

Which Sell More than just a Company's Product

has to be the parent. He defines what being adult means. By words. And by deeds."

On a similar theme, a Kemper Insurance ad headlined "Family-on-the-Rocks!" shows liquor being poured over an ice cube in which a family snapshot is imbedded. The ad goes on to offer industry and business a variety of programs to

combat alcoholism among employees.

The National Automobile Dealers Association ad shows a disappointed teenaged boy complaining, "Gee, Dad, you're gonna take my license away for one lousy ticket?" and commends the father for being more severe than the juvenile court judge, when the youth was brought up for speeding.

The judge said next time the boy's license would be suspended. His father didn't wait for a next time. . . . Sure it's a hard way to learn traffic safety. But it's a lot easier than learning it by accident."

Similarly, Ford was cited for a multi-page magazine ad announcing a "safe driving incentive program for young Americans," featuring a contest

and safety hints.

The International Ladies Garment Workers' Union ad was an Easter-Passover season appeal for brotherhood, showing a Puerto Rican child sitting in front of a storefront church, and beneath the photo a quote from Carl Sandburg, "There is only one child in the world and the child's name is all children." ILGWU members, claims the ad, "work together and live together with mutual respect for our neighbors—at the next machine, or in the next house."

International Paper was honored for its "Send-me-a-man-who-reads" campaign, specifically for a magazine ad showing a leather-jacketed youth walking dejectedly down a street, with the headline, "I am school dropout. I can't read good. I can't get a job. Help me please." The ad copy notes that reading difficulty is the major cause of school dropouts and calls for volunteers to assist children with reading problems.

This was the first year that television commercials were included in the Manhattan

WANT ADS

Phone 454-7050

WANTED

WANTED POSTER Boarding Home urgently needed for Catholic Children, all ages. Telephone Monroe County Child Welfare Division, 771-5611.

AUTOMOTIVE

BROOKWAY 1961: equipped with Rupp pumps, 3" hose, Pumps 12,000 gallons an hour. Ideal for irrigation or septic tanks. Bargain prices, must sell. Call 473-3625, Al Witt.

TRAILERS

MOBILE HOMES: Victor area, 2 bedroom, all set up, shady lot, family room. Any reasonable offer considered. 294-2738.

BUSINESS SERVICES

PAINTING, interior-exterior. Free estimates. Reasonable rates. Call 452-5378.

FLOORS LAID, sanded, finished, since 1921. Cy J. Callenry, 468-6685.

MUSAWMS MOVING and Carting and Storage. ANYTHING. Anytime. 242-6538.

PAINTING INTERIOR. You furnish materials, I labor. 285-3101.

PLASTERING, PATCHING, brick masonry. Reasonable rates. Work guaranteed. 232-1306.

ODD JOBS: Storm windows removed, washing walls, floor waxing, cleaning gutters etc. 436-4421.

IMPERIAL Asphalt paving: Driveways, parking lots, Seal Coating. Brush on quick. Drying quality center. 324-4004, 546-1139.

ABC MOVERS: Experienced, insured, reasonable rates, large van. 621-3376.

GUTTERS, Galvanized Aluminum. Free estimates. Work guaranteed. Frank Streb, 328-6306.

PATIO, Sidewalk specialists: Free estimates. Reasonable. Quick service. 442-4924.

WE SPECIALIZE in Oriental rugs. For free quotation call Badger's Carpet Cleaning, 264-9339.

FURNACES, registers, chimney cleaned. \$16.50 includes yearly service. Call 24 hours. Mr. Hawkins. GR 8-2556.

PANELING, Remodeling, Recreation Rooms, Basements, Offices, P & B Paneling. 621-1105.

EMPLOYMENT

"IMPORTANT Notice: The New York State Law Against Discrimination and the Federal Civil Rights Act of 1964 prohibit discrimination in employment because of sex unless based on a bona fide occupational qualification. Help Wanted and Situations Wanted advertisements are arranged in column captioned "Male" and "Female" for the convenience of readers and are not intended as an unlawful limitation or discrimination based on sex."

HELP WANTED MALE

SALESMAN: Excellent working conditions and company benefits. Apply in person, Runda's 2861 W. Henrietta Road.

ASSISTANT COOKS and dishwashers wanted weekdays including Sundays. Excellent pay for qualified applicant. Apply in person, Gail's Spaghetti House, 1485 Empire Blvd. Ask for Tony or Mike.

BUS BOYS - Excellent working conditions, \$1.50 per hour plus tips. Runda's 2861 W. Henrietta Rd.

DISHWASHERS - Excellent working conditions, many company benefits. \$1.65 hr. Runda's, 2861 W. Henrietta Rd.

SUPERVISOR-COST ACCOUNTING: Degree, 5-7 years exp. experience. Direct job accumulation. Experience preferred. 2-3 years supervisory experience. Local division of International Manufacturing Company. Excellent opportunity. Liberal benefits. Bonus plan. Start at \$13,000, depending on experience. C/M Agency, 929 Temple Bldg. 232-3550.

CUSTOMER - Maintenance man in church and school in southeast section of city. 467-3068, Father Stice.

