behind closed doors” unadvertised appropriation. The Republicans covering up for the Democrats—that I gotta see!

(Continued on Page 9)

Ed Randall's Scene and Word

George Angevine, home from his naval duties for a short stay, was asked by a group of friends how he liked naval life and what he proposed to do when the war ended. Quoth Angevine: “When this thing is over I'm going to buy me a pair of ears, put them over my shoulder and start walking inland. When someone asks me: ‘What are those?’ that's the place I'm going to live for the rest of my life.”

It's probably a good thing the invasion has started. There was always the danger of shooting Russians coming from the other direction if we had waited much longer.

Did you ever notice that when you catch a cold and take care of it and swallow a half dozen different kinds of medicines, stay in bed under blankets and go on a liquid diet, you can lick it in a fortnight, but if you pay no attention to it, it runs on for at least two weeks.

Cap Carroll, bowler, golfer, football official, etc., etc., was telling of a friend of his whose uncle was brought before a judge for a rather serious offense. Having no desire to spend any time in the pokie, the old gent put on

(Continued on Page 9)

Reflections

THOUGHTS ON D-DAY

If God were less than the Omnipotent Creator of the universe I am sure He would be flattered by the sudden shower of attention from this nation on Invasion Day. Like the Jerealites of old, we invoke the aid of God in time of stress, only to completely forget His power the moment peril passes. I wonder if He actually listens to the prayers of those who, during most of their lives leave God completely out of their thinking, only to run dramatically to Him when it is “the popular thing to do.”

What a licking the newspapers are taking from their arch-enemy radio on spot news coverage of the invasion. No wonder so many newspapers publishers throughout the country have protected themselves by buying up radio stations. Watch spokesmen for the press praise themselves on the “courageous coverage of the invasion newspapers have given the people” — hours after the news is stale because of NBC, CBS and Mutual.

I wonder how the thousands of striking workers and their union leaders throughout the country felt Tuesday as they listened to radio news of the invasion, and realized what the boys over there were going through for 50 bucks a month.

“Bert” Is Back
If the day ever comes when

Coming Events

Today, Tomorrow—Air Corps Mothers will conduct a rummage sale from 6 to 9 p. m. this evening and 9 a. m. to 2 p. m. tomorrow at 424 Main St. E.

Today—Laurelton School PTA will hold its annual picnic and installation of officers in Ellison Park starting at 5 p. m.

TONIGHT—Third Ward Women's Republican club will meet at 8 p. m. at 23 Grigg St.

TONIGHT—Mrs. Frances Fox of Columbia Avenue will entertain The Pinocchio Club of Sunshine Chapter No. 39 at the home of Mrs. Harriet Biele on Cooper Rd. at dinner starting at 6:30 p. m.

TONIGHT—Venus Rebekah Lodge will meet in Odd Fellows Temple, 11 Clinton Ave. N.

TOMORROW—Erna Taylor Officer's Club of Germanic Chapter, O. E. S. will meet in the Third Floor Dining Room of Masonic Temple.

TOMORROW—Townsend Club No. 33 will meet at 628 South Ave. at 8 p. m.

Tomorrow—June meeting of Mercy Guild of the Little Flower will be held at 8 p. m. in Columbus Civic Center.

Tomorrow—The 11th Ward Women's Republican Club will meet at 8 p. m. at 23 Grigg St. Refreshments will be served for the club picnic will be made.

Tomorrow—Rochester Music Guild Orchestra, under the direction of Sherman Chase will give a public concert in East High School auditorium at 8:30 p. m. Free tickets may be obtained at any school or at the home of Ed. Johnston.

Sat. June 10—Annual dinner of East High School Latin classes will be held at 6 p. m. in the school ballroom.

Sat. June 17—A garden party and supper celebrating the golden jubilee of Mother M. Ligoria will be held from 5 to 8 p. m. at the Mercy Mother House.

Sat. June 18—Jenny See Pochontas Club will sponsor a dinner dance for service men and women in the Military Service Center New York Central Station Dining will be served at 6 p. m.

SUN, JUNE 11—First annual dinner of the Lubavitzer Yeshiva Auxiliary will be held at 5:30 p. m. at Congregation Nussach, 27 Morris St.

TUES, JUNE 13—Union League Club will meet at the clubhouse on Gregory St. at 8 p. m.

TUES, JUNE 13—Women's Republican Club of the 14th Ward will meet in the clubrooms on Clinton Ave. E. at Meigs St.

Fri. June 16—The Rochester Federation of Women's Clubs will hold its 29th annual observance of Rose Day with a luncheon at 12:30 p. m. at the Y. m. m. Free tickets will be distributed to hospitals and institutions in the morning.

G. I. Joe Says

BY PVT. JOE BREWER

I got troubles to relate this week. Here we are at C.P.K. which is a fine deal if you like it, and I do—much to the disgust of many.

To start at the beginning— we come out in buses with full packs on our backs. This is some luxury— coming de-luxe so to speak, and we figure we'll get rid of the packs right quick. Well — we arrive at a deserted village and learn this is it. We stand around (with the packs on our backs) waiting for orders. An hour of this — then orientation. I've been oriented so much my eyes start. We have two hours of pleasant lectures (with packs on our backs) and a little fellow we've learned to love comes around with a sheaf of papers. Four of us are selected immediately for guard duty (with the packs on our backs) and the rest are dismissed to quarters to settle down. At four in the afternoon I am relieved at my guard post and sent to a radio station way up in the hills.

It is necessary to walk (with the pack on my back) I pant up to this camouflaged tarpaulin and the guy says—“Say, doesn't that pack come open?” “I don't

(Continued on Page 9)

Amusements

CENTURY NOW PLAYING
Errol Flynn and Paul Lukas in “UNCERTAIN GLORY”. Plus Belita in “LADY, LET'S DANCE”

LOEWS NOW PLAYING
7 Days On Our Stage In Person “TARS AND SPARS” with VICTORE MATURE and Cast of 60.

PALACE NOW PLAYING
Maria Montez, Jon Hall and Sabu in “CORBRA WOMAN” in Technicolor. Plus Harold Peary in “GILDERSLEEVE'S GHOST”

CAPITOL NOW PLAYING
Ida Lupino and Paul Henreid in “IN OUR TIME”. Plus James Cagney in “FRISCO KID”

HUDSON NOW PLAYING
“NO TIME FOR LOVE” with Claudette Colbert and Fred MacMurray. Plus “HENRY ALDRICH HAUNTS A HOUSE” with Jimmie Lydon and Charles Smith

LITTLE STARTS SAT.
Nevil Shute's Mighty Story of Today “THE PIED PIPER” with Monty Woolley and Roddy McDowall.

REGENT NOW PLAYING
George Raft, Vera Zorina, and 18 Stars in “FOLLOW THE BOYS”. Plus “CALL OF THE SOUTH SEAS” with Janet Martin.

REXY NOW PLAYING
“IN OLD OKLAHOMA” with John Wayne and Marjorie Scott. Plus “THE HEAT'S ON” with Mae West and Victor Moore

TEMPLE STARTS FRI.
“MISSING GIRLS” with Judith Allen. Plus “BOY OF THE STREETS” with Jackie Cooper.

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167 LB. SLATE SURFACE HEXAGON SHINGLES Per Bundle \$7.99
Covers 50 sq. ft. per bundle

90 LB. SLATE ROLL Per Roll \$1.99
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EXTRA SHEERS 96¢
Fine Gauge New Shades Sizes 8 1/2 to 10 1/2 Medium Lengths

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37 Inches Long Sizes 8 1/2 to 11 New Shades Walking Sheers

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Nothing will please Dad more than a cool comfortable slack suit from Vine's and you'll save money too.
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No Change in Ownership — No Change in Policy

Enjoy These Atlantic Supply PICNIC FOODS

PEANUTS
FRESH ROASTED . . . 2 lbs. 45c
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Florida Cold Grapefruit Juice
No. 2 can 14c \$1.57 doz.
46 oz. can 32c \$3.54 doz.

Polk ORANGE JUICE
No. 2 can 19c \$2.15 doz.
46 oz. can 47c \$5.35 doz.

Blended Orange And Grapefruit Juice
No. 2 can 17c \$2.05 doz.
46 oz. can 43c \$4.85 doz.

Gloritta Tomatoe Juice
46 oz. can 28c

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CANDIED CHERRIES lb. 55c
RICE 2 lbs. 23c
BROWN RICE 2 lbs. 25c
MAZOLA OIL, No Points Gal. 1.87
DRY CLEANER Gal. 63c
LIPTON'S ORANGE PEKOE TEA, 1/2 lb. pkg. 51c

SEEDED RAISINS . . . 15 oz. pkg. 17c
SOYA GREEN BEANS, No. 2 can, 15c doz. 1.65 (No Points)
CARNATION MALTED MILK Plain, 1 lb. jar 39c
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The Rochester Sun

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SHOPPING NEWS

SEVENTH YEAR—No. 33 THURSDAY, JUNE 15, 1944 U. S. POST OFFICE AUTHORIZED MAIL PERMIT NO. 1000 PHONE, STONE 6000

Political Polka

By CURT GERLING
FAREWELL—JOE
There are a number of reasons why it is unlikely that Republican Congressman Joseph O'Brien will be returned to Washington for another term. Some of them can be laid directly to Mr. O'Brien's door. Others are such that friend Joe can do little about it.
It is generally conceded that Mr. Roosevelt will run, whether the war is on or not. The peace is yet to be won, and the thinking gentry is reluctant to put ex-racket buster Dewey, woefully immature and inexperienced, at a peace table with Messrs Stalin and Churchill. The people have confidence that they won't get too much of the worst of it if F.D.R. is in there pitching with a couple of guys he knows personally, and has a few ready answers for.
Roosevelt will have the labor vote, the middle class vote (Dewey has already lost practically every school teacher in N. Y. state) and the soldier vote, along with that of the soldier's family. Maybe he won't carry Maine and Vermont, but he should carry strong Republican Monroe County as he has before. This vote should go along way toward helping the local and county democratic candidates to gain their offices as well.
Furthermore, Mr. O'Brien's Democratic opponent is being chosen with great care. He'll be the strongest candidate for that office in years and will have a (Continued on Page 11)

Keep It Ringing



Buy An Extra Bond On Liberty Bridge

The Week In Review

Rochester YWCA and YMCA will conduct a joint campaign in October to raise \$1,345.55 with which to meet urgent building, remodeling and repair needs of both organizations. A larger share of the fund will be used for building needs of the YWCA, which has been apportioned \$985.05. This will be used for a new building replacing its present residence for employed girls at 175 Clinton Ave. N. and its administration and activities building at 190 Franklin St. The YMCA, which will receive \$349,900, will modernize its 28-year old central building in Gibbs St. and modernize facilities in three of its branch buildings.
Board of Education will conduct a hearing on Monday, June 26, at 8 p. m., on the closing of School 6 in Costar St. The hearing is in response to demands of parents in the area affected. A delegation from School 40 in LaGrange Ave. will meet with the Board on June 28, to protest that school's closing, while a petition protesting the closing of School 18 in Draper St. is being drawn up by a parents' committee.
A fourth policeman was suspended for 30 days by Public Safety Commissioner Thomas C. (Continued on Page 7)

Coming Events

Tonight—Flower City Post, American Legion will mark its 25th anniversary with a celebration at the hood club house, 221 Dewey Ave. Guest speaker will be John T. Smith, regional director of the New York State Department of Commerce. Entertainment, music and musical numbers also are planned.
Tonight—Palmer Post, American Legion will install officers in Falcon Hall. Initiation will also be conducted.
Tonight—Meira Rebekah Lodge will meet in Odd Fellows Temple, 112 Clinton Ave. N. with N. G. Dorothy Smith presiding.
Tomorrow—Unity Encampment of Odd Fellows will meet at 668 South Ave. The committee on membership campaign will be called.
Tomorrow—The No. 41 School PTA will hold its annual picnic at 3 p. m. in shelter 2 of Ontario Beach Park. Reservations are in charge of Mrs. John Stone, Mrs. Joseph Kuchman and Mrs. William Lusick.
Tomorrow—The Rochester Federation of Women's Clubs will hold its 28th annual observance of Rose Day with a luncheon at Howard Johnson's at 1 p. m. Roses will be distributed to hospitals and institutions in the morning.
Sat., June 17—A garden party and supper celebrating the golden jubilee of Mother M. Ligoris will be held from 5 to 8 p. m. at the Mercy Mother House.
Sat., June 17—Germania Chapter, O. E. S. will hold a card party in Star Dining Room, Masonic Temple.
Sun., June 18—Lutherans of the Rochester area will conduct their annual pilgrimage at the Church of the Transfiguration, Culver and Avondale Rd.
Sun., June 18—Annual picnic for members and friends of the Jewish Children's Home will be held on the grounds of the home in Gorham St.
Sun., Mon., June 18, 19—Here Comes Charlie, a three-act farce-comedy will be produced at the school on Loyal Ave. by the Dramatic Club.
Mon., June 19—Germania Chapter, O. E. S. will meet in Room A, Masonic Temple.
Mon., June 19—John Normie, associate editor and director of Better Homes and Gardens' Home Planning and Maintenance Department will speak at the second meeting of the Rochester Home Builders' Post-war Home Plan-

Amusements

CENTURY NOW PLAYING Veronica Lake and Franchot Tone in "THE HOUR BEFORE THE DAWN" Plus Jimmie Lydon and Diana Lynn in "HENRY ALDRICH PLAYS CUPID"

LOEWS NOW PLAYING Donald O'Connor and Peggy Ryan in "CHIP OFF THE OLD BLOCK" Also Charles Laughton and Binnie Barnes in "MAN FROM DOWN UNDER"

PALACE NOW PLAYING Betty Grable, Joe E. Brown and Martha Raye in "PIN UP GIRL" in Technicolor. Plus "BERMUDA MYSTERY" with Preston Foster and Anne Rutherford.

CAPITOL NOW PLAYING "THE FIGHTING SULLIVAN'S" with Thomas Mitchell and Anne Baxter. Plus Dorothy Lamour, Betty Hutton and Fred MacMurray in "AND THE ANGELS SING"

HUDSON SUN. AND MON. "RIDIN' HIGH" with Dorothy Lamour and Dick Powell. Plus "TORNADO" with Chester Morris and Nancy Kelly.

LITTLE STARTS SAT. "STANLEY AND LIVINGSTONE" with Spencer Tracy, Nancy Kelly and Richard Greene

REGENT NOW PLAYING Maria Montez, Jon Hall and Sabu in "COBRA WOMAN" in Technicolor. Plus Harold Peary in "GILDERSLEEVE'S GHOST"

REXY SUN, MON, TUES. "DESTINATION TOKYO" with Cary Grant and John Garfield. Plus "BEAUTIFUL BUT BROKE" with Joan Davis and Jane Frazer.

TEMPLE STARTS FRI. Roy Rogers in "COWBOY AND THE SENORITA". Plus "WATERFRONT" with J. Carrol Nash and Maris Wrixon.

Ed Randall's Scene and Word

Maybe another reason for calling it Liberty Bridge is that it gives those big trailer trucks the liberty of making a left turn in Clinton Avenue off Main, because they cannot clear the bridge. For confirmation, consult Officer O'Brien.
Definition of a HUSBAND: What's left of a sweetheart after the nerve has been killed.
It happened Friday night in the press box at Red Wing Stadium. Goldstein, the Syracuse first baseman, had been injured sliding into third base and carried off the field. Some time later, Matt Jackson, T-U sports editor, called the hospital to in-

This Week's \$25 Winner

Winner of the third June drawing, held at Shopping News on Monday afternoon is Mrs. Harold Maxwell, 52 Enterprise St. Mrs. Maxwell will collect \$25 dollars in cash because she paid Shopping News carrier, Tom Sweeney, 349 Sawyer St., ten cents as a sustaining subscriber to this paper. Tom collects an extra five dollars because the winner is one of his customers.
Each week Shopping News awards \$25 dollars to some sustaining subscriber who has paid the regular 10-cent monthly delivery charge. To date, Shopping News has paid out \$1530 dollars under the plan.

G. I. Joe Says -

By PVT. JOE BREWER
Ed. Note: G. I. Joe Brewer is an extended drill this week and is therefore unable to write his usual column which fills this space. However, we are publishing a letter which, while not of recent vintage, still contains enough humor and G. I. wisdom to merit space in this column.
The writer, Harry Sadovskiy, one time newspaperman and later a Monroe Ave. jeweler, has been working for Uncle Sam for several months. He was "appointed" to the army and given a private's "commission" to which lofty post he still clings. His many friends and acquaintances will readily recognize the "humorous Sadovskiy touch" in the following letter which was addressed to Gene Davis advertising salesman par excellence for The Rochester Sun.
Dear Gene:
Well here I am deep down in God's country (according to the Texas Chamber of Commerce) and believe me brother... it's tough!
Gues I'll start at the beginning—
At Camp Upton I had things pretty well under control. Fact is outside of getting up at 5:30 a. m. I had the darn place "scheduled" with a few boxes to spare. (Refer to gym rummy lesson No. 1). I fenagled myself into the pass department up there and naturally I didn't neglect myself. All in all it was very pleasant indeed. I used to get many Rochester lads coming in and I was on hand nearly always to wave them goodbye. "Keep your chin up lad," I would say and then with an irresistible urge to needle them—"I guess I'll have to stay here for the duration while you boys go on to greater (Continued on Page 6)

Reflections

By Orville Allen
Overheard at the Monday ceremonies opening Rochester's Liberty Bridge across Main St.
"They oughta leave that bridge up all the time then us pedestrians could cross the street in the middle of the block without waiting for no traffic lights."
Good idea huh? Cross it any time you want to until July 8th. All you have to do is buy a bond.
black eyes—the moreso recently since war and war workers have highlighted industrial strikes.
Therefore, it seems entirely out of place for a union worker to add to the black eyes—particularly when that worker hides behind "union rules" as an excuse for outright laziness.
What prompts this sermonette is the story of a little lady out on Londer St. who recently called on one of Rochester's better known cleaners to get her out of a slight difficulty. Keep-labor has suffered a number of

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DAY OR NIGHT SHIFT. GOOD WAGES.
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With Every Purchase 5 DOZEN of FREE The Hard-To-Get STA-RITE GINNIE-LOU HAIR PINS

A PERMANENT waving method for your hair you can do right in your own home... no hair-dressing experience needed. An ideal method for giving yourself a full permanent... or if it's just adding a few curls, you'll find Charm-Kurl the perfect answer. Charm-Kurl is absolutely safe to use... contains no harsh chemicals that in any way injure the hair. Come in... try it... you'll like it, we know.

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East Main Street, Cor. East Ave.

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For Your Dad On The Home Front

(Fathers Day Is This Sunday) June 18

SPORT SHIRTS Short Sleeves
Buy Dad several of these cool comfortable sport shirts, that he'll wear for work or sport. Worn with or without tie. Many cool materials and colors to choose from.
\$155 to \$298

SPORT SHIRTS Long Sleeve
\$2.59 to \$4.98

SLACK SUITS
Dad can surely use one of the leisurely slack suits to lounge in, around the yard, in the park, or for golf. They're cool, comfortable, and smart for summer wear. Available in a wide choice of materials and colors.
\$298 to \$998
Sizes 29 to 42

SWIM TRUNKS
Wool—Laxtex—Gabardine—Rayon—Boxer
Nothing resembling war models in this fine selection. Pre-war laxtex and wool, all elastic waist gabardines and many other wanted models.
\$139 to \$339
Sizes 28 to 48

WATER REPELLANT Sport Jackets \$348 to \$1095
Zipper Or Button
Here at Vine's you will find a selection of jackets far exceeding anything in Rochester. You'll surely find just the jacket you want from the many style and colors here.
Sizes 36 to 54
Longs—Shorts
Regulars

LEISURE COATS
If your Dad is a smart dresser, and fussy about his appearance, his wardrobe is not complete without a loafer coat or sport coat. Worn with contrasting slaw, they'll add much to his dress.
\$898 to \$1995
SPORT COATS
\$1295 to \$1595

Washable SLACKS
Vine's selection of slaw is unequalled for value and variety. Cool washable materials to contrast or match Dad's sport shirt or coat.
\$239 to \$498
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"A New Name for an old Concern"

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kay shearer

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Loeys Theatre Bldg. Stone 5616

LOOK Dream-stuff — those FASCINATORS — fashioned of all wool in "out-of-this-world" colors. Hand-made priced at a mere \$3 — with special orders filled if desired. Would make ideal gifts — or of course you'd tote one for yourself. Drop into 18 WEST AVE. or call Genesee 3022 R. Mention Kay will you huh?

There's magic in that word ORIGINAL. This stamps a dress with that savoir-faire desired by every woman. At EDWARDS in YOUNG COLONY SHOP — Third Floor — "Doris Dodson" original is frills and curls right on the beam for fashion and coolness. Sun tan sleeves drawing neckline, ribbing bodice and dirndl skirt of alternating bias and straight bands of the same checks in two colors. Glen Echo gingham in black and red or blue and red — selling for \$7.95. "IRENE KAROL" comes in a two piece rayon jersey print with unpuffed pleats in the skirt. Choices of two neckline treatments in the slip-on blouse — open or high round. White background with wide spaced colorful print. This model is beautiful and at \$16.95 is a value I think "MARY LYNE" with glass buttons close the back of this red blue lilac or green butcher rayon linen. High neckline, bib front jacket is tucked and lace trimmed. You'll like the tricky silts on jacket and sleeves and the matching rose for your treasures. This sells for \$18.95. All these frocks come in size 9 to 15. Remember this is a size not an age — so if you're a small chick — drop into EDWARDS — Young Colony Third Floor and ask to see these ORIGINALS.

A cool refreshing drink of HOMOGENIZED VITAMIN D MILK is the best drink in warm weather. BRIGHTON PLACE DAIRY is the place to call — Glenwood 144 is the number — the address 45 FULTON AVE. You know HOMOGENIZED Vitamin D. Milk is the best food known — it's the first step to health and beauty. It's a known fact that drinking people all round the world are taller — stronger — healthier than those peoples who can't get milk. Order Chocolate Orange Drink — Buttermilk — from BRIGHTON PLACE DAIRY together with HOMOGENIZED VITAMIN D MILK — the health drink.

Nothing here today-and-gone tomorrow about RIPTON DRESSES. Of course Ripton's carry all sizes — but their particular pet are the large sizes — Bemberga — stunning Jersey's — the beloved Polka Dot — priced at a gentle \$8.95 and up. These frocks have been personally selected for the larger women, — in basically smart colors — simple classic lines — with superb tailoring so necessary in the larger sizes. Why don't you drop into RIPTON DRESSES — 739 MONROE AVE. — Open Eve.

Next winter when it's about four below — will you be glad that you attended those demonstrations at ROCHESTER GAS & ELECT. and learned to CAN the easy economical SURE way. Those cans of asparagus — strawberries — pineapple etc. will taste just like fresh from the vine if canned properly. Home Service at R. G. & E. have planned these sessions every Wednesday at 2PM and 7:30PM. at 89 East Ave.

The wedding and engagement rings you buy today at the drop of a telegram are the same rings you will be wearing fifty years hence. (Maybe.) They deserve all the careful thought you have time to give them. Decide on the kind of ring you want to live with "from this day forward!" Supplement this with the best advice of the best jeweler in town. Wartime conditions have made very little change in the jewelry situation. Like the wedding gown the government feels that on the ever sentimental things, nothing should be changed. Fashions in engagement and wedding rings usually run in cycles as today's important fashion trends dramatically illustrate. Never has the traditional old gold wedding band been more sought after. The wide wedding band, that is both wedding and engagement ring is very popular in both antique and modern versions occasionally appearing as twin wedding bands worn together. Your wedding ring will tell a story about you — beware of the too-novel ring which will easily become dated. Avoid the polite insignificant ring. Keep in mind that a ring's character will indicate more about you than its carat will.

Y O U' L L SAVE when you shop Z W E I G D R E S S E S. At the moment you'll find the largest and newest assortment the shop has ever boasted. Mrs. Zweig has personally selected these clothes in New York. Sheers-cottons, silk, benbergs-smart black sheers — junior-half-and larger size. Hurry — for the best choice — ZWEIF'S DRESSES—240 ROSEDALE off Monroe — Open til 9:30 daily and Sunday's for your convenience. Monroe 2208W.

Have you seen the new Tone's Cream-Deep Cologne in a wood violet scent, Nice for summer — it sells for a mere \$1.25.

Devotedly—Kay.

WANTED BOOKKEEPER
Girl Experienced In Handling Accounts Receivable Ledger, Quick And Accurate At Figures. Modern Office, Good Salary.
APPLY IN PERSON MR. HILL
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3 BIG VALUE GROUPS

Smart rayon crepes! And 1000 new cottons added direct from regular stock! Fresh, crispy styles! Just the kind you've been looking for now and all summer. A tremendous assortment . . . all formerly higher priced! An exciting encore to last week's big dress clearance!

Up To \$8.99 Values
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SEW CALLING ALL TEEN-AGE-GIRLS — A new sewing school has been inaugurated at SINGER SEWING CENTER. It's the kind of school you Teen-Age people will love 'cause you'll "wind up" the best dressed in your class come next fall. Get a few of your friends and attend together — classes are limited to eight people — you'll have fun — the lessons lasting two hours a week — for eight weeks. These classes are presided over by a professional seamstress — who knows just how to start the young off in the "right direction" SPECIAL PRICES for these "part-time" lessons! Access to SINGER's beautiful room Remember simple sewing tricks can be the stepping stone to a skill that will stick with you and serve you always. Enroll today — in SINGER SEWING CENTER — Stone 7007 — 47 EAST AVE.

LLOYD'S FUNERAL WORK isn't just a "side-line" with LLOYD'S Florist. Plenty of thought and only the very freshest of flowers are used for these pieces. Prices are LOW. You get real value. So when the occasion arises — and your care must bear the word — SYMPATHY — call LLOYD'S — Main 7688 — and you'll find LLOYD'S LEAD AGAIN in prompt service, low prices and thoughtfulness in planning. LLOYD'S FLORIST — Powers Hotel — Opposite Court House.

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CENTRAL TRUST LOAN
COMPARE THE COST!

You Get	4	Monthly Payments	12
\$100	\$17.10	\$11.55	\$ 8.78
200	34.19	23.09	17.55
300	51.30	34.64	26.32
400	68.38	46.18	35.09
500	85.47	57.72	43.86

Other Loans up to \$2,500 at proportionately low rates.

Loans for certain purposes may be repaid over a two-year period.

CENTRAL TRUST CO.
1806 EAST AVE.
25 E. MAIN ST.

Member Federal Reserve — F. D. I. C.

SCULPTA FAMOUS BRAND HOSIERY
WE SOLVE YOUR HOSIERY PROBLEM WITH OUR SENSATIONAL **NINETY - SIXERS**
FIRST QUALITY—FULL FASHIONED

- EXTRA SHEERS 96c
 - Fashioned to Fit
 - New Shades
 - Sizes 8 1/2 to 10 1/2
- EXTRA LONGS 96c
 - 37 Inches Long
 - Sizes 9 1/2 to 11
 - Five Colors
- OUTSIZES 96c
 - Extra Stretch Top
 - 37 Inches Long
 - Sizes 9 1/2 to 11
 - Five Colors
- BARELEG MESH 96c
 - No Seams to Twist 2 Pair For
 - Ideal for Sportswear
 - Sizes 8 1/2 to 10 1/2

SCULPTA HOSIERY 213 Main St. E.

DO YOUR PART in the INVASION—BUY WAR BONDS
George D. B. Bonbright & Co.
100 POWERS BLDG. MAIN 4830
New York Stock Exchange

JUNE SALE of Quality Jewelry
PRICES REDUCED 10% to 20% (INCLUDING TAX)

Fashion Jewelry
from 2.39 to 29.50
Exquisite Pieces . . . drastically reduced for June gift giving. You will find almost every conceivable type of spray pin, animal pin, bird pin, novelty pin, earrings, included in this sale.

SPECIAL RING FEATURES

- Massive Solid Gold men's signet ring with two 14 Karat Solid Gold raised initials. A ring every man will cherish. \$32.50
- Handsome, heavy weight 2 Diamond Signet Ring with two 14 Karat Solid Gold raised initials. A great value. \$59.50
- Lady's beautiful birthstone ring. Solid gold with your choice of birthstones. A wonderful gift at a surprisingly low price. \$17.95
- Handsome man's Diamond and Ruby Ring. Large fiery diamond and brilliant red synthetic Ruby. An exceptional value. \$34.95

BIRTHSTONE RINGS for Men and Ladies
9.95 - 14.95 - 49.50

A fine assortment of men's and ladies' beautiful birthstone rings set in 10 and 14 Karat Solid Gold. All new designs and many with diamonds. You have your choice of birthstones.

Pearl Necklaces
Lovely simulated pearl necklaces in single, double and triple strands of shimmering beauty. All specially priced for gift giving. from \$5.95

Solid Gold Diamond Cross
14 Karat Solid Gold. Complete with smart neck chain. The season's newest and most modern design. A bargain value. \$11.95

All prices quoted include 20% FEDERAL TAX

Easy-to-buy TERMS...
On Purchases of \$10 or over, you can pay 1/3 down and as little as \$1.25 weekly.

Buy with Confidence at . . . **Smalls**
28 EAST MAIN STREET
Open Monday Evening!

Other GIFT Suggestions
• Lockets • Combs
• Pendants • Pen & Pencil Sets
• Bracelets • Picture Frames
• Miraculous Medals • Wallets
• Caskets • Filled Traveling Cases
7.95 to 14.95

Next winter when it's about four below — will you be glad that you attended those demonstrations at ROCHESTER GAS & ELECT. and learned to CAN the easy economical SURE way. Those cans of asparagus — strawberries — pineapple etc. will taste just like fresh from the vine if canned properly. Home Service at R. G. & E. have planned these sessions every Wednesday at 2PM and 7:30PM. at 89 East Ave.

DO YOUR PART in the INVASION—BUY WAR BONDS
George D. B. Bonbright & Co.
100 POWERS BLDG. MAIN 4830
New York Stock Exchange

Don't Believe
The sun ever sets on U. S. soil!
(See Page 12)

OPEN A
CONVENIENT
EDWARDS
CHARGE ACCOUNT

Edwards Basement Store

Shop With
Edwards
Handy
Credit
Coupon
Books



SUPER BUYS FOR SUN READERS

SELECTED FOR SERVICE

BLUE CHAMBRAY WORK SHIRTS



1.19

Long wearing shirts that will stand plenty of washings. Cut full and roomy for comfort. Two pocket style. Fine for summer wear. Sizes 14½ to 17. Blue only.

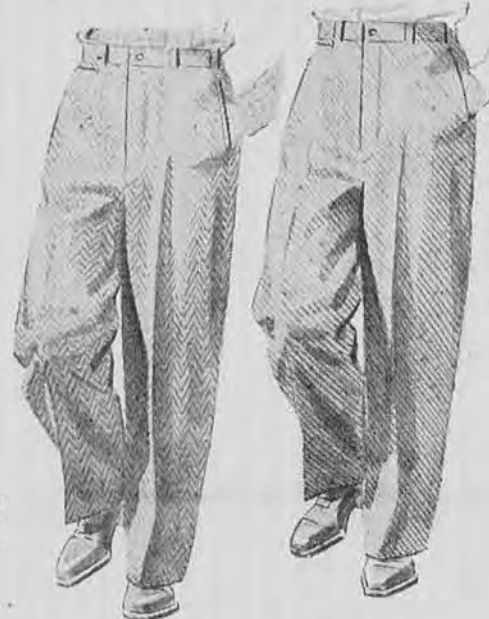
SANFORIZED SHRUNK

Edwards Basement

DON'T PASS THIS "BUY"

MEN'S SEMI-DRESS & WORK TROUSERS

3.97



- STRIPES
- PLAINS
- MIXTURES

Trousers for all kinds of wear. Good looking fine tailored. Cotton Worsted and French Back fabrics. Cashmeres. Assorted colors. Sizes 30 to 36.

Edwards Basement

MEN'S WHITE COTTON T SHIRTS

37^c



- SHORT SLEEVES
- WHITE ONLY

- SMALL-MEDIUM AND LARGE SIZES

Edwards Basement

MEN'S NON-RATIONED PLAY SHOES

Loaf or play in these ration free casual shoes. Brown or white canvas uppers. Composition soles wedge heels. Sizes 6½ to 11.



2.49

Edwards Basement

REINFORCE YOUR SUPPLY OF WHITE SHIRTS

1.17



SLIGHT IRREGULARS
BETTER QUALITY SHIRTS

With summer here you'll want plenty of these hard to find white shirts. Irregulars of fine grade. The imperfections are so slight you really have to hunt for them. Sizes 14 to 17.

Edwards Basement

Buy that Extra War Bond at Edwards Bond Booth on the Street Floor and get a Glass Liberty Bell Savings Bank absolutely Free . . . Keep that Liberty Bell Ringing



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
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Expert Mechanics
FREE CALL and DELIVERY
Parts for All Make Cleaners

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30 SOUTH AVENUE • STONE 6747

Open Monday Evening 7:00-9:00—Other Evenings 7:00-9:00

ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS



HORSE IS "KING" IN MONTREAL

One of the highlights of a Montreal visit is the tallyho sightseeing tour and visit to the top of Mt. Royal in the heart of the city. A French-Canadian guide accompanies the old-fashioned tallyho and during the trip points out the various interest spots of the metropolis. Last year many Suntourists participated in tallyho tours.

Reservations Mount For First Eastern Canada Suntour Cruise

Only seven reservations remain open for season's first Eastern Canada Suntour cruise sailing from Rochester aboard the Steamer Kingston Wednesday, July 5th.

Four additional all-expense cruises are on the summer schedule of the Suntours Travel and Resort Bureau, through Canadian territory, but they too, are filling up fast.

The July 5th cruise will sail from Rochester on Wednesday evening and will change to a St. Lawrence Rapids steamer on Thursday morning, arriving at Montreal that evening. Direct change is made to one of the palatial river steamers operated by the Canada Steamship Lines and an evening and night cruise down to Quebec will be made. Friday will be spent in the ancient city of Quebec, with a side trip to the "Lourdes of North America" Ste. Anne de Beaupre planned for the morning. After a luncheon at the famous Chateau Frontenac in Quebec, the afternoon will be free for individual sight-seeing.

Friday evening the party will again board the steamer for a return trip to Montreal, arriving in the metropolis Saturday morning. All day Saturday, Saturday night and Sunday morning will be spent in Montreal after which speedy railroad trains will be boarded bound for Brockville, where the party will again board the steamer Kingston for the return journey to Rochester.

Arrival home will be made late Sunday night.

All expenses incidental to the cruise are included in the Suntour cost to \$59.50 per person plus tax. Such items as state-room accommodations, meals both ashore and afloat, side trips, shipboard and shore entertainment, baggage transfers, etc. are included. Each tour party will carry with it a competent tour director to point the way, answer questions, take care of the baggage and, in general, offer his services to party members.

A leaflet giving the itinerary and other pertinent information about the cruise is available for the asking at Suntours Travel Bureau, 93 Clinton Ave. S. Phone Stone 6000.

Relatives and friends of American prisoners of war in Europe are allowed to send sixty pounds of books a year, at the rate of five pounds a month, to each United States prisoner of war and civilian internee held by Germany.

They Also Serve

WASHINGTON, D. C. — Five additional Red Cross Volunteer Nurses' Aides passed the 2,000-hour mark of service in hospitals in this country during May, bringing the total since September, 1941, to eighty-one. They are:

Mrs. Anne Nielsen, Monmouth County, N. J. chapter; Mrs. Alma Corrmeyer, Bethlehem, Pa. chapter; Mrs. Dorothy Montee, Chicago chapter; Edward Chadek, Racine, Wis. chapter; Mrs. Robert Donley, Detroit chapter.

Don't Believe

The sun ever sets on U. S. soil!

COLONIAL BAKING MOLASSES

UNIFORM! ECONOMICAL!

30-oz. Glass Jar

29¢

Look For The Jar With The Red Label

AT ALL

CRITCO STORES

Phone Main 224 For Nearest Dealer

Adirondack Resorts Plan Big Season

A record number of reservations are being received by Adirondack Mountain resorts as the 1944 vacation season swings into high gear this week. Indications are that the largest number of vacationists in recent years will be guests at the various resorts.

Although many have been arriving at their private camps, clubs and all-year hotels since Memorial Day, the season really gets under way next week when some of the larger hotels have their openings and sports events are scheduled at Lake Placid and other centers.

Lake Placid's thirteenth annual summer ice season has its official open next Saturday. The arena will be the scene of ice skating daily through Labor Day.

Golf will be featured at the Lake Placid Golf and Country Club and at Whiteface Inn where the work of improving the hotel grounds and waterfront on Lake Placid has been enhanced through construction of a rock garden and pool.

Opening earlier and remaining open later than usual, Saranac Inn will receive guests next Tuesday. All the resources of the Inn will be devoted to a vacation crowd which Mr. Slaughter calls one of the largest in its history. The Inn is one of the biggest resort hotels of northern New York.

Summer sports at the Inn will be sponsored by the Saranac Inn Country Club. The usual annual golf events will be played.

Looking toward the imminent invasion, the American Red Cross has shipped six thousand crates capture parcels for distribution to American prisoners of war in Dulage, or transit camps, in Italy and Germany.

Fishind at Poland Springs

POLAND SPRING, Me. — The fishing season in the Poland Spring area is well under way. The section is rated as one of the best in Maine and within a radius of thirty-five miles of Poland Spring more than thirty ponds afford good fishing.

Fly fishing for black bass, particularly during the first two weeks of June, is usually exceedingly good. They range in size from 1½ to 4 pounds, the average running better than 2 pounds. Salmon, trout and also may be taken at this time of year.

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¢
By 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

CANADA

STEAMSHIP LINES

TORONTO GO BY BOAT

TUESDAYS • THURSDAYS • SUNDAYS
ROUND TRIP \$7.20 Plus Tax

BOAT LEAVES 11:45 P. M.
PORT OF ROCHESTER — FOOT OF LAKE AVE.

Make reservations early! For literature and tickets apply: E. J. Pflieger, D. P. A., Hotel Sagamore Bldg., 101 East Ave. (Stone 5500) Rochester 4, N. Y.

RUDOLPH'S 38th ANNIVERSARY Celebration

FATHER'S DAY GIFTS

Dad deserves the best . . . so choose his gift from our big selection of gifts he'll receive with delight.

Father's Day is Sunday JUNE 18

Dad'll go for them in a big way

BULOVA, GRUEN, BENRUS

Good-looking styles in these fine watches that are famous for their accuracy and style. **33.75 up**

DIAMOND ONYX \$45

Handsome, popular style with fine diamond set on onyx.

CIGARETTE CASE 4.50

Genuine leather, with metal frame. He'll enjoy using this.

DAGGER TIE CLIP 1.20

A Hickok novelty . . . dagger tie bar. Unsheath it, and there's a nail file.

INITIALED KOINIFE 6.00

Smart pocket piece with knife and file blades. With key chain.

Use Your Credit

Rudolph's

CORNER EAST MAIN AT SOUTH AVENUE

In Batavia — 109 Main Street
Open Monday From Noon 'Til 9 P. M.

Is there a shortage of children's shoes?

America's largest manufacturer of children's shoes answers this vital wartime question

Yes, there is very definitely a shortage! This is particularly true of dependable brands of medium and better quality children's shoes.

Parents today are demanding better quality. Rationing has brought about a keen appreciation of the difference between shoes that are good, and those that merely look good.

Why is there a shortage of children's shoes?

The nation's military demands and the needs of our allies have caused a decrease in the supply of leather available for civilian use and thus fewer leather shoes are being made for men and women, as well as for children. However, there is a sufficient quantity of good, serviceable shoe material available to meet essential civilian requirements.

While fewer pairs of children's shoes have been made since the war started, the demand has actually been greater and the shortage is felt more acutely for the following reasons:

1. Children wear out their shoes more quickly than do adults. And because children also outgrow their shoes, they seldom have extra pairs in reserve.
2. The rubber shortage has severely limited the number of tennis shoes available to boys and girls . . . this has added to the demand for leather shoes.
3. A sharp increase in the birth rate each year for the past three years has also placed a heavier demand on leather required for additional babies' shoes.

Has the Government taken steps to make possible an increase in children's shoe production?

Yes . . . the Government has recently effected ways and means to increase the allocation and production of leather for children's shoes. This will make more leather available and enough shoes should be produced to cover necessary replacement.

ments for children. However, to provide substantial increases in the leather supply will take time.

What are shoe manufacturers doing to produce more children's shoes?

In some instances production is being diverted from men's and women's shoes into children's shoes. Some manufacturers who in the past have made only adult shoes are now devoting part of their facilities to the production of shoes for children.

What is the International Shoe Company doing about this children's shoe problem?

