

Sears

Happy is the day when the newlyweds move into their new home. Their hopes, their dreams and their savings are all built right into the four walls of this, their new home. But, let's go back to the planning stages-before the first setting is poured. This is the time to "step into TOTAL LIVING COMFORT".

Today, within the four walls of your home, you can be pretty much in charge of your own indoor climate. You can have a modern system installed that will automatically let you control heating, air conditioning, humidity and air cleaning. By controlling these basic comfort factors, you are able to have an ideal indoor climate all year, even though we live in an area with seasonal problems such as heat, cold, humidity, pollen and dust.

Such complete indoor control is called TOTAL LIVING COMFORT.

The basic elements of TLC include a modern, whisper-quiet heating system designed for whole house comfort; a cooling system that is automatically controlled to give pleasant cooling throughout your home; humidity control to eliminate the damaging problems caused by too much or too little moisture in your home and an electronic air cleaner to keep your home free from dust, smoke, odors, pollen and other irritants.

The trend today is to TOTAL LIVING COMFORT-whether your home is old, new or in the planning stages. In existing homes, the addition of Total Living Comfort usually requires only minor changes and equipment additions to make them truly modern.

Why not plan now for years ahead enjoyment-give yourself TOTAL LIVING COMFORT. For further information, call your Gas Heating Contractor or contact the Residential Heating and Promotion Department of the Rochester Gas and Electric Corporation. Phone 546-2700, Extension 251.



Conrier Journal April 5, 1968

STEP

INTO

TOTAL

LIVING

COMFORT

for our home, our food, our health, and for all who dwell here. . . . We thank you, dear Father. . . .

"We beseech You to lead us by intercessions in ways of love and tenderness to one another. . . . We beseech you, O blessed Mary. . . .

"That with honesty and cheerfulness, with bravery and truth, we may be quick and ready to help each other in each day's work and cares. . . . We pray, dear Jesus. . .

"For the constant support of our Holy Church in all the world; for the assurance of graces given and the promise of eternal peace . . . We thank you, O God, our Father. . . ."

## Who Pays?

Because the new husband is taking on the responsibilities and expenses of 'a family while the bride's parents are ending their financial duties as far as their daughter is concerned, it is the bride's parents who assume the major expenses of the wedding. Regardless of the financial situations of the two families, this rule is neverignored, and the size of the wedding

and reception is always geared to the budget of the bride's-parents.

## ILHOUETTES for a Many Slendored Occasion

, Here Comes the Bridesmaids! Come to Sears and see the sweetest new styles, the most heavenly fabrics ever! The little beauties Shown here feature empire and cage silhouettes in nylon lace/ rayon, acetate with rayon satin touches. Remember, too, that these delectable fashions are just the gowns you'll be wanting for the Spring Formals and Proms that are just around the corner. Sizes 5 to 15; 6 to 16. All dresses are special ordered and require three weeks for delivery. Priced from 19.98 to \$30. \* Sears Goum Salon, Main Floor, Monroe Avenue

April 5, 1968 Courier Journal 3A