HELP WANTED MALE

STOCK Record Clerk: keep records and inventory. Typing. Adding machines. Detail work. Experience helpful but not necessary. \$100 per week to start. Available Tuesday, 922 Sibley Tower Bldg. 454-3665.

MANAGER Receiving Department: keep records and inventory. Age about 35; good physical condition; \$120 per week. AVAILABILITY Agency, 922 Sibley Tower Bldg. 454-3665.

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SECRETARIES, Typists, Dictaphone operators: Our equipment is available to you. Improve your existing skills or acquire additional ones and earn increased pay. Come in or call, 454-2642, Kelly Girl Div. Kelly Services, 715 Sibley Tower. Equal opportunity employer.

VACATION replacements needed? Insist on the girl with 100% guarantee for your temporary office help. Call 454-2642, Kelly Girl Division of Kelly Services, 715 Sibley Tower.

SECRETARY to Sales Chief, fee paid by employer. All major benefits. Start \$115.00 wk. Snelling & Snelling, 335 Main St., E. 454-5484.

COUNTRY CLUB seeks general office gal. All benefits, fee paid, \$85 per wk. Snelling & Snelling Agency, 335 Main St., E. 454-5484.

SECRETARY to Research Chief, fee paid. Keep record library, \$115.00. Snelling & Snelling Agency, 335 Main St., E. 454-5484.

HELP WANTED MALE or FEMALE

POSITIONS in math, English, physics in Catholic boy high school in Syracuse area. Salary - \$5300 and up, health and pension benefits. Inquire: Principal, Box 29, Syracuse, N.Y. 13214.

CAPABLE, qualified teachers, Catholic school system. Mrs. Conway, 454-4625.

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EXECUTIVE Placement Corporation - Rochester's oldest established Employment Agency. Since 1925, serves both applicant and customer. Are you looking for an "Ideal Job"? - "Ideal Applicant"? Call 454-1424. No obligation.

BAILEY Employment Service is a national agency specializing in "people-and-job" matching. Call or stop in for resume counseling at 1355 Sibley Tower Bldg. 332-5175.

MERCHANDISE

ENCYCLOPEDIA BRITANNICA, Britannica Jr. Easy Book-A-Month Plan. 546-3088.

ZENITH AM FM radio: Zenith clock radio: Heathkit amateur receiver set HR-10 men's hockey low slates size 10; 6 pairs Americana draperies, matching bed spreads, custom made. All items excellent condition. Resonance Radio, 454-3665.

2 FULL SETS of drapes, one nautical, half tower. Set well individually. FR 4-1017 window, Bargain prices. Call 473-8825, Al Witt.

REAL ESTATE FOR SALE

1 BEDROOM RANCH near RIT. Furnishings, camera, projector. Make offer. 69 Campus Dr., Henrietta.

WANTED REAL ESTATE FOR RENT

ONE BEDROOM, living room, kitchen, bath, tower. September occupancy. Retired brother and sister. 454-4674.

BUSINESS OPPORTUNITIES

BEAUTY SHOP for rent. Good parking. Leslie's, 290 Calver Pkwy. 452-9150.



Inter-Culture Center at U.

Ponce, Puerto Rico—(RNS)—The Catholic University of Puerto Rico formally inaugurated its new Inter-American Center here, naming it after the late Bishop Manuel Larrain of Talco, Chile.

Bishop Larrain was president of the Council of Latin American Bishops (CELAM). He died recently in an automobile accident in Argentina.

The university presented posthumously to Bishop Larrain its Alonzo Manso Cross for outstanding contributions to Puerto Rico and the Americas. It was accepted by Bishop Bernardino Pinerá Carvalle of Temuco, the late bishop's close friend and co-worker in Chile.

Interreligious Choir at Mass

LAKE WINNIPESAUKEE, N. H. — (RNS) — This interreligious choir was recruited at the first New England Ecumenical Study Conference for participation in the celebration of a Mass at Lake Winnepesaukee, N. H.,

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North Clinton at Avenue A

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Yes you can buy a 10x12 Ceiling (includes material and installation) for only \$39.95

39 JEFFERSON RD. • 235-5530

\$3995 Rochester Ceiling Co. \$3995

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Makes the Car
Makes the Difference
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436 9270 390 THURSTON RD.

Visit our show rooms—Select a real bargain—Complete line Rugs, Furniture, Appliances etc.

Charlotte Appliance
TONY AGOSTINELLI
Lake Theatre—3268 Lake Ave. 663-5050

You OWE It To Yourself To Use OUR MILK

We have been serving the Rochester Area for nearly Forty Years With The Finest In Dairy Products.

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465 Chili Ave. ID 6-8100

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Rentals For All Occasions
Specializing in Weddings and School Formals
At 4 Corners in Penfield
586-7846

GULF MOTOR CLINIC
Dynamometer Tune-Up
Wheel Alignment
• Wheel Balance
• Carburetor • Starter
Generators
266-5472 Midland Shopper
1355 St. Paul Street

WATCHES - DIAMONDS
Budget Terms
WM. S. THORNE JEWELERS
318 EAST MAIN ST.
Official R.R. Watch Inspector

m-m-m so good!
BONNYBROOK MILK
for home delivery
CALL 546-3496

ST. MARY'S CANANDAIGUA
Alice R. Farrell
WOMEN'S APPAREL
106 S. MAIN ST.
CANANDAIGUA, N.Y.