As America's largest manufacturer of children's shoes, we are now producing a great many more pairs than we did a year ago. We expect to maintain this higher rate of production and, if possible, increase it. But . . . in our endeavor to make more children's shoes we will not disregard quality . . . we are determined not to use present conditions as an excuse for lowering the moral standards of our product . . . standards that we have maintained for more than forty years.

We shall continue to make shoes that are worthy of your complete trust . . . that are constructed, inside and out, to give your children real protection during the vital years while their feet are developing.

You'll know these trustworthy shoes by the familiar brands and trade-marks reproduced below.

International Shoe Company

ST. LOUIS, MISSOURI

America's Largest Maker of Children's Shoes

Poll-Parrot SHOES For Boys and Girls

Vitality SHOES

RED GOOSE SHOES

Sundial

WINTHROP JR'S. FOR BOYS

WEATHER-BIRD SHOES

FRIEDMAN-SHELBY SHOES

Edwards

Brighten Walls and Woodwork with



NU-ENAMEL
Heavy Body Gloss
329 gal.

White-ivory-cream... the kind master painters use. Made by the makers of "Nu Enamel" to brighten your home and give it more light.

COSTS LESS THAN A WAX JOB

To Repaint Your Car with **NU-ENAMEL**
Make your car look like the new models by giving it a 2-Tone Color Combination, or repainting it entirely. NU-ENAMEL is easy to use and you'll find 34 beautiful NU-ENAMEL colors to choose from at your nearby NU-ENAMEL Store or Dealer's.

TWO-TONE YOUR CAR for only \$125
(For all 4 fenders or upper half of average car)
ENTIRE CAR only \$295
(Cost for average car)
ONE COAT COVERS NU-ENAMEL NO BRUSH MARKS

READY PASTED WALLPAPER
JUST WET IT THEN HANG IT!



- NO PASTING
- NO TOOLS TO BUY
- NO MUSS
- NO TRIMMING

594
an average room including border.

Wallpaper beauty by the box... anyone can hang this washable fade-proof Trims. Just wet it at your kitchen sink and apply it!

EDWARDS—Fourth Floor

Editor To Speak At Home Planning Series Monday

John Normie, associate editor and director of Better Homes and Gardens' Home Planning and Maintenance Department, will be the speaker at the second lecture meeting of the Rochester Home Builders' Post-war Home Planning Series, scheduled for next Monday in the auditorium of Sibley, Lindsay & Curr Company.

Normie, who has spoken before civic groups throughout the country on post-war home building, will give an illustrated talk on design, construction and furnishing of the post-war home.

Because of the tremendous interest shown in the first meeting of the series which was attended by more than 700 people, Normie will give his lecture on "The House of Tomorrow" in the afternoon and will repeat it at 8 p. m.

Free tickets for the lecture are available at Sibley's and at financial institutions cooperating in presentation of the lecture series.

Drama Group Readies Performance

Holy Apostles Dramatic Association will present the three-act farce-comedy "Here Comes Charlie" at Holy Apostles school on Lyell Ave., Sunday and Monday evenings. Performances will begin at 8:15 p. m.

The presentation is under the direction of Wilfred Scott with the cast headed by Miss Bernadine Kirby.

Germania O. E. S. Meets Monday

Germania Chapter, O. E. S., will meet on Monday in Room A, Masonic Temple, with Worthy Matron Erna Taylor and Worthy Patron Arthur Taylor, presiding. The initiatory degree will be conferred. Associate Matron's night will be observed with Grace Kurzrock in charge. Officers and floral staff are requested to wear white.

Veteran's Auxiliary To Hear Report of Convention

Regular monthly meeting of the Burrell R. Kolmetz Auxiliary will be held next Wednesday evening in the Power Hotel at 8 p. m.

Mrs. William O'Grady will give a report on the Seventh District Conference held recently at Canandaigua.

A delegate and alternate will be elected for the State Convention to be held in Buffalo on August 11 and 12th. Final plans for the rummage sale to be held on Saturday, July 1st, at 216 Main St. W., will be made.

BASEMENT... SIBLEY, LINDSAY & CURR CO.

Last Minute Hits for Dad!

Fine Quality WHITE SHIRTS



Broadcloth!
Poplin!
Oxfords!

2.29 Irregulars

Made of the finest cotton yarn obtainable for shirting. Tailored by a famous shirt maker. These smart collar-attached shirts will be the pride of Dad's wardrobe! Their slight flaws are unnoticeable. Choice of regular or button-down collar in oxford cloth. All shirts sanforized*. Sizes 14 to 17.

(*Don't think more than 1%)



MEN'S SPORTS SHIRTS

Short and Long-Sleeve Styles **1.59** Irregulars

What Dad needs most right now is a cool shirt with a convertible collar that can be worn open to the breezes. Choose from light-weight cottons or cool rayons in plaids or plain colors. Small, medium, large and extra large sizes.



Zipper-Front! Water-Repellent!

Men's Poplin JACKETS

3.95

Just what Dad needs! A smart-looking, light-weight jacket for casual wear all summer. Made with a zipper-front, adjustable wrists, and two slash pockets. Elastic at the side for trim fit. Small, medium, large.

aisle 1, basement

Giant Selection! Hand-Tailored!

MEN'S TIES

49c

We have ties to please everyone's father! Rich-looking rayons in attractive stripes, figures, and all-over designs. All hand-tailored.

aisle 3, basement

Summer Colors and Patterns!

MEN'S HOSE

29c Irregulars

Stripes, plaids, figures, and even 6x3 ribs in ankle or full length hose. Rayon, cotton, or blends of rayon-and-cotton. Pastels, darks, and white. Sizes 10 to 13.

aisle 1, basement



Cotton for Comfort on Hot Nights!

MEN'S PAJAMAS

2.29 Irregulars

This summer Dad won't lose any sleep due to the heat if you have given him cool cotton pajamas. Your choice of the regular two-piece styles in an assortment of plain colors and stripes. Sizes A, B, C, D.

aisle 3, basement



Cool for Summer!

MEN'S ROBES

3.29

Dad will appreciate a cool washable robe for the summer months. Neat blazer stripes in a belted, shawl collar style. Large pocket. Green, blue and maroon. Small, medium, and large sizes.

aisle 2, basement

Phone Stone 6500. Orders Taken as Early as 8 A. M. Daily

You Are Cordially Invited to See an

EXHIBIT of WAR PICTURES

Assembled by Folmer-Graflex Corporation

Now On Display
In the Main Lobby of the

LINCOLN-ALLIANCE BANK AND TRUST CO.

183 Main St. E.

Rochester, Keep it Ringing — Buy EXTRA BONDS



40 mm. Gun Crew in Action

Weed's New Ideas for Your Home

TWIN TOWEL BARS
All Steel bright, rust-proof finish. 19 inches long. **50¢** complete

KLEENEX TISSUE BOXES
Made of heavy fibre board. Choice of colors. **59¢**
MIRROR BOXES \$1.00

FESTOON RINGS 59¢ pr.
Give your window that smart up-to-the-minute look.

FESTOON HOLDERS 79¢ pr. (Substituted above)

SAVE YOUR FLOORS
BIRD RUBBERLIKE MATTING
27-in. wide 39¢ yd.
36-in. wide 49¢ yd.

ALL STEEL UTILITY CANS
Gray green finish. Complete with side handles and covers. 12" diameter—14" high. **69¢ ea.**

Free City Delivery MAIN 7900
Free Parking Opposite With \$1. Purchase

Weed's 15 EXCHANGE ST.

Decrees of Fashion

War nerves, a common malady these tense days, may be counteracted with simple exercises to untie the knotted links caused by strain. Poised women automatically compel attention and calmness in the people they meet. When the hustle and bustle of a hectic day has wearied you to the point of snapping at your friends, try actress Louise Fitch's simple mode of relaxation. Drop the head forward on the chest and rotate slowly from right to left in an easy complete semi-circle, leading with the chin. Takes only a few minutes but the benefits are immeasurable.

Neat headlines, a "must" for good grooming are easily attained with colorful hairnets. Whether you catch up your curls in a snood, bind your chignon or create individual flow, your head dress, your ingenuity can be expressed through the possibilities of the new nets. Straw flowers, daisies and pearls were used by ingenue Jane Webb to give dress-up touches to a bright string mesh. Budget-conscious women laud the universal propriety of this fashion, the economical contribution of one of America's leading hat stylists, Lilly Dache.

Convoy Blue, a greenish sea tone, promises to become a favored autumn shade, thanks to artists of the Merchant Seamen. At the moment a traveling exhibit of paintings by the seafaring men and officers is being shown throughout the country under the sponsorship of the United Seamen's Service and War Shipping Administration. Convoy blue, needless to say, has been included in the color cards for early millinery creations.

Face-setters in the manufacturing industry have quite definitely established the fall silhouette for women's dresses. The slim line continues, but with interesting surface variations. Waistlines are generally lower. Hip-length, long and overblouses are being made in materials to contrast with the skirt. One-piece dresses show long torso trends with sashes threaded along the waistline. Asymmetrical drapery has opened the beltless, sidewrap dress which was such high style news this past season.

GI Joe Says . . .
(Continued from Page 1)

glory! Deah, deah."
SUDDENLY AN AXE FELL!
One morning at 3:30 a. m. I returned to camp from a 20-hour pass and stopped in the atrium, raised my beautiful blue soapy eyes to the bureau board and . . . to my friend . . . there, leading the rest—was Harry K. Sawowsky on shipment number blank to be ready at 4 a. m. So I dragged my weary bones to my bunk and put on my nightgown and was ready.

We were piked into a troop train and "cuckey-clacked" on and on. After 75 hours of traveling and winning 32 bucks playing poker we arrived in Abilene, Tex. There our army trucks were driven 10 miles to this tremendously magnificent house—Camp Barkley, Tex.

We live in huts brother and when it rains it leaks so you get wet and slush around in mud. When we march the mud is up to our ankles. When it blows the huts seem ready to take off. And we freeze at night. All this is nothing . . .

We face 17 to 20 weeks of the most intensive and rigid training in the army and that includes infantry and engineers. Twenty-five mile hikes are just routine here and to top it all off . . .

Yesterday I unthinkingly flipped a cigarette on the muddy ground and so . . . I had to dig a fox hole six feet long, six feet wide and six feet deep and gently lay my snipe in the deep center and pack all the dirt back tightly.

Now my back aches like the devil but that's good because it even things up—I already like the devil but that's good because it even things up—I already ached in every other part of my weary body.

But then, I suppose I'll get used to it in a couple of years. Tomorrow I get a G. I. haircut. Won't I be the cutie though?

As ever, Harry.

WANTED High School Boys And Girls
At Wegmans you can work with your friends, right in your own neighborhood. Profitable, interesting jobs meeting people, learning the ins and outs of retail business, or gaining valuable office experience to back up your commercial course in school. A wide choice of jobs now open . . . office workers, sales clerks, cashiers, checkers, stock clerks, errand boys, assistants to managers and others. Apply now to clinch your choice of jobs when school ends.

Mr. Frankenstein WEGMANS 80 WEST MAIN ST.

WANTED ICE AND COAL DELIVERY MEN - STEADY WORK GOOD PAY ESSENTIAL INDUSTRY HETZLER BROS. ICE CO. 361 DRIVING PK. AVE. GLEN AIR

WILL SACRIFICE! 10-PIECE DINING ROOM SET ENGLISH FUMED OAK Excellent Condition MAKE AN OFFER INSPECT AT 552 HUMBLDST ST.

HAY FEVER AND ASTHMA SUFFERERS
Get Relief This Quick Easy Way
Start NOW - Build Resistance the easy way! August 15th! Results are guaranteed or your money will be returned.
1 Btl. \$1.25 - 5 For \$5.00
MAID DRUG CO. 511 DEWEY AVENUE Call GLEN 4016

Don't forget to save and turn in all your waste paper. There is a drastic shortage!

HELP WANTED MALE
Packers, galvanizers, platers, brazers with some experience. Testers and general factory workers.
Apply immediately
MONROE ORDNANCE 845 MAPLE

Don't Believe The sun ever sets on U. S. soil!
(SEE PAGE 12)

NO APPOINTMENT NECESSARY Very Special! \$6.50
Our NEW RAY PERMANENT Machineless Machineless Machineless
A soft, lustrous permanent to turn all eyes your way! Have yours in the cutture of your choice . . . quickly, comfortably, safely!

Our Leader The Victory Curl Permanent **\$2.35**
Our Specialty The Celebrated HELENE CURTIS Cold Wave Permans **\$10-\$15-\$20**

FINCH WAVE 50¢ SUNRISE BEAUTY SHOPPE 9 to 6 Daily; 9 to 3 Mon. Other Eve's by Appointment. Grand Floor 90 EAST MAIN • MAIN 2422

FOR WOMEN ONLY!

Most girls and women are at some time troubled by whitish discharge, burning, itching and irritation due to simple leucorrhoea. This is often accompanied by a run-down, weakened condition. If neglected, it may be very offensive and a menace to feminine daintiness. You should relieve these symptoms as soon as possible. So try douching with Lydia E. Pinkham's SANATIVE WASH! Hospital tests showed it a mighty effective "bacteriostatic" to relieve such discharge, burning, itching and minor irritation.

Be Careful What Product You Use! Some products for feminine hygiene may be harmful germicides that burn, harden or damage sensitive tissues. But our SANATIVE WASH. SANATIVE WASH is a mighty effective "bacteriostatic" (a new modern trend) with an inhibitory action which retards growth of bacteria in simple leucorrhoea. Yet despite its great strength, SANATIVE WASH has a wonderfully beneficial, comforting and refreshing effect on delicate membranes. May be used every day if necessary.

SANATIVE WASH is made by the Lydia E. Pinkham Medicine Co.—makers of world-famous Lydia E. Pinkham's Vegetable Compound. Buy SANATIVE WASH (a modern "bacteriostatic") today at any drugstore. An inexpensive bottle lasts for weeks!

Lydia E. Pinkham's
SANATIVE WASH

WANTED WOMEN 18 TO 45 YEARS OF AGE FOR ASSEMBLING AND INSPECTION
No experience necessary This is an essential industry
Apply
BICKFORD BROS. COMPANY 28 SOUTH UNION
If now engaged in War Work, do not apply

KEY COUPON RINSO large box Limit 1 18¢

KEY COUPON GOODYEAR BABY PANTS Small, Medium, Large Reg. 55¢ Limit 2 29¢

KEY COUPON Times Square Vellum Box 36 Sheets 24 Envelopes Reg. 55¢ Limit 1 31¢

Dye-Ana Dye 10c size 2 for 11¢

MOLLE Shaving Cream 50c Size 21¢

SACCHARIN TABLETS Bottle of 1000, 1/4 or 1/2 Gr. 44¢

FITCH SHAMPOO 2 1/2 oz. Size 23¢

FLETCHER'S CASTORIA 40c Size 31¢

KEY COUPON JERGEN'S SOAP Large Size Limit 3 for 13¢

KEY COUPON ATLAS Shoe Polish Black or Brown 10c Size Limit 2 4¢

KEY COUPON WHITE ACE SHOE CLEANER 25c Bottle Limit 1 11¢

KEY COUPON Bromo Seltzer 60c Size 49¢

KEY COUPON GRIFFIN Shoe White 25c Size Bottle or Tube 19¢

HANG UP Moth Cakes FOR CLOSETS 3 for 27¢

SQUIBB'S MINERAL OIL 1 Gallon 89¢

KEY COUPON TODAY THROUGH WEDNESDAY FATHER'S DAY GIFT SPECIALS

SHOWER CLOGS .79c FLASHLIGHTS 98c-1.49
POKER CHIPS 59c-3.95 TRAVEL KITS . . . 1.39
BILLFOLDS 98c-5.98 FITTED CASES . . . 2.49
PIPE RACKS 79c-5.49 BLADE STROPPER . . . 98c
Fountain Pens 1.00-3.50 CAMERA TRIPOD 2.49
Tobacco Pouches to 6.00 PREP GIFT SET . . . 2.25
SHAVE BRUSHES 59c up SHOE BRUSH 98c
VUEDEX Cigt. Case 1.00 SHAVE MIRROR . . . 49c
CIGT. LIGHTERS . . . 79c YARDLEY BOWL . . . 1.00
Polaroid Sun Glasses 1.95 SCRAP BOOK 98c
PASS CASE 1.49 KEY CASES 69c-1.00
ENDERS Razor Kit 2.49 BICYCLE CARDS . . . 43c
MEN'S SADDLE LEATHER TRAVEL BAGS 8.95-11.49

PIPE SMOKERS SPECIAL
YOUNG or OLD
CASH IN ON THIS MFGR'S SPECIAL SALE. A SHAPE TO SUIT YOUR DESIRE.
ONLY **59¢** Ea.
If The Maker Had Put His Name On This Pipe It Would Cost You \$1.00.

Buy the GIANT SIZE PALMOLIVE BRUSHLESS SHAVE CREAM 4 1/4 oz. tube 39¢
YOU SAVE 18¢

Remarkable Color Shampoo TINTS HAIR as it Shampoos
Tintz Color Shampoo washes out dirt, loose dandruff, grease. Gives hair a natural, colorful tint, glowing with life and luster. Don't have faded, burnt, or color hair. Tintz works gradually, each shampoo leaves hair more colorful, livelier, easier to manage.
SHADES **TINTZ 50¢**
COLOR SHAMPOO SOAP

COMIC BOOKS
Reg. 10c Each
3 for 11¢
Choice of Six Titles

THERMOS KITS
Genuine Thermos Bottle Complete With Metal Lunch Box
2.00 Value **\$1.59**
PINT THERMOS BOTTLE ONLY
Reg. 1.39 **98¢**

POUND Tobaccos
AT CUT PRICES

EDGEWORTH \$1.01
MODEL 71c
BLUE BOAR \$1.70
PRINCE ALBERT 74c
HALF & HALF 74c
UNION LEADER, 14-Oz. 61c
GEO. WASHINGTON 61c
KENTUCKY CLUB 74c
WILLOUGHBY TAYLOR, \$1.25
VELVET 74c
DILL'S BEST 74c
CRANGER 71c
BRIGGS (Capitol) \$1.17
SIR W. RALEIGH 74c

FREE Vimms VITAMINS-MINERALS
50¢ size FREE when you buy large size **\$2.25** VALUE FOR **\$1.69**
VITAMINS AND MINERALS GOVERNMENT EXPERTS SAY ARE NEEDED IN THE DAILY DIET

NEW KIND OF PAINT makes old, faded canvas look smart again . . . and last longer

Canvas is scarce and costly. It's up to you Mr. & Mrs. Home Owner to see that yours LASTS. And here's the product that does the trick! Setfast Canvas Paint makes old, faded, stained Awnings, Beach Chairs and Umbrellas, Cabanas, Tents, Gliders, Settees, Canvas Shoes and Leggings, Boat Canvas and Convertible Auto Tops, etc., look bright and fresh again—and adds greatly to durability.

This amazing new kind of paint leaves the fabric pliable and will not crack. It is sun resistant. Water repellent. Retards rot and mildew. It's ideal, as well, for renewing old, faded Fiber or Grass Rugs—and to darken Window Shades for the "dimout".

Easy to apply. Just brush or spray it on. Ten attractive colors—also Black, White and Clear. By mixing you can get any shade or tone desired. One quart covers 40 to 60 sq. ft., depending on condition of canvas.

Seeing is believing. All we ask is that you call on one of the dealers listed below and let him show you samples of awning duck painted with Setfast Canvas Paint!

When Using Setfast Paint on Canvas Furniture, Wares and Fiber Rugs follow when dry with SETFAST OVERCOATING. Prices for both Setfast Canvas Paint and Overcoating: Pt. 85c — Qt. \$1.40 — Gal. \$5.00

Setfast CANVAS PAINT

FOR BEACH UMBRELLAS FOR STORE AWNINGS FOR CANVAS SHOES FOR LEGGINGS FOR GRASS OR FIBER RUGS FOR CAR TOPS

ON SALE AT MOST PAINT AND HARDWARE STORES DISTRIBUTED BY WEED'S

Woods for his part in falsification of time report records at the Charlotte precinct station. The quartet was disciplined when a investigation into the fatal injury of John Lash, watchman at the municipal warehouse in Charlotte, disclosed that police officers had entered receipt of regular telephone calls from the watchman on the station records when such calls had not been made.

Rochester's Fifth War Loan Drive got off to a flying start Monday with ceremonies opening Liberty Bridge on Main St. E. Sales at the bridge for the first day of operations were estimated at \$30,000 by leaders of the drive.

Herman Dossenbach, 77-year-old conductor of the Rochester Park Band, was honored at a testimonial concert in Highland Park amphitheater Sunday. With an audience of more than 1,100 music lovers, Dossenbach conducted a 50-piece band composed of Park Band members instrumentalists of the Civic and Philharmonic orchestras, as well as musicians from radio stations WHAM and WREX and other members of the Rochester Musicians' Local.

Rochester's gasoline supply was described as "tight" by distributors, caused by a lack of Great Lakes tankers. So far, station operators have not felt the pinch to the extent of dry pumps, but the chief fear of distributors is that the reduced supply might affect farming operations. Farmers have first call after the armed forces on available supplies.

Two hundred area crippled children were feted by Rochester Elks at School 5, where the majority of these children are pupils. Gasoline rationing and limitations on transportation prevented the usual outing at one of the city or county parks, but ice cream, candy, peanuts, pop and entertainment were provided for all.

Attorneys for the Antonelli Fireworks Company and four officials convicted by a Federal Court jury of conspiracy to defraud the United States Government, indicated they would appeal the verdicts. Facing a maximum sentence of two years in prison and a \$10,000 fine are Amerigo Antonelli, president of the firm, John DeRitis, Joseph DeRitis and Domenick Barbollo. The DeRitis brothers were plant superintendents, while Barbollo was a foreman.

Local automobile dealers protested OPA's decision to place ceiling prices on used cars, predicting development of a black market. They plan to voice their opposition at a meeting of the National Automobile Dealers' Association in New York.

Indicted for 2nd degree assault in allegedly beating her

five-year old son with a stick in May, inflicting a broken nose, bruises and cuts, a local woman pleaded innocent to the charge before County Judge James P. O'Connor. The child was placed in the care of the Society for Prevention of Cruelty to Children, after two days in Municipal Hospital. A proceeding is pending in Children's Court to determine whether the mother shall retain custody of the child.

George F. Rogers, president of the Monroe County Independent Retail Food Merchants' Association, reported that plenty of beef in September and October and possibly through the winter months would be available for civilians. Rogers brought this prediction back from the Chicago convention of the National

Association of Retail Grocers, where the forecast was made by George Lewis, director of the American Meat Institute.

Rochester industries suffered the year's sharpest drop in employment in May, according to Russell C. McCarthy, area director of the War Manpower Commission. 1,063 persons left their jobs in that month as compared with 540 in April.

Few tornadoes have done more damage than those which struck fourteen midwestern and southern states between April 2 and 16.

WANTED FEMALE SOLDERERS

Preferably experienced or willing to learn Also inspectors, wrappers, packers, experience unnecessary.

Apply Immediately
MONROE ORDNANCE
845 MAPLE ST.

Assemblers Wanted

Women for assembling, machine operation, inspection, packing. Experience not necessary but steady, willing workers needed.

Do not phone. Apply in person 10 to 11-3 to 5.
Technifinish Laboratory
38 Scio Street

VENUS REBEKAHS

Past Noble Grand's Club of Venus Rebekah Lodge will meet at the home of Alice Hawkins, 60 South Dr., next Tuesday. Florence Palmer will assist the hostess.

GERMANIA CHAPTER

Germania Chapter, O. E. S., will hold a card party on Saturday in Star Dining Room, Masonic Temple. Table prizes, door prizes and refreshments will be offered.

DON'T STAND STILL LOOK TO THE FUTURE

LONG DISTANCE **TELEPHONE OPERATORS**
NO EXPERIENCE NECESSARY — REG. SALARY — WHILE LEARNING
FREQUENT INCREASES — STEADY WORK
IF IN WAR WORK NOW — DO NOT APPLY.
MAIN 9500 EXT. 301 FOR APPOINTMENT—MISS McGRATH
NEW YORK TELEPHONE CO.
95 N. FITZHUGH ST.

Come on,
Rochester



KEEP IT RINGING
★
BUY
Extra
BONDS



This advertisement prepared and contributed by the Rochester Fifth War Loan Committee



Lg. 2 for 21c; Reg. 2 for 13c



REGULAR LARGE
10c 25c
2 for 15c



LARGE REGULAR
25c 10c
2 for 15c



Aunt Jenny says: DO ALL YOUR COOKING AND BAKING WITH SPRY THE FLAVOR SAVER
3 LB. 1 LB.
75c 26c

GOLD DUST POWDER 19c
FAIRY SOAP... 3 for 17c
GOLD DUST CLEANER 6c

CRITCO STORES
Phone MAIN 224
For Nearest Dealer



Style 126—Cotton seersucker with white broadcloth. Sizes 9 to 15 \$3.98

Style 1151—Pastel colored coat dress, corded pockets. Sizes 14 to 20 \$3.98

Style 2961 — Floral printed shantung with roll collar. Sizes 38 to 44 \$3.98

Style 9510 — Bemberg spun rayon border print, dirndl skirt. Sizes 10 to 16 \$5.98

Style 1099 — Piccadilly check sheer, bubble shirred pockets. Sizes 14 to 44 \$5.98

Sensational Annual - June DRESS VALUES

Hundreds of New Styles - Extra Fine Fabrics
Many Washable - Every One An Unusual Buy

Only \$3.98 and \$5.98

- Look at these COOL FABRICS
- ✓ Genuine BEMBERGS
 - ✓ PIQUES
 - ✓ SEERSUCKERS
 - ✓ CHAMBRAYS
 - ✓ PICCADILLY Checks
 - ✓ BUTCHER LINENS

Every Lincoln customer looks forward to our annual June Dress event... and here it is for 1944... bigger and better than ever... smarter fabrics... more styles... fine details. Every leading summery shade is included, such as maize, powder blue, aqua, pink, colorful jerseys, checks, dots, stripes, white ground prints, and of course plenty of whites.

ALL SIZES 9 to 17 · 12 to 20 · 38 to 52
Yes, and even half sizes, too.

LINCOLN'S

118 MAIN E.

AT ST. PAUL

America — This is it!



ALBERT DORNE

Back the Attack!

BUY MORE THAN EVER BEFORE!

He's doing his part . . . We must do our part!

For him the terrifying grand climax of the war is at hand.

The supreme military risk—bloody, costly in American lives.

Our boys know this. They don't have to read the heart-rending headlines or casualty lists to know what is expected of them.

They are *in it*.

But they are not flinching . . . not holding back.

They will see the grim venture through to the bitter, victorious end.

And if, for your boy, or some boy you know, the price of Victory is death, you can be absolutely certain that he did his part courageously . . . for the cause of Freedom.

For us, too, the terrifying grand climax of the war is at hand.

This supreme, desperate call for American dollars—*16 billions of them*—is to enable our fighting men to carry through the grim, bloody assault to a successful conclusion and Victory.

Not just American dollars—but the dollars in your pocket—in *your* savings account.

You *must* buy War Bonds—now! At least twice as much as you bought last time. If you are already buying Bonds on a pay-roll savings plan, buy EXTRA Bonds during this Drive.

Your Government is counting on you. Your boy—and your neighbor's boy—millions of *them*—are counting on you. Just as desperately as you are counting on them in this fateful hour.

► Don't let them down! Do your part—as they are doing theirs. Dig down, America—dig down deep! While there is still time. This is America's Zero Hour—Civilization's Zero Hour!

And here are 5 MORE reasons for buying EXTRA Bonds in the 5th!

1. War Bonds are the best, the safest investment in the world!
2. War Bonds return you \$4 for every \$3 in 10 years.
3. War Bonds help keep prices down.
4. War Bonds will help win the Peace by increasing purchasing power after the War.
5. War Bonds mean education for your children, security for you, funds for retirement.



Monroe County's Quota Is \$73,093,000 Rochester Can Be The First Over The Top Again!

KEEP IT RINGING



BUY A WAR BOND

THIS PAGE CONTRIBUTED BY A GROUP OF ROCHESTER SPORTSMEN IN THE INTEREST OF THE FIFTH WAR LOAN

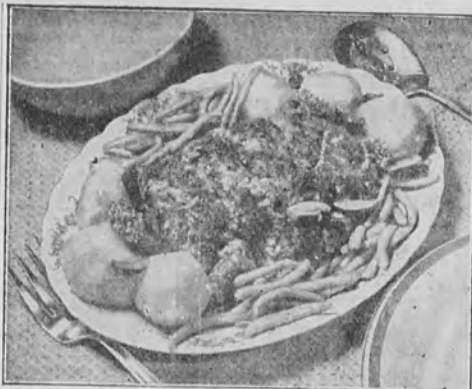
D & C Cruise Season Opens Monday From Detroit

Opening of the 1944 D&C cruise season is scheduled for next Monday, when the steamer Western States sails for Mackinac Island, Harbor Springs, Midland, Ontario, and the Georgian Bay area, according to James McMillan, general manager of the Detroit and Cleveland Navigation Company.

This mid-week cruise which leaves Detroit on Monday and returns Friday will be followed by similar mid-week cruises each week throughout the season, according to the schedule just released. Week-end cruises leaving Detroit on Friday and returning Monday morning will start June 30.

"A longer schedule for both the mid-week and week-end cruises is expected to add considerable interest to this year's cruises," McMillan explained. "Previously the mid-week cruise left Detroit on Monday evenings. This year it will leave Monday afternoons at 2:30 thus permitting an interesting trip through Lake St. Clair, the St. Clair River and on into Lake Huron before dark. This advanced schedule also will permit a longer stop at Mackinac Island, one of the highlights of the trip," he explained.

This year, the week-end cruises will leave on Friday evenings instead of Saturday afternoons as previously, it was explained. This longer schedule will permit a full day's cruise through Georgian Bay before the steamer docks at Mackinac Island on Sunday morning. The week-end cruise returns to Detroit on Monday morning at 7.



Broiled Dinner Hamburgers

Something new to do with hamburger is this dinner loaf, broiled to just the shade of doneness you prefer. We've made it thick like a good steak, so it can be pink and tender on the inside and crusty brown on the outside. Combine 1 pound of ground beef with 1/2 cup milk, 1 teaspoon salt and 1/4 teaspoon pepper. Shape into a loaf about 2 inches thick. Place on a pan, then on the broiler rack about 4 inches from the source of heat. Broil 30 minutes for a medium rare loaf, 45 minutes for a more well-made loaf. This serves 4 to 6.

Extra good is this hamburger loaf served with a mushroom gravy, or a zesty tomato sauce. Green beans and new potatoes complete the platter arrangement and a crispy fruit salad and beverages complete the menu.

**3 PIECE WALNUT
BEDROOM SUITE**
INCLUDING
Bed - Dresser - Dressing Table
Box Spring - Mattress
REASONABLE
251 HINCHEY ROAD

Disasters affecting more than twenty thousand families in 22 states killed 124 persons and injured 684 in the six weeks ending May 15.

Don't Believe
The sun ever sets
on U. S. soil!

(SEE PAGE 12)

SCARFS
SQUIRRELS
MOUNTAIN SABLE
MINK & KOLINSKY
SILVER FOXES
Store Your
Fur Coat Now
MODERATE PRICES
CLIFFORD FUR CO.
1283 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

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

The Rochester Sun, Thurs., June 15, 1944 Page 9

CORDIAL JELLY

Juice, 1/2 cup sugar 3 min. Add dissolved gelatine. Strain. While lukewarm, add 1/2 cup (more if desired) water. 3 min. Dissolve in double boiler. Boil 2 cups water or fruit or glasses.

HOW THE MIDGETS HIT THE TIRPITZ

By C. S. Forester, noted author of sea stories. The true story, told from official Admiralty records, of the heady dash between Britain's toy submarines and what was the most powerful battleship in the world.

WE RUN THIRD IN ITALY

A correspondent reports, after months of observation and an interview with Marshal Badoglio, that, in prestige and influence, the United States trails both Britain and Russia in Italy.

Many other articles of current interest, fascinating fiction by favorite authors and features of interest and value to all.

10c - JUNE 17 ISSUE - The Saturday Evening POST NOW ON 10c SALE

Let's all
**KEEP BACKING
THE ATTACK...**
with War Bonds!

★ ★ ★ ★ ★
**GENESSEE
LAGER
BEER**
★ ★ ★

sun, Thurs., June 15, 1944 Page 11

something was mobile unit of the Red Cross blood donor service was visiting here that he the plant and he was among the long line. The prospective donors.

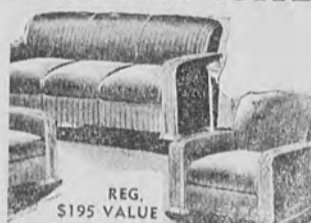
HELP WANTED

LES LADIES

or part-time work. Permanent position your spare time into money if available several days a week from 11 longer. Experience helpful but not Apply to Mr. Maloney.

Employed In Essential Industries Will Considered For Full Time Employment.
COLN STORES, Inc.

NG ROOM SUITE



REG. \$195 VALUE
ces \$139⁵⁰

uction - Choice of Covers



FURNITURE
CHAIR \$6.50
d Beauty Parlor
ure. Large Assortment.
IZ FURNITURE STORE
AVE. OPEN EVENINGS



5 REASONS FOR INCREASING YOUR WAR BOND PURCHASES

1. The tempo of this war is hitting its highest point. Government expenditures for war are at the peak. MORE MONEY IS NEEDED... NOW!
2. In proportion to WHO HAS THE MOST MONEY, individuals are not buying their share of War Bonds. America must correct this situation.
3. War Bonds provide the farmer and rancher with the financial reserve he needs to have to survive the ordinary ups and downs of farming as a business.
4. Money will be needed urgently at a future date to replace and repair farm equipment, machinery, and buildings. War Bonds will provide it.
5. War Bonds are the safest investment in the world, return a good rate of interest, are easy and convenient to buy... from bank, post office, rural mail carrier or Production Credit Association.

KEEP IT RINGING

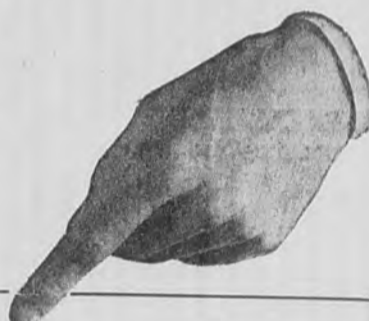


ON LIBERTY BRIDGE



HELP WANTED

Our fighting forces need food as well as ammunition. Here is your opportunity to do your part in support of our NATIONAL WAR EFFORT by taking employment in an essential industry! All the over-time you want... and a great variety of jobs, in an industry that will doubtless continue at capacity after the war ends! REMEMBER... FOOD FIGHTS FOR FREEDOM, TOO... HELP PRODUCE IT NOW!



WE WANT

200 MEN
400 WOMEN

200 BOYS
200 GIRLS

FULL OR PART TIME WORK!
ALL THE OVERTIME YOU WANT!

VACATION AND AFTERNOON!
FULL AND PART TIME WORK!

ARPEAKO EMPLOYMENT OFFICE

900 MAPLE ST. - OPEN 8.00 To 5.30

Al



Hot Weather Slips

Balloon cloth camisole top slips, trimmed with embroidery beading and threaded at waist and top with ribbon, are the answer to the problem of keeping cool during humid, torrid days to come. For backless playsuits, there's a hem-ruffled waist petticoat. The fine, laundry-loving cotton fabric, a favorite in that field since the days of great, great grandmother, is also used for short pajamas, nightgowns and blouses.

Male and Female HELP

Experience not necessary. Excellent working conditions. 45 hour week.

General Ice Cream

10 WHITE STREET
If now engaged in war work, do not apply.



CLEANS EASILY

This housewife has discovered that Blind-X, the instant cleaner for Venetian blinds, cleans woodwork too, removing finger prints, dirt and greasy film with a simple, wiping motion. Blind-X is absolutely safe to use on any woodwork, whether it's enameled, painted or varnished, and it's gentle on the hands.

pt. 45¢ qt. 75¢

SHERWIN WILLIAMS

41 SOUTH AVE. MAIN 1517
FREE Parking on Water St. and South Ave.

A Gastronomic Medley

By Frances Lee Barton

TAKE several of your left-overs; add a little salt, vinegar and other seasonings; combine with some gelatin—but let's stop generalizing. Here's the actual recipe for a medley that will positively delight.

Jellied Vegetable Medley

- 1 package lime-flavored gelatin
 - 1 1/2 cups hot water and vegetable stock and 2 chicken bouillon cubes
 - 2 tablespoons vinegar
 - 1/2 teaspoon scraped onion
 - 1 tablespoon pimiento strips
 - 1/2 cup thinly sliced celery
 - 1/2 cup mayonnaise or salad dressing
 - 1/2 cup cooked peas or string beans
 - 1 cup cooked rice
 - 1/2 teaspoon celery salt
- Dissolve gelatin in hot liquid. Add vinegar and onion. Measure 1/2 cup; add 2 tablespoons water. Chill. When slightly thickened, add pimiento and 1/4 cup celery. Turn into mold. Chill until firm. Add 2 tablespoons water to remaining gelatin. Chill until slightly thickened. Place in bowl of ice and water and whip with rotary egg beater until fluffy and thick like whipped cream. Fold in mayonnaise and remaining ingredients. Add salt to taste. Turn into mold over firm gelatin. Chill until firm. Unmold. Garnish with salad greens. Makes 6 servings.



An Orchid To You

Each week Shopping News, in cooperation with Lloyd's Flower Shop, Powers Hotel, gives an orchid to a Rochester woman. This week the winner, selected from the city directory is

Miss Ester L. Marron
214 Trafalgar St.

If the winner will call at Lloyd's Flower Shop and identify herself within the next week she will be given free a beautiful orchid.

If a friend's name appears as an orchid winner—telephone her immediately. Maybe some day she will do the same for you.

'Know When To Pick Vegetables' Says Gardener

The delights of eating produce from your own garden depend not only on how well you cultivate it, but also on when you harvest, warns F. F. Rockwell, well-known garden expert in McCall's for June.

"The secret of good eating from your Victory Garden is in knowing just when to pick," explains Mr. Rockwell. "Last summer too many of us—to our sorrow—waited until our vegetables were past their prime."

"Pick beans when they reach full length, but still flat or pen-

cil-shaped. Pick often so the vines keep bearing and never pick when the vines are wet. If a carrot is left in the ground too long, it has a hard core, fibrous flesh it should be al-

lowed to grow no bigger than your finger, in one of a succession of plantings."

"Be on the alert to catch each of your vegetables at the high tide of good quality. Beets at the

half-dollar size; half-grown leaves of chard; cucumbers two-thirds grown

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, irritable nervous feelings, are a "bit blue"—due to functional monthly disturbances.



Compound helps build up resistance against such symptoms in their nature. Thousands of women report benefits.

Also a fine stomachic tonic! Follow label directions.

