

PASCALE DESIGN

Ralph Pascale is pleased to announce the opening of Pascale Design, an architectural and interior design firm established to meet the needs of area homeowners. According to Mr. Pascale, "The goal of Pascale Design is to create dynamic residential designs today for the living environments of tomorrow. More and more time is spent at home and there is much that can be done to improve existing space or utilize the opportunity to create additional space. Pascale Design makes it possible to make improvements that are professional and affordable."



Pascale Design offers a wide range of services including: Architectural Design (specializing in construction plans for additions); Interior Design (space planning of all residential interiors, including attics and basements, kitchens and baths, home office, family rooms, etc.) project coordination; remodeling and renovation; interior decorating; consultation services, and more.

"What makes Pascale Design unique," says Pascale, "is the fact that we really personalize our projects. We don't come in with some abstract formula, but rather we incorporate the personality and feelings of our clients into their design. We don't design projects to please Pascale Design, we design projects to please our customers."

"I bring 25 years of experience in residential design to this new business and I really want to focus on the needs of homeowners who might have thought they couldn't afford professional design service. My experience can actually make their projects more affordable and they'll really get what they want."

Ralph Pascale has been a Gates resident for over 30 years. He's a St. Helen's Parishoner, and has been active as a volunteer for the Gates Recreation Department for over 15 years.



Pascale Design's office is located at 160 Morncrest Drive in Gates. In-home appointments can be made by calling (716) 235-1590

Pittsford Fish Market

If you're looking for a whale of a good catch, look no further than the Pittsford Fish Market.

Owner, Nick Vasalos says that his customers love their large selection of seafood.

Vasalos used to own the former Kithnos seafood market in Irondequoit, which he ran for four years. Since then, he's set up a larger shop at 3400 Monroe Ave. located in the back of the Pittsford Colony Mall.

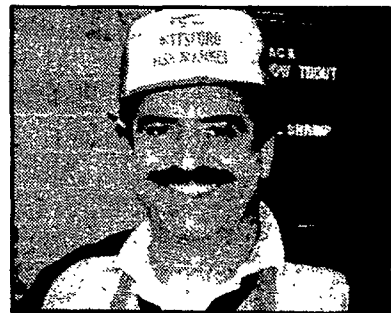
"You can get fish and other seafood here that you can't get anywhere else," Vasalos said. "We get our fish from all over the country."

The market also features a fish bar, where fish fries and seafood lunches such as fried smelt, clam, shrimp, scallop, and oyster dinners may be purchased. Orders may be placed in advance by phone.

Vasalos is a native of Kithnos, a Greek island where he spent many of his early years working in the Mediterranean Sea on fishing boats and in local fish markets. Later he traveled to the United States and worked for North Atlantic Fisheries in the wholesale business before coming to Rochester in 1975 and starting up his Irondequoit store.

"This business is very satisfying to me," he said. "Anything in the beginning is hard; that's why I work hard to make this the best fish market in Rochester."

The Pittsford Fish Market's hours are Monday through Thursday, 9 a.m. to 8 p.m.; Friday, 9 a.m.-9 p.m.; Saturday, 9 a.m. to 8 p.m.; and Sunday, 10 a.m. to 5 p.m. Stop in today!



PITTSFORD FISH MARKET
Pittsford Colony Plaza
3400 Monroe Ave. - 381-8190



Preferred Travel Service, Inc.

"Most of our customers have come to us by referral," said Norrine Waller, Certified Travel Counselor, Master Cruise Counselor and owner of Preferred Travel Service.

"Their friends and associates are pleased with our complete travel planning, the many extra services we offer and the friendly, courteous staff," she added.

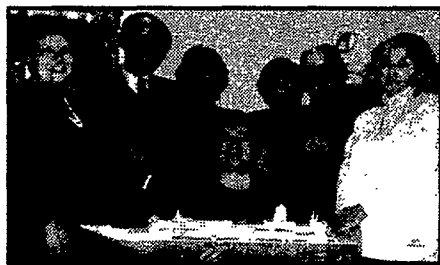
"I am proud that our staff is one of the most qualified and highly accredited in the Rochester area," Norrine remarked. "International travel, one of our two specialties, demands a high level of first-hand knowledge that constantly needs to be updated both by our travels and through study programs." The agency is staffed by Destination Specialists both for Europe and the Caribbean; a Specialist Counselor on Travel to Scotland is also in residence.

For travels closer to home, Norrine smiles as she points to the sets of "mouse ears" in evidence. She notes that her staff was recently qualified by the Walt Disney Corp. as Disney Specialists, "...the number one destination in the U.S.!"

Preferred Travel Service announces the opening of its Cruise Division, "Pier 64 Cruises" at their same location in Mendon. "We've done extensive sailing over the years on all the major cruise lines and always evaluate each new ship as she is launched. The fleet is continuously re-inspected for appearance and quality of service," said Ed Waller, ACC and co-owner.

