Business in the Diocese

Michael F. Verno, a graduate of Aquinas Institute, has formed a new advertising and public relations agency, The Verno Organization, at 83 Clinton Ave. N.

TVO will represent retailers, manufacturers, producers and distributors of food products, service organizations, financial institutions and public agencies. Verno also announced the appointment of writer-producer, Linda Sue Hitchcock, and art director, Jerome P. Infantino.

Verno has a bachelor of science degree in broadcasting from Ithaca College. He graduated from Ithaca as president of his class in 1962.

He is a member of St. Lawrence Parish and is married to the former Mary Ann Toscono. They have three sons.

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Rite-Aid Corp., which on March 18 announced agreement for acquisition of the 47-store Daw Drug Co. of Rochester, reported last week record sales and earnings. In the year ending March 1 sales rose to $47.2 million from $35 million the preceding year. There has been a 34.9 percent increase in sales and a 33 percent increase in earnings per share.

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Area sportsmen, conservationists, and legislators honored Bill Lindner, former assistant regional conservation officer, at the 9th Annual Sportsman-Conservationist of the Year Dinner, sponsored by Columbia Banking, Saving & Loan Association and the Monroe County Conservation Council, April 23 at the Party House.

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Clarence W. Ryckman has opened his own general insurance agency in the First Federal Building, 328 Main St. E. Ryckman has had over 20 years insurance experience, having formerly been associated with the Kaiser Insurance Agency and Kaiser-Howe Insurance Agency.

Ryckman, a World War II veteran and RBI graduate, attended the University of Rochester. A member of Our Lady of Lourdes parish, Rochester, he resides at 277 Winton Road S. with his wife, former Theresa Haley of Geneseo.

M$L NEWS NOTES

Do you object to earning money for your organization and for yourself at the same time? If it involves a great deal of time and work, a cash outlay, an element of chance, no doubt you'd say "Yes!"

Well, the Courier has a plan for you which represents the most painless way yet devised for you to earn this kind of money. It's called **MONEY LABELS.** Merely by saving those box tops, labels and other "proofs of purchase" which you'd ordinarily toss in the waste basket, you can come out a winner. In this plan, there's only one way you can lose and that's by not joining. **Remember** to save those valuable labels for cash and you have it made.

None of you forget to save trading stamps. Why? Because these mean goods which are coming to you. **MONEY LABEL** stamps mean either goods or cash. Here's a big advantage which even trading stamps can't offer.

In addition to goods or cash—whichever you prefer—you'll receive another bonus. This is the MONEY LABELS Magazine which will be sent to you four times a year. Printed by the Curtis Publishing Co. and edited by a woman who formerly was women's editor for the Saturday Evening Post, it will contain a wealth of information—household tips, recipes, items of interest to children etc. Here too each participant will find the list of products for the particular period. The number of MONEY LABEL stamps given for the proof of purchase from each product will also be noted. All you will need to do is detach this sheet (the center fold) from the magazine, mark on it the number you've saved and include it in your collection of labels. Nothing could be simpler.

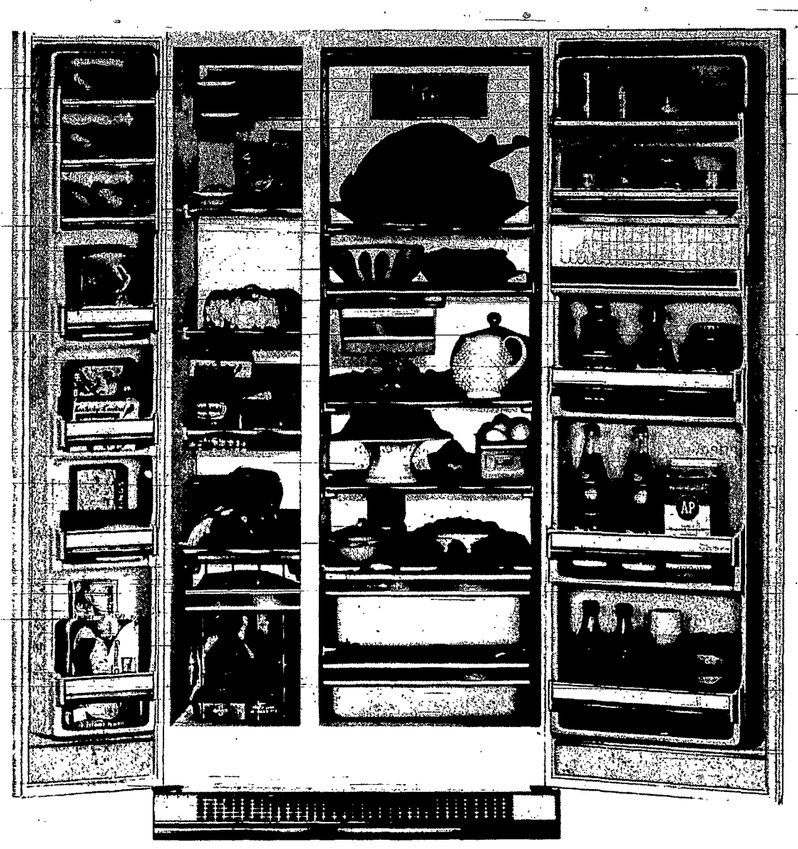
We know you'll enjoy this magazine and will look forward to its coming into your home. Besides, you'll have an ever-ready guide to MONEY LABEL products. Placed conveniently in your kitchen, it will be a reminder of what to buy and of what proof of purchase to save. Can you afford to throw money in the waste basket? No chance of that with a handy list at your elbow.