Lydia E. Pinkham's VEGETABLE COMPOUND

Where To Play BINGO

★ STAR BINGO ★
271 FLINT ST. (rear) \$3
MON. 8:15 P. M. and TUES. ALL NIGHTS
JEFFERSON GAMES BUS Monday Afternoon Games 1:30-3:30 * 23 GAMES

BINGO
SATURDAY, JUNE 10th
8:15 P. M.
23 REG. GAMES
\$5.00 & \$10.00
Specials 5 and 6 Ways
Early Bird Special At All Games
ADMISSION 25c—Plus 5c Tax
MUHS BOWLING HALL
911 CLINTON AVENUE NORTH

UNION LEAGUE
SOUTH AVE. CORNER GREGORY
SUNDAY NITE
25 Games—Reg. Bingo
\$5, \$6, \$7, \$8, \$9
MONDAY, FRIDAY NITES
30 Games—Reg. Bingo
\$5, \$6, \$7, \$8, \$9
SPECIAL—5 WAYS 5
Sat. Afternoon 1:30
25 GAMES
REG. BINGO JUNE 3
\$5-\$6
Early Bird at Every Game

PARK HALL
JEFFERSON AVE. AT PLYMOUTH
THURSDAY BOARD GAMES
\$8-\$9-\$10
JACKPOT
55 NOS. \$200.00
SATURDAY ALL BOARD GAMES

\$12 \$15 \$20 JACKPOT
ADM. 25c TAX 5c TOTAL 30c

CARPENTER HALL
113 N. FITZHUGH ST.
THURSDAY 8:15
FRIDAY AFTERNOON
SATURDAY 8:15
SUN. AFTERNOON 2:30
NO PRIZES LISTED DURING SUMMER MONTHS
ADMISSION 25c—PLUS TAX
Extra Triple Boards 25c, Books 25c

WEGMAN HALL
371 E. MAIN ST.
SUNDAY NIGHT \$5-\$15
MONDAY NIGHT \$5-\$10
REG. GAMES 25 GAMES
AFTERNOON GAMES 1:30
WEDNESDAY FRIDAY SATURDAY
Early Bird Special At Each Game

TOWNER-HALL
UNIVERSITY AT ATLANTIC AVE.
WEDNESDAY THURSDAY
Admission Tax Only 5c
All Games & Specials \$5.00 Ea.
SATURDAY, JUNE 17th • SPECIAL BIG GAME
ON BOARDS \$10-\$15-\$20
2 TRIPLE BOARDS \$1.05 Tax Inc.
1 BOOK OF SPECIALS
SPECIALS PLAYED 5 and 6 WAYS
Special Big Party at Towner-Rexy
SATURDAY, JUNE 17th
SUNDAY, JUNE 18th
Reg. Games \$7 Special \$7 & \$8

HOLLYWOOD
35 PULLMAN AVE.
TUES. NIGHT. HUDSON-HOLLYWOOD HOOK UP
JUNE 20th
All Reg. Games \$7.00
Admission Tax Only 5c
Triple Board & Book of Specials 50c
And Specials Total 55c
WEDNESDAY—THURSDAY—FRIDAY
ADMISSION 5c TAX
23 REG. GAMES \$5.00
ALL SPECIALS PLAYED 4-6 WAYS
SATURDAY, JUNE 17TH ONLY
SPECIALS \$5-\$6-\$7 REG. \$10-\$15
GAMES \$7 SUNDAY SPECIAL
REG. GAMES \$7—SPECIALS \$7 and \$8

NEW LOCATION
41 SOUTH AVE.
BETWEEN EAST MAIN & BROAD ST.
OPEN MONDAY NIGHTS 'TIL 9

\$298 PAINTS A ROOM
RIGHT OVER WALLPAPER AND MANY OTHER SURFACES

Kem-Tone
The modern miracle wall finish
ONE GALLON DOES A ROOM!
MIRACLE WALL FINISH

1. ONE COAT COVERS most wall-papers, painted walls and ceilings, wallboard, basement walls.
2. APPLIES LIKE MAGIC
3. DRIES IN ONE HOUR
4. MIXES WITH WATER
5. NO "PAINTY" ODOR
6. WASHES EASILY
7. LOVELIEST COLORS

Kem-Tone ROLLER-KOATER 89¢
As low as 15¢ a roll
Plastic Patch 99¢
Repairs cracks 1/2" x 1/2" x 1/4"

PAINT KITCHEN and BATHROOM WALLS with SHERWIN-WILLIAMS SEMI-LUSTRE \$1.17
Semi-gloss finish for kitchen and bathroom walls and all interior woodwork. Durable—washable. QUART

SHERWIN-WILLIAMS
41 South Avenue — Main 1517
Free Parking on Water St. and South Ave.

BUY BONDS
DOUBLE YOUR INVESTMENT FOR VICTORY

GRAND

SPECIAL PARTY
TUESDAY
JUNE 20th
at 8:45 P. M.

\$1200

IN CASH!

No Jackpots
All Money
Will Go!

BINGO

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
\$100

- Game No. 12 \$20
- Game No. 13 20
- Game No. 14 20
- Game No. 15 20
- Game No. 16 20

GAME NO. 17
\$500

- Game No. 18 \$20
- Game No. 19 20
- Game No. 20 20
- Game No. 21 20
- Game No. 22 20

GAME NO. 23
\$100

- Game No. 24 \$20
- Game No. 25 20
- Game No. 26 20
- Game No. 27 20
- Game No. 28 20

GAME NO. 29
\$100

NOTICE!
WE WILL RUN
EVERY
TUES. & FRI. NITE
ALL SUMMER

lot of qualifi-
hasn't.
Joe O'Brien
congressman
party. He's a

"SO TI

It isn't alwa-
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ODENBACH



Pictured above
the all enclosed
plying fuel for

TANKERS
Serving

Monroe
Rochester

THIS PAGE CONTR

Political Polka . . . (Continued from Page 1)

lot of qualifications that O'Brien hasn't. Joe O'Brien has been a good congressman for the Republican party. He's always voted just as

the boss at home told him to. Unfortunately such great patriots and profound thinkers as Ham Fish and his group voted "yes" at the same time Joe did.

WHEN YOU FEEL
"SO TIRED YOU COULD SCREAM"

It isn't always lack of sleep or overwork that causes fatigue. Often that "nutritional anemia"—caused by a shortage of iron in the blood. In such cases, a good iron tonic like Pepto-Mangan may be all you need to help you get back your vitality, endurance and healthy color. Pepto-Mangan replenishes what's ever iron your blood may be lacking.

—helps to give it that rich, rosy glow essential for radiant pep and vigor. When the blood is low in iron, many doctors recommend—and thousands of men, women and children praise the beneficial effects of—

GUER'S
PEPTO-MANGAN
THE FAMOUS IRON TONIC
IN LIQUID OR THE NEW TABLET FORM WITH VITAMIN B-1

Mr. O'Brien and his Republican conferees never voted "for" or "against" legislation, but "against" Roosevelt. The soldier vote bill, hamstringing the chances of the fellows who are fighting for us, if they can take time out from the business of dodging shells and being killed to vote) was one on which Mr. O'Brien voted "no."—The independent American voter never did have much stomach for a rubber stamp.

Another thing that will sooner or later get noised around is the speech he made before the Republican leaders of the 12th Ward. When a Republican candidate can shock other Republicans that's news. — And shock them he did. We never knew that Joe could make speeches and we're just as glad we didn't

here that one. As one leader, who attended the meeting, said: "I don't like Roosevelt, I don't suppose any dyed-in-the-wool Republican does—but I think it's unbecoming of a member of Congress to vilify the commander-in-chief, the president of the United States."

That wasn't all. Unless one is a moronic bigot or a senator Rankin, he's not supposed to make remarks that stir up racial or religious hatreds. This, according to all reports is exactly what Mr. O'Brien did — the repercussions of which you will be able to check on election day in some wards more easily than others.

We wonder if Joe's old job at the East Rochester car shops is being held open for him. He'll probably need it.

Life's Like That

RICHMOND, Calif. — When a man applying for work at the Ford plant here had his temperature and pulse taken and his blood tested, he wasn't too surprised. But when a young woman pushed aside his personal references and told him to roll up his sleeve and lie down on a cot,

he was sure that something was wrong. Then he discovered that he had got in the wrong line. The prospective donors.

HELP WANTED
SALES LADIES
For full or part-time work. Permanent positions. Turn your spare time into money if you are available several days a week from 11 to 5 or longer. Experience helpful but not essential. Apply to Mr. Maloney.
Those Now Employed In Essential Industries Will Not Be Considered For Full Time Employment.
LINCOLN STORES, Inc.

Reflections . . . (Continued from Page 1)

ing house alone while her parents were out of town she inadvertently spilled some ink on a very fine rug and decided to have the rug cleaned and returned to the family manse before her parents' arrival. And so she called the cleaner. In due time one of that company's trucks arrived at her curb. "Where," said the driver, "is the rug you wanted cleaned?" Because the heroine of our story is a slight miss, standing just under five feet tall and weighing somewhat less than a hundred pounds, she had not attempted to roll the rug. "Upstairs in this room here," said she leading the way to the second floor. "Ain'tcha got it rolled up?" said the driver in a belligerent tone? Somewhat surprised, the young lady related how, being home alone she had been hesitant about trying to lift the heavy furniture in order that the rug could be rolled.

Without reflection, she said, "What? Oh you will, will you? Well, maybe there won't be any WPA. Then what are you going to do?"

WASHABLE WINDOW SHADES
WITHOUT ROLLER 29c
39c
Selection of colors New rollers included Sizes 6 ft. x 34 inches.

Lucas DURAFILM
FOR INTERIOR WALLS AND WOODWORK
A remarkable new oil paint for walls, ceilings, of plaster, wood, composition, bar, cement. It's really washable. A permanent finish that defies all stains, even ink and mercuric chrome. Soap and water removes dirt film and stains without effecting the pastel finish. In Gloss and Semi-Gloss.

Special LINOLEUM OFFER
From our large selection of patterns, all colors through to black. It is still possible to modernize that kitchen floor with

ARMSTRONG INLAID LINO FLOOR \$18.75
Any Room Size Up To 9x12
COMPLETE WITH LABOR AND MATERIALS

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

LIVING ROOM SUITE
REG. \$195 VALUE
3 Pieces \$139.50
Quality Construction — Choice of Covers
Summer Furniture
Pre-War Steel **PORCH CHAIR \$6.50**
Sun Room and Beauty Parlor Chrome Furniture, Large Assortment.
KROVETZ FURNITURE STORE
458 JOSEPH AVE. OPEN EVENINGS

Pete Hagen's
A NAME FOR CHOICE LIQUOR
A LIQUOR FOR EVERY CHOICE

COOL CREAMY HEAD SLOE GIN
A Summer Special
READY TO SERVE COCKTAILS
Just Chill and Serve
SMOOTH MELLOW DELICIOUS CORDIALS
For Every Occasion

A name that has simplified buying for summer uses—ask for Our New Recipe Book.
Your neighborhood store will supply you with a full line of "Pete Hagen" products.

popper morson company
Rockefeller Center, New York 20, N. Y.
QUALITY LIQUORS SINCE 1888

Scene and Word

(Continued from Page 1)
dition which starts when she sinks in your arms and ends up with her arms in the sink.

A Mrs. W. H. Archer, of Rochester, N. Y. During the course of her conversation with the genial paymaster of ceremonies, Mrs. Archer mentioned that Rochester was a "little, small place." Baker very emphatically said, "You shouldn't say that. Rochester is a very beautiful city. I used to play in Rochester in vaudeville and always enjoyed my visits there." P. S. Mrs. Archer didn't know the answer to the \$8 question either.

No longer for your precious health. Your anxious friend inquires— These days he slaps you on the back With, "Hey, how are your tires?"

Back The Attack . . . BUY WAR BONDS NOW!

TANKERS
are Needed Sir!

Urgently Needed NOW!
ELECTRICIANS PIPEFITTERS
ELECTRIC ARC WELDERS
If Not Engaged In War Work Apply Now
You Can Back Production By Building Ships Now
ODENBACH SHIPBUILDING CORP. — 4800 Develoy Avenue

Electricians Pipefitters Electric Arc Welders
If Not Engaged In War Work Apply Now
You Can Back Production By Building Ships Now
ODENBACH SHIPBUILDING CORP. — 4800 Develoy Avenue

Pictured above is a Odenbach ocean going tanker leaving the all enclosed ship yard, to aid the United Nations in supplying fuel for our fighting forces.

Odenbach
TANKERS • DERRICK BARGES • UTILITY BARGES
Serving the United Nations throughout the World

Aunt Jenny says: DO ALL YOUR COOKING AND BAKING WITH **SPRY**
Spry THE FLAVOR SAVER
3 Lbs. 69c 1 Lb. 15c

LUX
Regular Large
10c 23c

LUX TOILET SOAP
3 for 20c

RINSO
Large Regular
23c 10c

LIFEBUOY
3 for 20c

PURE AS FINE CASTILES
Swan
Lge. Reg. 10c 2 for 13c

FAIRY SOAP 5c
GOLD DUST POWDER 17c
GOLD DUST CLEANSER 5c
BUSY BEE STORES
Cooperating With B.K. Co. Inc.

I DIED TODAY... WHAT DID YOU DO?

- 5 REASONS FOR INCREASING YOUR WAR BOND PURCHASES**
1. The tempo of this war is hitting its highest point. Government expenditures for war are at the peak. MORE MONEY IS NEEDED... NOW!
 2. In proportion to WHO HAS THE MOST MONEY, individuals are not buying their share of War Bonds. America must correct this situation.
 3. War Bonds provide the farmer and rancher with the financial reserve he must have to survive the ordinary ups and downs of farming as a business.
 4. Money will be needed urgently at a future date to replace and repair farm equipment, machinery, and buildings. War Bonds will provide it.
 5. War Bonds are the safest investment in the world, return a good rate of interest, are easy and convenient to buy . . . from bank, post office, rural mail carrier or Production Credit Association.

If what you did for the war effort today was an easy thing to do, it isn't enough. We can't hope to give as much as the boy who gives his life . . . but we can do our utmost!

For instance, if you haven't yet found yourself scheming and figuring on a way to buy extra War Bonds, it's a good sign you aren't buying enough!

When your neighbor calls on you during the 5th War Loan to ask if you'll increase your purchases, say "Yes" . . . even if it takes a lot of scheming and figuring afterward to pay for them.

That's the way our men are doing their part . . . in the Pacific, in Italy, in England. Ordered to attack, they do not first consult themselves to determine whether it's safe or convenient or comfortable. They're thinking of you at home. To protect you, they attack first . . . and figure out how to do it as they go.

Uncle Sam needs your dollars to finance this war and he needs them now! Not just the dollars you can spare but every dollar you can earn that you

don't absolutely need for food, shelter, clothing and the operation of the farm.

War Bonds savings mean more to the average farmer or rancher than to almost anyone else. For they form a financial reserve indispensable for the profitable and efficient operation of his business. War Bonds are safe, they pay a good return, they're easy to buy. When they mature, they mean new machinery and equipment, new conveniences for the house, money for the children's schooling, funds for retirement.

The next time you pick up your paper or listen to the radio news, have a conference with yourself. "Am I doing as much as I can to help win this war? Am I matching what I can do with what the boys are doing over there? Am I investing every possible dollar in War Bonds today to make my future and my family's future more secure?"

Most of us haven't yet begun to do our best. Uncle Sam needs it now! BUY MORE THAN BEFORE in the 5th War Loan!

This Message Is A Contribution Of
BRIGHTON PLACE DAIRY
PROVEN QUALITY SINCE 1882
Sealtest MILK AND CREAM
BUY AN EXTRA BOND ON LIBERTY BRIDGE

KEEP IT RINGING
Liberty Bell

WHEN A GIRL HAS A RIVAL
A rival means trouble. Every girl knows that, especially when she is in love. Or if she thinks she is in love—which means the same thing. It still spells trouble.

REAL MARRIAGE
The story of two who searched for it. They were still in love, but their marriage seemed to lack something, as if it were a house with no foundation, a tree without roots.

Several other gripping true stories, including a complete novelette and book length true story. Also many special features and the famous Victory HomeMaker.

TRUE STORY ON THE AIR—WHAM
New Noontime Program—Friday and Monday—12:35 P. M.

15c JULY ISSUE TRUE STORY NOW ON SALE 15c



**I can't Win Without You—
STICK TO YOUR WAR JOB!**

NOW'S the time our fighting men need you back of them. They MUST have continuing supplies... continuous supplies of the best fighting equipment. America can produce... and SO MUCH of it is produced right here in Rochester war plants. Stay on your war job... stay now while the need is so acute. Help Rochester plants to produce vital invasion material... "on time, quicker." Uncle Sam asks... so that our invading forces will waste no time, sacrifice no lives needlessly.

If Not Now Engaged in Essential War Work
Apply at Any Rochester War Plant or United States Employment Service, 34 State Street

Published by Companies Composing The
INDUSTRIAL MANAGEMENT COUNCIL

Don't Believe
The Sun Ever Sets
On U. S. Soil!
At 6 P. M. in Western
Alaska, it's 9:30 next A. M. in
Maine.

But

YOU CAN BELIEVE

MARIN
PUERTO RICO
RUM

Is The Perfect Liquor
For All Drinks
Straight Or Mixed...

AWARDED GOLD MEDAL FIRST
PRIZE AT THE INDUSTRIAL EXPO-
SITION MAYAGUEZ, PUERTO RICO

At Your Neighborhood Liquor Store

SOLE U. S. AGENTS
popper morson company
Rockefeller Center, New York 20, N. Y.
"QUALITY LIQUORS SINCE 1895"

Back the Attack, Buy War Bonds Now!

To Meet Wednesday
Frank E. Robertshaw Post Auxiliary will meet at the home of Mrs. Marie Genthner, 1712 Blossom Rd., next Wednesday evening for a tureen supper at 6:30 p. m. The supper will be followed by a business meeting.

FEMALE FACTORY WORKERS
Packaging and Filling Machine Operators, 18-45, in factory of essential food industry. 53 hours week. Steady employment. No experience necessary.

APPLY DAILY EXCEPT SATURDAY
R. T. FRENCH CO.
Off East Main St. near Palmer

THEY'RE CALLING FOR
"Tammy"

"Tammy" is the short and popular name for Tam o'Shanter Lager Beer and Ale. Everywhere you go, to your favorite tavern, club, hotel, restaurant or dealer's, the popular call is for "Tammy." Folks sure enjoy their just right flavor, sparkling rest and creamy, mellow smoothness. So make it a point to ask for "Tammy." American Brewing Co., Rochester, N. Y.

Tam o'Shanter LAGER BEER and ALES

54 ODD	BLOUSES	One and two of a kind. Short and long sleeves in white, colors, prints.	Values To \$5.95	\$1
37 ODD	1 & 2 PC. DRESSES	Prints and plain colors.	Values To \$8.95	\$4
17 ODD	PLAY SUITS	And slacks. Prints and plain colors.	Values To \$8.95	\$3
60 PAIRS	SLACKS & SHORTS	Made To Sell For \$3.98		\$1

The SPORT SHOP
23 CLINTON AVE. SO. OPPOSITE HOTEL SENECA

DAW'S COUPON
JUMBO GUM DROP JELLIES
Soft - sugared Fruit Flavored Delicious
1 Lb. Pkg. **19c**
Tender jelly candies with the fruity goodness of juicy sun-ripened fruit... lightly coated with pure sugar... you'll (Limit 2 Lbs.) enjoy every piece.

DAW'S ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. DR. TRIPLE MARKET	31 MAIN ST. E. CORNER HUGHES	353 MAIN ST. E. 1 DOOR FROM ST. LION	452 W. RIDGE RD. CORNER DENNY	880 MAIN ST. W. AT BULLS HEAD	473 N. GOODMAN AVE. JUST OFF MAIN	539 MONROE AVE. NEAR GOODMAN
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SENSATIONAL OFFER!
Two for the Price of One
SUPREME BRAND ASPIRIN

Bottles of 100 Tablets
2 for 33c

REGULARLY 33c EACH! Genuine U. S. P. quality—5 grains. Stock up now on these reliable, quick-dissolving, pure Aspirin while they're selling at this sensational low price.

Medium Size IVORY SOAP
3 Bars For **16c**
(Limit of 6)

DAW'S COUPON
BRUSHLESS SHAVE CREAM
Reg. 25c Jar **9c**
You'll like this new "no-brush" cream that makes the toughest whiskers soft—easy to cut. (Limit 2 Jars)

These Prices Good Thru Saturday Nite
BLADES
DOUBLE-EDGE
Precision-Made Super-Honed
Box of 25 **29c**

WHITE ACE SHOE WHITE
Large 25c Size **13c**

Toilet Tissue
HY-TEX QUALITY
1,000 SHEETS IN EACH ROLL
3 Rolls for **16c**
(Limit of 6)

DAW'S COUPON
Sandwich BAGS
Full-size WAXED paper bags for packing sandwiches and lunches—keeps 'em fresh and sanitary!
PKG. of 100 **18c**
(Limit 2 Pkgs.)

FATHER'S DAY SPECIAL! Precision-made, super-honed blades of genuine chrome steel—guaranteed to give the smoothest shaves he's ever enjoyed. Fits all Gillette-type razors.

MINERAL OIL
PURE U. S. P.
Pint Bottle **12c**

Be Rid of ANTS
Kill Whole Colonies of ANTS in Their Nest
Simple to use. Place a little ANT-X-IT wherever ants are seen. The sweet-smelling ants are attracted and will carry this poison to their nests, thereby killing all who feed on it. The ANT-X-IT is directed on the bottle and you'll soon be rid of these annoying pests.
Filled
60c Size **49c**

POUND TOBACCOS

GRANGER . . . 71c	BLUE BOAR \$1.49
VELVET . . . 74c	BIG BEN . . . 74c
RALEIGH . . . 74c	BRIGGS . . . \$1.17
FRIENDS (14-oz.) . . 61c	UNION LEADER . . 61c
PRINCE ALBERT . . 74c	HALF AND HALF . 74c
GEO. WASHINGTON 61c	BOND STREET . . \$1.17
INDIA HOUSE . . \$2.25	RUM & MAPLE . \$2.10
WHITE MANOR . . \$1.25	REVELATION . . \$1.51

Gift SUGGESTIONS FOR Father's Day
THIS SUNDAY, JUNE 18th

PHILLIPS MILK of MAG.
Giant 26-oz. Size **48c**

NEW EASY WAY TO 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 15 or 20 minutes. This not only cleans them but also removes stains and discoloration. Also, checks denture breath. Absolutely harmless to plates.
4oz. 24¢ 10oz. 49¢
Mail Order Filled

Edgeworth
1-lb. jar **\$1.01**

Tobacco POUCH
Zippered or fold-over styles to keep his favorite tobacco fresh and aromatic.
98c

Gifts He'd Like...

POLAROID SUN Goggles, both types	\$1.95
CIGARETTE HOLDER With Filter (2ozs)	98c
CIGARETTES Most Brands, carton	\$1.46
PLAYING CARDS Set of 2 Decks	75c
YARDLEY'S After-Shave Powder	85c
FLASHLIGHT With Batteries	98c
PIPE RACKS Holds 4 Pipes	98c

MATCH-KING LIGHTER
The everlasting match—works everytime.
Has name plate for initial engraving.
67c

Bowling Pin LIGHTER
89c

FREE! Reg. 45c Package
VIMMS VITAMIN TABLETS
When You Buy The Large Size Both For **1.69**
Regular \$2.25 value—120 Tablets! Stock up now this famous health aid. Offer good for a limited time only!

CIGARS HAND-MADE HAVANA BLENDS
BOX \$ **2.89** (Limit 1 Box)
of 50

REY del SOL CIGARS
Box of 50 **\$5.79**
Fine quality imported Cuban tobacco—with Havana filler.

Twintex Stropper
real, pie-war, all metal quality stropper on dan house all double-edge blades.
DAW'S \$1.79
Low Price

Gift PIPES
IMPORTED BRIARS with ALUMINUM MOISTURE GUARD
Father's Day Special **\$1.29**

The pipe to give him on his day. 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. Superior craftsmanship and the fine quality in every detail have gone into their manufacture. In all popular models, beautifully finished to bring out their handsome grain.

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

PHILLIPS Milk of Magnesia Tooth Paste
50c Size **23c**

ABSORBENT COTTON
50c Val. 1-lb. Roll **33c**

MAR-O-OIL SHAMPOO
60c Size **27c**

WILDROOT CREAM-OIL Hair Tonic
GROOMS THE HAIR RELIEVES DRYNESS REMOVES LOOSE DANDRUFF
Size **79c**

Pottery Shave Mug
... filled with almost a year's supply of fine, mildly-scented shaving soap. Handsomely gift-boxed. Regularly \$1.
79c

3-PIECE SET \$2.75
Shave Mug, After-Shave Lotion, Talcum. In attractive gift box.

Gillette-Type, Metal-Head SAFETY RAZOR
WITH 5 BLADES
\$1.25 Value **89c**

Perfectly balanced for perfect shaving! Has metal head with reinforced metal screw Shank in an enclosed handle—practically unbreakable! Handsomely boxed in a compact plastic carrying case.

MOLLE Shave Cream
Tube or Jar 50c Size **21c**

Quick Lather, Deep Cleansing, Fast-Rinsing!
LACO SHAMPOO
A TRIPLE-ACTION shampoo that glorifies your hair!
29c

DAW'S Extra-Value COUPON
BILLFOLD
Of Genuine Leather
The kind he's always wanted—lightweight, water-tight, with a place for everything. Made of a top-grain leather... plenty of card windows... has a built-in change pocket.
94c

DAW'S Extra-Value COUPON
Men's Fine Quality 'KERCHIEFS
—INDIVIDUALLY BOXED—
Reg. 10c Value **2 for 15c**
(Limit of 6)

DAW'S Extra-Value COUPON
HAIR BRUSH
For Men or Women
Popular, oval style brush—with natural, water-resisting bristles.
Limit 1 **49c**

DAW'S Extra-Value COUPON
SHAVING BRUSH
\$1 Value **69c**
(Limit of One)

The Rochester Sun

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SHOPPING NEWS

SEVENTH YEAR—No. 34 THURSDAY, JUNE 22, 1944

Political Polka

By CURT GERLING

There is a fellow around town in fact there is one around every town in the country. He is the chap who has the phrase tagged on him as "active in politics."

In Rochester he'd probably be found around the Powers Hotel lobby and the City Hall clear stand. He refers to Mr. Broderick as "Tom" and Mr. Bush as "Roy" and if it happens to be a national election year, he usually refers to the senators and presidents to be on equally familiar terms.

Mr. "Active in Politics" has all the dope — or seems to have the inside information with a non stop fluttering of the chin. He predicts elections and defeats with the omniscience of a sports editor picking a new world's champion, and just about as accurately. In short, he's a wise guy.

We knew one such guy, and we must admit for many months we were somewhat impressed. He seemed to have all the information on the fine points as well as the misdeeds of every candidate on both tickets. His information got hotter and hotter as the campaigns of various candidates got into full swing and election time drew near. He gave the odds on probable defeats and elections. He campaigned for one or two personal friends on the ticket. One year he gave a small contribution to both parties, and trickled clear to everyone. He electioneered, he worked at the polls.

Election day came and passed. Half of his guesses were right, half were wrong, but we were still impressed with him, until, curious, we asked him how he voted. "Me?" he asked. "I didn't." Then added, — "forgot to register."

Minute Make-Up

The oily skin needs a lasting makeup. Cleanse the skin with soap and water. Rinse well. Press an ice cube on throat and face. Spray with mild cologne or astringent. Blot dry. Apply face powder. Press it into the skin. Brush off the surplus. Apply dry compact rouge. Brush the eyebrows until all trace of powder is gone.



Some of the war-winning activities in which WAVES are engaged—Left, Phyllis Hodgson, Dodgeville, Wis., Aviation Machinist's Mate, climbs into a plane preparatory to observing airplane motors under flight conditions; right, WAVE "cameramen" shooting scenes at maneuvers at Port Huene, Calif. Thousands of young women, 20 to 36, who have no children under 18, are needed in the WAVES.

This Week's \$25 Winner

Winner of the final June drawing, held at Shopping News Monday is Mrs. C. L. Peart, 65 Nottingham Rd. And there is a story connected with good fortune worth relating.

Mrs. Peart, who now receives a check for \$25 is a shut-in. She receives The Sun at her home each week, but her carrier has failed to collect the 10-cent charge each month. Finally Mrs. Peart sent her check for \$1.20 to The Sun office and asked to be entered in the drawings for a year.

This week, her efforts pay off. In addition to the \$25, Mrs. Peart will continue to be entered in the weekly drawings for the balance of the year.

With the thought that there are others who might like to become sustaining subscribers and thus be entered in the weekly \$25 drawings the management of Shopping News advises that payment will be accepted at the office from those readers whose Sun carriers fail to collect.

Reflections

By Orville Allen

HER HER HEH!

They say that politics makes strange bedfellows — and now we can add, also makes political commentators inconsistent.

For instance —

In last week's Political Polka, Curt Gerling accused Congressman Joseph O'Brien among other things, of being a "rubber stamp." Here are his words:

"Joe O'Brien has been a good congressman for the Republican party. He's always voted just as the boss at home told him to. . . . The independent American voter never did have much stomach for a rubber stamp."

That, coming from a New Deal-lover, is really a laugh! Speaking of rubber stamps, Curt, have you forgotten the attempted "purge" of 1933 when Roosevelt went into the home territories of several congressional representatives to work for their defeat simply because they had not been rubber stamps. Only difference was,

instead of taking orders from back home, boss of the "rubber stamps" was right in Washington. The most glaring examples of rubber stamps ever seen in this country are the New Deal Congressmen who for twelve long years have rushed to do other bidding of their boss and chief patronage dispenser. Only lately have they begun to act independently of "orders from the White House."

So smile when you say that about peardner. Calling him a rubber stamp practically makes him a New Deal hero!

FROM THIS COLUMN THURSDAY, JUNE 8 — What a loking the newspapers are taking from their arch-enemy radio on spot news coverage of the invasion. . . . Watch spokesmen for the press praise themselves on the wonderful coverage of the invasion newspapers have given the people."

FROM THE TIMES-UNION THURSDAY, JUNE 15, Radio (Continued on Page 10)

Coming Events

Tonight—The season's final meeting of the Queen Louise Chapter, O. E. S. will be held at 8 p. m., in Masonic Temple.

Today—Past and present Grand Officers' Association, Order of the Eastern Star, will have a tureen picnic and meeting at 6 p. m., in Maplewood Park.

Today—Officers' Club of Liberty Review, Women's Benefit Association will have its annual picnic at 6:30 p. m., at the home of Mrs. Florence Knight, 10 Inglewood Dr. President Belle Mura will conduct a short business meeting, following the picnic.

Tomorrow—Past Deputies Club, Order of the Eastern Star will have a luncheon meeting at 12:30 p. m., at the home of Mrs. Clara Simon on Harrison Ter.

Fri.—Sat., June 23-24—A bazaar for the benefit of the church and school will be held at St. Helen's Church Hall on Hinchey Rd., Gates.

Sat., June 24—Masonic Masters Association of Monroe County and Wardens will have a dinner meeting at 6:30 p. m., in Masonic Temple.

Sun., June 25—Annual picnic of the Monroe County O. E. S. Patrons Association will be held at the cottage of F. P. Nussle, 17 Delta Ter., White City, with dinner at 6 p. m.

Sun., June 25—New members of the Church of the Ascension, Lake Ave. and Riverside St. will be guests of honor at a reception in the church following the 7:45 service.

G. I. Joe Says —

BY PVT. JOE BREWER

ADVENTURES OF CPX

So, we're back from CPX! First thing we did was crawl through the infiltration course with full pack. Did you ever crawl through a mud puddle on your side with 40-odd pounds strapped on your back? Throw in three dozen strands of barbed wire and a few belts of machine gun ammo. This makes it very interesting — but for the final thriller have six or eight land mines go off around you — some right in your ear.

After we crawl the 80 yards uphill a guy taps us on the back and says, "Get up — double time through the obstacle course." A GI next to me lurches to his feet dripping mud from head to foot. He gazes calmly at this cadrem and pants, "You, sir, are an optimist!" He proceeds to walk over the obstacle course, unperturbed. I stay right behind him.

When we are all assembled, we start out towards our camp area. Suddenly the order comes back to double-time (run). "What the blank is this?" someone demands. Others mutter but we double-time just the same. Finally the explanation passes back. Seems that while we're on CPX a new rule is passed to the effect that bodies of men must double-time through intersections. If the "body of men" is large enough to overlap two intersections this is a pain in the neck because "double-time" never ends. One guy sputters, "This is taxation without representation."

Before we get too far from this infiltration course, here's a true story:

Usually the regimental commander brings guests to watch the soldiers worm through the barbed wire and he more or less

DEFINITION OF A BARONG: A dish towel that made good.

The other day a very determined looking woman walked up to the bond booth at Liberty Bridge, laid down a wad of money and said: "I was saving this for a divorce but I've decided I hate Hitler worse than my husband."

(Continued on Page 10)

Amusements

CENTURY NOW PLAYING John Garfield, Paul Henreid and Eleanor Powell in "BETWEEN TWO WORLDS" Plus Bob Crosby and Band and Gloria Jean in "PARDON MY RHYTHM"

LOEWS NOW PLAYING Charles Boyer—Ingrid Bergman "GAS LIGHT"

PALACE NOW PLAYING "HOME IN INDIANA" in Technicolor, with Walter Brennan, Plus "LADIES OF WASHINGTON" with Trudy Marshall

CAPITOL NOW PLAYING Eddie Cantor, George Murphy and Joan Davis in "SHOW BUSINESS", Plus George Sanders in "ACTION IN ARABIA"

HUDSON SUN. AND MON. "DESERT SONG" with Dennis Morgan and Irene Manning, Plus "MILLOI DOLLAR KID" with The East Side Kids.

LITTLE STARTS SAT. An Orson Welles Production "THE MAGNIFICENT AMBERSONS" with Joseph Cotton Dolores Costello and Anne Baxter.

REGENT NOW PLAYING Betty Grable, Joe E. Brown, Martha Raye and Charlie Spivak and his Orchestra in "FIN-UP GIRL" in Technicolor, Plus Preston Foster and Ann Rutherford in "BERMUDA MYSTERY"

REXY SUN. MON. TUES. "NO TIME FOR LOVE" with Claudette Colbert and Fred MacMurray, Plus "HENRY ALDRICH BOY SCOUT" with Jimmy Lydon.

TEMPLE STARTS FRI. ALDRICH, BOY SCOUT" with Jimmy Lydon, Bela Lugosi in "WHITE ZOMBIE" Plus J. Carrol Nash in "THE MONSTER MAKER."

Safeti-Wash

The sensational new cleaner that does everything

TRY IT FOR

FLOORS — WOODWORK — VENETIAN BLINDS
DISHES — GLASSWARE — BATHROOM and
KITCHEN FIXTURES — AUTOMOBILE

Pts. 49¢
Qts. 79¢

weir and fisher 80 clinton ave. s.

Safeti-Wash Is Kind To Your Hands!

NEW LOCATION 41 SOUTH AVE.

BETWEEN EAST MAIN & BROAD ST.

OPEN MONDAY NIGHTS 'TIL 9

TIMELY VALUES IN SHERWIN WILLIAMS PAINTS
SEE US FOR YOUR HOUSEHOLD NEEDS!

IT'S A BEAUTY!...IT'S A TOUGHIE!

SHERWIN-WILLIAMS MAR-NOT VARNISH
—You can't beat this varnish for wear, plus beauty! Resists chipping, marbling, scratching, staining. Gives floors, furniture, woodwork a "lock-like-new" lustre, a coat of "wear-like-iron" protection. Two types—gloss and satin-finish. Qt. \$1.49

SHERWIN-WILLIAMS FLOOR ENAMEL
Made to be walked on. It won't scratch, scuff or fade. For wood, linoleum floors. Quart . . . \$1.15

SHERWIN-WILLIAMS REPAIR VARNISH
Handsome, heavy-duty outdoor repair varnish for outdoor doors, porch ceilings, beams. Quart . . . \$1.89

SOILAX CLEANER
Cleans walls, wood work, tiles, pots and pans. 1/2 lb. 25¢

Save on Wallpaper for every room in your home
Beautiful patterns for livingroom, dining room, kitchen, bathroom, per roll— 9¢ to 39¢

LINOLEUM OFFER
Enough Linoleum for kitchen up to 9x12. Only \$18.75 Complete With Labor And Material

FURNITURE POLISH
S-W Polish—cleans as it polishes. 8-oz. 25¢

SHERWIN-WILLIAMS
41 South Avenue — Main 1517
Free Parking on Water St. and South Ave.

BUY BONDS
DOUBLE YOUR INVESTMENT FOR VICTORY

Announcement to Rochesterians

DUE TO WAR RESTRICTIONS WE ARE FORCED TO CLOSE OUR STATE ST. STORE. ALL SEWING NEEDS AND SERVICES ARE NOW BEING HANDLED BY OUR MAIN STORE AT 47 EAST AVE. — ALL COUNTERS, ACCESSORIES, AND STOCK MUST BE STORED AT OUR 47 EAST AVE. SHOP.

TO MAKE ROOM FOR THIS STOCK WE ARE FORCED TO HAVE A

DRASTIC CLEARANCE SALE

ON USED MACHINES

JUST A FEW OF THE MANY BARGAINS

SINGER BOX TOPS \$7.50
SINGER DROP HEADS, FORMERLY \$74.25 NOW \$29.50 up
WHITE DROP HEADS, FORMERLY \$71.25 NOW \$27.50 up
STANDARD DROP HEADS, FORMERLY \$71.00 NOW \$19.50

A LARGE SELECTION EVERY MACHINE GUARANTEED \$750 to \$4950

THIS IS THE BEST OPPORTUNITY IN 3 YEARS TO BUY A GOOD USED SEWING MACHINE

ALSO 3 USED ELECTRICS—LIKE NEW

DOORS OPEN AT 9 O'CLOCK — OPEN EVENINGS DURING SALE

SINGER SEWING MACHINE CO.

SINGER BUILDING, 47 EAST AVENUE

I Like Working at Bickford's

Excellent Starting Pay!

5 Day Week! (Days—Mon through Fri. No time overtime included.)

HELP MAKE WEAPONS NEEDED BADLY, QUICKLY BY OUR FIGHTING MEN!

- * Work is pleasant, light assembly work—safe and easy!
- * Clean, Modern, Daylight, Air-Conditioned Factory.
- * No-profit cafeteria, expert chef and dietitian in charge.
- * Real opportunities offered for quick advancement.
- * Job is steady! Bickford's is ready to return to its peacetime business whenever war requirements cease!
- * See our employment manager. He'll tell you about jobs, pay, etc. No phone calls, please!

BICKFORD BROS. CO
30 SO. UNION ST.
Half Block From East Avenue
If we can't see you, do not call!

PARK AVE. BUS PASSES OUR DOOR...CONVENIENT ALSO TO UNIVERSITY AND MONROE AVE. LINES

KAY'S COMMENTS

by
kay shearer

SAVE SEW BARGAINS - BAR-GAINS — Ladies — here's what you've been waiting for — a REAL VALUE in a SEWING MACHINE. Where? SINGER SEWING MACHINE located at 47 East Ave. Many machines reduced to HALF-PRICE all with tags marked as low or lower than you've seen since before the war. This event has been brought about due to closing the store operated by Singer on State St. — this stock is now being offered to the public at REAL BARGAINS. For instance SINGER DROP HEAD MACHINES formerly 74-25 now selling for only \$29.50 up WHITE DROP HEADS formerly \$71.25 now \$27.50 up. STANDARD DROP HEADS formerly \$71 now selling for 19.50. — Three used ELECTRICS like new at very attractive prices. Here's your chance midget to buy a good used SEWING MACHINE at the lowest price you have seen in three years — so don't wait — get there early. Doors open at 9 o'clock at the SINGER SEWING MACHINE CO. — Singer Building 47 East Ave. Open evening during sale.

Extra pounds cause extra heat. — If you're overweight you can count on an uncomfortable summer. But take heart — don't let excess weight get you down. Start getting off those extra pounds at VIRGINIA'S BEAUTY & REDUCING SALON. Soon you'll have the energetic feeling that comes with being a size 16. Virginia will show you how — skillfully, quickly and at gentle prices. 27 CLINTON AVE. 306. — (Present Bldg.) — Stone

SALE Just as you've stored away your heavy crepes and wools it's time to put away your winter jewelry and wear light, summer, cooler looking jewelry — for instance the "Friendly Faces" Pansy sets in earrings and pin to match. Priced at a mere \$4.50 plus tax, they'll "lift" any costume you may choose. — Other jewelry priced \$1. up. A group of hats SHARPLY REDUCED — also HAT & BAG SETS REDUCED. The original price of these pastel hat and bag sets was low enough and at reduction they are really a VALUE. The GAGE LINE, as you know, is also handled by the progressive shop. What shop? CARTER HAT SHOP, of course located at 638 MONROE AVE. Open Ave.

Don't you love "BUT CHER LINDEN"? If you've been looking for one — drop into RIPTON DRESSES and see the group they have. Two-piece nicely tailored with that looks, flattery, and priced gently at \$8.95 to \$12.95. Some are trimmed with white braid on the jacket — others smartly simple — all beautiful in luscious colors. See the group of

"Koret" washable JUMPERS. Beautifully tailored in bright colors priced at \$5.95 in sizes 12 to 20. RIPTON DRESSES 739 MONROE AVE. Open Eve.

Don't Believe
Whiskey Jack is a drink!
(SEE PAGE 12)

Doctors agree that Mosquito bites are dangerous — to say nothing of the annoyance they cause you. This season they seem to be particularly pesky due, I suppose, to the amount of rain and moisture in the air. For years they have been my particular peeve in the summer time 'til I learned of CITRONELLA CANDLE SETS. These candles are manufactured by the Citrodor Candle Co. — Do you remember years ago when Citronella was doused all over you when Mom took you to the Bay or Lake for a holiday. This method was pretty messy to my way of thinking. But now, in keeping with the modern times these CITRONELLA CANDLE SETS are incense. They are fortified with concentrated pure oil of citronella, which assures you freedom from the annoyance of mosquitoes, indoors or out. Candles should be burned in pairs, approximately 12 feet apart. Each candle burns about 15 hours. For the small sum of 89c you buy two candles with glass holders and stands. Extra better protection could you buy against the dangerous pesky mosquito than this modern convenient expensive CITRONELLA CANDLE SET. Of course EDWARDS with their usual foresight have an ample supply for everyone. EDWARDS HOUSE, WARREN SIXTH FLOOR.

