

I feel so comfortable at The Heritage.



"My apartment's lovely. You should see the view from my window. The lounges, dining room, and other common areas are just as homey. The pleasant, thoughtful staff makes it a joy to live here. Security is excellent, too, and that gives me real peace of mind."

At The Heritage, age is no barrier to a satisfying life; the average age of our residents is 87. We're dedicated to providing comfort and privacy, combined with excellent medical care. No other health-related facility offers so much independence, along with so many services.

—Alida Hagerty

Feel at home at The Heritage

For medically-supervised seniors

1450 Portland Avenue
Rochester, New York
14621
(716) 342-1700

NFP EDUCATION

423-9490 (VOICE/TTY)

To Achieve or Avoid Pregnancy



- A scientifically proven method
- Highly effective for properly instructed couples
- No contraceptive side effects
- Promotes shared responsibility
- The reliable way to space your children

Call for brochure and class schedule

A Program of The Health Association

A United Way Agency



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**DIAL
473-NEED**

473-6333

A free community service provided by Highland Hospital

We make your life one **step** easier.

At Preferred Care, we believe in the simple things in life.

- One membership card.
- No overwhelming deductibles.
- No medical claim forms to file.
- First class service, the kind that earns us top ratings for customer satisfaction on the local, state and national levels.

If you're Medicare eligible, why not consider Preferred Care Gold, the health care plan designed with you and your needs in mind.



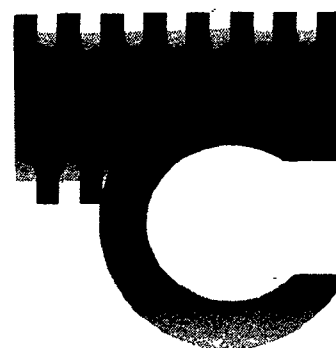
259 Monroe Ave. Rochester, New York 14607
(716) 325-3575

COPING WITH INCONTINENCE



Close to 10 million Americans suffer from Urinary Incontinence

Learn more about bladder control problems and the latest available treatments



Continenence Center of Rochester

- Dr. David P. Dever, M.D.
- Dr. Michael Feinstein, M.D.
- Dr. P. Miller Ashman, M.D.
- Dr. Laurence Donahue, M.D.

Two offices for your convenience

220 Alexander St.
Suite 400
Rochester, N.Y. 14607

1415 Portland Ave.
Suite 255
Rochester, N.Y. 14621

232-1290

266-4110