

Here Are Thrilling **THANKSGIVING** Thoughts for You
TO MAKE A BRIGHT HOLIDAY... BRIGHTER

weis + fisher's FURNITURE weis + fisher's

OVER ONE HUNDRED THOUSAND SQUARE FEET OF FLOOR SPACE

Rochester's Showplace of Furniture Fashion

A NEW DINING ROOM SUITE from WEIS & FISHER'S VAST ASSORTMENT will be just cause for THANKSGIVING

9 PIECES \$98 AND UP



Your Thanksgiving feast will be the more joyous when the family and friends gather around a lovely new dining table chosen from the huge selection at Weis & Fisher's. See these new suites in their beautiful home settings at Weis & Fisher's now! You can be sure to find a style to your own distinctive taste and you may buy on convenient budget terms.

80 CLINTON AVE. SOUTH Open Friday Evenings For Family or Group Shopping

FOR QUALITY FOLKS

Who Instinctively Seek the Best

New frozen richness that invokes old memories — memories of Sherry's and Delmonica's — of swank Colonial Assemblies — Diplomatic Receptions and old time Southern Hospitality.

Valley Ice Cream takes you back to real ice cream, obtainable today in so few places.

Try Valley Ice Cream just once. Delight your guests with Rochester's newest — Rochester's richest — Rochester's best.

VALLEY ICE CREAM

THANKSGIVING SPECIAL

DUTCH PUDDING
75c the Quart

Valley ICE Cream

VALLEY ICE CREAM INC. 1490 Lake Avenue • Clon. 834
Facing on Approach to Veterans' Memorial Bridge

Prompt Deliveries. Wide Variety of Flavor and Combinations. Special Molds For Home Entertaining.

35 cents the Quart 40 cents the Pint
De Luxe French Vanilla \$1.00 the Quart

Sibley, Lindsay & Carr Co.

A NEW EARLY AMERICAN PATTERN . . .

"COLONIAL TIMES"

20-Pc. Starter Set **\$5.00**
Open Stock, \$6.60!

Actual scenes of Colonial American history printed underglaze, for permanency, by one of England's foremost potters! A truly lovely set, in pink or blue, available in open stock for re-fill. No one will ever guess you paid so little for a set of such outstanding, traditional design. It has the authentic beauty of a real heirloom.

4 Dinner Plates, 10"
4 Bread and Butter
4 Dessert Saucers
4 Tea Cups

TURKEY SET
\$4.50
18 1/2" Turb. 65'

Each dinner plate, each printed with a different scene, \$1.10 for an enormous Thanksgiving turkey.



The Glass of Fashion

NOBLE WINES

for that noble bird!

IF A GOOD appetite is the best sauce for good foods, surely wines are the best creators of good appetite. Before, during, and after the Thanksgiving repast, wines will add that extra something of taste and zest which make good things better, and better things . . . perfect! The perfect addition to YOUR Thanksgiving Dinner are WIDMER'S WINES. You can buy them with economy . . . and enjoy them with confident pride! Your nearest package goods store will cooperate with you in suggesting the best types of wines to suit your individual needs and tastes. All you need to ask for is WIDMER'S.

FOUNDED 1889 **Widmer's Wine Cellars, Inc.** **FAMOUS 1939**
OVER 50 YEARS OF FINE WINE-MAKING IN THE FAMOUS VALLEY AT NAPLES, N. Y.

Widmer's Wines