Fresh and radiant like a bouquet of flowers on a flattering "Everglaze" finish makes a becoming house-coat for any woman. Did you know that this "Everglaze" material sheds oil and dust — is easily tubbable — no starch needed.

Why is Vitamin D Milk a good buy — cause it is milk, plus Natural Milk lacks Vitamin D, which insures the utilization of calcium in the milk. Vitamin D also helps prevent tooth decay. So when you order HOMOGENIZED VITAMIN D MILK from BRIGHTON PLACE DAIRY you are giving your family that extra protection they deserve. Order Chocolate milk — Orange Drink — Buttermilk also from BRIGHTON PLACE DAIRY. All are equally delicious. 48 FULTON AVE. Glenwood 144.

Warm summer months are difficult enough at best to keep that well-groomed look so watch for little tricks to keep you cool and fresh — always welcomed by fastidious women.

SALE — at ZWIG DRESSES. All summer dresses reduced 10 to 30%. Cottons are also included in this group. Sun-back suits with bolero jackets, Eaton suits in Junior sizes 9 to 15. Two piece Bembers in sizes 12 to 20. Adorable Chints frocks with becoming "U" necklines. Every dress in this sale is typical ZWIG quality — all hand-picked — and lower than most. Why not take advantage of this timely SALE? These dresses will give you loads of wear throughout the remainder of the summer. ZWIG DRESSES, 240 ROSEDALE — a few steps off Monroe. Open Eve and Sundays for your convenience.

Yes berries and vegetables are expensive to can — but think of how much these same items cost already canned, to say nothing of your precious points. So why not take advantage of those demonstrations at ROCHESTER GAS & ELECTRIC every Wednesday at 2 p. m. and 7:30 p. m. and learn to can the proper way. No spoilage — no waste — you learn the easy way — to "CAN MORE IN '44". R. G. & E. 89 East Ave.

Whether your wedding is elaborately or simply planned — LLOYD'S LEAD AGAIN with FLOWERS to suit the occasion. Mr. Lloyd Higbie personally supervises the planning of wedding bouquets. You may rely on his judgment and good taste to suggest the proper setting. Remember LLOYD'S flowers are priced with an eye for your budget — which is almost unheard of in these days of skyrocketing prices. SPECIAL PRICES on flowers for weddings of men and women in our armed forces. LLOYD'S FLORIST Powers Hotel — Opp. Court House — Main 7888.

Doctors agree that Mosquito bites are dangerous — to say nothing of the annoyance they cause you. This season they seem to be particularly pesky due, I suppose, to the amount of rain and moisture in the air. For years they have been my particular peeve in the summer time 'til I learned of CITRONELLA CANDLE SETS. These candles are manufactured by the Citrodor Candle Co. — Do you remember years ago when Citronella was doused all over you when Mom took you to the Bay or Lake for a holiday. This method was pretty messy to my way of thinking. But now, in keeping with the modern times these CITRONELLA CANDLE SETS are incense. They are fortified with concentrated pure oil of citronella, which assures you freedom from the annoyance of mosquitoes, indoors or out. Candles should be burned in pairs, approximately 12 feet apart. Each candle burns about 15 hours. For the small sum of 89c you buy two candles with glass holders and stands. Extra better protection could you buy against the dangerous pesky mosquito than this modern convenient expensive CITRONELLA CANDLE SET. Of course EDWARDS with their usual foresight have an ample supply for everyone. EDWARDS HOUSE, WARREN SIXTH FLOOR.

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Warm summer months are difficult enough at best to keep that well-groomed look so watch for little tricks to keep you cool and fresh — always welcomed by fastidious women.



Buy War Bonds at Lauers!

Lauer's
50 STATE ST.

Double-decker Bunk Beds
complete with
2 Steel Springs and 2 Mattresses

Children love bunk beds . . . and you will like them, too! Why? Because they're fashioned of super sturdy solid rock maple; and you get with them two keenly tempered steel springs and two comfortable all cotton mattresses, plus a ladder and guard rail. Sounds good — doesn't it? Think of the thrill the children will get out of sleeping like Pullman passengers in these space saving upper and lower berths! One more good reason for liking these wonderful bunk beds is Lauer's price—complete with two springs, two mattresses, ladder and guard rail, only **\$69**

Do you have ants in your pantry — no this isn't a gag — at this time of the year these pesky things sometime make their appearance. Pat says — sprinkle a little Borax in the corners of the shelves or in the corners of the drawers. If this doesn't work — she says you'll just have to put up with the ants.

WANTED FEMALE SOLDERERS
Preferably experienced or willing to learn. Also inspectors, wrappers, packers, experience unnecessary.
Apply Immediately
MONROE ORDNANCE
845 MAPLE ST.

NEW YORK'S MOST UNUSUAL HOTEL
Invites You to discover the extra quiet, comfort and economy of the Bristol, so centrally located in Radio City, individually controlled radio in each room. Sanitized Service
Fine Room with Private Bath
One Person . . . \$2.50 to \$4.00
Two Persons \$3.50 to \$6.00
3 ATTRACTIVE DINING ROOMS
Breakfast from 30c-Lunch 70c
De Luxe Dinner 1.40
HOTEL BRISTOL
129 West 48th St., New York City
Joseph E. Roth
Theodore E. Tolson, Jr., & Alfred B. Tolson
AT RADIO CITY

Don't Tell Me About Your Headache...

See an Optician. The trouble is probably due to eye-strain. You're using your vision more than usual in that war job, and if you intend to hold up your end you may find that it will require your wearing

CORRECTIVE Glasses

Smalls
28 EAST MAIN ST.
JEWELERS . . . OPTICIANS

Pay Small Sums Weekly!

We Use Only Bausch & Lomb And Shuron Lenses

You Can Come to Smalls With Confidence, Certain of Satisfaction
HARRY A. BENEWICK
Optician

.... Tell Your Fighting Man—
You Bought that EXTRA Bond!



The Liberty Bridge across Main Street in Rochester was constructed as a community enterprise to promote the 5th War Loan. Everyone took part. All the material was contributed. The Allied Building Trades provided the labor without cost. On this bridge is an exact replica of the famous Liberty Bell. Rochester's own slogan for the 5th War Loan is "Keep It Ringing." Today I bought a Bond and rang the Liberty Bell in your honor.

*Pfc. G. I. Joe
-in Uncle Sam's Service
at Home or Abroad*

Mom

Get This Free Post Card of Rochester's LIBERTY BRIDGE

Of course, you're going to buy EXTRA bonds during Rochester's Fifth War Loan Drive. And of course, you'll want your fighting man — or men — to know you're fighting, too—with dollars. So buy your EXTRA bonds today! Buy them at the Liberty Bridge or present at the Bridge a receipt or statement showing you purchased them elsewhere. In either case you'll have the privilege of ringing the Liberty Bell and signing the scroll which will be kept permanently at the Museum. In addition, you will receive the post card shown above to send to a friend or relative in service. Buy EXTRA bonds—keep our Liberty Bell ringing—send thousands of these post cards to our boys on the battle fronts. Let the whole world know that Rochester backs its fighting men to the limit — with EXTRA bonds.

This Advertisement prepared and contributed by the Rochester 5th War Loan Committee

Keep it Ringing, Rochester
Buy EXTRA BONDS

Week In Review

Republican County Committee designations for local candidates include incumbents for Congressional posts and eight other judicial and legislative officials whose terms expire December 31st. Re-nominated were Representatives Joseph J. O'Brien and James W. Wadsworth for Congress; Rodney B. Jones and Allen F. Oliver for State Senator; Frank J. Sellmayer, Abraham Schulman, George F. Manning and Thomas F. Riley for members of Assembly; County Judge; H. Douglas Vanduser and City Court Judge; William G. Staudenmaier.

The Monroe County Democratic Committee designated George F. Rogers as its candidate for Congress Friday night. Named as candidates for State Senator were Norbert Streb and Julius Hoestery. Candidates for the Assembly are Ray Scheible, Dr. Baldwin F. Martin, Raymond Gugel and Lewis Falcone. George Hoffenberg was designated as candidate for County Judge and James Sheehan for City Court Judge. American Labor Party leaders said they would endorse

the entire Democratic Ticket Friday night.

Rochester Teachers Association asked the Board of Education for an additional \$150 salary boost pleading that the initial \$150 emergency increase granted last January is "obviously inadequate" in view of the wartime jump in living costs. The Association also requested removal in September of the \$3,100 ceiling, beyond which no increases were given. Commissioner John E. Keenan expressed the sympathy of the Board and said the answer "is purely a question of mathematics—where the money can be found."

A 17-year old boy drowned in the Genesee River at Charlotte on the eve of his physical examination for induction into the Navy. Swimming with two other boys at a dock just south of Petten St. extension, the boy sank shortly after entering the water and his companions, although they located him in the water, were unable to get him to shore. His body was located about 15 minutes after he had gone under the surface. Artificial respiration was applied without success.

Kenneth J. Knapp, assistant engineer in charge of the sewer designs, was appointed City Engineer by Public Work Commissioner August H. Wagener. The appointment was strictly promotional as Knapp has not been active politically.

Rochester's new City Planning Commission was launched with the election of seven prominent citizens as members. Chosen to prepare a city plan were Louis W. Johnston, president of Sibley, Lindsay & Curr Co., Arthur H. Ingle, president of Consolidated Machine Tool Corp.; Mrs. Lucia W. Valentine, wife of the president of the University of Rochester and Harry P. Ruppert, president of the Real Estate Board of Rochester. In addition to the three new members, the City Council also elected to the eight-person committee the three members of the old City Planning Board which went out of existence with the creation of the new commission. These were William G. Kaehler, George H. Hawks and J. Howard Cather. City Manager Cartwright will appoint the eighth member from his official family shortly. Observers believed it will be Commerce Commissioner Harold S. W. MacFarlin.

Over vigorous protest by T. Carl Nixon, representing the Rochester Gas and Electric Corporation and the Rochester Telephone Corporation, the City Council continued the city's 1 per cent tax on public utilities incomes for another year. Nixon charged the impost is "just another hidden tax... in the long run the citizens of this community are forced to pay."

A 15-ton memorial of Vermont granite will be erected in Genesee Valley Park in tribute to all 19th Ward men and women serving in the armed forces. The memorial will be located in the Park at the intersection of Plymouth South and Brooks Avenues. It will be 10 feet high, 5 feet wide and 3 feet thick. Dedication ceremonies will be held early in the afternoon on July 4th.

Establishment of a Leroy E. Snyder Memorial Award was announced by the Rochester Junior Chamber of Commerce. The award will be made annually to a young man of Monroe County between the ages of 21 and 26 who "in his daily life most nearly has exemplified those personal characteristics possessed by the late Leroy E. Snyder."

The War Food Administration Office of Distribution will be continued in Rochester, despite a nationwide reorganization that resulted in closing of offices in Buffalo and three other cities in the state. Apparent reason for retaining the local office is Rochester's location in the heart of an extensive fruit and vegetable belt which also includes many canning and food processing plants.

Echoes of the storm created by the removal of the issuing center for gasoline ration coupons to Buffalo reverberated through Congress this week when Representative Luther A. Johnson of Texas introduced an amendment to restore the issuing function to local boards. Locally, Director Thomas J. Reese of the Buffalo-Rochester District OPA Office denied that there is any delay in receipt of coupons by Monroe County motorists. Reese said: "Every application for coupons submitted by the Monroe County Rationing Board to the mailing center has gone out the same day it was received."

WANTED BOOKKEEPER
Girl Experienced In Handling Accounts Receivable Ledger, Quick And Accurate At Figures. Modern Office, Good Salary.
APPLY IN PERSON MR. HILL
E. C. BROWN CO.
845 MAPLE ST.

Don't Believe
Whiskey Jack is a drink!
(SEE PAGE 12)

DO YOUR PART
in the
INVASION—
BUY
WAR BONDS
George D. B.
Bonbright
& Co.
100 POWERS BLDG.
MAIN 4830
New York Stock Exchange

Intimate Facts
Vital to a Wife's
Happiness!

You have a right to know whole truth... not half-facts!

Shun the ignorant, half-bush attitude about those vital physical facts on which your happiness may depend. These modern days you can know the truth! Authoritative information is now available to every woman.

AND YET DOCTORS KNOW that even today there is widespread misunderstanding about intimate feminine problems. The majority of women have no idea how seriously their happiness is threatened.

There are two very definite threats about which you should be warned. First, the danger of infection, present every day in every woman's life. Second, the most serious deodorization problem any woman has... one which you may not even suspect. And what to use is so important.

That's why you ought to know about Zonite Antiseptic.

Use it in your routine, as well as for a simple everyday routine of external protection. Zonite is both antiseptic and deodorant. Zonite deodorizes, not by just covering, but by actually destroying odors. Leaves no lasting odor of its own.

Zonite also immediately kills all germs and bacteria, which it comes in contact. Yet contains no poisons or acids. No other type of liquid antiseptic-germicide is more powerful, yet so safe. Your druggist has Zonite.

FREE: (has published) New Frankly... should know. Address Zonite, Dept. 422-K, 270 Lexington Ave., New York 17, N. Y.

Name: _____
Address: _____
City: _____ State: _____

Swimming Hazards
WASHINGTON, D. C. — The Red Cross urges parents to keep close tabs on youngsters who go swimming because unprotected swimming facilities will be used extensively this summer.

Neighborhood pools, the old swimmer's hole and river and lake fronts will be used increasingly for swimming, since rationing has cut down the use of cars and people will use facilities near their homes, the Red Cross explains. Because such facilities seldom are adequately protected, parents have the responsibility of seeing that they are used with a minimum of risk.

Swimming accidents and fatalities can be avoided if parents teach their children basic water safety rules and accompany non-swimmers when they go into the water, Red Cross Water Safety Service urges, further, that where swimming facilities are not attended by lifeguards they check beneath the water surface for rocks, snags, debris and deep holes; that they clean out movable hazards, mark others; section off shallow areas for non-swimmers; and have rescue equipment at hand.

Food costs in the Rochester area increased eight-tenths of 1 per cent between April 18 and May 16, according to the Bureau of Labor Statistics, United States Department of Labor. This increase compared with 1.3 per cent in the Buffalo area and 1 per cent in New York City.

A 60-year old woman was rescued from the Pithhugh-Carroll Race near Broad Street after tumbling into the water. Police later recovered a metal box containing \$3,000 in bills and other valuables which the woman had tossed into the water before her leap. Relatives attributed her actions to ill-health.

Frank C. Blackford was nominated by President Roosevelt for a third term as U. S. Marshall for the Western District of New York. The nomination, made on recommendation of County Democratic Chairman Roy Bush, was sent to the Senate.

Domestic consumers of anthracite coal and regular coke face a slash in allotments below the 87 1/2 per cent of 1942-43 base period now in effect. Dealers were urged to sell substitute fuels during the summer to relieve a serious situation in mid-winter.



Certainly!
You May have a
Sibley Charge Account!

All that is required is for you to be of legal age, have a steady income and a good credit record. A few minutes spent in our friendly Credit Office will afford you all the conveniences of a Sibley Charge Account. It will help you in your shopping, as it helps thousands of Rochesterians. Your Charge-Plate instantly identifies you, authorizes your purchase and guarantees an accurate address, if your package must be sent. And a freely used charge account is entirely according to wartime business methods—the government merely requests that all accounts be paid promptly. Why not come in today and make application?

CREDIT OFFICE, FIFTH FLOOR

Sibley's Here They Are! The Famous-Brand
SOAPS
You've Been Asking For!

 LUX TOILET SOAP 17 for 1.00	 WOODBURY FACIAL 16 for 1.00	 PALMOLIVE SOAP 17 for 1.00	 CAMAY SOAP 17 for 1.00
 LIFEBUOY SOAP 17 for 1.00	 CASHMERE BOUQUET dozen 97¢	 GUEST IVORY dozen 49¢	

SPECIAL COUNTER, AISLE 1, CENTER, MAIN FLOOR

TIME to REPLENISH YOUR NEEDS IN TOILETRIES

Your Choice of Any
BLUE ROSE
Beauty Preparations
4 for 1.00

Soft silky dusting powder in Rose, Lily of the Valley, Carnation, Lilac or Apple Blossom. Attractively boxed with flower of fragrance of powder drawn on cover. **59¢**

Perfumed Liquid and LOVELIGHT OIL LAMP
Complete \$1.00
Romantic as the gay nineties! Adorable lamp that actually burns. Fragrances: Honeysuckle, Gardenia, Apple Blossom, Spice.

Dramatize Your Lips with CORINTHIA LIPSTICK
Creamy-textured lipstick that's gaining in popularity daily. Light, medium, radiant, raspberry. Pink plastic case. **59¢**

MODESS
Box of 56 **89¢**

KOTEX
Box of 54 **89¢**

VELDOWN SANITARY NAPKINS
Box of 60 **89¢**

SAN-NAP-PAK SANITARY NAPKINS
Box of 50 **81¢**

9-OZ. JARS

- Special Cleansing
- Cold Cream
- Enriching Cream
- Lemon Cleansing
- Liquefying Cream
- Hand Cream

8-OZ. 16-OZ. BOTTLES

- Velvet Lotion
- Cucumber Lotion
- Astringent Lotion
- Opal Shampoo
- Vegetable Shampoo
- Tar Shampoo
- Almond Lotion
- Super-X-Nite
- Make-Up Foundation
- Cologne
- Make-Up Cake
- Rouge
- Lipstick
- Face Powder

True American HAND LOTION
25¢ Pint
For smoother, softer, whiter-looking skin. Soothes skin rough and red due to exposure. Fine for baby and for men before and after shaving.

Exotic Old World Perfume SARAVEL'S "MOROCCO"
A rich, exotic fragrance as mysterious as its name! Amber colored, in a cube-like bottle. **1.95**

New! DIAPERWITE
Perfect Diaper Wash No scrubbing! No boiling! **25¢**

SOAP LEAVES
Mail them overseas in your next letter. **25¢**

BUY AN EXTRA WAR BOND
in the Fifth War Loan Drive
Then Go to Liberty Bridge and Keep the Bell Ringing
Every Sibley Employee is a Bondholder!

All Toiletries Prices Plus Federal Tax
TOILETRIES, FRONT AISLE 1, 5 TO 8, MAIN FLOOR

SIBLEY, LINDSAY & CURR CO.



What Values for Friday & Saturday Shoppers!

Open An
Edwards
Convenient
Charge
Account

5 pc. "FIRE KING" BAKING SET

Guaranteed 2 Years Against Heat!

A complete baking set in sparkling blue Fire King Ovenware that will delight the "Kitchen Manager". Each piece is guaranteed for two years against oven breakage. They're right for baking, right for mixing, right for storing foods and nice enough for table service.

57
complete

Set Consists of:

- One 8-oz. Measuring Cup
- One 6 7/8-Inch Utility Bowl
- One ten inch Pie Plate
- One 8 3/8-Inch Utility Bowl
- One 10 1/8-Inch Utility Bowl

Phone Your Order
STONE 2300 or
Mail This Order Blank

ORDER BLANK
E. W. EDWARDS & SON, Rochester 4, N. Y.
Please send me the following Fire King sets at 57c a set.

ITEM	QUANTITY	PRICE
BAKING SETS
REFRIGERATOR SETS
NAME	
ADDRESS	
CHARGE	<input type="checkbox"/>	CHECK <input type="checkbox"/>

No charge for deliveries of \$2.00 or more.

↑ SAVE TIME!
SAVE SPACE!
SAVE FOOD!



6 pc. Triple Purpose "FIRE KING" Refrigerator JARS

Triple purpose refrigerator jars... six of them! Bake in them... use them to serve food in and then put them away in the refrigerator. Attractive ice blue glassware with stencilled design. You'll want several sets for home and the Summer cottage. Guaranteed 2 years against oven breaking.

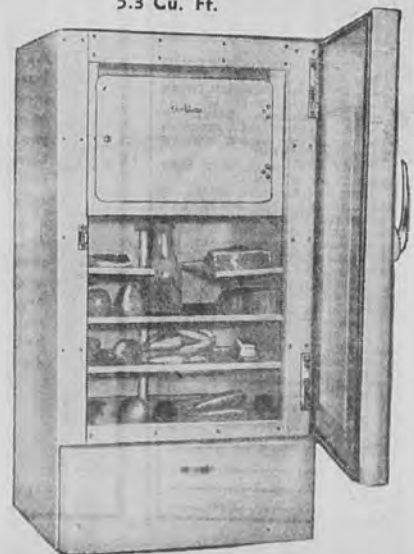
- Set consists of:
2 (4 1/4 x 4) Jars with covers 1 (4 1/2 x 8 1/2) Jar with cover
EDWARDS—Chinaware—Second Floor.

57^c
Complete

Liberal Allowance for Your Old Ice Box on the Purchase of a Beautiful Modern COOLERATOR

200 Lbs. of Ice FREE **69⁹⁵** \$14 DOWN, \$5 Monthly

- SAVES YOU MONEY**—Coolerator's low first cost and low ice consumption (average re-icing only twice a week) make it the most economical, yet ideal refrigerator for every family!
- SAVES YOUR TIME**—Easy to clean and no defrosting is ever necessary since no motor or machinery of any kind is used in Coolerator to keep food fresh longer.
- SAVES YOUR FOODS**—COOLERATOR'S washed-air refrigeration, with correctly balanced humidity, protects the Vitamin content, preserves the natural flavors; prevents rapid drying of food.
- SAVES YOUR HEALTH**—COOLERATOR uses ice, nature's own perfected method, in a new way, to keep food fresh and reduces spoilage to the absolute minimum. With a COOLERATOR too there's always plenty of pure crystal-clear ice for every occasion.



EDWARDS—Appliances—Sixth Floor.



2 Piece Stearns & Foster QUALITY DIVAN SET **39⁸⁷**

Ideal for any place where a bed is needed... home... apartment... or cottage. Durable striped ticking covers the mattress is upholstered with cotton felt and has non-sag reinforced sidewalls. The box spring has good old fashioned, hand tied steel coil springs... two pieces that will give long years of service.

Famous "Stearns and Foster" MATTRESS

If you're looking for quality in a mattress this Stearns and Foster mattress is your answer. French edged mattress upholstered with hair and cotton felt with reinforced sidewalls that won't sag. Covered in a fine quality striped ticking, furnished in single and full size.

24⁸⁷

EDWARDS—Furniture—Fifth Floor.



SHOP EARLY for these TERRIFIC BUYS!



Attractive 18th Century 3 PC. BEDROOM GROUP

89⁸⁷

Everything you could ask for or want in your bedroom suite. Fine mahogany veneers on gunwood, reeded corner posts, graceful mouldings and a glowing hand rubbed finish. Full size bed, chest of drawers and your choice of a dresser with hanging mirror or a vanity with mirror.

EDWARDS—Fifth Floor



GLASS JARS



MASON TYPE with VACUUM SEAL TOP

Pint Size	Quart Sizes
64^c	74^c
Doz.	Doz.

It's patriotic to can everything you are able to... for food fights for Victory! This tried and tested type jar is your assurance of satisfaction.

Ball Brothers Red Jar Rubbers... **7^c** doz.

EDWARDS—Housewares—Sixth Floor

Custom Tailored SOFA and CHAIR with SPRINGS

179⁸⁷

A two piece group around which to build an interesting, distinctive room. It is designed for comfortable living. With Full spring construction. Custom tailored and covered with fine quality coverings. The hardwood frames are dowelled and mortised to stand hard wear.

EDWARDS—Fifth Floor



STURDILY CONSTRUCTED

CHAIR

5⁸⁷

Well built mahogany chairs with a hound and one use. Will fit in your living room, at your desk.

EDWARDS—Fifth Floor



For Smart Dining! 7 Pc. Credenza 18th CENTURY DINETTE SET

You'll be proud to preside at the table of such a handsome dinette set. Roomy china cabinet, Credenza buffet, attractive design Duncan Phyfe table, four matching chairs with attractive upholstery seats. Fine finished mahogany veneers on gunwood.

159⁸⁷

EDWARDS—Fifth Floor



COCKTAIL TABLE with GLASS TOP

Add cheer and livability to your room with this cocktail table designed to really hold things. Mahogany veneer and gunwood handrubbed to a glossy satiny finish.

15⁸⁷

EDWARDS—Fifth Floor



Relax in this Big Roomy

LOUNGE CHAIR

29⁸⁷

Here is a real man's chair. The best of materials and workmanship have been employed. Covered in fine Ankerloop covering in blue or wine. Sturdy hardwood frames.

EDWARDS—Fifth Floor

The Colonel Tells Us

Among the machines developed because of man's aversion to work is the political machine.

The strongest thing about a weak man is his resourcefulness in finding excuses for his weakness.

It is well to judge a man's courage by his deeds, not his words.

No. 8 School PTA Sponsors School Outing

Annual school picnic of Carthage School No. 8 sponsored by the PTA, will be held next Wednesday at lower Maplewood Park at 2:30 p. m. Mrs. Benjamin Jaffa, chairman, will be assisted by Mrs. Morris Metz, Mrs. Arthur Blum, Mrs. E. Pike, Mrs. S. Sukert, Mrs. A. Schoenheireb, Mrs. Hollander and Mrs. D. Judd.

Communist Worker To Speak At Labor Rally



ELIZABETH GURLEY FLYNN

Elizabeth Gurley Flynn, women's columnist of The Worker and the Daily Worker, two labor newspapers, will speak at a Victory Invasion Rally Friday, June 30, 8 p. m., at Eagles' Hall, 22 Washington St. N. Miss Flynn will speak on "Toward Victory and a New World."

Also on the program will be the film, "The Negro Soldier," directed by Frank Capra. The picture will point up Miss Flynn's topic which will concern the need for further integration in the war effort of Negro and other minority groups.

The rally is under the auspices of The Rochester Friends of The Worker.

Eddie Cantor's 'Show Business' Comes To Capitol

Sparkling with originality and gay with old-time song hits and scenes from musical comedies of its period, Eddie Cantor's "Show Business" comes to the screen of the Capitol Theatre today, to prove itself one of the season's most entertaining tunefilms.

Eddie Cantor, George Murphy, Joan Davis, Nancy Kelly and Constance Moore are starred in the offering, which is the story of a group of show folk over a fifteen-year period. Cantor produced the film and wrote into it many authentic incidents of his own career and those of the other principals. This method ends authenticity to the whole production.

Women Volunteers Staff Liberty Bridge Booths

Volunteer War Bond saleswomen are playing an important part in the success of the booths at the Liberty Bridge again this week. Members of the Monroe County Federation of Republican Women's Club on Monday started their first day of selling during the Fifth War Loan Drive with Mrs. Kenneth Power in charge Monday evening. Mrs. William H. O'Grady and other members of the American Legion Auxiliary took over the booths.

The Council of Jewish Women staffed the booths Tuesday under the direction of Mrs. Arthur Loeb and Mrs. Barney Levy.

Today Beth El Sisterhood, headed by Mrs. Abraham Grossman are on duty in the booths until 6 p. m. Then Mrs. J. Stuart Zahniser will send volunteers from the Palace Theater. Anticipating large sales again this week-end, the Volunteer Committee, with Mrs. Paul E. Tanner in charge, will sell bonds all day tomorrow. In the evening, the Italian Women's Civic Club, headed by Mrs. Theodore C. Ferris will be on duty.

Mrs. James G. Dale and Miss Mary Wellman and members of the League of Women Voters will donate their services to the sale of War Bonds all day Saturday. In the evening, the Catholic Crusaders with Mrs. George A. Company in charge anticipate a big sale to end the second week of the Fifth War Loan Drive.

LEGION POST PICNIC

Frank E. Robertshaw Post No. 100, American Legion and Auxiliary will join in a basket picnic at the summer home of Mr. and Mrs. Charles Arthmann at 261A West Lake Road, Conesus Lake, next Sunday. Cars will leave Convention Hall at 10 a. m. Chester Cocker is honorary chairman and Charles F. Arthmann, general chairman. For transportation call H. Greydanus, Stone 3058 X.

JULY OUTDOOR GARDENING GUIDE

July is an important month in the gardener's calendar. This article gives you valuable advice on the care of your Victory garden in this critical time.

HOW GOOD A CANNER ARE YOU?

Here are the results of a coast to coast survey that revealed the slips that caused home-canning trouble last year. This article will prevent you from making the same mistakes.

Many other articles for the busy housewife including foods and recipes, gardening, furnishings and decoration, home planning and maintenance and items of interest for the whole family.

15c July Issue **BETTER HOMES & GARDENS** Now on Sale 15c

GI Joe Says . . .

(Continued from Page 1)

assumes personal responsibility for the training and the way things come off in general. Well on this particular day a colonel whose name we will not betray was showing guests how the boys were trained to keep even their heels close to the ground. Along comes a lad angling through the course almost on his knees, his posterior well off the ground. The colonel pompously waved the gunners to 'cease firing' and in the silence that descended, he reached for the mike controlling the loudspeakers.

"Where," boomed the colonel in scathing tones, "did YOU learn to crawl?" "You," shouted the colonel his fury mounting, "in the camouflaged helmet!"

The soldier pulled his nose out of the mud and looked at the stands. "Me, sir?" he inquired. "Yes — you," shouted the Colonel.

The lad looked a little stunned and his answer came back quite clearly through the hush —

"On Guadalcanal, sir."

The machine gun started up their clamour at once. The colonel disappeared!

Invasion note: A lad who speaks German asked a German PW what he thought of the invasion. The German replied that it would be a fluke Germany would win, he confidentially reported. It seems they have it figured out — our officers know we are losing, therefore treat German prisoners like kings — hoping for easier terms when we lose!

Views expressed herein are definitely NOT those of the U. S. Army!

"Keep trying . . . at least one day in every seven is lucky" means we must be ever alert and always persistent.

Don't Believe

Whiskey Jack is a drink!

(SEE PAGE 12)

Christine
Formerly of The Powers Beauty Salon

NOW AT GORDON'S BEAUTY SHOP

100 PLYMOUTH AVE. 5.—Opp. Mechanics

Featuring

COLD WAVE PERMANENTS

Hair Styling — Finger Waves
Dyeing — Rinses

FOR APPOINTMENT PHONE **MAIN 8006**

Our Famous SCULPTA Brand Extra Sheer

Super De Luxe

Frist Quality

\$1.10 pair

51 GAUGE FULL FASHIONED

NEW SUMMER SHADES

SCULPTA HOSIERY SHOPS

—213 MAIN ST. E.

TANKERS
are Needed Sir!

Urgently Needed

NOW!

ELECTRICIANS PIPEFITTERS
ELECTRIC ARC WELDERS

If Not Engaged In War Work Apply Now

You Can Back Production
By Building Ships Now

ODENBACH SHIPBUILDING CORP. — 4809 Decey Avenue

Pictured above is a Odenbach ocean going tanker leaving the all enclosed ship yard, to aid the United Nations in supplying fuel for our fighting forces.

Odenbach's

TANKERS • DERRICK BARGES • UTILITY BARGES

Serving the United Nations throughout the World

An **Orchid** To You

Each week Shopping News, in cooperation with Lloyd's Flower Shop, Powers Hotel, gives an orchid to a Rochester woman. This week the winner, selected from the city directory is

Mrs. Beatrice F. Taft
400 Hazelwood Terrace

If the winner will call at Lloyd's Flower Shop and identify herself within the next week she will be given free a beautiful orchid.

If a friend's name appears as an orchid winner—telephone her immediately. Maybe some day she will do the same for you.

PENNEY'S
J. C. PENNEY CO., INC.

Clinton Ave.—One Block South of Main

Penney Prices Buy Good Shoes

WHY PAY MORE?

Why pay more when Penney's modest prices bring you long-wearing, comfortable, good-looking shoes. Shoes that are designed to fit you properly, to give adequate support, plenty of toe room, so important for on-your-feet comfort. High prices DO NOT ALWAYS indicate long wear. When you buy your shoes at Penney's you can be assured you are getting FULL SHOE VALUE FOR EVERY DOLLAR YOU SPEND!

Shoe Dept. Street Floor

Women's Casual Slippers Sizes 3 to 9 **\$3.98**

Women's Casual Moccasins Sizes 3 to 9 **\$3.49**

Women's White Kid Pump Sizes 5 to 9 **\$3.49**

Insure Comfort. Cynthia Arch Shoe. Sizes 5-9. **\$3.49**

Cynthia Delux Arch. Sizes 4 to 9 **\$4.49**

Boys' Studly Oxfords Sizes 2½ to 6 **\$2.98**

Boys' Dress Army Ranset Sizes 2½ to 6 **\$2.98**

Extra Value! Work Shoes Sizes 6 to 11 **\$2.00**

Men's Dress Oxfords Sizes 6 to 11 **\$3.79**

Men's Moc. Army Ranset Sizes 6 to 11 **\$4.79**

Men's Dress Oxfords. Black or Brown Calfskin. Sizes 6-11 **\$4.79**

Boys' Non-Scuff Oxfords Sizes 8½ to 11½ **\$2.49**

Girls' Study Oxfords Sizes 12 to 3 **\$2.49**

Girls' White T-Strap Sizes 12 to 3 **\$2.49**

Boys' Non-Scuff Oxfords Sizes 12 to 3 **\$2.69**

Grammar Age Oxfords Sizes 8½ to 3 **\$1.98**

Men's Oxfords Wing Tip Sizes 6 to 11 **\$4.79**

This Star

The Govern Low Point' cently promi ure, has taug nutritious, a much as poi Energy Trio hetti and eg called upon ti as the main types of dish deserts.

Spaghet ½ lb. spac 1 lb. can, m 1 lb. lean 2 tbsps. shor Salt, pepp

Have butc inch cubes a with cleaver: 1 Heat sho over a mediu chopped onio Dip beef waf of tolar, salt to skillet an brown.

In case rol boil one quart one teaspoon ed. Break spa add, boiling minutes, stir

Add brown gravy, stir to sprinkle bea and cook in r degrees) unt makes six g

Instead of steving beef, 2 cups of left into half-inch

NONE S/ St. Jo AS

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Americ

To repres America in Monroe Co part time Permanent 803 CR

It may be WHEN YOUR CH

Does your his food? Does fore it's half ea guard. Niothe when accout weakness and a sign that the In such cases, Pepto-Manga ever from the b help to give essential for str appetite and re You recomen ruidown and g blood is delicio

GUIN'S PE

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IN LIQUID OR THE NEW

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Packagin Machine 45, in sential fo hours we ployment necessary

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This Month's Star Recipe

The Government's "No Point-Low Point" Foods Program recently promoted as a war measure, has taught Americans to use nutritious, available foods, as much as possible. The famous Energy Trio — macaroni, spaghetti and egg noodles, may be called upon time and time again as the main ingredient in all types of dishes, from salads to desserts.

Spaghetti-Beef Wafers
 1/2 lb. spaghetti
 1 onion, medium size
 1 lb. lean stewing beef
 2 tbs. shortening
 1/2 tsp. pepper and flour

Have butcher cut beef into 1 inch cubes and flatten them with cleaver into thin wafers.

Heat shortening in skillet over a medium fire. Add finely chopped onion and fry slightly. Dip beef wafers into a mixture of flour, salt and pepper, add to skillet and cook until golden brown.

In casserole bring to a rapid boil one quart of water to which one teaspoon salt has been added. Break spaghetti slightly and add, boiling it for about ten minutes, stirring occasionally.

Add browned beef wafers and gravy, stir to mix all ingredients sprinkle bread crumbs over top and cook in moderate oven (350 degrees) until meat is tender, makes six good servings.

Instead of one pound of lean stewing beef, you may use 1 1/2 to 2 cups of left-over meats diced into half-inch pieces.

NONE SAFER St. Joseph ASPIRIN

WANTED PATRIOTIC American Women
 To represent the Patriots of America in Rochester and Monroe County. Whole or part time.
 Permanent Paying Position
 803 GRANITE BLDG.

It may be a danger sign WHEN YOU CAN'T GET YOUR CHILD TO EAT!

Does your youngster just "pick" at his food? Does he push it away before it's half eaten? Then be on your guard, Mother! Loss of appetite, when accompanied by paleness, weakness and lack of pep, is often a sign that the blood is low in iron! In such cases, a good iron tonic like Pepto-Mangan can be very helpful. Pepto-Mangan replenishes whatever iron the blood may be lacking — helps to give it that rich redness so essential for strength and pep, hearty appetite and rosy cheeks. Many doctors recommend Pepto-Mangan for run-down and growing children whose blood is deficient in iron. Ask for —

GUIDE PEPTO-MANGAN
 THE FAMOUS TONIC WITH VITAMIN B-1
 IN LIQUID OR THE NEW TABLET FORM WITH VITAMIN B-1

FEMALE FACTORY WORKERS

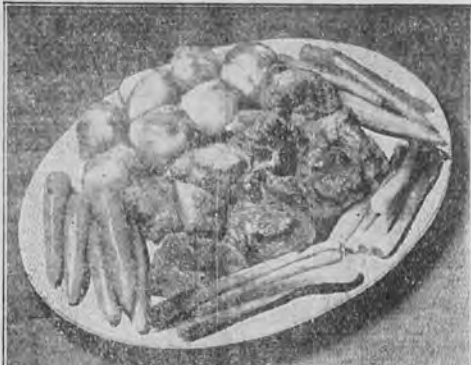
Packaging and Filling Machine Operators, 18-45, in factory of essential food industry, 53 hours week. Steady employment. No experience necessary.

APPLY DAILY EXCEPT SATURDAY
R. T. FRENCH CO.
 Off East Main St. near Palmer

HAY FEVER AND ASTHMA SUFFERERS

Get Relief This Quick Easy Way
 Start NOW — Build Resistance 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

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



PARTY STYLE VEAL STEW

The tender young vegetables coming up in early-bird Victory Gardens, or available in most markets, suggest this attractive platter that belies the humble name of stew. Generous browned chunks of veal shoulder, cooked tender through slow simmering, arranged with little new potatoes, young carrots and fresh green onions, and topped with a brown gravy make a satisfying dinner.

Skin Cleansing

Give your skin a grand washing with a soap emulsion. This releases all dirt and perspiration. Then rinse with cool water; a last splash with col water. Dry gently. Then apply a few drops of cream lotion. Pat in well, then smooth on a few drops of liquid powder. Pat dry, then a dusting of face powder. Your skin will stay clean and cool for hours!

U. S. FLAG HISTORY
 The Flag of the United States is the third oldest of the National Standards of the World — older than the Union Jack of Britain or the Tri-Color of France. It was first authorized by Congress, June 14, 1777.

There is no luck in success. It is largely a matter of our individual perception and understanding, of being keen-minded enough to recognize and grasp opportunity when it comes.

The Army and Navy have set a theoretical ratio of one dentist to every 800 men. Actually, the American Dental Association reports, the nation is about one to every 800 although more dentists are being recruited by the armed forces.

Consumer News

THE LAUNDRY NEEDS YOUR AID.

During the present help shortage you can help the laundry by cooperating. Flatwork — Don't fold sheets, towels, pillow cases, napkins, etc. Keep little articles together. This enables a faster listing of bundles.

Shirts — Don't leave sleeves rolled up or cuffs buttoned. Unbutton all buttons. Conserve by trying to get an extra day's wear out of each shirt.

Small Pieces — Dust clothes, odds and ends. Launder as many as possible at home.

Bundles — Don't send small bundles each week. Let your laundry accumulate until you have a large bundle. This saves trips and clerical work.

Use Laundry Bags — This will enable you to send larger bundles.

We Know A Woman, Who Knows About A Soup . . . That Men Love . . . And Ask For . . . More!

Inasmuch as pleasing the men of the house seems to be a woman's chief mission in life, we pass it on to you:

Swedish Soup
 Soak 1/2 cup Pearl Tapioca over night then cook the tapioca in water or any fruit juice, cider, grapejuice or the liquid from pickled peaches. When the tapioca is transparent, add raisins and the fruit which may be canned, dried or fresh or a combination of all three and may include, peaches, pears, rhubarb, prunes, cherries, apricots, apples or applejuice. Just before serving add paper thin slices of orange. If fresh or dried fruit is used, cook it in the fruit juice until tender, besides and blend. Melt small amount of fat in skillet. Drop liver mixture from spoon into skillet, forming patties. Sauté 5 minutes, or until done. Makes 6 patties.

HELP WANTED SALES LADIES

For full or part-time work. Permanent positions. Turn your spare time into money if you are available several days a week from 11 to 5 or longer. Experience helpful but not essential. Apply to Mr. Maloney.

Those Now Employed In Essential Industries Will Not Be Considered For Full Time Employment.

LINCOLN STORES, Inc.

of left-over jelly may be added. A small piece of stick cinnamon cooked with the tapioca adds a nice spicy flavor.

This soup may be served either hot or cold and for either an appetizer or a dessert.

Our friend, the woman who knows says . . . as a matter of fact, this is the kind of soup that gives you a chance to just "let yourself go."

HOME CAN BE AS DANGEROUS AS A BATTLEFIELD.