Norrine adds proudly, "We are the only agency in the Rochester area that has achieved the CLIA certifications of Master Cruise Counselor and have three Accredited Cruise Counselors." Their years of cruise experience and the volume of cruises sold guarantee the best rates.

Call Preferred Travel and Pier 64 Cruises for your next vacation. Join their cruises to the Caribbean, Bermuda, Europe or Alaska; or special group tours to the "Festivals of Italy," "Treasures of India" or pilgrimages to the Holy Land.



PREFERRED TRAVEL SERVICE, INC.
1350 Pittsford Mendon Rd., Mendon, NY (716) 624-3110

SULLIVAN'S SHOES

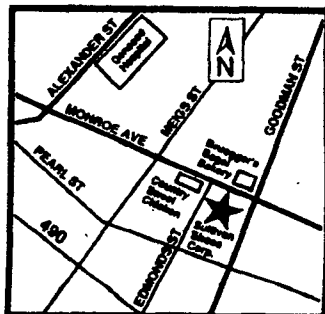
The tradition continues! Sullivan's Shoes is back in business - and that's great news for all parents looking to keep their children in the best-quality footwear at an affordable price these days. Sullivan's Shoes is Rochester's premier children's shoe store, and has been for over 50 years. Earlier this year, Sullivan's considered closing, but before that happened, the store was purchased by two Rochesterians who are working to make Sullivan's better than ever.

Sullivan's Shoes now offers Stride Rite Shoes, boots and sneakers in all the sizes and widths that are synonymous with Sullivan's. They have the largest selection of children's footwear, (over 2,000 pairs in stock), so their experienced fitters can properly fit your child every time! Together, Sullivan's Shoes and Stride Rite will meet all your children's footwear needs.



With winter just a chilly breeze away, now is the time to stop in and check out Sullivan's great selection of winter boots for the kids.

Parking is no problem at Sullivan's, which now accepts Visa and MasterCard for your shopping convenience. Store hours are: Monday, Tuesday, Wednesday and Friday 10-5 p.m.; Thursday 10-7 p.m.; and Saturday 10-3 p.m.; closed Sunday.



Sullivan's Shoes
14 Edmonds Street
(off Monroe Ave.)
442-8730

ZWEIGLES

In 1880, C. Wilhelm Zweigle, with his wife, Josephine, opened a Sausage Shop and store at the Southeast corner of Joseph Avenue and Kelly Street. It eventually included a restaurant and saloon. Word soon spread about the extremely tasty and high quality sausages available at the Zweigles' store.

A lot of changes have taken place in the last 113 years. Today, Zweigle's Inc. is one of the larger sausage and meat-products manufacturers in the area, in addition to being Rochester's oldest existing one.

What hasn't changed is the famous quality and great flavor of C. Wilhelm Zweigle's sausages. Today, you can still rely on good-tasting ZWEIGLE'S White and Texas hots, and a wide variety of sausage and meat products that have been a tradition in Rochester area homes and restaurants since 1880.

Mr. Robert H. Berl, CEO, his wife, Betty, and daughter, Roberta M. Camardo, current president are third- and fourth-generation owners, and proud of the fact that ZWEIGLE'S has been a family operated firm for 113 years - starting with C. Wilhelm Zweigle, and then his wife Josephine, followed by their sons William and Leonard Zweigle and, in turn, grandson Robert H. Berl.

They are especially grateful to the other members of the family, their many friends, all the faithful employees, and their valued and loyal customers through all these years. And they want to assure you that Rochester can continue to depend upon the ZWEIGLE'S tradition of high quality and good-tasting flavor. That's one thing that will never change at ZWEIGLE'S!



Famous for Quality
Sausage & Meat Products
Since 1880

651 Plymouth Avenue North
Rochester, New York
546-1740

Arts School of Classical Dance

Lorene Benson's love of dance began at an early age with the ballroom steps she and her seven brothers and sisters did with their parents. Now she instills in others an enthusiasm for the art form.

Lorene has been teaching dance for the past 18 years. She attended the Eastman School of Music when the Mercury Ballet was in Rochester. She then majored in dance at Brockport State. She started her own dance studio in 1976, and is founder and director of the Cobblestone Arts Center.

For the past four years she has been working with area schools to provide dance and musical education to disabled children. The students performed a concert with the RPO in December, 1991.

Lorene teaches tap, ballet, jazz, modern and gymnastics to students ranging in age from pre-school to adults. Her extensive pre-school program for children 2-6 involves all disciplines: music, dance, visual arts and theater. She integrates all of these art forms so that they overlap, and gives the children an overview. She also includes hands-on work with instruments, etc.

She is currently looking for new members for her teen dance group. They do monthly performances, go on field trips and share a "family feeling" that allows them to grow together as dancers.

Lorene, her husband and two children live in Farmington, and are parishioners at St. Patrick's in Victor.

630 Crowley Rd. • Farmington, NY (716) 924-2629



Lorene Flora Benson, director