MODERN BEAUTY SHOPPE
YOUR NEXT APPOINTMENT:
PHONE 763
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CANANDAIGUA
NEW YORK

CARNIVAL Fair Products, Inc.
Suppliers For
• PLUSH TOYS
• CARNIVALS • BAZAARS
• FAIR CONCESSIONS
546-5390 or BR 1-0718
259 Exchange St. Roch., N.Y.

WEDDING INVITATIONS
Shows of Year
Home, Anniversary
Days
Purchasing Power Printing
Call 454-3665

Walter F. and Robert W. Schumann
Schumann Funeral Home, Inc.
2100 ST. PAUL ST.
342-3400

PACKAGE STORES

Browcroft LIQUOR STORE
Famous for Scotch and Other Wines
268 N. WINTON near Blossom
OPEN 10 to 10
Phone 462-4533

Alex. F. Moore inc.
Wines & Liquors
508 STONE ROAD
NO. 3-5897 at Dewey

Visit Upstate's Largest Selection
HENNER'S
Int. Wine & Liquor Store
"We Gladly Deliver"
544-554 CHILI AVE.
Phone 235-7674

BILL'S LIQUOR LOCKER
336 MONROE AVENUE
Near Alexander
BILL & MARTHA COX
We Deliver 546-2287

NORTHGATE LIQUOR INC.
PHONE 3-4100
Mon. - Thurs. incl. 9:30 a.m. - 11 p.m.
Town of Greece Fri. Sat. 9 a.m. - 10 p.m.

WARNER'S LIQUOR STORE
HINCHEY ROAD
AT CHILI AVE.

DUKE SPINNER ORGAN DEPT.
• ORGANS & PIANOS •
You Can Afford - Also
Qualified Instructions
84 DEWEY AVE. - 498-2030
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Pittsburgh Paints
Lumber and Building Supplies
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FRANK O'NEILL, Prop.
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BLESSED SACRAMENT BLAUW'S PHARMACY
Established 1851
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OUR LADY OF LOURDES CHILSON PHARMACY
1704 Monroe Ave.
GR 3-6402
Prescription DELIVERY SERVICE

CORPUS CHRISTI MILLIMAN'S PHARMACY
NO. Goodman at Main
Phone 454-3332

YOUR CONFIDENCE OUR CARE WINTON PHARMACY
692 N. Winton
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Stamps • Money Orders • We Deliver

GOOD COUNSEL PARISH Wolff Pharmacy
Professional Pharmacist
Lowest Prices Thurston Rd.
681 Thurston Rd. 436-9341
3 Doors from Brooks. Free Delivery

ST. CHARLES BORROMEO DEWEY AVE. PHARMACY
Prescription Specialists
COSMETICS - TOILETRIES
PHOTO FINISHING
3910 Dewey Ave., UNIVERSITY 5-2116

ST. ANDREW'S PARISH - PRESCRIPTION'S Carefully Compounded MANDELL'S PHARMACY
By Mandell
HO 7-0879
7-0785
CO 6-9554
DRUGS-COSMETICS-SUNDRIES
Portland Ave., at Horton

OUR LADY OF LOURDES LA MAY DRUG CO.
1800 EAST AVE.
271-2896

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COMPLETE BUILDING MATERIALS

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Pledged To: Quality Standards
Dignity in Service
Integrity in Business

Haubner & Stallknecht FUNERAL HOME, INC.
EDWARD E. HAUBNER SARTO W. STALLKNECHT
ROBERT P. ZIMMER
828 JAY ST. 328-2323

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See what you buy indoor - outdoor display
MT. EDEN MONUMENTS
OPEN EVENINGS AND SUNDAYS
1349 South Avenue 473-4540

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2100 ST. PAUL ST.
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HAROLD F. WOOD FUNERAL HOME
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• AMPLE PARKING
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A. G. BONSIGNORE CO.
Over 40 Years of Dedicated Service to the Community
A Trusted Name for MONUMENTS
Call for ART Bonsignore for ART in stone
CALL 458-5301

HARLOFF Funeral Home
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ASSUMPTION PARISH FAIRPORT, N.Y. EMERY FUNERAL HOME INC.
CLAUDE W. EMERY AIR CONDITIONED PR 7-0483
ALBERT H. KNAPP
76 SOUTH MAIN ST. FAIRPORT, N.Y.

F. H. McELWEE & SON FUNERAL SERVICE
QUALITY FURNITURE PHONE Since 1915
394-2220 461 S. Main St.
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ASSUMPTION PARISH AMPLE PARKING ROOT & KEENAN FUNERAL HOME
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RICHARD H. KEENAN

BURNS - HANNA
467-5745
1795 Ridge Rd. E.
SPACIOUS PARKING

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