There were over thirty thousand deaths in this country last year that were the direct results of accidents in homes. And there was a serious accident in one home out of every seven in the nation, besides.

Most accidents don't have to happen. They are caused by some kind of carelessness.

Make a safety campaign part of your spring housecleaning. Home SHOULD be the safest place in the world. Most of the things that cause accidents are so simple. Scatter rugs, slip, and throw the unwary person who steps on them. Toys or other articles are left on the stairs — and some one takes a nasty spill. Burns, cuts, minor shocks from defective electrical appliances — even explosions from using cleaning fluids — all such accidents are usually preventable.

Clearance!
1,000 DRESSES
\$2.00
 Values to \$8.99

- New Cottons
- Span Rayons
- Jersey Prints
- Solid Crepes

A value-sensation . . . these fine summer dresses at this price. Newest colors, solids and prints. Sizes 9 to 17, 12 to 20, 28 to 44.

Downstairs Fashion Center

Exciting Value!
 Perfect Quality Seamless Rayon
CHIFFON HOSIERY
 3 PRS. FOR \$1.20

They fit and look like a "coat of tan." No seams to twist and turn. All first quality at a real saving.

MAIN FLOOR

SPECIAL PLAYWEAR VALUES!
\$2.88
 Your Choice . . .

- Play Suits (Shirts Extra)
- New Play Shorts
- Walter and Shorts
- Summer Suits

MAIN FLOOR

NEW POLO SHIRTS 79c
 Slight irregularities that are not noticeable and do not affect the wearing qualities. Stripes and solids.

Darling Shop
 190 Main Street East

Weird's has the things you need 'ROUND THE HOME!

CHARM SHELF
\$1.00

Two glass shelves and finished wood supports. Complete with window attachments.
 Housewares, Basement

Never-Tip, Dome Type FLOWER HOLDERS

Set a lovely table centerpiece with flowers, artistically and steadily arranged.

1 1/4 in. diameter size . . . 20c
 2 1/2 in. diameter size . . . 30c
 3 1/2 in. diameter size . . . 50c

Housewares, Basement

Rust proof made of lead.

RUSTIC LAWN Furniture

Attractive, sturdily made Cedar Lawn Furniture that will fill a definite need in your yard.

Rustic Cedar Chair . . . \$4.95
 Rustic Cedar Settee . . . \$5.95
 Rustic Flower Table . . . \$1.75

YACHT MOPS

Med. Size . . . 50c
 Large Size . . . 70c

Best quality cotton mop. Long, smooth varnished handle. Made especially to fit cone mop wringers.

GLASSES

Reg. 10c Val.
6c
 Each 70c
 dozen

Plastic CONTROLLED PORTABLE SPRAY

Something new in showers — a CONTROLLABLE spray by a simple twist of the wrist. Completely portable — plug in where needed. Attractive and durable — in smartly designed plastic.

\$1.00

HELP WANTED

We have openings for several men and women for desirable sales positions.

DUZ THE NEW GRANULATED SOAP
 Your Choice
DUZ IVORY SNOW SUPER SUDS
 2 boxes **45c**

Free City Delivery
 Free Parking Opposite With \$1 Purchase

Weird's
 15 EXCHANGE ST.

No C.O.D.'s on Purchases Under \$1

MAIN 7900

For enjoyment doubled and redoubled — serve ROMA Wines, too!

Discover the secret of famous chefs — that ROMA Wines make any meal taste better — easily, thriftily.

For a new mealtime thrill, start with an "appetizer" of zesty ROMA Sherry. Accompany your main dish with delicate ROMA Sauterne, or full-bodied ROMA Burgundy. See what a difference it makes, at meals, when entertaining . . . for only pennies a glassful!

ROMA combines Old World skill with modern genius to produce wines of such excellence, they are . . . America's largest selling wines! If your dealer is out of ROMA, please try again, soon.

ROMA WINE CO. • Fresno • Los Angeles • Berkeley • California

ROMA—America's Largest-Selling Wines

Made in California for enjoyment throughout the world!

The Young Folks



are Remembered in

RUDOLPH'S
38th ANNIVERSARY
Celebration

We have a fine selection of quality gifts for the young folks... lasting gifts that will be treasured.



STERLING BABY CUP
Classic style in sterling silver. Practical, lovely gift. **4.25**

Prices Include Tax
Use Your Credit



FORK AND SPOON
Sterling silver in lovely design. Straight spoon and fork. **4.25**



BABY LOCKET
A welcome gift. Gold filled locket, complete with fine chain. **2.35**



BABY BRACELET
Charming design in this gold-filled bracelet. **2.99**



BABY CROSS
Always a popular gift. Lovely design, gold filled. **1.98**

Rudolph's

CORNER EAST MAIN AT SOUTH AVENUE
IN BATAVIA — 109 MAIN STREET
Open Monday From Noon 'Til 9 P. M.

ELSCO STORES QUALITY FOODS
3 for 20c
OLD DUTCH Cleanser 2 for 15c

IVORY SOAP	Lux Flakes .med. 10c
Guest Size 5c	Lux Flakes .lg. 24c
Medium 2 for 13c	Lux Toilet Soap 2 for 15c
Large 11c	Lifebuoy Soap 2 for 15c
Ivory Flakes .lb. 24c	RINSO
Ivory Snow .lg. 24c	Med. 10c Lg. 24c
Camay Soap 2 for 15c	SWAN SOAP
Lava Soap 7c	Regular 2 for 13c
Oxydol lg. 24c	Large 11c
DUZ lg. 24c	Gold Dust Powder

CRISCO	1 lb. 25c	3 lb. 73c
GOLD MEDAL	5 lb. 29c.	25c lb. \$1.35
White House Coffee 25c lb.	20 MULE TEAM BORAX 15c	BORAXO New Hand Cleaner 15c

PALMOLIVE SOAP 2 for 15c	OCTAGON Granulated 24c
SUPER SUDS Large 24c	Laundry Soap 5c
	Soap Powder 5c
	Toilet Soap 5c
	Cleanser 5c

SCARFS
SQUIRRELS MOUNTAIN SABLE MINK & KOLINSKY SILVER FOXES
Store Your Fur Coat Now
MODERATE PRICES
CLIFFORD FUR CO.
1283 CLIFFORD AVE.
One Block Off Portland
CLIFFORD FUR SELLS FOR LESS

HELP WANTED
M A L E
Packers, galvanizers, plate drivers with some experience. Trainers and general factory workers.
Apply Immediately
MONROE ORDNANCE
845 MAPLE ST.

CANADA

STEAMSHIP LINES

TORONTO GO BY BOAT
TUESDAYS • THURSDAYS • SUNDAYS
ROUND TRIP \$7.20 Plus Tax

BOAT LEAVES 11:45 P. M. FOOT OF LAKE AVE. PORT OF ROCHESTER — HOTEL SAGAMORE BLDG. (Opp. K. J. Pflieger, D. P. L. Hotel Sagamore Bldg., 101 East Ave. (Stone 500)) Rochester 3, N. Y.

RED WINGS vs JERSEY CITY

DOUBLEHEADER SUNDAY

FIRST GAME 2 P. M.

Downtown Ticket Office — 93 Clinton Ave. South

Let's all KEEP BACKING THE ATTACK... with War Bonds!

GENESEE LAGER BEER

Pete Hagen's

A NAME FOR CHOICE LIQUOR
A LIQUOR FOR EVERY CHOICE

COOL CREAMY HEAD SLOE GIN A Summer Special

READY TO SERVE COCKTAILS Just Chill and Serve

SMOOTH MELLOW DELICIOUS CORDIALS For Every Occasion

A name that has simplified buying for summer uses — ask for Our New Recipe Book.

Your neighborhood store will supply you with a full line of "Pete Hagen's" products.

popper morson company
Rockefeller Center, New York 20, N. Y.
QUALITY LIQUORS SINCE 1888

Back The Attack... BUY WAR BONDS NOW!

WASHABLE WINDOW SHADES

Selection of colors New roller included
Sizes 6 ft. x 36 inches

WITHOUT ROLLER 29c
39c

Lucas DURAFILM

FOR INTERIOR WALLS AND WOODWORK

A remarkable new oil paint for walls, ceilings, of plaster, wood, composition, barium, cement. It's really washable! A permanent finish that defies all stains... even ink and mercuriochrome. Soap and water removes dirt film and stains without affecting the pastel finish. In Gloss and Semi-Gloss.

\$1.17 1 Qt.

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

CORRECTION!
Our advertisement in Shopping News of June 13 quoted Spry 1 lb. jars at 15c. The correct price is 25c.

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

Special LINOLEUM OFFER

From our large selection of patterns, all colors through to black. It is still possible to modernize that kitchen floor with

ARMSTRONG

INLaid LINO FLOOR **\$18.75**
Any Room Size Up To 9x12

COMPLETE WITH LABOR AND MATERIALS

WANTED USED TRUNKS
LUGGAGE, GOOD CONDITION
TOP PRICES
KRIEGER'S
135 CLINTON AVE. S. STONE 2281

NO APPOINTMENT NECESSARY

EXTRA Special! For One Week Only

Our Famous Tulip Oil "STARLET" **PERMANENT \$3.50**

For a more glamorous summer... a lovelier you... an expert, contour-shaped setting that gives your hair new beauty. Besides you save \$1.50.

FINGERWAVE, 50c Regularly \$5.00

SUNRISE BEAUTY SHOPPE
9 to 6 Daily; 9 to 9 Mon. Other Ev's by Appointment, Ground Floor
90 EAST MAIN • MAIN 2422

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, are a bit blue—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 delicate organs. Taken regularly throughout the month—it helps build up resistance against such symptoms. Thousands upon thousands of women report benefits!

There are no harmful opiates in Pinkham's Compound—it is made from nature's own roots and herbs (plus Vitamin B₁), it relaxes muscles. Also a fine stomachic! Follow label directions. Worth trying!

Lydia E. Pinkham's VEGETABLE COMPOUND

KEY COUPON
DUZ large box
Limit 1 **18c**

KEY COUPON
Borden's Chocolate MALTED MILK
Lb. Jar
Limit 1 **26c**

KEY COUPON
Zipper Leather TOKEN PURSE
Ass't. Colors
Reg. 59c
Limit 1 **29c**

KEY COUPON
ANACIN TABLETS
Bot. of 50
Reg. 75c
59c

KEY COUPON
DR. WEST TOOTH BRUSH
Ass't. sizes & Shapes
47c

KEY COUPON
SACCHARIN TABLETS
Bottle of 1000, 1/2 or 1/4 Gr.
44c

KEY COUPON
MAX FACTOR Pancake Makeup
9 SHADES
\$1.50 each

KEY COUPON
VICKS NOSE DROPS
5c size
39c

KEY COUPON
Lydia Pinkham Veget. Compound
Reg. \$1.35
69c

KEY COUPON
Feen-A-Mint
Regular 25c size
19c

KEY COUPON
LYSOL DISINFECTANT
6c size
47c

KEY COUPON
ENERGINE Cleaning Fluid
8 oz. size
29c

KEY 470 N. GOODMAN NEAR MAIN 1861 MONROE WINTON
ROCHESTER'S MODERN CUT RATE 457 RIDGE RD. NEAR DEWEY DRUGSTORES

TODAY THROUGH WEDNESDAY

BUG KILLER SPECIALS

FOR GARDENERS AND FARMERS

Antrol Traps . . . 4 for 39c
Antchek Traps . . . 10c
Ant Buttons . . . 17c
Black Leaf '40' . . . 33c
Kryocide . . . 35c
Paris Green . . . 15c
Rotenone Ant Powder, 29c
Peterman's Ant Powder . . . 19c

FOR CAMPERS AND SPORTSMEN

Skat 57c
Oil Citronella . . . 21c
Kimballs Fly Oil . . . 25c
Jitter Bug . . . 33c
Mosquitone . . . 25c
Flyded, Pint . . . 20c
Black Flag, Pint . . . 17c
Ridsect, Pint . . . 29c

NEW!

STERINE TOOTH POWDER only 33c Double-size

NEW—QUICK-FOAM POWDER
NEW—WAR-ECONOMY PACKAGE
NEW—WHIRLPOOL CLEANSING

BEAMS 8 VITAMINS
EXTRA-POTENCY B COMPLEX (Above Minimum Daily Requirements)

plus A, D and C

10-DAY SUPPLY **49c**

LUCKY STRIKE \$1.46 Tax Paid

RUBBER NURSING BOTTLE CAPS
2 for 13c

HEAVY AMERICAN MINERAL OIL

Buy The Large Economy Size

Pint 25c
Quart 45c
1/2-Gallon . . . 85c
Gallon \$1.49

FREE Vimms VITAMINS-MINERALS

50c size FREE when you buy large size \$2.25

VALUE FOR \$1.69

VITAMINS AND MINERALS GOVERNMENT EXPERTS SAY ARE NEEDED IN THE DAILY DIET

KEY COUPON
PREP SHAVE CREAM
35c size
Limit 1 **11c**

KEY COUPON
Carbana White SHOE CLEANER
35c Bottle
Limit 1 **9c**

KEY COUPON
PHILLIPS' TOOTH PASTE
25c size
Limit 1 **11c**

KEY COUPON
MERCERIZED Shoe Laces
Black, White or Brown
2 pairs **5c**

KEY COUPON
CANNING Jar Rubbers
Box of 12
5c, 6 for 25c

KEY COUPON
MOLESKIN
12x7 Inches
Reg. 35c
19c

KEY COUPON
CLAPP'S BABY FOOD
STRAINED
3 for **20c**

KEY COUPON
MEAD'S Dextrin Maltose
Reg. 75c
63c

KEY COUPON
FREEZONE
Reg. 35c size
17c

KEY COUPON
GRIFFIN WHITE SHOE
Reg. 25c bottle or tube
19c

MANY WOMEN
FEM
Modern New Hospital Tested
Many doctors regular use of who want to... for women... odor, discharge...
Some products... damage... use of... may cause irrit...
But NOT...
FEM... a mighty effe... (a new mod...
FEM... type...
FEM... great numbers...
FEM...
Lydia E. Pinkham
IVOR...
Lgc. 10c...
NEW IVOR...
Large 25c...
IVORY...
Large 25c...
LAV...
CAMA...
3 for...
DI...
Large 25c...
OXY...
Large 25c...
CRI...
No Pain...
1 Lb. 25c...
None Better...
BUS

MANY WOMEN OVERJOYED OVER THIS "IMPROVED"

FEMININE HYGIENE

Modern New "BACTERIOSTATIC"
Hospital Tested With Splendid Results!



Many doctors today recommend the regular use of douches for women who want to be refreshingly clean, for women troubled with offending odor, discharge and minor irritation. Some products may be harmful germicides which burn, harden and damage sensitive tissues. The regular use of strongly alkaline douches may cause irritation and injury, too.

But Not Lydia E. Pinkham's SANATIVE WASH! Instead, this is a highly effective "bacteriostatic" (a new modern trend). Pinkham's Sanative Wash contains the same type beneficial ingredients which great numbers of doctors and skilled chemists say is one best principle of

douching. It discourages growth of the more vulnerable bacteria, cleanses, deodorizes and relieves itching, minor irritations and discharge.

Pinkham's Sanative Wash is one product for Feminine Hygiene that, despite its great strength, has a beneficial, helpful effect on delicate membranes. Thus, it may be used often as needed. Inexpensive, too.

Lydia E. Pinkham's **SANATIVE WASH**

- | | |
|---|---|
| IVORY SOAP
Lge. 10c - Med. 2 for 13c | OLD DUTCH CLEANSER 9c |
| NEW IVORY SNOW
Large 25c - Medium 11c | WINDEX
15c |
| IVORY FLAKES
Large 25c - Medium 11c | 20 Mule Team BORAX
1 lb. 15c |
| LAVA SOAP
7c | Cleans Dirty Hands
BORAXO .. 2 for 29c |
| CAMAY SOAP
3 for 20c | KIRKMAN FLAKES
Large 25c |
| DUZ
Large 25c - Medium 10c | WOODBURY SOAP
9c |
| OXYDOL
Large 25c - Medium 10c | Kirkman Granulated
Large 26c |
| CRISCO
No Points Needed
1 Lb. 25c — 3 Lbs. 73c | SUNBRITE
CLEANSER 6c |
| WHITE HOUSE COFFEE
None Better At Any Price 1-lb. 29c | |
- BUSY BEE STORES**
Co-operating With B-K Co., Inc.

Suntour Cruise News

WEDNESDAY, JULY 5 — First cruise of the season leave Rochester 9:45 p.m. aboard steamer Kingston. Cruise Lake Ontario, through the Thousand Islands, the St. Lawrence River, Rapids and the beautiful St. Lawrence River to Montreal and Quebec. Full day exploring Quebec and visiting the shrine of Ste. de Beaufre. A full week-end in Montreal with headquarters at the Mt. Royal Hotel. All meals while in Montreal at Mt. Royal Hotel (Main Dining Room) stay over Saturday night. Return to Rochester Sunday night, July 9.

All-expense cost is \$59.50 per person plus tax. Everything included.

Four reservations remain open.

NOTE: This cruise will be repeated on August 2 and August 30. No reservations are at present available for Aug. 2 but 16 reservations are open for Aug. 30 cruise.

MONDAY, JULY 17 — First of two cruises to the Saguenay River. All features of the Montreal and Quebec tour outlined above plus overnight stay at Chateau Frontenac in Quebec, and a cruise up the beautiful Saguenay River into the heart of French Canada. Return to Rochester Sunday night, July 23.

All expense cost per person is \$65.50 plus tax.

Three reservations remain open.

NOTE: This cruise will be repeated on August 14. Nine reservations remain open for the August Saguenay cruise.

Full information, reservations, etc. are available at Suntour Travel Department of The Rochester Sun, 93 Clinton Ave. S. Phone Stone 6900.

Murray Bay Steamers Run On Daily Schedule

MURRAY BAY, Quebec, Can. — The Manoir Richelleu opened Monday for the season. Unlike some vacation spots which have been affected by war-time travel conditions, the Manoir is easily reached by steamers of the Canada Steamship lines which provide daily service from Montreal and frequent additional sailings direct from Rochester. This accessibility and the hotel's won natural advantages, is reflected in the number of advanced reservations made by Americans.

Mountains and Lakes Dot New York State

ALBANY — Rugged mountain scenery, dotted with some of the most beautiful lakes in the world, is the dominant characteristic of northern New York State, for the last hundred years one of the most popular vacation lands in the nation.

A description of this section is contained in the booklet, "Nearby Vacations in New York New York," distributed free by State and a "Guide to Northern New York State Department of Commerce, Albany. The guidebook, published for the first time this year, contains the names of several score resort communities, with information on hotel, railroad and bus accommodations and a list of the recreational attractions in each village.

The Adirondack Mountains are easily reached by the New York Central Railroad from New York Albany and Utica.

Midshipmen Visit Ausable

AUSABLE CHASM — Among those now visiting Ausable Chasm are midshipmen in training at Camp Macdonough at Plattsburgh. Mr. Philip E. Baber, manager of the chasm, who also is treasurer of the Adirondack Resorts Association, anticipates

Golf Tourneys Listed By Lake Placid Clubs

LAKE PLACID CLUB, N. Y. — The first of what promises to be a record number of visitors for a summer season began arriving here in considerable numbers last week end. Many others are expected during the coming week.

The clubhouse has now reopened for the season. West Club, which will again house the skaters, reopens this week end.

The coming week will be marked by a reunion of many Canadian members and friends who will take advantage of a change in their government's travel restrictions to enjoy their first war-time holiday in the Adirondacks. A special program emphasizing outdoor recreation has been arranged in their honor.

The club golf courses are being increasingly patronized these days, although the first major tournaments of the season are not scheduled until the end of this month.

Midshipmen Guests At Lake Placid Arena

LAKE PLACID, N. Y. — Young men from Camp Macdonough, naval training center at Plattsburgh, were among the guests for the opening of the ice-skating season on the Olympic Arena ice last Saturday.

The Victory Club, a group of women from the cottage colony, will aid in welcoming groups of midshipmen from the new Camp Macdonough class reporting at the camp July 1. For members of the class graduating June 27 the club has been host, contacting home owners who provide accommodations for the visiting trainees during their visits here in the mountains.

Opening of Whiteface Inn June 24 is being preceded by arrival of campers and cottagers. Women of the colony will resume their work for the Red Cross.

Conferences at Poland Springs

POLAND SPRING, Me. — War conferences and assemblies to be held at the Poland Spring House during June include the seventy-seventh annual meeting of the Maine Pharmaceutical Association, June 19; the annual field day of the Kora Temple of Shriners, of Lewiston, Me., June 21; Maine Bankers Association, June 22.

Don't Believe Whiskey Jack is a drink!

(SEE PAGE 12)

a large throng from the camp and their friends throughout the Champlain Valley to explore the chasm during commencement week at the camp.

- | | |
|------------------------------|-----|
| RINSO 1 Lb. Box | 23c |
| Lux Flakes 1 Lb. Box | 24c |
| LIFEBUOY 2 bars | |
| LUX SOAP 15c | |
| SWAN SOAP 2 Med. Bars | 13c |
| SPRY 3 Lb. Can | 69c |
- American Economy Stores

WISE BUY!
for qualified motorists

B. F. Goodrich SILVERTOWN
Easy terms on all popular sizes.

B.F. Goodrich Silvertown Stores
675 E. MAIN—MAIN 7300

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 Evening 'til 9—Other Evenings 'til 7

ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS



ANYBODY YOU KNOW?

IT'S JUST a bent and twisted piece of metal lying in the mud of Italy—that identification tag you see above.

It's also a young life snuffed out like a candle in the wind... then heartbreak.

Yes, it's all these things, but...

It is also a fighting American who stopped a bullet aimed at the heart of America!

How can we lie comfortably in our beds at night with his last scream still circling outward in space, calling upon us to stand fast, to fight, to carry on until the last fascist is driven from the earth?

The conscience of America demands that none of us rest until we have done our utmost to match the sacrifices of those boys who are giving their utmost—their very lives!

If you think you can't afford to buy more Bonds, just consider that that boy in Italy couldn't afford to give his life, either. And his mother couldn't afford to give him... or his father or his sweetheart.

FIND A WAY! BUY MORE THAN BEFORE!

The crucial hour is at hand. The greatest Drive for Dollars in all history cannot wait—the Government needs the money urgently—and it needs it Now!

When a Victory Volunteer comes to your door during the 5th War Loan, asking you to increase your Bond purchases, remember he is taking time from his work to help bring Victory that much closer.

Don't put him off. Don't make him come back. Be ready! BUY MORE THAN BEFORE!

- 5 REASONS FOR INCREASING YOUR WAR BOND PURCHASES**
1. The tempo of this war is hitting its highest point. Government expenditures for war are at the peak. MORE MONEY IS NEEDED... NOW!
 2. In proportion to WHO HAS THE MOST MONEY, individuals are not buying their share of War Bonds. America must correct this situation.
 3. War Bonds provide the farmer and rancher with the financial reserve he must have to survive the ordinary ups and downs of farming as a business.
 4. Money will be needed urgently at a future date to replace and repair farm equipment, machinery, and buildings. War Bonds will provide it.
 5. War Bonds are the safest investment in the world, return a good rate of interest, are easy and convenient to buy... from bank, post office, rural mail carrier or Production Credit Association.

Back the Attack! - BUY MORE THAN BEFORE!

Contributed in the interest of the Fifth War Loan by

BRIGHTON PLACE DAIRY
PROVEN QUALITY SINCE 1897

Sealtest MILK AND CREAM



White summer handbags

- UNDERARM STYLES
- TOP HANDLE STYLES
- ZIPPER BAGS
- COVERED FRAMES
- SACHEL TYPES
- ENVELOPE STYLES

2.98
Plus 20% Federal Excise Tax

Here at Sears... these much-in-demand, gleaming all-white summer handbags featuring super-quality simulated leather, at this amazingly low price! Just note the smartness and variety, as sketched here. And remember—these bags look smart with everything; are rich, gleaming white—and easy to sponge clean in a jiffy.

SEARS, ROEBUCK AND CO.
Monroe Ave. at Union St.

New Hampshire Resorts Expect Many Visitors

WHITE MOUNTAINS, N. H.—The White Mountain area promises this season to become one of the country's most popular vacation resorts. Several of the smaller inns opened early and the larger hotels will be open to

accommodate a record number of vacationists over the July 4 holiday.

Among the important changes of this season are the sale and reopening of several hotels closed last season. These include the Mount Washington at Bretton Woods, the Maplewood Club at Maplewood, Gray's Inn at Jackson, Wayside Inn at Beth-

lehem, the Forest Hills at Franconia and the Waumbek at Jefferson, purchased recently by Mr. Herbert Malcolm, of the Hillsboro Club on the Florida coast. The Maplewood and Forest Hills will open June 27, the Mount Washington July 1. Now open are the Ravine House, Randolph and Spalding Inn, Whitefield, The Mountain View, at Whitefield, opened June 17, completely booked for the season. Opening July 1 are the Sunset Hill House and Hotel Lookoff, Sugar Hill, The Waumbek expects to open early in July. Peckett's on Sugar Hill opened in late May. The Crawford House at Crawford Notch opens July 1.

- IVORY SOAP**
Lg. 10c Med. 2 for 13c
- IVORY SNOW or FLAKES**
Large Box 24c
- CAMAY SOAP** 2 for 15c
- LAVA SOAP** 7c
- DUX or OXYDOL** lg. 23c
- CRISCO** 3 lb. jar 69c
- American Economy Stores

Louella Parson's THE GAY ILLITERATE
A condensation of the gayest, maddest book about Hollywood. The author is often called the most powerful woman in the movie capital and this story reveals the inside of Hollywood as no one has before.

F. D. R.'s MAN FRIDAY
The story of Samuel I. Rosenman, right arm to the President. Hailed as the best listener in Washington, "Sammy the Rose" accomplishes more than anyone else in the Capital.

This issue is jammed with other timely and interesting articles as well as features and photographs you will find only in this pocket-sized magazine.

25c July Issue **CORONET** Now on Sale 25c

Reflections (Continued from Page 1)

has a mere handful of reporters of its own. And so, what you hear in the way of news over the radio is taken from the hard-earned reports of newspaper reporters and official combat correspondents. The radio has a proper and firm place in the home but its news service is a skeletonized report, based upon the three great news gathering agencies.

FROM "TIME" MAGAZINE JUNE 19 —

U. S. correspondents' copy direct from the beaches reached the U. S. 28 hours to four days late. Radio, the press's light-swift competitor, got its biggest break and made the most of it. As it always

Don't Believe
Whiskey Jack is a drink!

(SEE PAGE 12)

Scene and Word (Continued from Page 1)

DEFINITION OF CHAMPAGNE: A beverage that makes you see double but feel single.

Some of the Yanks in England think English customs are strange compared to ours, but here is what one Briton thinks of us: "You Americans," he said, "are a funny people. When you make a drink you put sugar in the glass to make it sweet, lemon to make it sour, gin to make you warm and ice to keep you cool. Then you say 'Here's to you' and you drink it yourself."

The Lord gave us two ends to use — One to sit with, one to think with. The war depends on which we choose. Heads we win, tails we lose.

DEFINITION OF A DIVORCE: The hash made from domestic scraps.

A woman on the East Side advertised in one of those Lonely Hearts Club magazines for a husband. She got one, but it cost her \$9.00. After a few months of happy marriage, he

was taken in the draft, trained overseas, and killed in action. She now gets \$10,000 insurance and a widow's pension for the rest of her life. Yet, some people will tell you it doesn't pay to advertise.

48TH STAR FOR ARIZONA
Arizona was admitted to statehood by Congress, February 1912, making the 48th state. It was admitted to the Union, the present flag with 48 stars the field of blue dates from February 1912.

THEY'RE CALLING FOR "Tammy"

Tammy

TamoShanter
LAGER BEER and ALES

There's 82 years' continuous brewing experience back of every glass of Tam o'Shanter Lager Beer and Ales. People are calling for "Tammy" because of just right flavor, sparkling zest and creamy, mellow smoothness. You'll enjoy them. American Brewing Co., Rochester, N. Y.

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. FRIDAY 8:15 P. M. SAT. 8:15 P. M. SUNDAY 8:15 P. M. REG. \$3.00 BOARD \$1.00 JEFFERSON MONDAY AFTERNOON GAMES 1:30 P. M. 23 GAMES

CAPITOL HALL
55 W. MAIN ST. Door Special \$25 to \$50 Mon. - Tues. - Thurs. 1:30 P. M. WED., FRI., SAT. 8 P. M.

UNION LEAGUE
SOUTH AVE. Corner GREGORY SUNDAY NITE 25 Games — Reg. Bingo \$5, \$6, \$7, \$8, \$9 MONDAY, FRIDAY NITES 30 Games — Reg. Bingo \$5, \$6, \$7, \$8, \$9 SPECIAL — 5 WAYS 5 Sat. Afternoon 1:30 25 GAMES REGULAR BINGO \$5-\$6 Early Bird at Every Game

STAR BINGO
SPECIALS 5 and 6 Ways Early Bird Special At All Games ADMISSION 25c—Plus 5c Tax MUHS BOWLING HALL 911 CLINTON AVENUE NORTH

BINGO
SATURDAY, JUNE 24th 8:15 P. M. 23 REG. GAMES \$5.00 & \$10.00

WEGMAN HALL
371 E. MAIN ST. SUNDAY NIGHT \$5-\$15 MONDAY NIGHT \$5-\$10 REG. GAMES 25 GAMES 25 GAMES AFTERNOON GAMES 1:30 WEDNESDAY FRIDAY SATURDAY Early Bird Special At Each Game

STRAND THEATRE
62 ST. PAUL ST. \$1,000 IN CASH EACH NITE NO JACKPOTS COME EARLY! SEE A GOOD SHOW!

A TRIBUTE TO ROCHESTER'S WAR EFFORT



Local Organizations Make Rochester One of the Most Hospitable Cities in the Country

Service men and women regard Rochester as one of the most hospitable cities in the United States. We don't say this boastfully because, after all, no one deserves any particular credit for being nice to those who are fighting their battles. It is the duty and obligation of us at home to do everything possible for the comfort and cheer of our fighting men and this work is a labor of love in thousands of communities. We mention it here merely to call the attention of the civilian population to the comprehensive program of welfare, recreation and entertainment which is being provided by many different local organizations. Few of those outside the armed forces have any idea of the scope of the various services performed by the different local organizations and their thousands of volunteer workers.

The U. S. O., with its headquarters in Franklin Square, is the major center of recreation. In the year and one-half it has been operating it has been host to 150,000 visitors and has provided lodging for 17,000 and meals for 108,303 as well as performing countless other special services. Nearly 2,000 volunteers devote part of their time to its operations. The Military Service Center at New York Central Station, American Legion, Y.M.C.A., Y.W.C.A., Knights of Columbus, Jewish Young Men's Association, Elks, Moose, Red Cross, Shrine and scores of other organizations all give liberally of their time and money to help make the visits of service men and women to this city a pleasant diversion. To all of the groups—for patriotic and generous aid to their country and community — a special Salute!

No. 9 of a Series Showing Some of Rochester's Contributions to Victory

SUPPORT FIFTH WAR LOAN

RG&E ROCHESTER GAS AND ELECTRIC

PARK HALL
JEFFERSON AVE. AT PLYMOUTH THURSDAY BOARD GAMES \$8-\$9-\$10 JACKPOT 55 NOS. \$200.00 SATURDAY ALL BOARD GAMES \$12 \$15 \$20 JACKPOT ADM. 25c TAX 5c TOTAL 30c

HOLLYWOOD
35 PULLMAN AVE. TUES. NIGHT. HUDSON-HOLLYWOOD HOOK UP All Reg. Games \$7.00 ADMISSION 5c Tax And Specials WEDNESDAY — THURSDAY — FRIDAY 23 REG. GAMES \$5.00 ADMISSION 5c Tax SATURDAY JUNE 24th ONLY SPECIALS \$5-\$6-\$7 REG. GAMES \$10-\$15 NEW SUNDAY NITE GAME REGULAR GAMES 5 - 5 - 5 - 8 No SPECIALS \$5 - \$6 - \$7 - \$8 AT Jackpot \$5 - \$6 - \$7 - \$8 4 - 5 - 6 WAYS

TOWNERS
Wed. & Thur. ALL GAMES \$5 ea. 2 Boards and 2 Books \$110 Incl. Tax THURSDAY Door Special \$60 No. Saturday TOWNER-REXY REG. \$10 GAMERS \$15 \$20 OVER \$500 IN PRIZES Sunday NEW GAME 5 C \$5 5 A \$6 5 E \$7 8 S \$8 4 P Paying 5 C \$5 6 A \$6 7 E \$7 8 S \$8 WAYS NO JACKPOTS

Bow Your Heads

THIS is Invasion! Now in the hearts, brains and muscles of our American Youth lies the future of our country.

Bow your heads. Pray with millions of mothers the country over, as their hearts reach out over the seas, each one seeking out her boy, to protect him with the shield of her love.

Believe that in this world there is definite strength in decency and honor. Believe that in our devotion there is moral force. Believe that our *will* to victory will aid that victory.

Seek and ye shall find!

Let us seek added strength and fortitude for our men in our own sacrifice and devotion.

Let us focus every thought, every action, and every prayer on the boys fighting for us.

And, while each one bends to his task with ever-growing fervor and energy, let us adopt a common symbol as our faith in Victory.

Let that Symbol be War Bonds. Let us pour our money in a gigantic *flood* of goodwill toward our sons and brothers, as a spiritual shield for them.

This is the Invasion. The lives of our boys are at stake. Let them see that the Soul of America is with them.

Let it not be too late . . . not next month, next week, or tomorrow, but today . . . *now*.

Buy An Extra Bond On Liberty Bridge

Keep It Ringing



This Advertisement Sponsored In The Interests Of The 5th War Loan By The Rochester Sun

Robber Gives Bank \$3
Los Angeles — A man walked into a Hollywood bank and asked the teller to change a \$10 bill into \$1 bills. As the teller counted out the bills up to seven, the stranger announced that it was a stickup and ordered the teller to hand over the money. The teller ducked under the counter and the robber, apparently losing his nerve, fled, taking only the \$7.00. The bank gained \$3 on that deal.

Could Cleopatra Drink a Pearl with Stomach Ulcer Pains?

An interesting case of Cleopatra is the one where an ulcer patient who had a great deal of trouble with his stomach, was told by a doctor to eat a pearl with his meals. The doctor said that the pearl would help to soothe the stomach and that it would also help to keep the stomach from becoming too acid. The patient followed the doctor's advice and after a few days he was able to eat his meals without any pain. The doctor said that the pearl was a very good thing to eat for people who have stomach ulcers.

COUNT ME IN, UNCLE SAM ---

In Sticking

Think, you women of Rochester! Think what it takes to keep millions of fighting American supplied with the implements of war! Who will do it? We are counting upon your immediate help because fateful days are ahead! Rochester's war-time industries need every present worker on the job every day—and need MORE workers. There is a place here for your full time or your spare time. There is a spot where your talent will fit perfectly. Lend a hand! Be in the great American army of women workers marching on to victory!

If Not Now Engaged in Essential War Work
Apply at Any Rochester War Plant or United States Employment Service, 344 State Street.

Published by Companies Composing The
INDUSTRIAL MANAGEMENT COUNCIL

DAW'S COUPON
Union Leader TOBACCO
For Pipes, Etc.
Reg. 10c Pkg.
6c
(Limit of 2)

DAW'S COUPON
WAX PAPER
Large 125 ft. Rolls
EXTRA-HEAVY
13c
(Limit of 2)

DAW'S COUPON
WATER-PROOFED BABY PANTS
... with Elastic
Washable, lightweight fabric. Assorted Sizes.
29c
(Limit 2)

DAW'S COUPON
TALCUM Powder
A new, super-fine talc powder—delicately perfumed.
25c Value
11c
(Limit of 2)

DAW'S COUPON
LUDEX'S or SMITH BROS. COUGH DROPS
Reg. 5c Boxes
2 Boxes 5c
(Limit 2 Boxes)

DAW'S COUPON
TOOTH BRUSHES
Assorted Shapes
25c Quality
11c

Every Snip of Your Scissors Is Money In Your Pocket

COUPON Specials

DAW'S COUPON
Elastic Top FOOT SOCKS
Protect Your Feet When You Go Bare-Legged. Cool—Comfortable.
Regularly 25c a pair! Made of the finest washable cotton with an elastic top that assures a snug fit in all hosiery sizes.
2 pair 25c
(Limit 2 Pair)

DAW'S COUPON
Fountain PEN INK
Large 4-oz. Size. Blue-Black Color.
15c Value
7c

DAW'S COUPON
TOOTH PICKS
Choice of Flat or Round Types.
Large Box
3c

DAW'S COUPON
Tincture of IODINE
For cuts, etc. Has glass rod. Reg. 12c Value.
6c

DAW'S COUPON
TOILET BOWL BRUSH
Stiff bristles set in long wood handle.
35c Value
19c

DAW'S COUPON
CANDY MIX
Delicious Summer Assortment
1-Lb. Pkg.
27c
A new delicious summer candy. Pure, sugar-coated mints—smooth and creamy. Assorted Chocolate, Wintergreen and Peppermint flavors.
(Limit 2 Lbs.)

DAW'S ORIGINAL CUT-RATE DRUGS

56 CLINTON ST. OFF. TEMPLE SQUARE	31 MAIN ST. E. CORNER AUGUSTUS	353 MAIN ST. E. 1000 R. BROAD STILLSON	452 W. RIDGE RD. CORNER DEWITT	880 MAIN ST. W. AT BULLS HEAD	473 N. GOODMAN JUST OFF MAIN	539 MONROE AVE. NEAR GOODMAN
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DAW'S COUPON
SHAVING SOAP
REG. 5c CAKES
3c

DAW'S COUPON
VANILLA FLAVOR
(Imitation)
25c 6-oz. Size
8c

DAW'S COUPON
EPSOM SALTS
Pure U.S.P.
1-LB. BOX
2 For 11c
(Limit of 2)

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

DAW'S COUPON
SHOE LACES ADHESIVE BANDAGES STYPTIC PENCIL ASPIRIN TABLETS
Your Choice
2c Limit of One Each

DAW'S COUPON
BORAXO
"Cleans Dirty Hands"
Large Size
9c

DAW'S COUPON
TOILET BOWL DEODORANT
Perfumed—lasts a long time. Completely deodorizes.
Large 15c Size
6c

DAW'S COUPON
ALCOHOL RUB ISOPROPYL
Pint Bottle
11c
(Limit of 2)

DAW'S COUPON
DUZ Soap Powder
Large 25c Box
18c
(Limit of 1)

DAW'S COUPON
FACIAL TISSUES
Boxes of 200 Sheets
2 For 15c
(Limit 4)

DAW'S COUPON
STATIONERY
24 Sheets 24 Envelopes
35c Box
18c
(Limit 2 Boxes)

DAW'S COUPON
CASTILE Soap
DOLORES BRAND
Made with pure Olive Oil. Reg. 14c Bars.
3 for 20c

DAW'S COUPON
SHOE BUFFER
For Polishing Shoes
100% Lambs Wool
Extra large, 100% lambs wool buffer, for polishing shoes.
35c Value
19c
(Limit of 1)

DAW'S COUPON
DUZ Soap Powder
Large 25c Box
18c
(Limit of 1)

DAW'S COUPON
CHOCOLATE NUT FUDGE BARS
REG. 5c BARS
3 for 10c
Creamy chocolate fudge—chock-full of roasted nut meats.
(Limit of 3)

DAW'S COUPON
ADHESIVE TAPE
1/2"x5 yds.
2 ROLLS
11c
(Limit 4)

Don't Believe WHISKEY JACK IS A DRINK! But ... It's a Bird, The Gray Jay, Native to North America ...

YOU CAN BELIEVE

MARIN

PUERTO RICO RUM

Is The Perfect Liquor For All Drinks Straight Or Mixed ...

