

AIDS FOR ADDING VARIETY TO THE DAILY MENU



"Synonymous with Progress"

LOBLAW GROCETERIAS INC.

Rochester housewives certainly enjoy shopping the Loblaw Self-Serve way. They love to shop personally, and when they know they can do it as unhurriedly as they please and, at the same time, make substantial savings—shopping becomes a double pleasure.

12 GROCETERIAS IN ROCHESTER

**GOOD
FOOD**



TUNE IN

Kate Smith

AT 7:30 P. M. COFFEE TIME

Tuesdays, Wednesdays and Thursdays

WGR...BUFFALO

Courtesy of Your

"A & P FOOD STORES"

**You will enjoy these
Outstanding foods**

BEECH-NUT COFFEE owes its fine flavor to the use of mountain-grown beans. Remember... to MAKE good coffee you must USE good coffee.

BEECH-NUT CREAM CRACKERS have the crisp flaky texture of the finest imported biscuits... yet they sell at domestic prices. Many consider them the most distinctive cracker baked in America.



You will find a great deal of flavor enjoyment in every food that bears the Beech-Nut label.

STAPLE

AND

FANCY

FOOD

PRODUCTS

Lily of the Valley

Better New York State Canned Foods

**Dole's Vacuum Packed
Pineapple and Juice**

King Tut Unexcelled Coffee

Distributed by

Brewster Crittenden & Co., Inc.

Wholesale Grocers & Importers

54-60 ST. PAUL ST.

FI-CO COFFEE

ROCHESTER'S FINEST

Served in the Hotels and Restaurants
"THAT REALLY CARE"



Also many other
QUALITY PRODUCTS

T. W. FINCH & COMPANY

81 MT. HOPE AVE.

ROCHESTER, N. Y.

STONE 211

IN

TEMPTING

VARIETY

FOR

PLEASING

ALL TASTES

AND

FITTING

ALL BUDGETS

HART'S

ROCHESTER'S GREATEST GROCERS

It's our business to supply the inner cravings of man. And we're craving the opportunity to supply and satisfy you who are the family purchasing agents in your task.

130 attractive stores, 130 courteous managers, 130 staffs of willing clerks are at your command and there's one of those stores and one of those managers and a staff of those clerks right in your neighborhood ready to serve you!