So why not investigate the possibilities of MONEY LABELS today? With everything to gain and absolutely nothing to lose, you'd be foolish not to join.

Organizations which aren't registered for MONEY LABELS and would like information may call **546 5140** or fill out the coupon below and mail it to: **MONEY LABELS, 35 Scio St., Rochester, N.Y. 14604.**

Name of Organization .....
Address of Organization .....
Name of Applicant .....
Address of Applicant (& Phone No.) .....

No Mess, No Fuss Because of No-Frost in Refrigerator-Freezers by General Electric



Model TFF 18D

SAVE $50

Regular Price $499.95

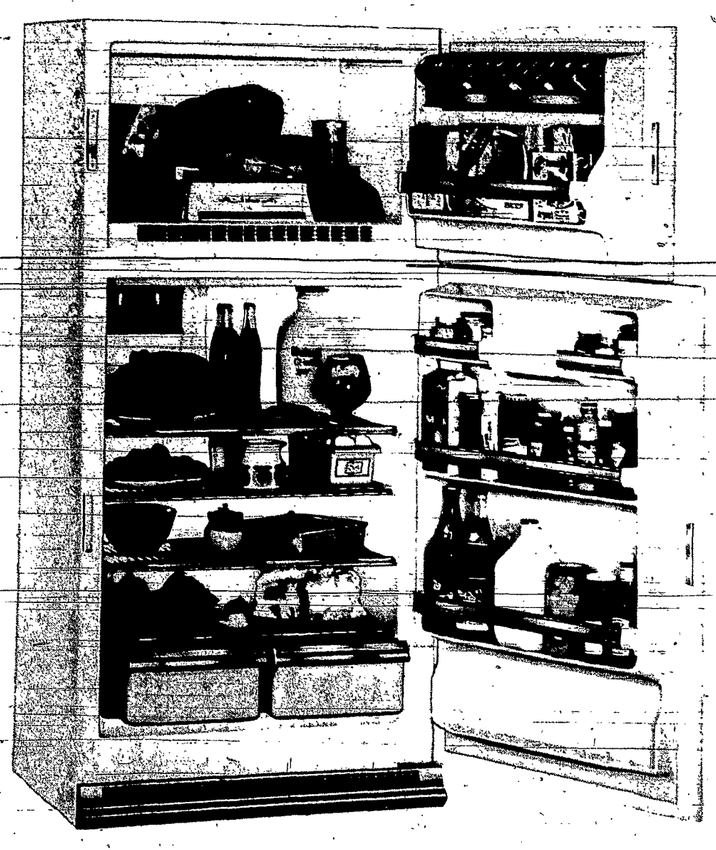
$449.95

SAVE $50

Limited Quantities

Budget Terms Available

Right now, you can save $50.00 on the purchase of this G.E. side-by-side refrigerator-freezer. This big 18.1 cubic foot model is all frost-free, in the refrigerator and in the freezer. The giant freezer unit holds up to 225 lbs. with 5 on-the-door storage shelves to neatly hold those bottles, cans and cartons. Large capacity fruit and vegetable bins keep your foods fresh and crisp. Other G.E. features such as the juice can dispenser, 3 ice cube trays for quick ice service, slide-out freezer storage basket, and many more. Hurry, quantities are limited. Stop in to RG&E, 89 East Avenue or call 546-2700 for your savings on refrigerator-freezers.



G.E.'s NO FROST REFRIGERATOR - FREEZER

$297

Budget Terms Available

No defrosting ever with this General Electric refrigerator-freezer. A big 14.7 cubic foot model contains such features as on-the-door storage in refrigerator and freezer with butter compartment, deep shelf for half-gallon milk cartons and tall bottles. A jet-freeze ice compartment with sub-zero air that blows over trays for extra fast ice. The freezer holds up to 147 lbs. Four cabinet shelves for storage convenience. Other features such as a removeable bin for 18 eggs, twin vegetable bins, magnetic door latch, one-piece wrap-around steel cabinet with rust resistant finish plus many more. See this for yourself now!

Model TBF-155E

RG AND E ROCHESTER GAS AND ELECTRIC
89 EAST AVENUE • 546-2700

Open Tues. and Thurs. Till 9 — Saturday Till Noon

Elmira Scholar

Elmira — Sister E koski, a native of A a teacher at Notre D School here, has bee a grant in the E Teacher's Fellowship

The program inclu of academic study a versity of Arkansas, f nine weeks of study Tuition and fees are a stipend of app $5,000 is offered.

Applications for were accepted from 50 states, preference to applicants from th states.

St. Jose Set Sum

A summer "enrich gram" for elementar will be conducted the Sisters of St. three Monroe County

The program incl ing classes Monday t day, from July 7 to St. Ambrose School Hall Cadet School a rence School.

Fisher Sche Seminar in Negro Liter

A seminar in N ture will be offered the summer session Fisher College. This program of its kin fered at the college Rochester area.

Taught by Prof. Amann of the Eng ment, the seminar to acquaint the s the range, depth a black writings in A creative and exposi ture will be examin

The course will from 6:30 to 8:10 through Thursday, 30 to Aug. 7. It hours of undergra

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A strong form-fitting for reducible inguin lacing adjustable. Stay lastable leg strap. pad. For men, wom Mail order: give meas not part of abdomen. or double.
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