AWARDED GOLD MEDAL FIRST PRIZE AT THE INDUSTRIAL EXPOSITION MAYAGUEZ, PUERTO RICO

SOLE U.S. AGENTS
popper morson company
Rochester, N.Y. 20, N. Y.
QUALITY LIQUORS SINCE 1889

DAW'S COUPON
MOTH TABS.
Moth Killer and Deodorant. "Just hang it up."
25c Value
8c
Ass'd Odors

DAW'S COUPON
CARBONA SHOE WHITE
Large 25c Size
9c
(Limit of 1)

DAW'S COUPON
MILK of MAGNESIA TOOTH PASTE
Lge. 25c Size
2 Tubes 25c
(Limit of 4 Tubes)

DAW'S COUPON
DR. LYONS Tooth Powder
Regular 25c Size
11c
(Limit 1)

Allen's Foot-Ease
For tired, burning feet, just sprinkle on feet and in shoes. Absorbs perspiration—removes foot odors. Nothing like it to help new or tight fitting shoes feel easier.
27c, 44c

DAW'S COUPON
PETROLEUM JELLY (WHITE)
A soothing dressing for minor burns, cuts, etc. Richly refined.
15c 4-oz. Jar
8c
(Limit 2 Jars)

DAW'S COUPON
MALTED MILK
Chocolate Flavor
Delicious malted milk flavored with chocolate.
13c
(Limit of 2)

DAW'S COUPON
WASH CLOTHS
Full size, pastel colored
Reg. 10c Each
3 for 20c
(Limit of 6)

DAW'S COUPON
SACCHARIN
1/4 or 1/2 Grain
Bottle of 100
8c
(Limit of 2)

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

For feminine hygiene
Zonite 79c

DAW'S COUPON
BLADES
Single-Edge
8 for 11c
(Limit 16)

DAW'S COUPON
TUMBLERS
With Non-Chip Edge
3 for 10c
Gleaming, crystal-clear table tumblers for every purpose. Popular 9-ounce size—non-chip edge.
(Limit 12)

DAW'S COUPON
BLADES
Double-Edge
10 for 11c
Fits all Gillette-type razors. Made of Swedish Steel. Micro-tested ... fully guaranteed!
(Limit of 20)

ICE-MINT
The very touch of this white stainless ointment is soothing and cooling to
TIRED BURNING FEET
Fine, too, to soften and relieve pain of STINGING CALLOUSES
Reg. size jar 43c Large jar 77c

VIMMS
VITAMIN TABLETS
When You Buy The Large Size Both For . . . **1.69**
Regular \$1.25 value—120 Tablets! Stock up now this famous health aid. Offer good for a limited time only!

DAW'S COUPON
PALM AND OLIVE OIL SHAVE CREAM
REGULAR 25c SIZE
Luxurious Free-Lathering
11c

DAW'S COUPON
CITRATE of MAGNESIA
25c SIZE
9c
(Limit of 1)

DAW'S COUPON
FLY SWATTER
Full size, wire mesh swatter with long wood handle.
6c
(Limit of 2)

BROMO-SELTZER
... for relief of simple headaches.
30c SIZE **25c**
60c SIZE **49c**
EMERSON'S BROMO-SELTZER HEADACHE

VIMMS
VITAMIN TABLETS
When You Buy The Large Size Both For . . . **1.69**
Regular \$1.25 value—120 Tablets! Stock up now this famous health aid. Offer good for a limited time only!

SCHICK BLADES
MAGAZINE OR INJECTOR TYPE
PKG. OF 20 **69c**
Schick Injector 20

DRENE Shampoo
Leaves hair silky, smoother, easier to comb. Reveals up to 32% more lustre than soap shampoos.
Large 51 Size **79c**
Each blade protected in oil.

TEEL LIQUID DENTRIFICE
Cleans Teeth the Safe Liquid Way Without Abrasives of Any Kind.
25c Size **23c**
Large 50c Size **39c**

WILDROOT CREAM-OIL HAIR TONIC
GROOMS THE HAIR. RELIEVES DRYNESS. REMOVES LOOSE DANDRUFF.
LARGE 51 SIZE **79c**

Published By
The 5th War Loan Committee
Printed and Distributed By
The Rochester Sun Shopping News

Liberty Bell News

ROCHESTER, N. Y.,

FRIDAY, JUNE 23, 1944

BUY YOUR EXTRA BOND
AND
VISIT LIBERTY BRIDGE
TODAY!

Come on Rochester—

**KEEP IT
RINGING!**



Buy Extra **BONDS**

Monroe County's Quota Is \$73,093,000

Liberty Bell Rings Merrily As Rochesterians Rush To Buy Extra War Bonds

Rochester and Monroe County are in the fervid midst of the Fifth War Loan drive, the greatest in their histories, and every day is D Day now, and until the campaign ends, for their people.

The Liberty Bell replica, atop Liberty Bridge at Main and Stone Streets, is clanging, signalling more War Bond purchases, and Rochester's patriotic citizens and distinguished visitors are aiding the drive with speeches, announcements and music. This big show will go on throughout the month. There will be something doing every day and evening on Liberty Bridge.

Monroe County's quota for the drive is \$73,093,000, or \$20,061,000 more than the goal for the Fourth Loan drive. The quota for District 2, which includes Monroe County, is \$83,485,000. The national figure is sixteen billion dollars.

The Opening
The Rochester drive opening was Monday, June 12, at Liberty Bridge. The honor of ringing Liberty Bell the first time

went to 10-year old Jacqueline Evans, daughter of Mr. and Mrs. William Evans, of 228 North Goodman street, who bought the first Bond sold on the bridge. Little Jacqueline, blonde and pretty, who made local history, has four brothers and 17 cousins in the service. Her parents are war workers.

The program for the big campaign day opened at 11:30 a. m., with raising of four flags, speechmaking and music. The scene was gala, but the mien

of the participating principals and thousands of spectators was serious. It was obvious to everyone present that Rochester has set itself, again, for a big and important job, and was going to accomplish the job.

The Liberty Bell replica was unveiled by Arthur W. White, president of Allied Building Trades, and M. Stuart Hyland, of the Builders' Exchange. Girl Scouts and Boy Scouts, at each of the four flag poles, raised the flags. "The Star Spangled Ban-

ner" was played by the Benjamin Franklin High School band, and notes of the National Anthem mingled with the roar of a big bomber's engines somewhere aloft. The unprogrammed engine motif seemed a good omen.

There were Liberty Belles, too, as well as the Liberty Bell replica. The Belles, in red, white and blue, greeted visitors on the ramp and sold bonds at booths located at ramps to the bridge.

Committee Is Proud

On the bridge for the opening were Mayor Samuel B. Dicker; District Chairman Raymond N. Ball of the War Finance Committee; Gilbert J. C. McCurdy, president of the Retail Merchants Council; Dr. Mark Ellington, bridge committee chairman, and representatives of Labor Unions, armed services and the Red Cross.

It is announced that retail employes in the Rochester area will try to account for \$300 each in bond purchases, \$100 to be bought by the employe and \$200 by customers. This will help to make the local goal for individual purchasers. The national goal for individual purchases is \$6,000,000,000, or one billion more than in the fourth drive.

Raymond N. Ball, chairman

of District 2 of the War Savings Committee, is mighty proud of the Liberty Bridge. He said: "I don't know where else in the United States you could find such community spirit and co-operation as was shown in the making of this bridge. It did not cost the city or War Finance Committee one penny."

As By Magic
The materials, labor and everything else going into the bridge, including general plan, was contributed. Under direction of Boss George Stine, thirty steel workers tossed up the bridge on Thursday evening, June 13, while the sidewalk kibitzers looked on with goggle-eyed astonishment. Harry E. Keyes, business representa-

tive of the Bridge and Structural Iron Workers, wasn't surprised. It was all old stuff to him. He said the structure would be up at 8, and at 8 the workers were tightening the bolts on the last of the two 62-foot girders. The job was done.

And on the succeeding Friday evening, when the carpenters and painters appeared, the general metamorphosis seemed even more miraculous. Such a banging of hammers one never heard anywhere, and the boarding, some of it previously painted at Edgerton Park, appeared to leap into place in the midst of scurrying workmen and flying legs and arms.

In the good natured and efficient hurry-burry, two men, George Mallek, 49 Peart ave-

nu, and William Murray, 19 Admiral Park, were injured by falling timbers. After treatment at Genesee Hospital they were back on their jobs, for all the world like soldiers on the battle front.

The Best Show
Near midnight the workmen, members of the A. F. L. unions, and their bosses, went to a party at the Odenbach Coffee Shop. Civic officials on the sidelines, and kibitzers, too, termed it the best free show Rochester had ever seen.

The workmen moved in relays, and the bridge moved upwards, like the circus. In the wake of the fast moving carpenters, came the brush swinging painters, with red, white

(Continued on Page 4)

"ONE OF THE GREAT CLOTHING STORES OF AMERICA"



Speaking of Beach heads

SOMEWHERE, on the shores of alien land,
Sons of ours will forfeit all they've got,
So little boys may build their house of sand,
As they did, once, at Sea Breeze or Charlotte.

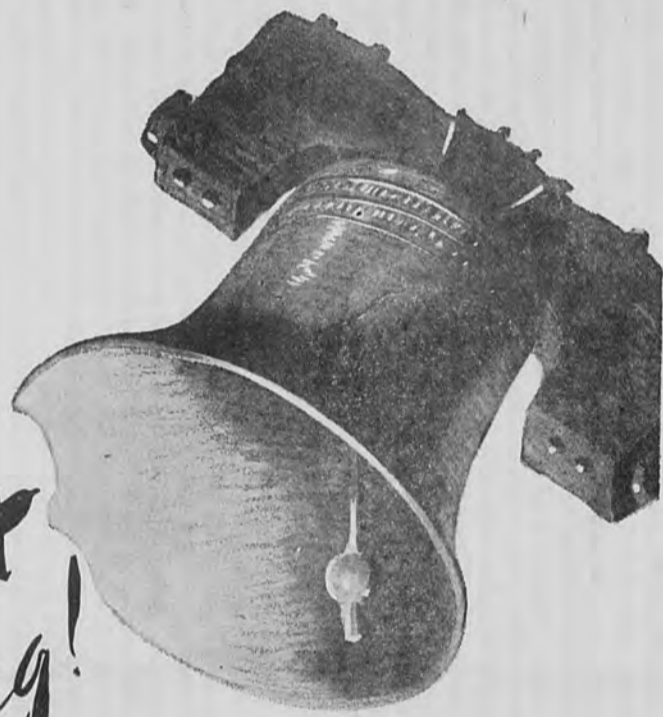
So you and we . . . the folks they left at home,
May live our lives in Freedom's blessed light,
They gave their lives upon the Road to Rome.
Is this mad war entirely, their fight?

Shall we . . . secure, in Rochester . . . protest,
We can't afford another bond . . . or more,
And whine that we have done our very best,
While lads we love are dying in this war?



KEEP IT RINGING BUY AN EXTRA BOND ON LIBERTY BRIDGE . . . TODAY

Keep It Ringing!



BUY WAR BONDS
during the 5th War Loan

—and ring the Liberty Bell
on Rochester's Liberty Bridge

Gratefully, willingly, eagerly, buy all you can — and then buy another! You'll be saving your dollars in the best investment in the world! You'll be backing the attack and inspiring the invasion! You'll be ready in conscience for the day when you stand face to face with the boys who now stand gun to gun with the powerful enemy! . . . BUY BONDS — ring Liberty Bell again and again!



We'll be pleased to have you buy your War Bonds here . . .

B. Forman Co.

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Rochester Liberty Bell Exact Replica of Famous Philadelphia Original

Clang! The replica of America's old Liberty Bell rings again, and another War Bond is sold in Rochester's Fifth War Bond Drive.

The Liberty Bell replica, large and impressive, is on the new Liberty Bridge on Main Street at Stone Street and all day long, and evenings, too, men and women pause to gaze on it in awe and open admiration.

Persons privileged to ring the Liberty Bell have bought an extra War Bond or Bonds and have signed their names on a scroll, placed beside the bell. The clang of the bell causes pedestrians in Main Street to peer upwards. They would know what all the music is about.

The signatures in the book will be filmed and later placed in the Rochester Museum of Arts and Sciences in East Avenue. A century hence our descendants will find time, ever and anon, to peer at them and perhaps, to boast that the name of their great-grandfather is on the honored list. It is possible that Rochester's aristocracy of the future will be born from this list.

In the year 2044, perhaps, a man, standing in the then hub of Rochester, Main and Goodman, will be saying: "One of my ancestors signed the Fifth War Bond book they keep in the city museum. I guess he was a good sort. At least, he did a lot for Rochester, and for his country."

McCurdy Brought It
The Liberty Bell replica was first brought to town by McCurdy & Company to aid War Bond drives in their own store. Later it was loaned to the city's War Finance Committee with permission of the United States Treasury.

The Liberty Bell replica is made of plastic in exact duplicate of the original Liberty Bell in Philadelphia. It has a metal lining which gives the tone of the original bell. These are the tones you hear as you walk in Main Street, the identical tones that joyously announced the completion of the American Revolution and, too, the tones that tolled for the dead of the nation.

Among the famous bells of the world not one has been associated with events of so great import to humanity as the Liberty Bell. Its prophetic inscription; its appeal to the people to assemble for the redress of their grievances; the defiant clangour that memorable day of the Proclamation of our Independence; its joyous pealings over the completed work of the American Revolution, and its last tolling over the dead of the nation, gives its story an abiding interest to the nation and the world.

The Province Bell, later to be known as the Liberty Bell, was cast by Thomas Lister, of Whitechapel, London, and arrived in Philadelphia in the latter part of August, 1752, and was hung up on trusses in the State House Yard (now called Independence Square) to try out its sound before raising it to the tower.

Bell Is Cracked
Early in September "it was cracked by a stroke of the clapper during a test without any other violence" and was recast by Pass & Stow, two workmen of Philadelphia.

The Maryland Gazette, of June 7, 1753, stated as follows: "Philadelphia, June 7, 1753. Last week we raised and fixed in the State House Steeple a new great bell, cast here by Pass & Stow, weighing 1080 pounds, with this motto, 'Proclaim Liberty throughout all the land unto all the inhabitants thereof.' — Levy xxv, 10."

In the recasting, the English model was broken up and the same metal was used with the addition of an ounce and one-half of American copper to the pound of the old bell metal to make the bell less brittle. The same form and lettering were preserved with the substitution of the names of the founders, the place and year of recasting.

The Liberty Bell was recast in Philadelphia by Pass & Stow twice, which fact is very little known, the third casting of the original metal being satisfactory.

The bell was hung this time permanently in the steeple of the State House (Independence Hall) where it remained in use until the steeple was taken down, July 18, 1781, when the bell was lowered into the brick tower, where it remained until 1846.

On Public Exhibition
At this date it was first

placed on public exhibition as a relic in the Declaration Chamber in Independence Hall. It remained there until 1876, when it was placed on its old walnut frame in the tower hallway. It remained there until 1877, when it was hung from the ceiling of the clerestory of the tower by a chain of thirteen links.

It was returned again to the Declaration Chamber and placed in a glass case the following year, and in 1896 was taken back to the tower hall. In 1915 the case was removed so that the public might have opportunity to reverently touch it, a privilege sought by visitors.

The Liberty Bell is much larger than generally supposed. Its circumference around the top is 12 feet and around the crown 7 feet, 6 inches. From lip to crown it measures 3 feet, and height over the crown is 3 feet, 3 inches. The thickness at the lip is 1 1/4 inches, and the total weight 2080 pounds. The length of the clapper is 3 feet, 2 inches.

The lettering on the bell, in raised letters is in a line encircling its crown, with the sentence:

"Proclaim Liberty Throughout All The Land Unto All The Inhabitants Thereof. — Lev. XXV, 10."

Under this sentence is: "By Order Of The Assembly Of The Province Of Pennsylvania Of The State House In Philada. Pass & Stow, Philada. MDCCCLIII."

The greatest event associated with the relic was its tolling to announce the proclamation of the adoption of the Declaration of Independence on July 8, 1776.

The Declaration of Independence was adopted and signed on July 4, and first read in public at Philadelphia July 8, 1776, in the Old State House Yard.

Liberty Proclaimed
The stand from which it was proclaimed to the people had been built in 1769 for an astronomical observatory, and was located on the northern end of the yard and was a wooden structure surrounded by a balcony and railing reached by a stairway from the outside.

A diarist of the times describes the event as follows: "There was a large assemblage of people in the yard who had been summoned by the tolling of the Liberty Bell as there had been many times before on the occasion of some public event. Passing through the assembled crowd the procession of officials, who had charge of proclaiming this state paper to the people, reached the platform, at which times the Liberty Bell ceased ringing. Colonel John Nixon, to whom the High Sheriff of Philadelphia had delegated the reading, stood up in the silence."

He was a strong-voiced and open-featured man. He began reading with the words: "In Congress, July 4, 1776, a declaration of the representatives of the United States of America" and read throughout the important document, and it was accepted with general applause and heartfelt satisfaction.

From this date the Liberty Bell continued to record the events of the Revolution and thereafter, uninterruptedly until 1835, at which time its mission was ended, for it was then that it cracked, and not on July 4, 1776, as is so often believed.

John Marshall, then chief Justice of the United States, died in Philadelphia on July 6, 1835. On July 8, exactly 59 years to the day of the anniversary of the proclamation of Declaration of Independence to the people, his body was borne from Philadelphia to his native state, Virginia, for burial.

During the funeral solemnities the Liberty Bell, while slowly tolling, cracked through its side, forever silenced, but no less eloquent in its mute patriotic appeal.

It had lived out its life, 82 years of usefulness, as men live their lives. Its active work was done. It had called the people together to preserve their rights under the British Crown. It had rung out its clamorous defiance on the great day of the Proclamation of Independence, and it had glorified all anniversaries of the Independence.

Henceforth it remains in its ancient place, the silent symbol of not only Liberty throughout the land, but throughout all the world.



Photo by Leonard Jones

Dear Mom: Today I heard a voice

I can't describe the racket of battle. It's like a July thunderstorm in the Bristol Hills . . . like standing under the Central Avenue bridge when two fast freights are passing overhead . . . the roar of the lower falls in the spring. It's all these and more rolled into one awesome sound. Yet through it all you hear little sounds . . . the voices of wounded men calling for their mothers . . . the bawling of a calf that has somehow survived this hell . . . sometimes you even hear the song of a bird.

Today, I heard a new sound . . . like the peal

of a distant bell . . . and I remembered what you wrote me about the folks in Rochester . . . how they are ringing that Liberty Bell by buying War Bonds. It didn't seem possible, but I knew that somehow that must be what I heard . . . that the hopes and prayers that went along with every bond you bought had swelled the challenging call of the bell until its voice could be heard above the din of battle wherever Rochester men were fighting. So keep it ringing for us . . . keep on buying more and more war bonds . . . until the day it can ring out the joyful news that the war is won.



He's depending on YOU, Rochester,
to keep it ringing

BUY AN EXTRA BOND

At Edwards Bond Booth on the Street Floor
And Get a Glass Liberty Bell
Savings Bank Absolutely FREE

While Quantity Lasts



BUY MORE BONDS!

Keep It Ringing, Rochester!

SHAFFER CO.

51 EAST AVENUE — FURRIERS SINCE 1880

Liberty Bell Rings

(Continued from Page 2) and blue covering, and the next wave was made up of electricians, and almost instantly, spot and safety lights appeared. Steel workers returned to snap railings into place, and to make places for decorations.

Next, flagpoles appeared and four American flags went up the halyards. Eight smaller poles complimented the national emblem with bond banners. The C. I. O. men donated the flags.

Enlarged photo likenesses of American generals and admirals contributed by Folmer-Graflex Corporation were erected on the ramps of the bridge, along with a sketch of the American seal on the bridge side.

The Mayor Smiles

The first bond was bought Friday night, before 11 p. m., by Robert R. Woods, president of the Painters and Decorators Union, Local 150. His check was placed in the hands of Raymond N. Ball.

During all this action, of hammers, paint brushes, flaunting poles, waving cables and what not, the smile of Mayor Samuel B. Dicker rivalled the glow of the newly installed incandescents.

A special dispensation to all Catholics participating in the bridge construction was granted by Bishop James E. Kearney for the Friday night dinner at the Coffee Shop. The dispensation to eat meat was granted "in view of the great patriotic gesture in donation of their services and skills to building Liberty Bridge," the Bishop said.

This Liberty Bridge, of which you have heard so much and,

no doubt, will hear even more, is unique to Rochester. There is not another like it in all these United States. The steel frame alone weighs thirteen tons.

The labor on this bridge was free, with almost more volunteer workmen than could be efficiently used. The material was contributed by local contractors, lumber, mason, supply, hardware and electric dealers. Lumber was cut and fitted so that it can be salvaged. Floral decorations will be contributed throughout the bond campaign by the Rochester Floral Trades Association.

Remember!

The Leach Steel Corporation provided and fabricated the steel, which will be returned and salvaged as will the lumber. The bridge was designed by local architects, under direction of William G. Kaelber and John G. Wenrich. Flagpoles were furnished by A. W. Hopeman & Son and photographs by Folmer-Graflex Company. Insurance coverage was placed and paid by the Underwriters Board of Rochester.

Remember, to ring the bell you must buy an extra bond . . . at the booths on ramps or bring a receipt for a Bond purchased elsewhere — your plant, store, theater or bank. The bridge will be open to spectators at any time . . . but Bond purchasers alone will be able to Ring the Bell and sign their names to the scroll which will be filmed and kept in the permanent archives of the Rochester museum.

Keep the Liberty Bell Ringing!

Hang On To 'Em; Banker Advises Bond Buyer

The other day a woman asked a veteran banker, "What shall I do with my War Bonds?" "Why, nothing, absolutely nothing," the banker answered. "You just hang onto them. Take good care of your bonds now and, bye and bye, they'll take good care of you."

It seemed easy to follow the banker's instructions, too easy, and the good women made further enquiries of other bankers and learned, what she already sensed, that money and war bonds are, right now, just a tiny bit too cheap in some way in comparison with the goods she wished to buy.

In other words, motor cars and refrigerators and homes are not being made, and there are too many people with too much money waiting to buy what there are left and, you guessed correctly, they are pushing prices upward.

To save her own purse the woman should follow the banker's advice and "do nothing." In helping herself the woman will also be aiding her neighbors and her country and, best of all, she will be helping to shorten the war's duration and this, after all, is the very thing we are all trying to do.

Following the "duration," as we love to term that period of heavenly time which will mark the end of hostilities between the Allied nations and the Axis powers, there will come a time of plenty and the world, our world, at least, will be busied producing goods we are now crying for, goods, which until yesterday, we thought we could not do without?

But even in the promised day of plenty we shall need money

to buy new cars, new radios, new gas stoves, new refrigerators and all the other good things we now long for, and your War Bonds will be money. By then, perhaps, your Bonds may be accumulating dust in their tin boxes or bank vaults but, whatever you may do or do not do now, hang onto your Bonds and, when the good days come, they will pay you extra dividends.

Right now your country is sprinting. It is on its toes and its eyes are set on a single goal — victory. The push forward you will help to give it by keeping your Bonds may be the final needed push and, anyhow, you and all the rest of us are on our way and too far along

to contemplate ever turning back.

Your sons and your daughters and your brothers, and perhaps, your father, in service, have been asked to do a lot more than you, and one hears no complaints from them. They are doing their bits, at least, term it, and expect or, at least, hope, to find their world, at the end of it all, as they left it. To be sure, we all daily experience minor frustrations, and some of us sputter and complain and immediately become ashamed of ourselves, but the men and women in the service are doing all that we are doing and a lots more besides, and they are too busy to complain.

The new world will not be Utopia, but we may be on the way to conditions we would have termed Utopia a generation back. And perhaps this will be worth all that we shall have



Here's the Crane Crew whose dextrous manipulations of heavy steel girders kept "sidewalk superintendents" goggle eyed during bridge construction. They were part of volunteer union labor which erected entire structure.

spent in blood and tears and material wealth. Anyhow, we should continue to buy all the War Bonds we can, and then "do nothing," as the banker advised, other than our daily allotted tasks. Your War Bonds are your shares in these United States of America, the largest and best co-operative concern this world has seen to date.



PHOTOS BY CHICK STUDIO

.... Tell Your Fighting Man— You Bought that EXTRA Bond!



The Liberty Bridge across Main Street in Rochester was constructed as a community enterprise to promote the 5th War Loan. Everyone took part. All the material was contributed. The Allied Building Trades provided the labor without cost. On this bridge is an exact replica of the famous Liberty Bell. Rochester's own slogan for the 5th War Loan is "Keep It Ringing." Today I bought a Bond and rang the Liberty Bell in your honor.

Pfc. G. I. Joe
in Uncle Sam's Service
at Home or Abroad

Mom

Get This Free Post Card of Rochester's LIBERTY BRIDGE



Of course, you're going to buy EXTRA bonds during Rochester's Fifth War Loan Drive. And of course, you'll want your fighting man — or men — to know you're fighting, too — with dollars. So buy your EXTRA bonds today! Buy them at the Liberty Bridge or present at the Bridge a receipt or statement showing you purchased them elsewhere. In either case you'll have the

privilege of ringing the Liberty Bell and signing the scroll which will be kept permanently at the Museum. In addition, you will receive the post card shown above to send to a friend or relative in service. Buy EXTRA bonds — keep our Liberty Bell ringing — send thousands of these post cards to our boys on the battle fronts. Let the whole world know that Rochester backs its fighting men to the limit — with EXTRA bonds.



Goodbye, son...



Guess that fishing trip of ours will have to wait for a while.

But some day I'll be back, and then, say, we'll give those Black Creek trout something tough to worry about.

Only remember, son . . . while I'm away, you've got a job to do. You and Mom and all the other folks in Rochester.

Mom wrote me about the Liberty Bell you rang a few days ago. Well, that's the sort of thing I mean. Every time you buy an extra bond, every time that Liberty Bell rings on Main Street, you people back home are telling me and millions of guys like me that you're backing us up . . . 100%.

We're fighting . . . yes, and some of us are dying . . . to keep that Liberty Bell ringing. You folks can help just by buying more bonds.

You're with us, aren't you?

BUY AN EXTRA BOND ON LIBERTY BRIDGE AND RING THE LIBERTY BELL



Sears, Roebuck and Co.

MONROE AVE. AT S. UNION
RIDGE ROAD NEAR DEWEY
ROCHESTER, NEW YORK

Keep it Ringing, Rochester
Buy EXTRA BONDS

This Advertisement prepared and contributed by the Rochester 5th War Loan Committee

"Well Admirable"



Rear Admiral
On Tuesday gentlemen laden with at a Liberty purchased the ramp smartly.
The scroll revealed the William R. ant of the who is her and Captain in charge office.
Rear Ad asked to m Streeters v His speech erty Bridge est yet mor be made.
Admiral erect bent microphone ing my par

Extra Available

The Fif mittee awd esterians r copies of t has arrang er Sun S Clinton Av limited nu available.
You ma fice anyti ten days fe There is n

Union Has Bonds

The spl organized Finance C guarantee will be co ed in con War Loan Hyatt, Ch tion. Wa Washington
Organiz hundreds bers in u soldiers o all record its billion War Bon which t ture to es of Democ Organized founded a only possi
That ppreciated is eviden appreciati by Hen Secretary
The ex organized scious." T of the A plus the campaign sta* fed dies, lab agencies, admirabl

Ponder Africa, A you wan you wan to our sh possible where in War Bor

The engines, planes t the war er and soonest

**"Well Done
Admiral Munroe"**



Rear Admiral W. R. Munroe

On Tuesday morning two gentlemen in summer uniforms laden with gold braid stopped at a Liberty Bridge Bond booth, purchased \$100 bonds, mounted the ramp and rang the bell smartly.

The scroll which they signed revealed them as Rear Admiral William R. Munroe, Commandant of the Third Naval District who is here on tour of duty, and Captain Henry T. Markland in charge of the Rochester office.

Rear Admiral Munroe was asked to make a speech to Main Streeters via the loud speakers. His speech will go down in Liberty Bridge history as the briefest yet most significant ever to be made.

Admiral Munroe, smart and erect bent slightly toward the microphone and said "Just doing my part" and withdrew.

Extra Copies Available

The Fifth War Loan Committee aware that many Rochesterians may want additional copies of the Liberty Bell News has arranged with the Rochester Sun Shopping News, 93 Clinton Ave. South, to have a limited number of extra copies available.

You may call at the Sun office anytime within the next ten days for copies you require. There is no charge.

Union Labor Has Strong Bond Record

The splendid record made by organized labor in the War Finance Campaign is the best guarantee that these efforts will be continued and expanded in connection with the 5th War Loan Drive, Gilbert E. Hyatt, Chief of the Labor Section, War Finance Division, Washington, said.

Organized labor with its hundreds of thousands of members in uniform, its millions of soldiers of industry surpassing all records in production and its billions of investments in War Bonds has made a record which is the outstanding feature to continue the principles of Democracy upon which the Organized Labor Movement is founded and under which it is only possible for it to continue.

That these facts are appreciated in the highest sources is evidenced by the letter of appreciation, recently issued by Henry Morgenthau, Jr., Secretary of the Treasury.

The entire membership of organized labor is "bond conscious." The militant patriotism of the American wage earner, plus the continued educational campaigns of national unions, state federations, central bodies, labor press and all other agencies, is responsible for this admirable state of mind.

Ponder, Please

Ponder the tragic spectacle in Africa, Asia and Europe! Do you want to help end it? Do you want to prevent its coming to our shores? And to make impossible its recurrence anywhere in the world? Then buy War Bonds.

How To Speed

The faster we can make engines, propellers and airplanes the sooner will we win the war. Buy War Bonds sooner and faster to win the war soonest and fastest.

Local Industries Pour Out Tools of Victory As All Rochester Joins War Effort

More than a billion dollars in war contracts have poured into the Rochester manufacturing area for invasion war material. Every Rochester adult, except the bed-ridden, crippled and aged, has extra tasks to do, including bond buying in the fifth war loan drive now under way. Women with families find time to work in war plants and in stores, and still more women are needed. High school students are planning to take jobs at war and farm work immediately they are at liberty

from school. Elderly men who only a short time back were unwanted in industry are now employed at lighter work and at operating elevators, newsstands in hotels and even being handy men in apartment buildings. A Young Oldster One young old boy, who has reached eighty years, is a messenger for Western Union and, too, one of the best messengers to be found anywhere. Another oldster, employed daily at a trade in a war plant,

works an acre of Irondequoit land in his off-hours. His bounteous harvest of vegetables will be no mean extra contribution to America's war efforts. He is also serving, but not at the front. The list of Rochester produced war material would fill a book and, in time, all should be revealed. The Rochester Made material is used on the land, on the water, underneath the water and in the air. Eastman Kodak Company makes so many different

war items that even company officials have to refer to records to include everything that comes under the "unrestricted" heading. By August the Bausch & Lomb Optical Company will have made its 4,000,000th pound of optical glass since December 7, 1941. The Range Is Wide The Rochester made products range from the smallest precision instruments to giant shells; from blood pressure reading in-

struments to giant boring mills; from simple telescopes to large fire control mechanisms, along with carbines, mounts for machine guns, flame throwers and many other weapons. The swanky dressed G. I. the U. S. paratrooper, may, descending from a plane, be guided by motor equipment from Rochester Products or Delco Division workers of General Motors Corporation. He may carry a carbine turned out by National Postal Meter Company.

The International Business Machine Corporation is making machine gun parts. The Bickford Brothers Company is working on small parachutes. The Symington-Gould Corporation plant is fashioning shell turning steel for tanks and General Railway Signal is manufacturing gun shells. The Stecher-Traung Lithograph Corporation plant is making maps from photographs taken by a Folmer-Graflex Corporation camera on reconnaissance

flights on film made and developed by Eastman Kodak. On and On One could go on and on to no end. As Maj. Gen. Levin H. Campbell Jr., the Army's Chief of Ordnance, stated in a telegram to Col. Frank J. Atwood, ordnance district chief: "Men and women in Upstate New York who worked hard to produce weapons which now are taking part in the invasion, can be very proud of their contribution."

INVASION!

Extra ROCHESTER LIBERTY BELL NEWS-UNION Extra
VOL. XXVII, NO. 73

French Beachheads Won

Invading 4,000

Supreme seaborne forces an auspicious German masters secured. They



Clark's Army Landing Barges Plunges Ahead Exactly on Minute

Allied Headquarters, Naples—The Fifth Army forces drove steadily toward the coast today, some with gliders as much as 100 miles out from the beach. The Air Force Marauder flying at 4,500 feet above the beach exactly on the minute of H Hour.



Proclaim Liberty

Throughout The Land

You have a share in these words. They are inscribed upon the great LIBERTY BELL which is America's most beloved shrine . . . symbol of the heritage which you . . . and every American . . . now sacrifice and fight to protect. You have a right to feel, first hand, the Bell's powerful message of courage. And you will, when you see the most exact replica ever made, reproduced exactly even to the carving of the platform and the scratches on the metal! Now, as the FIFTH WAR LOAN gets into full swing, you will want to see and ring the Bell on Liberty Bridge spanning Main Street . . . Rochester's inspiration to invest in EXTRA WAR BONDS that Liberty may be proclaimed and endure forever, for all mankind.

Buy Extra War Bonds
Then go to Liberty Bridge, ring the Liberty Bell and sign the scroll that will record permanently your purchases of Extra Bonds in the Fifth War Loan.

Buy Bonds at McCurdy's
Every McCurdy employee is ready to sell you the EXTRA War Bonds that will entitle you to ring the Liberty Bell.

Normandy; Landings

Canadian airborne and land slashed inland in ties of Europe from beachheads had been

landing forces had established and British battleships and a forces of Gen. Dwight Eisenhower at midnight and 2:25 a. m. (East-

and glider-borne troops landed that four British air assault on the Dieppe

the English Channel in 4,000 amphibious operation

commanders who are engaged rearing is proceeding according to plan! an Irish general who chased Nazi armor over hundreds of miles of sands, Sir Bernard Montgomery, invasion land troops.

the second front, so long denied in fact finally Hitler's doom, came capture of Rome. The Russian armies, forty in numbers and materiel and air backed along the 1,500 mile eastern front to strike soon and mightily across the Poland and toward the Galati Gap in Ro-

Air Field Rumored
headquarters at first kept silent on the loan. Allied landings but later confirmed that the invasion had been launched at Normandy. Headquarters on a later German report that Allied forces landed on the Channel islands of Jersey and

was no immediate Allied confirmation, either, that the Caen airfields already had been captured. Superior officer at Supreme Headquarters said frankly not know yet what amount of surprise there was. Allied air forces were in control of the skies over the coast and the coast despite unfavorable flying weather. The Allied plan apparently was to seize the Cherbourg peninsula and make Normandy the initial beachhead for a drive up the Seine Valley to Paris.

Keep it Ringing Rochester
FIFTH WAR LOAN. . . Buy Bonds From Any McCurdy Employee
McCurdy's
PHONE MAIN 3500 . . . ROCHESTER, N. Y.

War Bond Depends On Individual

It is the aim of the Treasury Department of the United States to raise the sum of 16 billion dollars through the sale of U. S. Government securities to private investors, other than the commercial banking institutions, during the period of the drive which extends from June 12 through July 8, 1944.

The various issues to be sold during the Fifth War Loan drive may be described briefly as follows:

United States War Savings Bonds, Series E. The Series E War Savings bonds are sold only to individuals. Any eligible investor may buy up to \$5,000 maturity value in any one calendar year. The issue or cost price of the Series E bonds is 75% of their maturity value. Series E bonds are issued only in registered form, and are dated as of the first day of the month in which payment is received by the agency of the government issuing the bond. Series E bonds are due 10 years from the date of issue and, if held to maturity, afford an interest return of 2.9%. Bonds of the Series E issue may be redeemed at the option of the owner at any time 50 days after the issue date at values which vary with the time span over which the bonds have been held as stated on the bond.

Expressed in terms of maturity value, the Series E War Savings bond is issued in denominations of \$25, \$50, \$100, \$500 and \$1,000.

Savings Bonds, Series F

Series F War Savings bonds are quite similar in form to the Series E bonds, from which they differ in respect to the fact that the Series F issue matures in twelve rather than ten years, is available for purchase by both individuals, fiduciaries, unincorporated bodies and corporations. If held to maturity the rate of return afforded by the Series F bonds is 2.53% per annum. Series F bonds are issued only in registered form. Their issue or cost price is 74% of maturity value. In any one calendar year the Series F issue may be bought by any buyer up to a maximum of \$100,000. The Series F bonds may be



Bond Committee Chairman Raymond N. Ball lights Torch of Liberty during one of bridge's earliest and most colorful events. Torch made tour of state in custody of returned heroes of war. With Ball, from left are Fireman 2/e John Began, Pfc. Bruce Osterman, USMC, and Cpls. Peter Czombel and Caleb K. Jolly.

redeemed, at the option of the owner, on the first day of any month, six months after the issue date of the bonds, provided one month's written notice is given. Redemption values vary with the time the bonds have been held and are listed in detail on the face of the bonds. The longer they are held, the greater the yield.

Bonds of the Series F issue are available in the maturity value denominations of \$25, \$100, \$500, \$1,000, \$5,000 and \$10,000.

Savings Bonds, Series G

Series G War Savings bonds are issued at par and mature in twelve years. Interest at the rate of 2 1/2% per year is paid semi-annually by Treasury Department check. The Series G bonds are issued only in registered form and may be redeemed at the option of the holder at stated and fixed redemption values, which values vary with the time the bonds have been held and which are less than the face value of the bonds, if redeemed before maturity. In the event of the owner's death the bonds may be redeemed at par.

Not more than 100 issue value of Ser. G, Ser. F Bonds in the

aggregate may be purchased by one person in any one calendar year. Series G War Bonds are available for purchase in the denominations of \$100, \$500, \$1,000, \$5,000 and \$10,000.

Savings Notes, Series C

These Savings Notes, Series C, fulfill two specific investment purposes: First, they may be used in the payment of Federal income, estate and gift taxes at any time during and after the second month after the month of purchase; second, they provide a highest quality medium for the short-term investment of liquid funds, in view of the fact that they do not necessarily have to be used for tax payment purposes, but may be redeemed, at the holder's option (commercial banks excepted) at any time during and after the sixth calendar month following the month of purchase, at par and accrued interest.

Treasury Savings Notes, Series C, are dated as of the first day of the month in which they are purchased. They mature three years from their issue date. Interest accrues each month after the month of issue per \$1,000 face value of notes, as follows:

1st to the sixth Month, \$0.50 monthly, .60%; 7th through the 12th Month, \$0.80 monthly, .78%; 13th through the 18th Month, \$0.90 monthly, .88%; 19th through the 24th Month, \$1.00 monthly, .95%; 25th through the 36th Month, \$1.10 monthly, 1.07%.

The Series C Savings Notes are available in the denominations of \$100, \$500, \$1,000, \$5,000, \$10,000, \$100,000, \$500,000 and \$1,000,000. They are issued only in registered form at the issue price of 100%. Each note is registered in the name of a single owner and if they are bought specifically for tax payment purposes the notes should be made out in the same name as is used in the tax return. If a husband and wife file a joint tax return, a Series C Note made out in the name of either person may be used in payment of the tax.

Treasury Savings Notes, Series C, are eligible for collateral pledged as security for loans from banking institutions.

United States Treasury 7 1/2% Certificates of Indebtedness, Series C, due June 1, 1945. This certificate of indebtedness, to be offered during the Fifth War Loan Drive, is dated as of June 26, 1944 and matures June 1, 1945. Interest at the annual rate of 7 1/2% will be paid on December 1, 1944 and June 1, 1945. Bonds will be issued at 100, plus accrued interest on bonds subscribed and paid for on and after June 27th.

The subject Certificates of Indebtedness are available only in coupon form and are not subject to call prior to maturity. They are available for purchase during the drive by all classes of investors except commercial banks. They qualify ideally for bank loan collateral. The 7 1/2% Certificates, Series C, are available in denominations of \$1,000, \$5,000, \$10,000, \$100,000 and \$1,000,000.

United States Treasury Certificates of Indebtedness have a high degree of marketability and qualify exceptionally well for the short or temporary investment of corporation funds.

Continued on Page 8)

'Sarge' Calls Bond Turn

"If you people back in the States keep on buying War Bond, I won't be here very long," wrote Staff Sgt. Seymour Pinsky last August to the members of his union, the Knitgoods Workers Union, Local 155, ILGWU.

Today, the members, 2,000 strong, are buying bonds, but Seymour won't be coming home. He was killed in a Flying Fortress over a South Pacific battle zone.

In honor of Staff Sergeant Pinsky, and in honor of another of its members, Lt. Richard T. Neary, a bombardier, who was killed in the European theatre of operations, the union has launched a \$500,000 bomber campaign. The goal is two heavy bombers—one for each of the lost union members.

The campaign, according to Louis Nelson, chairman of the union, will be conducted in the places of employment of the union members, with business agents directing the bond sales. Mr. Nelson will coordinate the drive in Brooklyn and Manhattan factories.

City Ad Men Active On War Loan Drive

Publicity and advertising for the Fifth War Loan as in the case of previous War Loans was supervised and directed by the publicity committee of the Retail Merchants Council which includes the advertising directors of the leading stores in the city.

The committee with John D. Roche as chairman, includes Neil Gallagher, Milton J. Merz, Carl Skaer, John A. Morton, David Klein, Orrin Fromm and Fremont Chester secretary of the Retail Merchants Council.

Rochester advertising agencies also gave unstintingly of their time and talents in the preparation of posters, cards and advertising messages. The ideas and art work found in the daily and weekly papers as well as the Liberty Bell News are for the most part contributions of these agencies to the Fifth War Loan.

Those donating their services were Hutchins Advertising Agency, Jack Knabb Advertising Co., Charles L. Rumrill & Co., Ed. Wolf and Associates.

