



Photos by Susan McKinney

St. Ann's Home resident Magdaline Nowack is shown here carefully selecting a doughnut offered by volunteer staff member Mrs. Gertrude Weltzer of St. Ambrose parish. It appears, from these photos, that her choice was good one.

Gift to the Community: Food and Fun

Big business in this country is often accused of being cold and uncaring toward the individual. One often hears complaints about people being thought of only in terms of statistics, or how much he or she can produce in a day.

There is, in this area at least, one large business concern that is trying to change that image, and they are spending a great deal of time and money to do it.

The STAR (Store Activities Representative) program of McDonald's Restaurants is aimed at providing assistance to

worthwhile groups or projects, often free of charge.

James Paglia, McDonald's account executive for the area, explained that the program was set up several years ago and has spread steadily across the country. He said that in most cases store representatives are hired by owner-operators to work with groups in their area. There are store representatives hired by the McDonald's corporation as well.

The store activities representative's job is to find worthwhile projects to

help, formulate a program and put it into action.

One such program now in operation is at St. Ann's Home and the Heritage. On the third Tuesday of each month store representative Jeanne Hultenschmidt brings everything needed for an afternoon social hour featuring coffee, pastry and good conversation.

The festivities at St. Ann's have become very popular with some 140 residents attending each month, according to Helen Walters, Recreation Director at St. Ann's.

The food is donated free of charge from three McDonald stores, Irondequoit, Monroe Avenue and Downtown, owned and operated by Richard Weaver whom Ms. Hultenschmidt represents.

Ms. Hultenschmidt said that the residents of St. Ann's and Seneca Towers were also taken out for Christmas breakfast this year.

Her activity at St. Ann's, however, is only one of many.

Others include working in conjunction with the city

recreation department at Public School 35. Basketball leagues have been formed on both the grammar school and high school levels. A competition that stresses teamwork and sportsmanship during the basketball season will end with 15 winners going to a Buffalo Brave-Philadelphia 76er game on February 10 compliments of McDonald's.

She also provides educational films, prepared by McDonald's on ecology, bicycle safety and home safety. The films are geared toward children, kindergarten through sixth

grades and feature national personalities like Bill Cosby.

Hultenschmidt added that the STAR program can provide fund-raising assistance. Clubs or agencies can sell McDonald's coupons or products provided by the restaurants in order to raise money for their programs.

Ms. Hultenschmidt said that each store in the Monroe County area has access to a Store Activities Representative and that they are all more than willing to look into any program possibility. She advised anyone interested to "simply contact your nearest McDonald's store."

Travel & Recreation

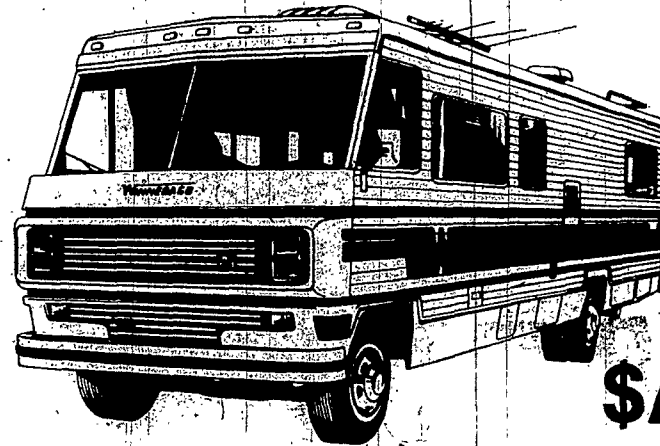
YOUR GUIDE TO VACATION FUN



MINNIE WINNIE

Winnebago 20' Standard features you wouldn't expect to find in a 20 ft. mini. A large kitchen area with double stainless steel sink. And a 3-way refrigerator/freezer that operates on L.P. gas, 12 volt AC or 110 volt DC. Even color-coordinated pile upholstery and sculptured plush carpeting. All this Winnebago comfort and convenience at our most comfortable price.

SAVE



ELANDAN II WINNEBAGO 29'

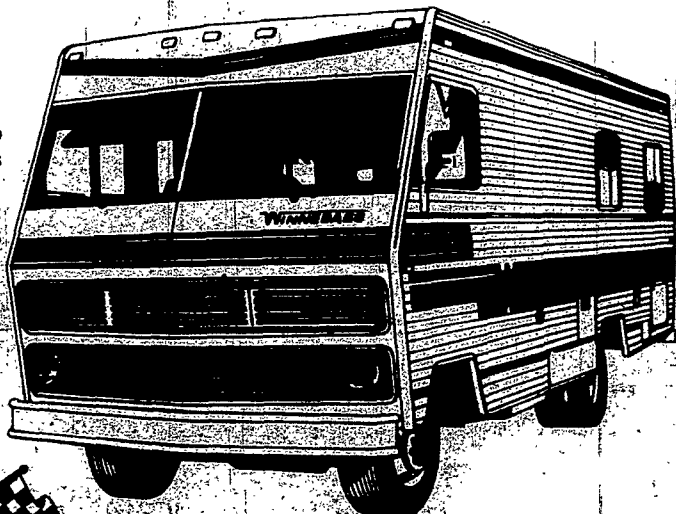
For exclusive motor home living or as a comfortable travel extension of the home you leave behind, Elandan II offers the investment wise motor home owner a superb combination of luxury and value.

SAVE!

Come In And See And Save \$\$\$

BRAVE

Winnebago 23 Ft. The all new 1978 Brave. Two feet longer than last year's model and at a surprisingly low price. Choose from 3 different dinette arrangements and 3 stunning interior decors. You'll be amazed at the long list of standard features included in this 23 ft. Winnebago. Come in now and see what everyone is cheering about.



SAVE!

CHIEFTAIN

Winnebago 26 Ft. Consider these standard features available in this 26 ft. Winnebago. 8 cu. ft. refrigerator/freezer that's powered 3 ways: L.P. gas, 12 volt AC or 110 volt DC. Driver and co-pilot seats that swivel and tilt. Tinted windows all around. Powerful 22,000 BTU furnace with electronic ignition. And much, much more. There are a lot of reasons why you'll sleep better in a Winnebago.



SAVE!



435 W. COMMERCIAL ST. BETWEEN WASHINGTON ST. AND EXPRESSWAY IN EAST ROCHESTER EXIT

SAVINGS NOTICE

NAGLE FORD IS NOT GOING TO BE AT THE MOTOR HOME SHOW FOR ONLY ONE REASON, TO SAVE YOU MONEY. COME IN AND SEE AND SAVE \$\$\$
NAGLE FORD WINNEBAGO DIVISION