

# Community Progress . . .

The Lincoln Alliance is interested in the cultural as well as the economic development of the community—directors, officers and employees are active in the life of our city. Rochester's progress we recognize. We are in making the community a better place in which to work and live.

. . .

**LINCOLN-ALLIANCE  
BANK AND TRUST COMPANY**

*Member of the Federal Reserve System*

*Member of the Federal Reserve System*

When Better Clothes Are Made



**Hickey-  
Freeman**  
*will make them!*

If you're willing to invest money in a suit, why not choose the product of the finest tailoring organization in America? In other words, a suit "Customized" by Hickey-Freeman.

The superb, exacting fit . . .  
the luxurious materials . . .  
the painstaking tailoring . . .  
and the length of wear available in those suits, are without equal in the world. Shown exclusively at this store.

Ask To See Our  
Specially Priced Hickey-  
Freeman Group at \$50.

# McFARLIN'S

Where The Good Clothes Come From

# ENDICOTT-JOHNSON

*A Name That Means Service*

## SHOES for the FAMILY

*VISIT OUR BARGAIN BASEMENTS AND SAVE*

### Retail Stores in the Rochester Diocese:

AUBURN 133 GENESEE STREET	ELMIRA 139 141 W. WATER ST.	SENECA FALLS 73 FALL STREET
BATAVIA 94 MAIN STREET	HORNELL 68 MAIN STREET	PENN YAN 110 MAIN STREET
CANANDAIGUA 94 SOUTH MAIN STREET	NEWARK 157 SOUTH MAIN STREET	OWEGO 23 LAKE STREET

### ROCHESTER:

330-332 East Main Street  
62 South Clinton Avenue

92 State Street  
282 North Street