The battle for the world IS ON!

OUR WORLD... And... we've GOT to win it. That's why Uncle Sam expects every dollar, like every soldier, to do its duty.

Keep It Ringing, Rochester!
PUT THIS FIFTH WAR LOAN OVER BUY MORE BONDS!

LIKLY'S

271 MAIN STREET E.

What's the Cost of a Wooden Cross?



Every white wooden cross that marks the grave of an American fighting man is paid for in full—with a gold star, a handful of bitter-sweet memories... and an empty heart at home.

It's tough to die alone, far from your loved ones, with the feel of the metal that's biting out your life—but some fighting man is dying that miserable death right now, because our

country asks it of him.

When a Victory Volunteer asks you to double your bond buying during the Fifth War Loan, think of the cost of a wooden cross before you answer—think of the price some soldier—and his family—is paying at that very instant. Then pledge every dollar you can. Because you have an American heart—because it's your country and your duty.



This Space Contributed by

Projansky
29 EAST AVE.

- And Here Are 5 MORE Reasons for Buying EXTRA Bonds in the 5th!
1. War Bonds are the 'best, the safest, investment in the world!'
 2. War Bonds return you \$4 for every \$1 in 10 years.
 3. War Bonds help keep prices down.
 4. War Bonds will help win the Peace by increasing purchasing power after the War.
 5. War Bonds mean education for your children, security for you, funds for retirement.

KEEP IT RINGING



BUY AN EXTRA BOND ON LIBERTY BRIDGE



LET'S KEEP THE 'BIG PUSH' GOING!

BUY MORE WAR BONDS

Regardless of sacrifice, regardless of hardship, we've got to keep the "big push" going... to ultimate victory. There can be no turning back. So, with the sacrifice our boys are making on the battlefields the least we can do is Loan our money.

PAULS CURTAIN SHOP

76 CLINTON AVE. SOUTH



KEEP IT RINGING
ROCHESTER!

An Open Letter to Our Fellow Citizens—

From the Commercial and Savings Banks of Rochester

Dear Neighbors:

As the most critical moment of the War is here, Rochester and Monroe County are being called upon for a supreme effort in support of the nation's fighting forces. Beginning June 12th, the entire country is asked to participate in a Fifth War Loan of 16 billion dollars, required to finance the greatest offensives in history and to keep them rolling until the enemy surrenders unconditionally. In order to carry their fair share of this undertaking, Rochester and Monroe County must purchase FIFTH WAR LOAN BONDS AND SECURITIES to a total of at least \$73,093,000.

We are confident that our community will wish to meet this test of its patriotism with the same overwhelming response it has given every call for service to America. It is apparent that a sum as great as \$73,093,000 cannot be provided solely out of current income. Much of this money must come from the investment of funds already accumulated.

We therefore take this means of urging our depositors to use at least part of the money which they have on deposit in our banks for this purpose.

Eight different issues of Bonds and other securities are offered for investment during the Fifth War Loan — and all are backed by the faith and credit of the United States Government. We shall be glad to assist in the selection and purchase of any of these securities, without charge or compensation for our service.

The first duty of all of us is to make the Fifth War Loan the greatest victory in the long history of Rochester and Monroe County.

Respectfully,

George H. Hawks
President, Roch. Trust & Safe Deposit Co.

Bernard J. Fineman
President, Security Trust Co.

William W. Foster
President, Union Trust Co.

Ellen M. Collins
President, Rochester Savings Bank

James B. McElman
President, Central Trust Co.

Edward J. Ball
President, Colosse Valley Trust Co.

Joseph A. Givens
President, Lincoln-Alliance Bank and Trust Co.

Joseph A. Givens
President, Community Savings Bank

George W. Shuman
President, Monroe County Savings Bank

This special "Liberty Bell News" advertisement was prepared and published in the interest of the FIFTH WAR LOAN by the Commercial and Savings Banks composing the

**ROCHESTER
CLEARING HOUSE
ASSOCIATION**



Keep it Ringing, Rochester BUY **EXTRA BONDS**

Fifth War Loan Bonds . . .

(Continued from Page 5)

They may be bought without limitation as to amount.

1 1/4% Treasury Notes

This short-term Treasury Note, bearing a 1 1/4% coupon and due March 15, 1947, will bear the issuance date of June 26, 1944. It may be bought during the Fifth War Loan drive by all classes of investors (commercial banks excepted) in unlimited amounts at par (plus accrued interest when purchased on and after June 27th). The notes will not be subject to call prior to maturity. They will be available in the denominations of \$1,000, \$5,000, \$10,000, \$100,000 and \$1,000,000 and will be available in bearer form only.

The 1 1/4% notes, due March 15, 1947, are an attractive short-term investment for corporations and for individuals and others who are looking for a highly liquid security of short-term maturity.

2% Bonds, June 15, 1954-1952

This Treasury Bond represents the medium-term security to be offered by the Government during the Fifth War Loan Drive. It will be dated June 26, 1944 and will mature on June 15, 1954. On and after June 15, 1952 this issue may be called, at par and accrued interest, on any interest date on four months' notice. Interest is at the rate of 2% per year, payable on June 15 and December 15, with the first coupon payable on December 15, 1944.

Bonds are to be offered at par during the drive (plus accrued interest if bought on and after June 27th). They may be bought in either coupon or registered form. All classes of investors may buy them in unlimited amounts. They are to be issued in the following denominations: — \$500, \$1,000, \$4,000, \$10,000, \$100,000 and \$1,000,000.

The U. S. Treasury 2's, due June 15, 1954-52, constitute an attractive medium-term investment for all classes of investors, individuals, insurance companies, trust funds, savings banks and for corporations desirous of obtaining a higher return than that which is afforded by the certificates of indebtedness or the 1 1/4 notes.

2 1/2% Bonds Due March 15, 1970-1965

The United States Treasury 2 1/2% Bonds, due 1970-1965, are dated February 1, 1944, and will mature on March 15, 1970. They are not callable until March 15, 1965.

On that date and on any interest date thereafter to maturity they may be called at par and accrued interest on four months' notice. They are to be offered during the Fifth War Loan Drive to all classes of investors in unlimited amounts at 100, plus accrued interest if bought on and after June 27.

The 2 1/2's of 1970-1965 may be bought in the following denominations: — \$500, \$1,000, \$5,000, \$10,000, \$100,000 and \$1,000,000. They may be acquired in either coupon or registered form. The first coupon will be paid as of September 15, 1944 and will cover the period from June 26, 1944, to the coupon paying date.

This issue has a special feature and advantage in that, upon the death of the owner, the bonds may be redeemed at the option of the duly constituted representatives of the deceased owner's estate, at par and accrued interest, for the payment of Federal estate taxes.

The bonds in question also



Captain Heisel, chief of the Traffic Squad, explains traffic setup at Bridge to Officer Charles O'Brien, regularly stationed at Stone Street corner of Liberty Bridge.

are attractive for purchase by all types of institutional investors such as life insurance companies, savings banks, pension fund and trust accounts, as well as individuals, who are desirous of acquiring the higher rate of return afforded by the 2 1/2% coupon borne by the bonds.

Conclusion

Income on all of the various issues described is subject to all Federal taxes now imposed. They are subject, also, to estate, inheritance, gift or other excise taxes, Federal or state, but are exempt from all taxation imposed on the principal or interest by any state or local taxing authority.

Purchases of U. S. Treasury 7 1/8% Certificates of Indebtedness, due June 1, 1945, and of U. S. Treasury 1 1/4% Notes, due March 15, 1947, will pay no accrued interest on or before June 26, 1944. Thereafter accrued interest will be charged on all purchases at the daily rate of \$0.024 per \$1,000 face amount for the Certificates and \$0.034 per \$1,000 face amount for the notes.

Purchases of the U. S. Treasury 2's of 1954-1952 and the U. S. Treasury 2 1/2% of 1970-1965, made on or before June 26, will pay no accrued interest. Thereafter accrued interest will be charged at the rate of \$0.055 per \$1,000 face amount per day on the 2's of 1954-1952 and at the rate of \$0.068 per \$1,000 face amount per day on the 2 1/2's of 1970-1965, except that on subscriptions for only \$500 or for \$1,000 face amount of either issue no interest accrual will be charged at any time during the drive.

Civilian Navy Yard Workers Invest 1 Per Cent In Bonds

Civilian employees of the ten United States navy yards have an average of 95 per cent of the workers enrolled under the Payroll Savings Plan for an average of 11.8 per cent of payroll invested in War Bonds, the Navy Department Co-ordinator for War Bonds reports.

The yards are located at Boston, Mare Island, Puget Sound, Pearl Harbor, Philadelphia, Norfolk, Portsmouth, N. H., and New York.

War Bonds Better Than Money-They Draw Interest

There are many things people do not realize about War Bonds. For example, the question is often asked, "What is the difference between money and War Bonds?"

The answer—Upon demand your government will pay you, today, or ten years from today, \$75 in legal tender for \$75 in dollar bills. This guarantee is printed on all paper money.

And, also, upon demand, after ten years, the same government will pay you \$100 for an E War Savings Bond that cost you only \$75. This guarantee is

printed on all E War Savings Bonds.

War Bonds earn you interest—money does not. Beyond that there is no real difference, because the guarantor (your government) is the same in both cases. Put your money to work earning interest for you today. Invest in War Bonds during the Fifth War Loan.

Remember, nearly everything you buy today is inflated or expensive, except War Bonds. Everything bought today may depreciate in value, except War Savings Bonds.

Sisson Finds America's Real Patriots

A reporter asked Al Sisson, Master of Ceremonies on Rochester's Liberty Bridge, what thus far had impressed him most.

Al reflected for quite a while before replying. "Every day there are countless interesting things taking place here on the Bridge. You could fill a book—and a darn interesting book with a hundred small dramas, and human interest stories," said Al.

"But the thing that has impressed me most deeply, are the hundreds of children that come up the ramp who have bought bonds with money sent them by their fathers in the armed services. Those men are America's real patriots!"

You'll Be Making History!

We are living in historic times. Events which will be chronicled years hence in letters of fire are happening daily. You are fortunate indeed to be alive today, and you are even more fortunate if you have opportunity to participate in making today's world history.

Even if you have no sons nor daughters in active service, you have friends at or near the front and in uniform, and you'll want to let them know that you're helping their cause and your country. So, buy a bond, another, and keep a copy of this

publication, The Liberty Bell News, for future reference. You'll be darn glad that you did. And your friends of the future, some yet unborn, will be even more glad.

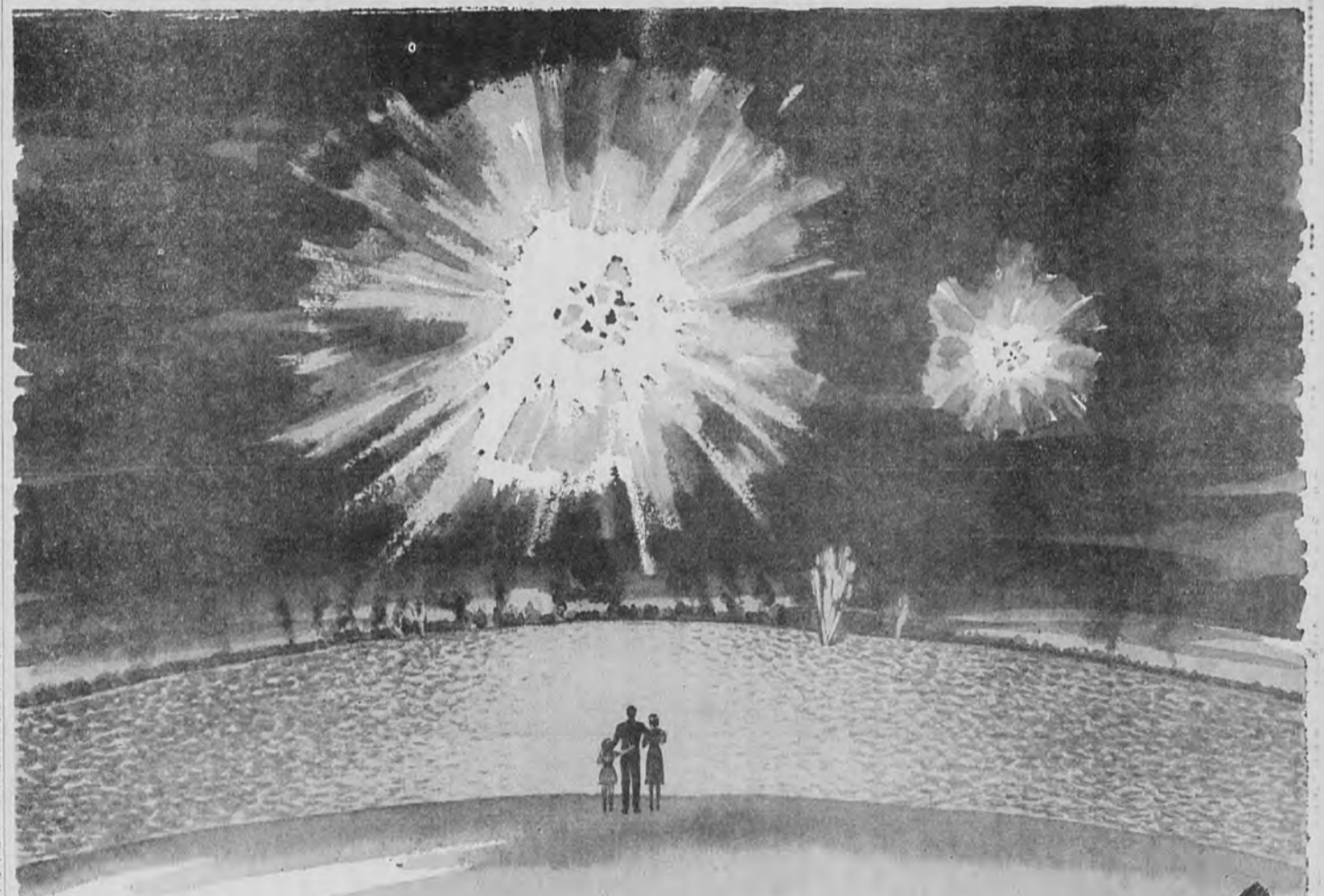
Some of the men and women working in this, the Fifth War Loan drive, are little known and practically unsung today. Tomorrow some of them may be famous, and, anyhow, a decade from now you will wish that you had met them all and had aided them in their efforts in the great historic year of yesterday, 1944.

It would have been wonderful, wouldn't it, if, back in the days of the American Revolution, you had known intimately and worked with George Washington? Well, these are great days, too. How great, only posterity can tell.

Liberty Belles Ring Up \$100,000

Up until Tuesday night more than thirty thousand individuals had climbed the ramps of Liberty Bridge to ring the bell and sign the scroll, according to Robert Schwartz, U. S. Treasury representative.

Furthermore, the Liberty Belles, those tireless ladies of the Bond booths on both sides of Main St., have been busier than many a bank teller. More than one hundred thousand dollars in cash had passed through their hands as of Monday night's tally. Every penny was for the world's safest investment—war bonds.



Go Ahead, Mister—Be Afraid!

Sometimes it's good to be afraid! Afraid of well laid plans gone tragically awry . . . Of powerful enemies surging forth with all their bestiality to kill, capture and conquer . . . of missing links so vitally important to the triumph of righteousness. Sometimes it's good to be afraid of bright horizons signalling a victory mirage—a sure thing—transformed in a flash to an American Dunkirk or Lidice.

Yes—sometimes it's damned good to be afraid . . . afraid of calm, sophisticated complacency that says, "Now, at last, we're winning. The end is in sight!"

Go ahead, Mister—BE AFRAID! Ask yourself, "Is it almost over? Can they stem our victorious surge? Can right retreat and wrong prevail?" Then give yourself the answer. You know it as well as we do. RIGHT IS NOT ALWAYS MIGHT! Right can and will prevail if you—and you—and you give out with all your body, heart and soul to Back the Attack—with work . . . with prayers . . . with sacrifice.



Keep it Ringing



One of the attractive SPARS from the "Tars and Sparks" show which helped entertain workers at Odenbach Coffee Shop party following completion of structure. Fred Odenbach and Postmaster Donald Dalley were co-chairman for big midnight party.

THE LAUER FURNITURE COMPANY, 50 STATE STREET

Buy an extra War Bond from any Lauer Employee.



Half a hundred Lumber for sit returned to reg

Uncle \$440 Feed

The pri money. This buy more W why you are ment.

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Half a hundred or more carpenters swing ramp frame into position. Lumber for structure was box lumber which will be salvaged and returned to regular uses as soon as bridge comes down.

Uncle Sam Spends \$440 A Year Just To Feed and Clothe a GI

The price tag on invasion is high in blood and money. This is the chief reason why you are asked to buy more War Bonds than you ever bought before, and why you are asked to increase your payroll savings, allotment.

Here are a few facts you should know about the money cost of attacking the enemy.

Before a single soldier can participate in combat, the Quartermasters Corps estimates it spends \$440 in simply feeding and clothing him for a year.

When the soldier is ready for combat, he must be equipped with certain basic weapons such as a .30 caliber semi-automatic M1 Garand rifle (cost: \$35), a M1918 (cost, \$3.20) and at least four handgrenades (cost: \$2.40).

Aside from his personal equipment, a soldier may use a flame-thrower (cost: \$2.76), may be part of a gun crew, working a 155 mm. howitzer with carriage (cost: \$51,000), or keep in communication with other units by means of a walkie-talkie (cost: \$300).

Even before the soldier lands on the beach, expensive equipment has had to make way for him. The softening up process by bombers and naval guns means an initial cost running into millions of dollars. Heavy bombers cost about \$250,000, medium bombers about \$125,000 and fighter planes about \$50,000. To make one medium bomber takes about 13,000 man hours. Food from 20 acres is needed to feed the workers who turn out one bomber. Large bombers take about 27,000 man hours.

The expenditure is not in planes alone. Bombs weighing up to 4,000 pounds cost up to \$778. Another detail, such as oxygen masks for the crew of a Flying Fortress, cost about \$40. To each mask is attached a regular costing \$60, and a \$25 oxygen cylinder from which the flyer draws his breath of life.

In the North African invasion, two fleets, one numbering 90 vessels, the other, 137 ships, were used to transport 100,000 men. To land the units for an invasion, highly-specialized boats are put into action. The smallest type of self-propelled "crocodile boat" used to transport artillery and supplies from ship to beachhead in the Solomons costs about \$18,500 and the highest model costs \$27,000. An ocean-going landing barge runs to about 2 million dollars.

These are a few items picked at random of what goes into an invasion. The North African invasion under the direction of General Dwight Eisenhower

made use of more than 700,000 items of equipment and supply.

Once the soldier lands, however, the rate of expenditure increases rapidly. In one day of combat, an infantry division expends 300 tons of ammunition.

Ten .50 caliber machine guns firing at a maximum rate of fire for two hours and five minutes would use one million rounds of ammunition. It takes 1,832 workers to produce this number of rounds in one day.

In one hour of firing, a 75 mm. field gun expends 7,250 pounds of copper, 3,000 pounds of zinc and 42,750 pounds of steel.

A 105 mm. cannon can shoot out more than 3 tons of steel in one hour of firing. The cost of the cannon, without the shells it uses, is about \$13,000.

In the Sicilian invasion, each mechanized division required 18,000 gallons of gasoline for every hour it was on the move.

Even when an invasion force wins, it loses material. The cost of reaching the mainland of Italy, including the prelude of North Africa and Sicily, was 1,800 aircraft lost. In Sicily, 13 percent of all the 155 mm. howitzers were lost, 8 percent of the mediums tanks and nearly 13 percent of the 37 mm. guns.

Maintenance alone of a single soldier overseas requires about 65 pounds of supplies per man per day. For every 100 men overseas with 100 rifles, 60 more rifles must be shipped each year to replace those that are lost or damaged. For every 100 machine-guns, 85 replacements must be sent.

Liberty Ship Named After Former State Labor Leader

WASHINGTON, D. C. — The New York State Federation of Labor recently sponsored the launching of a Liberty Ship of the St. Johns River Shipbuilding Company Yards at Jacksonville, Florida.

The Liberty Ship was christened the "Thomas J. Lyons" in honor of the labor leader, who until his death was president of the State Federation and represented purchases in excess of \$2,000,000 of War Bonds by members of the Federation.

The Forgotten Man

Those responsible for the design and construction of Liberty Bridge thought out everything with the greatest of care. The bridge compares favorably with the Rock of Gibraltar in its soundness. The pitch of the ramp makes walking up and down as effortless as the Lincoln-Alliance Bank escalators. The paint job is perfect, the bridge is symmetry itself, the flags, the colorful posters, the authentic ring of the bell — nothing was forgotten — except Traffic Officer O'Brien.

For years the traffic snarl at Main and Stone have been untangled by the genial O'Brien and he has had plenty — anyway some — room to wave traffic one way and another without banging his elbows or having the shine on his shoes spoiled — not now! Now there is bridge to the right of him, bridge to the left of him, bridge over the top of him, and squirming restless cars behind him — to make life hectic, difficult and dangerous. What the architect forgot — was a fox hole for Officer O'Brien!



We're All In This Invasion, too!

*Our Boys Are Giving Their Lives
We MUST Lend Our Dollars!*

When the news of Invasion came, June 6th, there wasn't a man, woman or child in Monroe County who didn't say — "If I could only get into it and help!"

We can!

We've got something that is just as vital to the War as guns, tanks or planes. We've got the money to pay for them — to keep them supplied in a never-ending stream to the fighting men who use them. It is our privilege, our opportunity and our solemn obligation to lend that money as our part in the greatest crisis of our country's history.

So let's dig—and dig deep. Let's buy Bonds and more Bonds — not just the regular purchase we're already making but extra Bonds. For those extra Bonds means extra speed in Victory — and isn't that what we all want?

Buy Extra Bonds---Then Go To Liberty Bridge And Keep the Bell Ringing!

Every Employee at Sibley's is a Bondholder in the 5th War Loan



SIBLEY, LINDSAY & CURR CO.

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Page Ten

LIBERTY BELL NEWS

FRIDAY, JUNE 23, 1944

ROCHESTER'S LIBERTY BELL BRIDGE

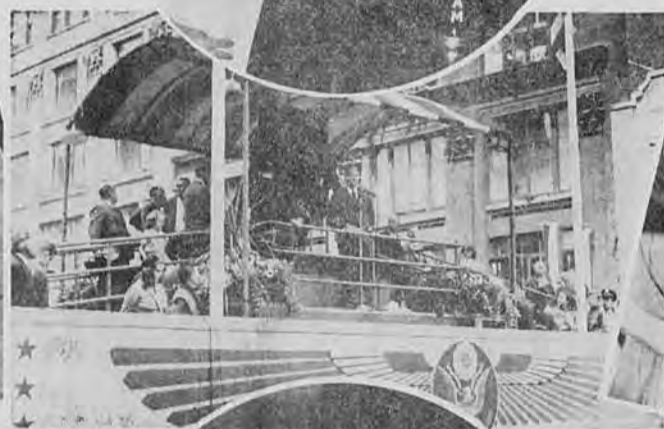
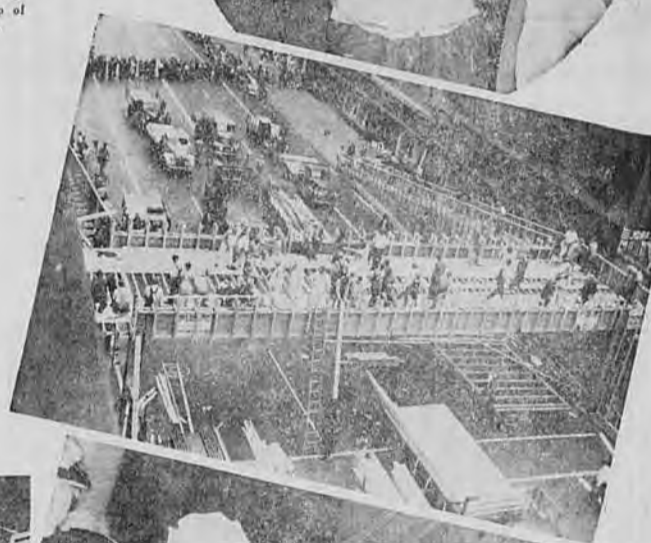
CONGRATULATIONS to the many civic-minded Rochester organizations, men and women whose FREE contribution of time, labor and materials has made possible the construction of Liberty Bridge without any cost to the city or to the War Bond Committee!



"KEEP IT RINGING"

PICTURED are just a few of the highlights during the construction and dedication of Rochester's Liberty Bridge, the unique cooperatively built structure erected over Main Street in downtown Rochester as focal point for the city's Fifth War Loan.

Left, from top, Harry E. Keys, Ironworkers' union chief, and Thomas Leach, president, Leach Steel Corp.; American flag goes into place atop completed steel work; Benjamin Franklin High band plays at dedication; first lineup of bond buyers to ring bells; George E. Roecker, steel company, William G. Kaehler, architects committee, Raymond N. Ball, drive chairman, and M. Stuart Hyland, Builders' Exchange; First steel cross beam in place. Middle Row, from top, Jacqueline Evans, 10, first Bond buyer rings bell first time; Gilbert J. C. McCurdy speaking at dedication; Liberty Belles tally first receipts from bridge bond booth sales. Right, from top, His Honor, Mayor Dicker and Al Sisson, bridge master of ceremonies; carpenters swing ramp frame into place; Painters' Union head, Robert R. Woods, buys bond from Chairman Ball as Frank Kanty, business agent, looks on; carpenters swarm over top of bridge; visiting sailors ring bell; volunteer workers enjoy party following completion of structure.



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By CURT GERLING
At this writing it looks like the Republican's "Silent Little Man" Tom Dewey has won the nomination and lost the election. While Mr. Dewey divided his time between his Pawling farm and peeping over the top of the Governor's desk at Albany his fellow Republicans were busy playing carpenter out in Chicago.

Celebrate a Glorious
44TH
Buy An EXTRA Bond
On Liberty Bridge

These non-union craftsmen were building a platform for him to stand on and direct his party back into power after a very long absence. While the Governor continued his fast of silence the Grand Old Guardians of the party were doing the same old job with the same old tools they have used for the past sixteen years botching out another platform — the same one with which they have lost the last three elections — and are on their way to losing a fourth.

Keep It Ringing

Ed Randall's
Scene and Word
I very seldom engage in arguments about politics or religion. For one reason, I don't profess to know enough about either subject to argue intelligently, and another reason is that it has been my observation over a number of years that such arguments usually end up with each disputant going his own way after the discussion without having his original belief changed one iota by anything his opponent said.

The Week
In Review

Monroe County Republican leaders, headed by Thomas E. Broderick, wended their way westward to the Republican National Convention in Chicago. Delegates from the 40th Congressional District are Broderick and Carl S. Hallauer. Alternates from this district are State Senator Rodney B. Jones, Pittsford, and Mrs. Helen B. Power, Sixth Ward. Delegates from the 41st are Lieutenant Governor Joe R. Hanley and City Welfare Commissioner E. M. in e t l. R. Gauhin, Nineteenth Ward. The alternates are Sarah Hint, Genesee County, and Herbert T. Reed, Orleans County.

Reflections

By Orville Allen
Readers of the Times-Union should be well-acquainted with George Getabout. He is the able correspondent who keeps Hooper's "T-U" local page columnist well supplied with items for his Monday effort. Recently Old man Getabout introduced me to his young nephew Hubert Thistlewaite Getabout and a fine lad he is.

Coming Events

- Today — Perpetual Help Society of St. Mary's Hospital will hold a luncheon at 1 p. m. at Lake Shore Country Club. Cards and games will follow.
- Today — Neighborhood of St. Vincent Chapter will meet at home of Vinette Krieger, 47 Gillette St., for 12:30 dinner luncheon. Party for children, cards for adults.
- Today — Ruth Chapter picnic at Ontario Beach Park, Grounds 5, with dinner at 6:30 p. m.
- Today — Alice M. Abula Club meeting at home of Iose Koenig, 39 McKinley St., 6:30 supper.
- Today — Louise M. Amos Club, Order of Amaranth will hold luncheon supper picnic at Ontario Beach Park with supper at 6:30 p. m. (Husbands invited; reservations with Louise M. Amos or Ethel G. Wall).
- Today — Past District Deputies of Monroe County Republican will hold picnic at Ontario Beach Park, Grounds 4. Members will bring dishes, silverware and white elephant. Dinner served at 6:30 p. m.
- Today — Lt. Col. Paul H. Downing, area representative, AAF Material Command, will present Air Force wings to 35 Rochester Red Cross workers at 8 p. m. in the auditorium of the Academy of Medicine.
- Tonight — Tollefson Trio opens Eastman School summer concert series at 8 p. m. at Kibbours Hall.
- Tomorrow — Victory Invasion Rally, 22 No. Washington St., Elizabeth Gurley Flynn, speaker. The Red Soldier, documentary film.
- Fri., June 30 — Rochester Military Council will hold dinner meeting at 8 p. m. at the Chamber of Commerce.
- Fri., June 30 — Council of Church Women will hear Mrs. Ethel Brent

G. I. Joe Says -

BY PVT JOE BREWER
Now that the CPX about which I wrote last week is behind us, I'd like to give you a few impressions gained therefrom:
We have a journalist formerly with PM in this barracks so I asked him what he considered especially interesting about the three-week CPX and how he would present his reactions in a story.
"Well," he said, "I would point out that we who were civilians four months ago have been developed in this brief third-of-a-year into real soldiers. I'd tell how men of our age have managed to come through something as rugged as CPX and feel no ill effects. 'To me,' he continued, 'this shows the Army must know what they're doing — and they're doing a good job of it — doing it quickly and efficiently.'
"Doesn't that sound just like a 'journalist'?"
Here's my own summary:
We were built up for CPX to be an awesome thing. It turned out to be a picnic in the woods. We who are radio operators learned quite a bit about procedure and our speed increased. But we don't know how to tune a 390! We didn't send a single message from a foxhole and we had 'A' rations all the way except for one meal of 'D' ration. If we had lost our antenna we couldn't have improvised one. We have no idea what to do if we lose our pack in landing operations.
After the hike and infiltration (Continued On Page 8)

This Week's
\$25 Winner

Winner of the final June drawing, held at Shopping News on Monday afternoon is Miss Reublah Wheeler, 205 Leighton Ave., who will collect \$25 dollars in cash because she paid her Shopping News carrier, Robert Whitney, ten cents as a sustaining subscriber to this paper. Bob collects an extra five dollars because the winner is one of his customers.

YOUR LAST CHANCE
PRE-WAR STEEL
PORCH CHAIR
\$6.50

Sun room and beauty parlor chrome furniture.
Large assortment.
3-Piece LIVING ROOM SUITE

TYPICAL KROVETZ SPECIAL
3-piece sturdy living room suites, choice of handsome color combinations. Construction absolutely guaranteed.
YOU CAN'T AFFORD TO MISS IT
\$139.50 REG. \$195 VALUE

OVER 65 BEDROOM SUITES
TO CHOOSE FROM

Be sure to see these lovely modern walnut waterfall bedroom suites. \$139.50

STOP, SHOP, SAVE AT
KROVETZ FURNITURE STORE
458-462 JOSEPH AVENUE
OPEN EVENINGS

Vine's JOBBING HOUSE
OPEN EVENINGS 'TILL 9!
Closed! JULY 3rd & 4th and ALL DAY WEDNESDAY During July and August
VACATIONING?? OR PLANNING A LEISURLY HOLIDAY WEEK-END?
A visit to Vine's will save you time and money. Vine's, Rochester's largest downtown sportswear store features a complete stock of sports apparel for your entire family. Vine's is located away from the main shopping center, where better merchandise costs less.
MEN'S SLACK SUITS SIZES 29 TO 44
You'll want several of these cool summer slack-suits for your leisure hours at home or away. Long and short sleeve, contrasting or solid colors. \$3.98 to \$9.98
MEN'S SLACKS Choice of cottons, rayons, gabardines, and pure wool. Many with zipper. \$2.39 to \$4.98
MEN'S SPORT SHIRTS Long and short sleeve, washable, cool and comfortable. Choice of color. \$1.00 to \$4.98
Ladies' 1 and 2 piece BATHING SUITS \$1.98 to \$5.98
Whether you're big or small, young or old, Vine's have the style suit you want. A wide choice of one and 2-piece, and dressmaker models for style conscious women. SIZES 32 to 50
MEN'S SWIM TRUNKS Vine's stock of swim trunks is complete in every detail. Pre-war leathers, wool, and gabardines, with built-in tapes, suspenders. A wide choice of styles, colors, and materials. \$1.39 to \$3.39 SIZES 30 TO 48
CHILDREN'S SWIM TRUNKS 1.00 to 1.79
GIRLS' BATHING SUITS 1.98 to 2.98
GIRLS' SLACKS 1.29 to 3.98
BOYS' SLACK SUITS 2.59 to 4.79
OTHERS Priced From \$1.98
Vine's JOBBING HOUSE
159-161 JOSEPH AVE. CORNER MAIN 6488 NASSAU STREET

Amusements
CENTURY NOW PLAYING "WOMEN IN BONDAGE" with Nancy Kelly and Gail Patrick. Plus "JOHNNY DOESN'T LIVE HERE ANYMORE" with Simone Simon
LOEWS NOW PLAYING "TWO GIRLS AND A SAILOR" with Van Johnson, Jimmie Durante, Jose Iturbi and Lena Horne
PALACE NOW PLAYING Gary Cooper in "THE STORY OF DOCTOR WASSSELLS." Plus "SOUTH OF DIXIE" with Ella Mae Morse
CAPITOL NOW PLAYING Ray Milland and Ruth Hussey in "THE UNINVITED." Plus "MARtha RAYE and CAROLE LANDIS in "FOUR JILLS IN A JEEP."
HUDSON "RETURN OF THE VAMPIRE" with Bela Lugosi. Plus "PHANTOM KILLER" with Dick Purcell.
LITTLE STARTS SAT. Henry Fonda, Dorothy Lamour and Linda Darnell in "CHAD HANA" in Technicolor
REGENT NOW PLAYING "HOME IN INDIANA" in Technicolor with Walter Brennan. Plus "LADIES OF WASHINGTON" with Trudy Marshall.
REXY "TIRED WIFE" with Louise Albritton and Bob Paige. Plus "RACKET MEN" with Tom Neal.
TEMPLE Ann Corio in "CALL OF THE JUNGLE." Plus Lena Horne in "THE BRONZE VENUS."

Don't Gamble USE
Safeti-Wash
The sensational new cleaner that does everything
Fine For Floors — Woodwork — Dishes — Glassware — Bathroom and Kitchen Fixture — Automobiles
\$25 IN PRIZES
For new uses. Send a label from any size bottle with a note describing your discovery. First prize \$10.00. Contest closes August 1st.
Phs. 49c Qts. 79c
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New TIRES JUST RELEASED FOR
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BOOK HOLDERS
New Low Prices on
B. F. GOODRICH SILVERTOWNS
POPULAR SIZES IN STOCK
4.40/4.50-21 \$12.00
4.75/5.00-19 12.05
5.25/5.50-18 13.45
5.25/5.50-17 14.75
6.00-16 16.05
6.25/6.50-16 19.50
7.00-15 21.55
7.00-16 22.10
PLUS TAX
Let Us Inspect Your Tires and Help You Apply for a Ration Certificate
Special Service To Car Owners
We will complete all necessary inspection papers for you, and make out your application for tire replacements.
YOU DO NOT HAVE TO GO TO THE RATION BOARD!
We will mail your your application to the Ration Board, and your certificate for Tires and Tubes will be mailed direct to you.
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Page 2 The Rochester Sun, Thurs., June 29, 1944

Decrees of Fashion

BY HELEN BRATRUD
Patriotic tributes being paid to our Military Police by women who designate their sparkling white accessories as "M. P. Whites." The implication of law and order is properly made for practically every costume takes on authority with the addition of coordinated, crisp, white accents. One of the arresting examples of this plan is the pique bolero, hat and gloves ensemble designed by CBS actress Claire Pelt to be worn with floral, striped or monotone dresses. The simpler the dress, of course, the smarter the white touches appear.

Claire Pelt

A symmetric application of beading or embroidery and side-

sweep drapes dominate the fall forecast of dressy styles. The new technique of side folds is called "swag," a term which all women who know window draping will understand. Decidely pert, and a change from the old cascade drape, the folds break the rigid line of narrow or hound-dog silhouettes without going beyond the limited yardage regulations.

Clear smooth brow of poet's fame is not quite so beautiful in the eyes of millinery designers who are creating hats this season with suspended forehead medallions or shield-shaped points to distract from too large an expanse between eyebrows and flat hairdo.

Did you know that the shine could be removed from dark clothing if a few drops of vinegar are added to the sponging water before pressing?

LOOK A good black dress comes under the heading of sound investments. It is one you wear day after day, evening after evening, at RИP-TON DRESSES you'll find those black sheers you've been looking for. Dressing up or down they do "things" for your figure like nothing else. Priced \$13.95 to \$22.95 you'll find RИP-TON DRESSES crop of black sheers dispels forever the old myth that black looks hot. COTTONS in half-sizes, priced at a mere \$3.95 up. RИP-TON DRESSES, 739 MONROE AVE. Open Eve.

Your posture reveals your state of mind, so we learned from Mitzi Gould who rhymed with a p p y with slumpy with her point, All the exercise in the world cannot create an alert body if anxiety and worry is harbored within.

Therefore, one of the greatest beauty tricks is diverting emotional channels. It's useless to tell an A-1 worrier to stop but Mitzi reasons that a really busy person has no time to spend fretting.

ong evening dresses. If we can judge from the recent showings, are definitely on their way back to popularity and propriety. They're a highly sophisticated lot, too, after a year of hibernation.

Ever appropriate is the new red cotton short coat, made like a man's pajama top and just about the same length — just long enough to cover a bathing suit. Home dressmakers will find they're easily assembled and fill a multitude of wardrobe needs. For they brighten up every summer costume from play to dress wear.

KAY'S COMMENTS

by
kay shearer

Be an "old faithful" to that daily dozen routine on the night shift—and your skin, hair, teeth, and eyes will look it. I know it's much easier to tumble into bed—but try this routine for a month and you will notice a real improvement in that short time. Scrub briskly with a bland, superfatted soap that makes huge lather and leaves your skin soft and smooth—cream before you apply the soap. A friend of mine who once manufactured cosmetics told me this hint about the skin—never soap your face 'til you cream it first. The skin works on the same premise of leather—you don't apply water first then oil, do you? Remember this when you launder your face. Wield a complexion brush to the blackhead territory at least once a week. Rinse away every scrap of lather with tepid water. Work cream upward from neck—ease up to mouth, nose, cheek and forehead—gentle fingertip touches for the eye area. Massage hair and scalp as if you meant it. Brush up, out, away and plenty. Give curls, wave or pageboy rolls a pin setting—then wrap them in a neat net for safe keeping—Tuck his letter under your pillow and dream sweet dreams. Devotedly—Kay.

SALE TIMED FOR YOUR HOLIDAY—What a SALE at MARLENE HAT SHOP. BACS for \$1.79 values to \$5. Beautifully tailored bags in the poplar colors to see you through the summer. HATS—priced at \$1—values to \$5. Smart wearable chapeaus with plenty of summer wear ahead. HOTEL SENECA.

A cutaway cardigan in cotton with a pleated front skirt in tissue gingham. Wear white dickey with it—white shoes—white hat and bag.

A beautiful body for 1944—how to attain this—at VIRGINIA'S REDUCING SALON. I have watched the results of her courses and it's amazing. Virginia really gets pounds off. It's a pleasant experience this losing weight. Remember there's no thrill like getting into a size 13 again, when you have been embarrassed recently by asking for a 20. Prices are gentle at VIRGINIA BEAUTY & REDUCING SALON.—Present Bldg.—27 Clinton Ave. So.—Stone 946.

GLASSWARE EDWARDS all with the newest, present a new TWIST in STEAMWARE. There's probably nothing in your household that needs replacing more often than your glassware. I know that is the situation at my house. With this in mind EDWARDS, with their usual foresight have made it possible for everyone to add to their diminishing supply of glassware. Timed just right for your summer entertainment when your glasses with cool refreshing drinks are the highlight of your table. Warm weather is finally here your entertainment problems will be made easier with the purchase of this versatile fine hand-made steamware. Your table will sparkle with new charm and glamour provided by EDWARDS with this brand new idea in glasses. Priced within your budget of course. Graceful shapes with lustrous colored rope like twisted stems. Colors that blend in with any color scheme. Sharon Pink, Cloudy Blue, Sea Green, Light Blue, Forest Green, Burgundy, Topaz and Gold. Sold in sets of eight. The different styles are long stemmed wine glasses at \$3.98—Short chunky brandies at \$2.50—Cordials at \$3.49—Cocktails— at \$3.50 and one that may be used for either cocktails or wine at \$3.98. EDWARDS Glassware Department—on the Second Floor.

