

# “You Get a Deal Instead of a Shuffle at Vic Bloods”

by Lynne Belluscio

Elmer Smith has been in town visiting friends and he stopped by to drop off some things that he had saved when he was working for Vic Blood at the furniture store on Main Street. Smitty brought in some calendars, an oil painting by Vic's wife, newspaper clippings, and some photographs. The photographs of Vic Blood's Hardware Store and Furniture Store are great.

Vic Blood was a businessman in LeRoy who is remembered for his store on Main Street. He was born in LeRoy in 1904. And was baptized at St. Peter's Church. As a kid he worked at Brust's Store. He graduated from LeRoy High School and attended Rochester Business Institute. In 1940, he owned a gas station on Lake Street, which was pictured in the 1940 book. However, during World War II he was the assistant purchasing agent at Lapp Insulator and helped expedite the military contracts. In 1945, after the War, he opened a hardware store at 31 Main Street. But he continued to remodel the building and twelve years later, in 1957, he had a three-day sale to celebrate the new expanded store. He moved his hardware store across the street. According to an article in the Batavia News, the first 500 people visiting the grand opening received an “attractive gold decorated bud vase.” These were supplied by the RCA Whirlpool Company, who also supplied plastic ice cube trays which were available for only 19 cents. On Saturday, everyone received white carnations. All shoppers could register for the grand prize of a General Electric Mobile-Maid Automatic Dishwasher. A full-page ad listed a four piece modern bedroom set for \$199. Chairs for \$37.50 and a breakfast set for \$69.95. At the bottom of the page, “You get a deal instead of a shuffle at Vic Bloods.”

When I first came to the Historical Society, I began writing articles for the Pennysaver and I wrote a short piece about Fluxo, a toilet bowl clean-



er manufactured in LeRoy. I received a phone and was asked to stop by Vic Blood's store. He told me about working for the Fluxo Company when he was a young man. He would go door to door, selling Fluxo and often would go into the home to demonstrate how well it worked. He gave away toilet brushes. And much to my delight, he gave the Historical Society a Fluxo toilet brush. (I often wonder, what the next curator at the Historical Society will think when they find that toilet brush!) Vic also had his Fluxo business card, which I added to the collection.

He also donated a chandelier that at one time hung in the house at 45 Church Street. The chandelier now hangs in the front parlor of LeRoy House, a beautiful example of a East-lake gas chandelier. Vic died in 1996, and Elmer Smith worked to continue several projects that Vic had funded. He also administered the Victor and Maudeline Blood community foundation which now provides grants to community projects. This summer, our kids Hands On History projects were funded by the Blood Foundation.