Shaped like pineapple are the exceptionally attractive kind of plastic—dead white—in earrings and pin to match.—Sells for about \$2 each.

SALE NEWS
Just 34 Left!
Feminine shorts pleated to look like skirts. White and navy. Unmistakable irregularities. Made to sell for \$3.98.

\$1.69
\$3.89
\$4.88
SPORT SHOP
23 CLINTON SO. opp. Hotel Seneca

The Famous Sculpta Brand
51 GAUGE
EXTRA SHEER
First Quality
RAYON HOSIERY
\$1 10 PR.
Glamour for your legs! Wispy-sheer rayons—delightful to wear with prints, date pastels! Full-fashioned,—newest colors! Sizes 8 1/2 to 10 1/2.
EXTRA LENGTH WALKING SHEERS (up to 37 inches long)
2 Prs. \$1 29
Slight substandards but nothing to mar the appearance or wearing qualities. Sizes 9 1/2 to 11.
SCULPTA HOSIERY SHOPS
213 MAIN ST. E.

LLOYD'S FUNERAL WORK is a specialty with a snap to whip up and so is the checked dickey with a pert bow and soft labels.

TIRES
THE BEST!
B. F. Goodrich
SILVERTOWNS
All popular sizes available now on easy weekly payments. Use your certificate today!
Official Tire Inspector
B. F. Goodrich
Silverstown Stores
675 E. MAIN—Main 7300

One War Worker Tells Another—
"If You Need Money
Get One of Those
Low-Cost
LINCOLN-ALLIANCE
Personal Loans
Figure it out for yourself... The bank way of borrowing is the low-cost way. When you need money for any Emergency Expense call at any of our 13 convenient offices and ask for a Lincoln-Alliance Personal Loan. No fuss, no red tape.

LINCOLN-ALLIANCE BANK AND TRUST CO.
183 Main Street East
Or At Any One of 13 Conveniently Located Offices
CITY OFFICES OPEN MONDAY EVENINGS 6:30-8:00
Member Federal Reserve System Member F.D.I.C.

COUNT ON ME, BROTHER---
Jim Sticking The Army says I'm too old to fight, but I'm not too old to work.
If we are now engaged in essential war work, we can stick to the job and make it click. And if we are not engaged in war work, let's all find the spot where we can be the most useful.
Think a minute! One more minute of your time may save a life! Will you give it?
If Not Now Engaged in Essential War Work Apply at Any Rochester War Plant or United States Employment Service, 34 State Street
Published by Companies Composing The
INDUSTRIAL MANAGEMENT COUNCIL

BACK THE INVASION
Fifth War Loan
JUNE 12 to JULY 8, 1944
BUY WAR BONDS at Rochester Trust
BUY MORE THAN BEFORE
Semi-Annual Clearance
Misses' & Women's DRESSES
2⁹⁰ — 4⁵⁰ 6⁹⁰
Right before the Fourth when you want them most! A clearance of every wanted Summer style. Sizes for everyone.
Downstair Fashion-Center
Darling Shop
190 Main St. E.

At Smalls
Famous **DUNHILL** Lighters
Windproof
NEEDS NO FUEL
Works every time. A beautiful new pocket lighter, streamlined in Sterling Silver by Dunhill. This lighter needs no fuel—it thrives on "wind." Extra wick included at no extra cost. Here is the perfect gift for servicemen or civilian.
\$5 plus federal tax
EASY-TO-BUY—CASH, CHARGE OR BUDGET
Smalls
28 EAST MAIN ST.

MODERNIZE
your old-fashioned Diamond Ring
NEW SETTINGS
Prices start at **9⁹⁵**
You'll be amazed at the beauty of your diamonds when they are reset in one of our beautiful, new modern mounting rings. You'll think you have a brand-new diamond ring.
PRICES ARE LOW, TERMS EASY
LIBERAL ALLOWANCE ON YOUR OLD SETTINGS
Smalls
28 EAST MAIN ST.

Take It Easy

Don't do your kitchen chores the hard way. There are lots of little tricks that save time and energy and tempers, so take it easy.

Bread: Fresh bread will cut easily with a hot knife. To butter bread for thin sandwiches, spread end of loaf with softened butter and cut as thin as possible. Repeat.

To make attractive designs on crackers press cheese and smooth spreads through pastry tube of a funnel made of heavy white paper.

Use a large pancake turner or a pair of strong tongs to remove bread pans from oven.

Pies and Cakes: Fresh cakes can be readily cut with a hot knife. To prevent juices from cooking out of pies into oven place a strip of dampened cloth or pastry tape around edge of pie; or place a tiny funnel or 4-inch stick of uncooked macaroni upright in center of pie. Line cake pans with plain or waxed paper instead of greasing.

Vegetables: To remove vegetable stains from hands, rub them with a slice of lemon.

To separate lettuce leaves easily cut out core and place lettuce head under running water so that it runs into cavity. Drain and dry leaves before using.

To prevent odor of cooking onions and cabbage add 1 tablespoon lemon juice or wedge of lemon with skin on.

To keep sweet potatoes and apples from turning black place them in salted water at once after paring.

Sugar: To keep brown sugar from becoming hard place it in a glass jar and cover tightly.

Week in Review

(Continued From Page 1)

and the Antonelli Fireworks Company, of which he was president, was fined \$10,000. Dominick Barbollo, an Antonelli plant foreman, was sentenced to 18 months in prison. All were convicted of conspiracy to defraud the government, but found innocent of a sabotage charge and the two-year sentences for Antonelli and his stepsons were the maximum under the law.

A threat from Commissioner of Public Safety Thomas C. Woods that gambling would not be permitted in the city was given emphasis by police raids on three alleged horse rooms and gambling places. So far as could be learned, all horse rooms and other gambling places closed down tightly in the wake of the raids. It was reported that equipment had been moved from some of the places and that wire service on race results had been discontinued.

A hundred German war prisoners arrived at Cobbs Hill Military Police Barracks to lend a hand with the Rochester area pea crop. Most of them will be assigned to canneries, for work at the pea viner stations all outside the city. About 200 more German prisoners are expected at Hamlin camp, where accommodations are available for that number. The prisoners are all under heavy guard night and day at the barracks and at their work outside.

Supervisor of the Fourteenth Ward Irving G. Drew was appointed as business officer of Jola Sanitarium by Dr. Ezra Bridge, Jola Superintendent. Drew takes office on July 1st, when Wallace H. Bush, business officer since 1928, retires. The post pays \$3,000 a year and includes a home.

Seven Rochester men admitted illegal gasoline coupon transactions before Federal Judge Harold P. Burke and "indicted" fines totaling \$1,250 were levied against them. Formal sentence will be on July 12th when the fines are payable. The coupons represented thousands of gallons of gasoline.

Albert J. Monro, district manager Office of Defense Transportation, said that early ordering and delivery of winter coal is essential. Monro explained that householders should obtain their initial supply for next winter during the summer months, before the shortage of motor trucks and drivers for coal distributors becomes critical in the fall. Monro said that trucks are becoming overage and in need of expensive repairs and that drivers had entered the armed forces or other war industries and prompt delivery of coal will be impossible if orders are not placed until the arrival of cold weather.

Elmer Irish, accident prevention bureau supervisor, has been assigned to the office of Police Chief Henry T. Copenhagen to specialize in juvenile delinquency work. The chief announced that Irish will have broad duties in his new assignment. They include inspection of dance halls, playground areas, railroad and bus terminals, and "other places where juveniles congregate." This is the second move in recent weeks to check the juvenile problem. Two additional policemen were named recently for that purpose.

Twenty promotions accompanied by pay increases in the city Department of Finance were announced by Comptroller W. Ray Whitley. The promotions affect both the comptroller's office and division of treasury and were designed to compensate for increased duties growing out of the promotion of Robert P. Aex to deputy comptroller from accountant and to fill a vacancy created by the retirement of Lee J. Rowley, cashier in the office of City Treasurer Haskell H. Marks.

That infantile paralysis treatment study will continue at the University of Rochester-School of Medicine and Dentistry was assured by receipt of an \$18,000 grant from the National Foundation for Infantile Paralysis. The grant to the University was one of 27 totaling \$1,128,770 made by the Foundation for intensifying and broadening the nation-wide fight against infantile paralysis.

PENNEY'S
J. C. PENNEY CO., INC.
87-89 SO. CLINTON

Back The Attack—
Buy More Than Before

IT PAYS TO SHOP AT PENNEY'S



Boys' Plain Color
WASH SUITS
\$1.98

For those summer play days ahead—these solid color wash suits are ideal! Why? Because they're so easy to wash and simple to iron. Tailored style with self belt and trim. Tan, blue and green. Sizes 3-8.

Basement



Clearance of
JUNIOR MISS SLIPS
50¢

All better priced slips reduced to clear! They're all fine quality cotton in neatly tailored styles. Some have lace trim tops—princess lines. In sizes 11-17.

Second Floor

Women's Rayon
TRIMMED SLIPS
69¢

Lace trimming under sheer blouses, or tailored, where fit is important! This is just the slip you want then. They'll fit without a wrinkle—they're so smooth and soft. Of rayon in tearose only. Sizes 32-42.

Basement



Sizes 12x48
Full Length MIRRORS
\$3.49

Add a bright, cheerful and practical note to your dressing room! Graceful full length mirror! The good quality glass gives a clear and undistorted reflection.

Third Floor



BENRUS
37.50



BULOVA
45.00



Duchess

Large Certified Perfect diamond in a 14K yellow gold setting of smart simplicity.
125.00



Use Your Credit



DIAMOND ONYX
Man's handsome new ring with sparkling diamond set on onyx.
\$45



BRACELET
Gold-filled expansion identification bracelet. A personal gift.
15.00



BIRD PIN
Completely covered with brilliant rhinestones.
7.15

Rudolph's

CORNER EAST MAIN AT SOUTH AVENUE
In Batavia — 109 Main Street

★ DO YOUR PART in the INVASION—BUY WAR BONDS ★

George D. B. Bonbright & Co.

100 POWERS BLDG
MAIN 4830
Members
New York Stock Exchange

Cool Cotton
SPORT SHIRTS
49¢

Good looking sport shirts—cool, comfortable, lightweight fine combed cotton with popular crew neck and short sleeves. Tan, yellow, and blue. Small, medium and large.

First Floor



Rose - Aqua Copen
Polka Dot RAYONS
79¢ yd.

Polka dots—polka dots—ready to take you in beauty and comfort through the summer season! For sport clothes and summer frocks—it's the ideal fabric.

Third Floor





Big Buys for Shopping News Readers!

SOAPS FOR Everybody!

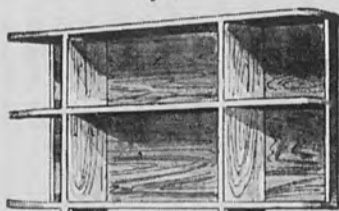
At Prices You Like to Pay



RINSO
5 for 99^c

DUZ 5 for 99 ^c	SUPER SUDS 5 for 99 ^c
OXYDOL 5 for 99 ^c	IVORY SNOW 5 for 99 ^c
Large Ivory Soap 10 for 1 ⁰⁹	CAMAY SOAP 10 for 59 ^c
Large Swan Soap 10 for 1 ⁰⁹	MEDIUM IVORY 10 for 57 ^c
Woodbury SOAP 10 for 59 ^c	LAVA SOAP 10 for 57 ^c
LUX SOAP 10 for 59 ^c	Kirkman's SOAP 10 for 43 ^c
LIFEBUOY SOAP 10 for 59 ^c	MAXINE SOAP 10 for 43 ^c
Palmolive SOAP 10 for 59 ^c	WOOL SOAP 10 for 43 ^c

We Reserve the Right to Limit Quantities
EDWARDS—Toilet Goods Street Floor



Unpainted BOOKCASES

26" high
35" long
7" wide **3⁹⁸**

It's fun to paint your furniture yourself... these unpainted pieces are made of smooth sanded pine that take to paint like a duck to water.



3⁴⁹

Unpainted Kidney Table

Smoothly sanded pine with drawer, side swing arms and turned legs. 36" long, 30" high and 18" wide.



Ironing Boards

47" long
11 1/2" wide **2¹⁹**

53 in. long... 13 in. wide... 2.59
53 in. long... 15 in. wide... 2.98
A good, full sized ironing board lightens your work... these are light in weight, yet strong and rigid. They open and close without a struggle. The firm understructure is of wood and metal combined.
EDWARDS—Sixth Floor

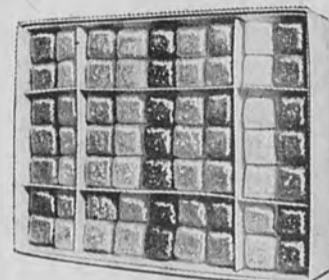
CANDY Headquarters

There's always a line at the candy counter for you can't buy better sweets than those that come from Edwards own candy kitchen. Try Edwards candy once, and you, too, will join the throng that says, "Edwards, for Candy." Buy for home... send to the boys in the service.

Delicious Pectin JELLIES

37^c
lb.

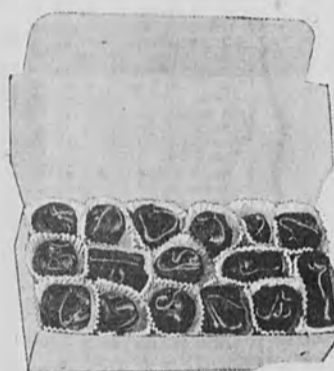
Delicious, soft jellies on assorted flavors, crystallized with sugar. A delightful summer confection.



Assorted Chocolates

44^c
lb.

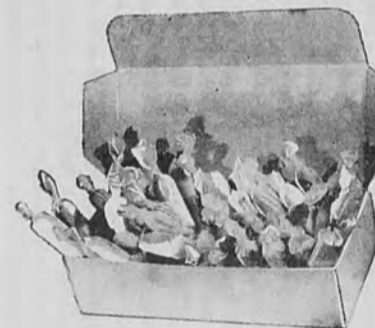
A fine assortment... peppermint patties, coconut creams, orange jelly, lemon patties, orange patties, maple creams, fudge and caramels.



Atlantic City Style Salt Water TAFFY

37^c
lb.

Everyone likes salt water taffy and they will especially be fond of individually wrapped Atlantic City style taffy.



EDWARDS—Candy Dept.—Street Floor



HEAVY QUALITY DRILL

Scoop! Striped 36" wide WINDOW AWNINGS

2¹⁹
each.

Are your rooms hot and sticky from the intense sun? Let awnings solve your problems, for they let in the light and only the comforting rays of the sun... these awnings are made from heavy quality drill and are 36 inches wide. Complete with hardware and ropes.

CLEARANCE

8 oz. Duck Porch AWNINGS

25%

A few 8-oz. duck awnings... some are without ropes and pulleys. All are 25% off regular prices.

off regular prices

EDWARDS—Fourth Floor

CHOCOLATES
MADE FRESH DAILY
IN OUR OWN KITCHENS

55^c pound

Included are:

- Coconut
- Italian Creams
- Nut Balls
- Coffee Creams
- Chocolate Buttercreams
- Crunch
- Peanut Squares
- Peanut Butter
- Apricot Jelly
- Pecan
- Raspberry
- Caramels
- Maple Walnut
- Peanut Clusters
- Pineapple
- Apricot
- Black Walnut
- Pistachio
- Peanut Smacks
- Vanilla Buttercreams
- Raisin Clusters
- Creme de Mentha

EDWARDS
Street Floor



Exciting News for Holiday Shoppers!

Store Open All Day Friday and Saturday
Closed Monday & Tuesday. Open Wednesday
Noon 'til 9 P.M.

Stop Worrying About Twisted Seams... Rely on

NO Seam Sheer Rayon STOCKINGS

3 Pairs **1³³** Single Pair **44^c**

No more fretting about seams that start out neatly in the center back of your shapely legs and in a short time have spiraled half way to the front... not if you rely on our "No Seams". Then, your legs will always be at their flattering, bareleg best. Try them and see what relief you get in knowing that bareleg, always trim appearance. And, here's a tip... wear them inside out. They appear sheerer and duller... a delight to wear and to look at. Why not add a box to your vacation wardrobe and see for yourself.



All
Sizes
8½ to 10½

Women's
Better Quality

Rain coats
3⁹⁴

Mostly Size 16. A Few in Size 14 and 18

Let it rain! Let it pour! You won't give a hoot, if you're wrapped up snug and dry in a weather sealed, water repellent raincoat. You'll like the protection it assures and you'll like the very definite military swagger of its cut... shoulder tabs that button down, epaulet style... straps at the cuff... double-breasted button-down yoke, 2 deep slash pockets and a wide belt that pulls tight at your middle like an officer's coat.

EDWARDS—Basement



5⁹⁸
100% Wool
United States Army
BLANKETS

Army weight and army warmth in a splendid blanket for youngster's going to camp or your summer cottage. They're rejects. Yes, but only because they have a seam... otherwise they are made to exacting Army specifications. You'll get a lot of service out of these blankets no matter where you use them. Khaki color only. Mail or phone orders filled. Full Bed Size, 66x84.

EDWARDS—Domestics, Second Floor

Two Smart Summer Tans

Phone Your Order—Call **STONE 2300**

EDWARDS—Hosiery, Street Floor

All Purpose PUMP and Sprayer

Extraordinary Government Release

Complete with 10 Ft. of
Hose and 2 Nozzles **1⁷⁹**



Mail Order Blank

E. W. EDWARDS & SON,
Rochester, N. Y.

Please send me _____ All Purpose
Pumps at \$1.79 each:

Charge Check Money
Order

NAME _____

ADDRESS _____

No Charge for Delivery on
Purchase of \$2.00 or more.

An all-year-round pump that is so versatile you can't afford to be without one. Ideal fire extinguisher for summer camp or cottage; fine for spraying insecticides or whitewash; for disinfecting poultry or livestock; for washing the car. Ideal for watering Victory gardens, plants and window boxes.

For fighting fires!

For washing cars!

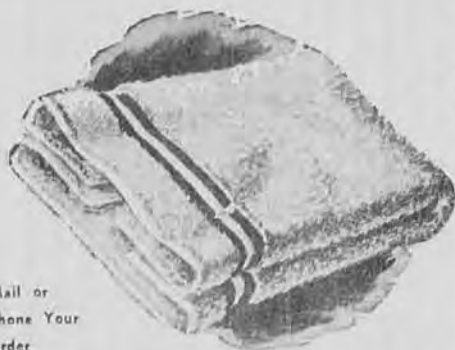
Belling basements!
Flooded drains!

Spray insecticide!
Water plants!



EDWARDS—Housewares, Sixth Floor

Double Thread "Cannon" Towels



3 for 87^c

Big, thirsty, toughies that sop up the water in a jiffy. Double Thread "Cannons" that mean years of good rough wear. Buy them for home or your cottage at the lake.

Blue Rose
Maize Green

Mail or
Phone Your
Order
Stone 2300

EDWARDS—Domestics, 2nd Floor

Round Out the Beauty of Your Living Room with Pillows



1⁶⁴

Beauty and comfort add new to your living room. Buy early chair and see the difference. Light backgrounds of blue or rose with large floral designs finished with colored fringe.

EDWARDS—4th
Dept., Seventh Floor

Reflections . . .

(Continued From Page 1)

Phony, pert and impertinent self-appointed spokesmen — flinging assistant under-secretaries shamelessly staging shady shenanigans with pompous and politically-pious pseudo politicians.

Stiff-necked and haughty in juxtaposition with the rough-necked and naughty. Constant confusion, noise, turmoil and systematic chaos. Habitat of the untrammeled, blatant and bloated bookie bucket-shop boosters.

Pampered panhandlers. Pastry gluttons. Mercenary beneficiaries. Fugitive hoodlums checky-jowl with acclamation adherents and hand-wagging ballyhoosers. Stalwart-party strategists signalling stampede. Delegates accredited and otherwise, eagerly anticipating any opportunity to stage discomforting demonstrations for the benefit of the ether waves.

Feminine Western Union and Postal mercenaries . . . searching saint or sinner statesmen who double-in-brass as practical politicians propounding platform platitudes. Flamboyant flag-wavers.

"Mr. Chairman . . . and . . . fellow delegates . . . vital, momentous and withal solemn occasion . . . grave responsibility . . ."

eyes of the world . . . ears of the nation . . . Lincoln at Gettysburg . . . snow-capped mountains . . . Washington at Valley Forge . . . persistent thru the ages . . . the millions who humble and nameless the great hard pathway trod . . . twelve million heroes all pledged to die that the torch of Liberty . . . the granite rocks of New Hampshire . . . Those immortal heroes of the Alamo . . . Rank and file of American workmen . . . Our Constitution . . . No North, no South, no East, no West . . . Fortright . . . inherent rights . . . American Farmer . . . Homespun heroes at New Orleans . . . The Potomac . . . unning heroes . . . the howling herd winds slowly over the lea . . . the youth of Today . . . sterling quality . . . sun-kissed shores of the Pacific . . . no enemies to punish . . . no friends to reward . . . high office . . . A man who . . . individual initiative . . . private enterprise . . . staunch advocate of the rights of the small business man . . . machine-ridden hailwicks . . . self-effacing . . . pioneer forefathers . . . friend of the common people . . . forthright inherent honesty . . . holly and sacred heritage . . . a man who . . . national honor . . . American Independence . . .

Ladies and Gentlemen of the radio audience . . . "I place in nomination . . ."

Attic Apartments Help Solve House Shortage

Many war producing centers are still overcrowded, with inadequate housing a detriment to full production. Government officials report Home owners in these areas who can remake part of their homes into apartments or housekeeping quarters are being urged to do so. Homes with large attics have excellent locations for new apartments. Remodeling can be done largely with non-critical materials, such as insulating board. Smaller attics can be converted in the same way into sleeping rooms or house keeping suites. Some home owners, who no longer need all of their living space, are finding it profitable to remodel their houses into two-family units, with the second floor made into a separate apartment.

Dog Goes To Sunday School

York, Pa. — Prince, the collie belonging to Donald Spangler, goes with his master to Sunday School every Sunday and unlike Mary's little lamb Prince is allowed to remain. In fact, he's the mascot of Donald's class.

Gilley's Big Basement
Where All Rochester Shops with Confidence

Now! At Our Low Price! You Can Have Your Coat Tailored Individually for You!

FUR COATS

MADE TO MEASURE



\$76

Plus 20% Federal Tax



You come into our Basement Fur Shop — you choose a style from 5 advance 1945 models:

- Tuxedo Front
- Shawl Collar
- Roll Collar
- Yoke Back or Plain Back

• Every Coat Has Turned-back Cuffs
Then your coat is measured to you individually —when finished your coat has been made for you!



SEE THE LUXURIOUS FUR PELTS—Beautiful soft seal dyed coney in deep black or thick smoky brown beaver-dyed coney.



SEE THE FINE RAYON LININGS—Choose attractive embossed design or simple, rich plain rayon satin.



SEE THE EMBROIDERED MONOGRAM—your initials, to make your coat doubly yours! (See them all on individual display!)

Misses' and Women's Sizes, \$76

Extra Large Sizes, \$81

(Plus 20% Federal Tax)

1/3 Down

Balance Spread Conveniently Over a Period of 6 Months

Upon its completion we will be glad to store your coat at no extra charge until you want it on or before November 1.

STORE OPEN SATURDAY FROM 9:15 A. M. TO 5:30 P. M.
CLOSED 'TIL WEDNESDAY AT 12 NOON

Weed's SALE of MIRRORS

Be Ready for CANNING TIME!



ATLAS MASON pts. 69¢ qts. 79¢
E-Z SEAL . . . pts. 79¢ qts. 89¢



KITCHEN STOOL \$2.69

23 1/2" High. White enamel finish with upholstered seat. Red or black.



GARBAGE CANS \$1.49

Complete All steel ball handle, 10-gallon size. Lock cover. Green enamel coated sides.



PLATE GLASS

If it's a mirror you need for any room Weed's has it at the price you want to pay. 15 different styles and shapes all at especially low prices.

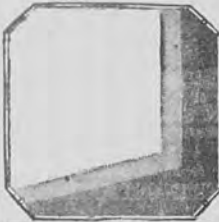
Stretched 16" oval or square . . . \$2.49

Closest Door Holders Handy! Ingenious!



50¢

Steel bracket that slips over top of door. No screws or nails needed.



VICTORY EXPRESS WAGON \$4.50

• Extra strong
• Balloon wheels
• Hardwood const. Reg. \$9.00



Special Combination OFFER

- 2 BOXES STEEL WOOL SOAP PADS . . .
- 2 BOXES WEAREVER Quick Cleansing Powder
- 4 Boxes in all 62¢

DRI-KLEEN 50¢



One can makes 10 gallons of fluid.

"MIXMASTER" ELECTRIC MIXER BOWLS

Large Size White Glass \$1.10

BEATERS FOR MIXERS 50c

HELP WANTED!

Men mechanically inclined for sales in tool dept. . . . man with sports knowledge for Sporting Goods Dept.

IMPORTANT ANNOUNCEMENT

Due to the demand, it has been impossible to serve you with all colors of the amazing new



A Carload . . . Fresh from Du Pont has just arrived at our store. While it lasts, it's yours for only

THIS COUPON WORTH 25¢ VALID ONLY ON PURCHASE OF ONE GALLON OR MORE OF DU PONT SPEED-EASY

\$2.60 Gal. With This Coupon

1 Gal. Makes 1 1/2 Gals. Thins with water. Covers wallpaper in one coat. Dries in one hour. Beautiful. Durable.

Free Parking Opposite With \$1 Purchase

MAIN 7900



15 EXCHANGE ST.

Free City Deliveries

Food For The Fourth



By BETTY BARCLAY

Here are recipes and hints that should enable you to enjoy this big hot-weather holiday. And if the holiday is past before you get an opportunity to try them all, you will find them appropriate for any summer day:

Orange Rosette Salad
3 cups orange sections
1 cup banana slices
1 cup grapes
Cherries or berries

Arrange orange sections and banana slices on salad greens. Top with banana slice and cherry or berry. Serve with Sweet French Dressing. (Serves 4).

Baked Bean Sandwiches
If you plan a Fourth of July picnic, be sure to carry along quick-frozen oven-baked beans for your lunch or supper. They're so compact you can easily pack them in a knapsack or bicycle basket, and by the time you've reached your picnicking haunt they'll be thawed ready for eating, cold, just as they are. They're good, too, spread between slices of whole wheat bread and butter. If you want additional seasoning, add relish, ketchup or chili sauce. These point-free quick-frozen beans are the closest commercial approximation to the oven-baked beans that great-grandmother used to toil hours to prepare, and they're good either hot or cold.

Cereal Pie Shell
2 tablespoons melted butter or other shortening
1/2 cup finely crushed Post Toasties
1 tablespoon sugar
1 tablespoon water

Add butter to cereal, tossing lightly to mix. Dissolve sugar in water and sprinkle over cereal mixture, tossing lightly again. Press into bottom and sides of 8- or 9-inch pie plate. Bake in moderate oven (375° F.) 8 to 10 minutes.

Fresh Peach Pie Glaze
3 fresh peaches, sliced (4 cups)
1/2 cup sugar
1 package orange-flavored gelatin
4 cups hot water
Dash of salt

1. Post Toasties pie shell
Combine peaches and sugar and let stand 10 minutes. Dissolve gelatin in hot water. Add salt and pour over peaches. Chill. When slightly thickened, turn into cold pie shell. Chill until firm.

Vanilla Ice Cream
2 teaspoons gelatin
1/2 cup cold milk
1/2 cup hot milk
1/2 cup sugar
Dash of salt
2 cups light cream
1 teaspoon vanilla
1/2 cup Grape-Nuts

Place gelatin in bowl; add cold milk and mix well. Add hot milk and stir until gelatin is dissolved. Dissolve sugar and salt in hot mixture. Add cream and vanilla. Turn into freezing tray of automatic refrigerator, setting control for coldest freezing temperature. When partially frozen, remove from tray and beat with rotary egg beater until fluffy and smooth. Fold in cereal. Return to tray and freeze 20 minutes longer, stir. Then freeze until firm. Freezing time: 3 to 4 hours. Makes 1 quart.

Recipe for Family Fun
The best recipe for staying at home and liking it these wartime days is to invest in a supply of games that grownups and children will both enjoy. Crossword Lexicon and Dig are word building games that are fun for family groups. Monopoly and Finance are exciting games based on speculative technique that everyone enjoys and Camelot, the celebrated jumping and capturing game, will be sure to appeal to all ages.

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Washdown Siphon CLOSET OUTFIT
19⁹⁵ Both Stores

Modern white vitreous china closet outfit with powerful washdown siphon action. Easy to keep clean, it retains its whiteness for years. Installs in present fixtures. No ration certificate necessary.



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Takes less than 15 minutes to install one of these handee indoor chemical toilets. Streamlined design, conveniently built, easy for children to use. Body of strong sheet steel with white enamel finish. Buy on our Budget Plan.



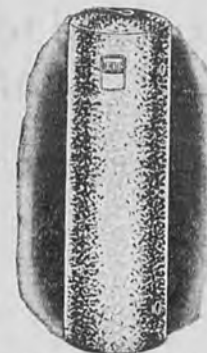
CLOSET TANK
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White enameled china tank that will fit all standard size bowls. Silent, economical. Buy on Our Budget Plan.



CLOSET BOWL
7⁷⁵ Both Stores

White vitreous china washdown action bowl with water area of 8 1/2 x 10 approximately, 2 1/2 inch water seal, rough in 14 inches.



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30 gallon, glass lined, hot water boiler that gives you rust free water always. Heavy galvanized outer jacket. Will attach to present pipes. Sold on regulated sale only. Buy on our Easy Pay Budget Plan.



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Efficient, economical hot water heater that uses low price fuel. Has brick lined firebox and easy to clean ash pit. Buy on our Easy Pay Budget Plan.



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Sturdy, well-made with hardwood handle and large force cup.



GARDEN SPADE
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Sturdy, well made garden spade with steel blade and hardwood handle, it will give plenty of useful service in Victory Gardens, etc.



HAND CULTIVATOR
1⁰⁹ Both Stores

4 line steel hand cultivator with smoothly sanded hardwood handle. Only a limited quantity available.

Are You In A Jam?
Here are ways to shorten the cooking time of the jam you will soon be making. 1. Make a small amount at a time; 2. Use a wide shallow pan; 3. Use a hot fire, stirring and watching the mixture constantly; 4. Chop or crush the berries or fruits before cooking, so that the heat can penetrate them quickly.

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Here's a clearance that happens only once in a lifetime . . . and only at Sears . . . Extra large Briar wood table with red trim that seats six persons comfortably. 4 matching chairs sturdily reinforced. This is just the dinette set for kitchens or modern dining rooms . . . and as another suggestion it makes a grand gift for weddings. Buy on our easy Pay Budget Plan.

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RIDGE ROAD NEAR DEWEY — GLEN 556



**I DIED TODAY...
WHAT DID YOU DO?**

IF WHAT you did for the war effort today was an *easy* thing to do, it isn't enough. We can not hope to give as much as the boy who gives his life... *but we can do our utmost!*

For instance, if you have not yet found yourself *seeming and figuring* on a way to buy extra War Bonds, it's a pretty good sign you aren't buying enough!

When your neighbor calls on you during the 5th War Loan to ask if you'll increase your purchases, say "Yes"... even if it takes a lot of *seeming and figuring* afterward to pay for them.

That's the way our men are doing *their part*... in the Pacific, in Italy, in England. Ordered to attack, they do not first consult themselves to determine whether it's safe or convenient or comfortable. They're thinking of *you* at home. To protect you, they attack *first*... and figure out how to do it as they go.

Uncle Sam *needs* your dollars to finance this war and he needs them

now! Not just the dollars you can *spare* but every dollar you can earn that you don't absolutely need for food, shelter, clothing and the operation of the farm.

War Bonds savings mean more to the average farmer or rancher than to almost anyone else. For they form a financial reserve indispensable for the profitable and efficient operation of his business. War Bonds are safe, they pay a good return, they're easy to buy. When they mature, they mean new machinery and equipment, new conveniences for the house, money for the children's schooling, funds for retirement.

The next time you pick up your paper or listen to the radio news, have a conference with yourself. "Am I doing as much as I can to help win this war? Am I matching what I can do with what the boys are doing over there? Am I investing every possible dollar in War Bonds today to make my future and my family's future more secure?"

Most of us haven't yet *begun* to do our best. Uncle Sam needs it *now!* BUY MORE THAN BEFORE in the 5th War Loan!

**5 REASONS FOR INCREASING
YOUR WAR BOND PURCHASES**

1. The tempo of this war is hitting its highest point. Government expenditures for war are at the peak. **MORE MONEY IS NEEDED... NOW!**
2. In proportion to **WHO HAS THE MOST MONEY**, individuals are not buying their share of War Bonds. America must correct this situation.
3. War Bonds provide the farmer and rancher with the financial reserve he *must* have to survive the ordinary ups and downs of farming as a business.
4. Money will be needed urgently at a future date to replace and repair farm equipment, machinery, and buildings. War Bonds will provide it.
5. War Bonds are the safest investment in the world, return a good rate of interest, are easy and convenient to buy... from bank, post office, rural mail carrier or Production Credit Association.

KEEP IT RINGING



Back the Attack! - BUY MORE THAN BEFORE BUY AN EXTRA BOND ON LIBERTY BRIDGE

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TUESDAYS • THURSDAYS • SUNDAYS
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BOAT LEAVES 11:45 P. M. FOOT OF LAKE AVE. PORT OF ROCHESTER — FOOT OF LAKE AVE.
Make reservations early! For literature and tickets apply K. J. Pflieger, D. P. A., Hotel Sagamore Bldg., 101 East Ave. (Stone Shop) Rochester 4, N. Y.

NIGHT GAME FRIDAY
LADIES NIGHT RED WINGS
VS **NEWARK**
Game Time 8:15
SUNDAY TORONTO - 3 P. M. RED WINGS VS NEWARK, SATURDAY, JULY 1st, 8:15
Downtown Ticket Office — 93 Clinton Ave. South

The Popular Call is for **"Jammy"**
The "top" in lip-smacking refreshment, brewed by the American Brewing Company of Rochester, N. Y. with 82 years' consecutive brewing experience.
Jamo Shanter LAGER BEER and ALES

Political Polka . . .

(Continued From Page 1)
previous elections resulted in badly bruised thumbs to say nothing of the political spanking accorded them on other parts of their anatomy.

With Wendell Willkie out of the way the old guard had a field day lapsing back into the precepts and banalities of the "good old days" of Harding and Hoover. It's the same old cry pitched in a different key, "free enterprise" for one "individualism" with a few fancy catch phrases attached, is another.

The Republican plank on Labor is dressed up with a lot gaudy paint by way of cliches and verbal back-slapping but when the labor leaders have time to read and analyze it they'll think Sewell Avery of Montgomery Ward wrote it.

The old reactionaries, for some unaccountable reason, think the class called "Labor" is going to drink up this stuff but actually best they can get is a "Mickey Finn." The Old Guardians for the past three elections have ignored the fact that even with the vote of every employer, without the employees they wouldn't have enough voters to get out a good college yell.

But where Mr. Dewey's disinterest has been most damaging to the chances of the Republican party is in the foreign policy plank. With every fighting man and his family waiting a firm stand and a firm hand in foreign relations there was little hope for anything laudable, forthright or adequate.

Mr. Willkie's wisdom was smothered in a deluge of generalizations and empty phrases. The greatest decision in American history will be side-stepped and the plank as wormy as Cypress. As a substitute, the keynotes and spell binders worked epigrammatically on the fourth term, bureaucracies, the New Deal and ineffectually attempted to cover their trail of omissions with muddy paprika.

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10c The Saturday Evening POST Now on Sale 10c

Montreal Is Focal Point For Canada Visitors

Modern Montreal is the commercial and financial capital of Canada, teeming with industry under the shade of churches and cathedrals of the old French regime, and where old stone houses still stand as landmarks in its romantic history.

Each year the Canadian metropolis is a focal point for visitors from the United States and the day and night visit to the city is one of the high spots of each of the Sautours cruises through eastern Canada.

It was in Montreal that the discoverers of a continent made their home, and it is in Montreal that their monuments stand, and here their mementoes have been collected in the Chateau de Ramezay, a house used as a home of the Governor, as the headquarters of fur traders, as Benjamin Franklin's print shop, and now is a museum.

This city offers today the curious spectacle of a modern commercial capital, growing around an old-world city.

Ancient Montreal was founded because the Lachine Rapids prevented further navigation of the St. Lawrence. Modern Montreal is a great city — the fifth on the continent — for the same reason. Still it is the place where the trails meet — these trails inherited from the intrepid voyageurs of Old New France.

What it offers to the mind of half a dozen lines and freighters flying a hundred different house flags have replaced the caravels and pinnacles of Champlain and Maitsonneuve. It is still to the foot of the Lachine Rapids that they come. And the inland waterway of the Great Lakes still stretches from Montreal to Duluth, though high-decked passenger boats and long-nosed cargo steamers have replaced the birch-bark canoes of La Salle and the Le Moyne Land trails, too — it is from Montreal that the Canadian Pacific and the Canadian National Railways start their famous transcontinental trains.

The mightiest estuary, the greatest inland waterway and the largest single transportation systems in the world meet in Montreal beneath the shadow of old Mount Royal, that stray Laurentian, a geological curiosity. Therefore, it was to Montreal that the pioneers of commerce came to buy and sell the furs and cargoes of these far-flung trails.

Prize Contest

Makers of Safeti Wash, the new Rochester made cleanser that is sweeping the country, in cooperation with Weis & Fisher, are out to find even more uses for their sensational product.

Home makers are urged to purchase a bottle of Safeti Wash at Weis & Fisher's and to experiment with it in any home cleaning problem. Those finding new uses are asked to write a note explaining their discovery to Weis & Fisher, 80 Clinton Ave. S. enclosing a label from any size bottle.

Prizes will be awarded as follows: Ten dollars first prize, five dollars second prize, and ten prizes of one dollar each.

HOLD THAT FABRIC!

If you find that sheer fabrics tend to slip while you're cutting them, pin the fabric to light weight paper before you put the pattern down for cutting, P. S. — Be sure to give the wrapping paper to the salvage drive when you're finished with it.

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LUGGAGE GOOD CONDITION TOP PRICES
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SATURDAY, JULY 1st
8:15 P. M.
23 REG. GAMES
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ADMISSION 25c—Plus 5c Tax
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25 Games — Reg. Bingo
\$5, \$6, \$7, \$8, \$9
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IMPORTED DISTILLED DRY GIN
85 PROOF **\$4.23** FIFTH
Recommended for that cool summer drink

IMPORTED PUERTO RICO RUM 85 Proof **\$3.96** FIFTH
Smooth, outstanding in flavor

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A RARE VALUE! **\$5.25** FIFTH
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A NAME FOR CHOICE LIQUOR
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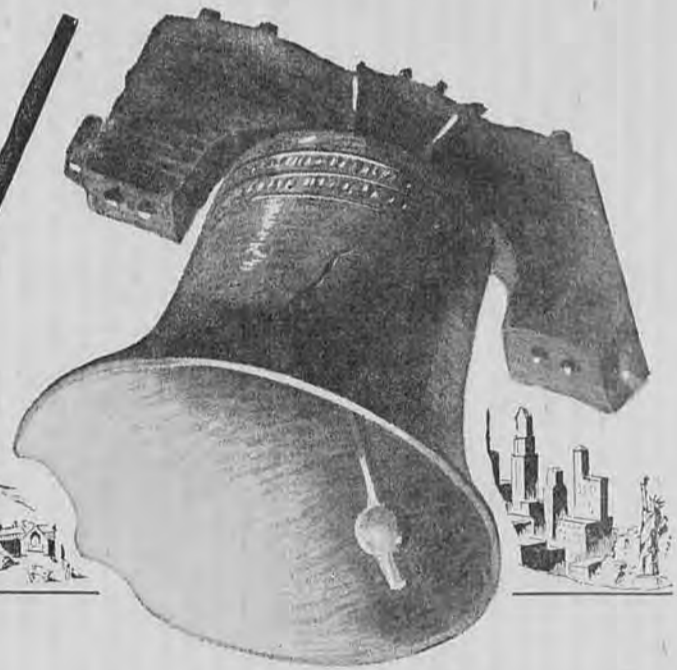
Back The Attack . . . BUY WAR BONDS NOW!

Page

To Keep It
Flying



Keep This
Ringling!



BUY AN EXTRA WAR BOND TODAY

and Ring the Liberty Bell on Rochester's Liberty Bridge!

ONLY 6 DAYS LEFT LIBERTY BRIDGE COMES
DOWN JULY 6th



*This Advertisement prepared and contributed by the
Rochester 5th War Loan Committee*

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